

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers	
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Q40C. Did you want these contracts to overlap for your Fixed broadband service?	1018
Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time	
Q40C. Did you want these contracts to overlap for your Fixed broadband service?	1023
Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers	
Q41B. Why did the contracts overlap for your Fixed broadband service?	1028
Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time	
Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?	1038
Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time	

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Q40D. Did you want these contracts to overlap for your Pay TV Service?	1044
Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time	
Q40D. Did you want these contracts to overlap for your Pay TV Service?	1049
Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers	
Q41C. Why did the contracts overlap for your Pay TV Service?	1054
Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time	
DID NOT WANT CONTRACTS TO OVERLAP FOR SERVICE/S WHERE PAYING OLD AND NEW PROVIDERS	1064
Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time (excluding Mobile)	
Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S	1069
Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time (excluding Mobile)	
Q38D. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your mobile phone service?	1079
Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time	
Q40A. Did you want these contracts to overlap for your Mobile Phone service?	1084
Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time	
Q40A. Did you want these contracts to overlap for your Mobile Phone service?	1089
Base : Those interviewed about switching their mobile phone service in the last six months	
Q42. Why did the contracts overlap for your Mobile Phone service?	1094
Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route	
Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?	1103
Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months	
Q42B. How important were these sports channels in your decision to switch?	1113
Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months with any sports channels	
Q43. While considering switching your [SERVICE/S], which of these did you do?	1118
Base : Those interviewed about deciding not to switch	
Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER	1128
Base : Those interviewed about deciding not to switch	
Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER	1160
Base : Those interviewed about deciding not to switch	
Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER	1192
Base : Those interviewed about deciding not to switch	
Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER	1225
Base : Those interviewed about deciding not to switch	
Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)	1257
Base : Those interviewed about deciding not to switch	
Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)	1298
Base : Those interviewed about deciding not to switch	
Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)	1339
Base : Those interviewed about deciding not to switch	

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)	1380
Base : Those interviewed about deciding not to switch	
Q44DA. You said earlier that you were still in a contract/ didn't want to have to pay to leave your provider. Which of the following best applies to you?	1421
Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch	
Q44DB. You said earlier that you were still in a contract/ didn't want to have to pay to leave your provider. Which of the following best applies to you?	1426
Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch	
Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?	1431
Base : Those naming any major factors that made them decide to stay with their current provider	
Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?	1462
Base : Those interviewed about deciding not to switch	
Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?	1493
Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch	
Q48. You said 'lack of choice' was a major factor that made you stay with your current Pay TV provider. Which one of these best describes what you mean by 'lack of choice'?	1503
Base : Those interviewed about deciding not to switch their Pay TV service in the last six months who say that lack of choice was a major factor in their decision not to switch	
Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?	1508
Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch	
Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?	1518
Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months	
Q51. How important was keeping these sports channels in your decision not to switch to another Pay TV provider?	1530
Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months with any sports channels	
Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?	1535
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers	
Q53. Overall, how satisfied are you with your decision to switch/ to stay with your provider?	1540
Base : All eligible respondents (switched or decided not to switch)	
Q54. How long did the switching process take - starting from confirming you wanted to switch to being able to use your [SERVICE/S] with your new provider?	1545
Base : Those interviewed about their switching experience (except mobile) in the last six months	
Q55. How did this compare to your expectations before starting the switching process?	1550
Base : Those interviewed about their switching experience (except mobile) in the last six months	
Q56. Do you have an online account with your [SERVICE/S] provider which you can use to check your bill or check your usage, for example? You may access this via your providers website or via an app.	1555
Base : Those interviewed about switching or deciding not to switch in the last six months (excluding mobile)	
C11A. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Comparing the costs of the various deals available in the market?	1560
Base : All eligible respondents (switched or decided not to switch)	
C11B. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Speaking to your current provider about new deals?	1565
Base : All eligible respondents (switched or decided not to switch)	
C11C. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the language and terminology used by providers?	1570
Base : All eligible respondents (switched or decided not to switch)	

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

C11D. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the different options for the services in the market?	1575
Base : All eligible respondents (switched or decided not to switch)	
C4. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?	1580
Base : All eligible respondents (switched or decided not to switch)	
C5. Which one of these groups best describes your ethnic group or background?	1593
Base : All eligible respondents (switched or decided not to switch)	
C6. Which of the following best describes you?	1605
Base : All eligible respondents (switched or decided not to switch)	
C7. What is the total number of people in the household (including yourself and any children)?	1610
Base : All eligible respondents (switched or decided not to switch)	
C8. And what is the total number of children aged under 18 in the household?	1615
Base : All eligible respondents (switched or decided not to switch)	
C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)	1620
Base : All eligible respondents (switched or decided not to switch)	
FINANCIAL VULNERABILITY	1625
Base : Those where it is possible to calculate the Financial Vulnerability Index	

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 1

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

QUOTA GROUP - SWITCHED IN LAST SIX MONTHS (WITH NEW GROUPS IN 2024)

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Mobile switched by PAC	988	-	988	-	-	**	-	-	-	988	988	-
	43%	-%	56%	-%	-%	**	-%	-%	-%	77%	100%	-%
			a							c	ac	
Mobile switched by C&R	297	-	297	-	-	**	-	-	-	297	-	297
	13%	-%	17%	-%	-%	**	-%	-%	-%	23%	-%	100%
			a							b		ab
Dual Play CPS – involving Virgin	20	20	20	-	20	**	20	-	-	-	-	-
	1%	4%	1%	-%	10%	**	16%	-%	-%	-%	-%	-%
		b			a		cd					
Dual Play ORS – not involving Virgin	97	97	97	97	-	**	97	-	-	-	-	-
	4%	21%	6%	93%	-%	**	79%	-%	-%	-%	-%	-%
		b		b			cd					
Triple Play CPS – involving Virgin or from Sky	20	20	20	-	20	**	-	-	-	-	-	-
	1%	4%	1%	-%	10%	**	-%	-%	-%	-%	-%	-%
		b			a							
Triple Play ORS – not involving Virgin or from Sky	7	7	7	7	-	**	-	-	-	-	-	-
	*%	2%	*%	7%	-%	**	-%	-%	-%	-%	-%	-%
		b		b								
Standalone Pay TV	149	149	149	-	149	**	-	149	-	-	-	-
	6%	32%	9%	-%	78%	**	-%	100%	-%	-%	-%	-%
		b			a			bd				
All other switches	36	-	-	-	-	**	-	-	-	-	-	-
	2%	-%	-%	-%	-%	**	-%	-%	-%	-%	-%	-%
Switched when moving (excl. mobile)	511	-	-	-	-	**	-	-	-	-	-	-
	22%	-%	-%	-%	-%	**	-%	-%	-%	-%	-%	-%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 1

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

QUOTA GROUP - SWITCHED IN LAST SIX MONTHS (WITH NEW GROUPS IN 2024)

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

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%	a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	1180	272	222	64	315	150	279	721	491	292
Total	2297	1751	104	192	27	122	149	168	1284	988	297
Dual Play FTTP (NEW IN 2024)	5	5	-	3	**	5	-	-	-	-	-
	*%	%	-%	2%	**	4%	-%	-%	-%	-%	-%
	b	b		a		cd					
Standalone broadband (NEW IN 2024)	168	168	-	-	**	-	-	168	-	-	-
	7%	36%	-%	-%	**	-%	-%	100%	-%	-%	-%
		b						bc			

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 1

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

QUOTA GROUP - SWITCHED IN LAST SIX MONTHS (WITH NEW GROUPS IN 2024)

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Mobile switched by PAC	988	247	245	496	496	-	-	**	-
	43%	72%	82%	77%	100%	-%	-%	**	-%
		ef	aef	ef	abcef				
Mobile switched by C&R	297	97	55	145	-	145	97	**	-
	13%	28%	18%	23%	-%	100%	100%	**	-%
		bd	d	d		abcd	abcd		
Dual Play CPS – involving Virgin	20	-	-	-	-	-	-	**	-
	1%	-%	-%	-%	-%	-%	-%	**	-%
Dual Play ORS – not involving Virgin	97	-	-	-	-	-	-	**	-
	4%	-%	-%	-%	-%	-%	-%	**	-%
Triple Play CPS – involving Virgin or from Sky	20	-	-	-	-	-	-	**	-
	1%	-%	-%	-%	-%	-%	-%	**	-%
Triple Play ORS – not involving Virgin or from Sky	7	-	-	-	-	-	-	**	-
	*%	-%	-%	-%	-%	-%	-%	**	-%
Standalone Pay TV	149	-	-	-	-	-	-	**	-
	6%	-%	-%	-%	-%	-%	-%	**	-%
All other switches	36	-	-	-	-	-	-	**	-
	2%	-%	-%	-%	-%	-%	-%	**	-%
Switched when moving (excl. mobile)	511	-	-	-	-	-	-	**	511
	22%	-%	-%	-%	-%	-%	-%	**	100%
Dual Play FTTP (NEW IN 2024)	5	-	-	-	-	-	-	**	-
	*%	-%	-%	-%	-%	-%	-%	**	-%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 1

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

QUOTA GROUP - SWITCHED IN LAST SIX MONTHS (WITH NEW GROUPS IN 2024)

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

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		
	Total	PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Standalone broadband (NEW IN 2024)	168	-	-	-	-	-	-	**	-
	7%	-%	-%	-%	-%	-%	-%	**	-%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 1

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

QUOTA GROUP - SWITCHED IN LAST SIX MONTHS (WITH NEW GROUPS IN 2024)

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile switched by PAC	988 43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile switched by C&R	297 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Dual Play CPS – involving Virgin	20 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Dual Play ORS – not involving Virgin	97 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Triple Play CPS – involving Virgin or from Sky	20 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Triple Play ORS – not involving Virgin or from Sky	7 *%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standalone Pay TV	149 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
All other switches	36 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Switched when moving (excl. mobile)	511 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Dual Play FTTP (NEW IN 2024)	5 *%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 1

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

QUOTA GROUP - SWITCHED IN LAST SIX MONTHS (WITH NEW GROUPS IN 2024)

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Standalone broadband (NEW IN 2024)	168	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 1

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

QUOTA GROUP - SWITCHED IN LAST SIX MONTHS (WITH NEW GROUPS IN 2024)

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Mobile switched by PAC	988	413	569	671	243	74	400	236	147	202	636	348	868	49	**	**	
	43%	43%	43%	42%	46%	46%	43%	43%	44%	43%	43%	44%	43%	35%	**	**	
Mobile switched by C&R	297	122	169	230	54	13	94	67	47	83	161	129	259	21	**	**	
	13%	13%	13%	14%	10%	8%	10%	12%	14%	18%	11%	16%	13%	15%	**	**	
				bc					abe			ae					
Dual Play CPS – involving Virgin	20	8	12	9	8	3	9	4	3	4	13	7	18	1	**	**	
	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	**	**	
					a												
Dual Play ORS – not involving Virgin	97	41	56	39	35	23	35	26	13	23	61	37	79	9	**	**	
	4%	4%	4%	2%	7%	14%	4%	5%	4%	5%	4%	5%	4%	6%	**	**	
					a	ab											
Triple Play CPS – involving Virgin or from Sky	20	8	11	8	10	2	5	6	2	7	11	9	20	-	**	**	
	1%	1%	1%	*%	2%	1%	*%	1%	1%	2%	1%	1%	1%	-%	**	**	
					a												
Triple Play ORS – not involving Virgin or from Sky	7	3	4	3	3	2	3	2	1	1	6	2	5	1	**	**	
	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	1%	**	**	
Standalone Pay TV	149	61	84	108	29	11	66	37	22	22	102	44	133	9	**	**	
	6%	6%	6%	7%	5%	7%	7%	7%	7%	5%	7%	5%	7%	6%	**	**	
All other switches	36	15	20	26	8	1	18	6	7	5	24	12	27	6	**	**	
	2%	2%	2%	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	4%	**	**	
														a			
Switched when moving (excl. mobile)	511	212	294	424	77	10	240	123	66	82	363	148	450	36	**	**	
	22%	22%	22%	26%	15%	6%	26%	22%	20%	17%	24%	19%	22%	26%	**	**	
				bc	c		df				df						
Dual Play FTTP (NEW IN 2024)	5	2	3	2	3	1	1	*	*	3	1	4	5	*	**	**	
	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%	*%	*%	**	**	
										e							

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 1

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

QUOTA GROUP - SWITCHED IN LAST SIX MONTHS (WITH NEW GROUPS IN 2024)

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Standalone broadband (NEW IN 2024)	168	70	96	91	55	22	65	42	22	37	107	59	144	7	**	**	
	7%	7%	7%	6%	10%	13%	7%	8%	7%	8%	7%	7%	7%	5%	**	**	

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 1

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

QUOTA GROUP - SWITCHED IN LAST SIX MONTHS (WITH NEW GROUPS IN 2024)

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Mobile switched by PAC	988	903	84	390	432
	43%	43%	43%	44%	42%
Mobile switched by C&R	297	281	16	120	115
	13%	13%	8%	13%	11%
		b			
Dual Play CPS – involving Virgin	20	18	2	7	12
	1%	1%	1%	1%	1%
Dual Play ORS – not involving Virgin	97	74	24	36	57
	4%	4%	12%	4%	6%
			a		
Triple Play CPS – involving Virgin or from Sky	20	18	2	9	11
	1%	1%	1%	1%	1%
Triple Play ORS – not involving Virgin or from Sky	7	6	1	3	4
	*%	*%	1%	*%	*%
Standalone Pay TV	149	137	12	51	67
	6%	7%	6%	6%	6%
All other switches	36	33	2	15	16
	2%	2%	1%	2%	2%
Switched when moving (excl. mobile)	511	481	31	210	215
	22%	23%	16%	24%	21%
		b			
Dual Play FTTP (NEW IN 2024)	5	4	1	2	3
	*%	*%	1%	*%	*%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 1

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

QUOTA GROUP - SWITCHED IN LAST SIX MONTHS (WITH NEW GROUPS IN 2024)

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Standalone broadband (NEW IN 2024)	168	147	21	49	101
	7%	7%	11%	6%	10%
					a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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.

SUB-GROUP IF SWITCHED MOBILE IN LAST SIX MONTHS AND DID NOT KEEP MOBILE NUMBER

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	~d	a	~b	c
Unweighted total	300	-	300	-	-	-	-	-	-	300	-	300
Effective Weighted Sample	292	-	292	-	-	-	-	-	-	292	-	292
Total	297	-	297	-	-	-	-	-	-	297	-	297
Mobile switched by STAC	31	**	31	**	**	**	**	**	**	31	**	31
	10%	**	10%	**	**	**	**	**	**	10%	**	10%
Mobile switched by C&R	230	**	230	**	**	**	**	**	**	230	**	230
	77%	**	77%	**	**	**	**	**	**	77%	**	77%
Mobile changed number but unsure if STAC	36	**	36	**	**	**	**	**	**	36	**	36
	12%	**	12%	**	**	**	**	**	**	12%	**	12%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

SUB-GROUP IF SWITCHED MOBILE IN LAST SIX MONTHS AND DID NOT KEEP MOBILE NUMBER

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	300	100	53	147	-	147	100	-	-
Effective Weighted Sample	292	98	52	143	-	143	98	-	-
Total	297	97	55	145	-	145	97	-	-
Mobile switched by STAC	31	9	**	17	**	17	9	**	**
	10%	9%	**	12%	**	12%	9%	**	**
Mobile switched by C&R	230	77	**	113	**	113	77	**	**
	77%	79%	**	78%	**	78%	79%	**	**
Mobile changed number but unsure if STAC	36	11	**	15	**	15	11	**	**
	12%	12%	**	11%	**	11%	12%	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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.

SUB-GROUP IF SWITCHED MOBILE IN LAST SIX MONTHS AND DID NOT KEEP MOBILE NUMBER

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	300	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	292	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile switched by STAC	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile switched by C&R	230	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	77%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile changed number but unsure if STAC	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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.

SUB-GROUP IF SWITCHED MOBILE IN LAST SIX MONTHS AND DID NOT KEEP MOBILE NUMBER

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	~b	~c	~a	~b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	300	100	194	234	53	13	92	69	46	86	161	132	261	21	11	7	
Effective Weighted Sample	292	100	194	228	52	13	90	67	45	84	157	129	254	20	11	7	
Total	297	122	169	230	54	13	94	67	47	83	161	129	259	21	10	6	
Mobile switched by STAC	31	12	17	26	**	**	**	**	**	**	25	6	30	**	**	**	
	10%	10%	10%	12%	**	**	**	**	**	**	15%	4%	11%	**	**	**	
											f						
Mobile switched by C&R	230	93	134	176	**	**	**	**	**	**	120	106	197	**	**	**	
	77%	76%	79%	77%	**	**	**	**	**	**	74%	82%	76%	**	**	**	
Mobile changed number but unsure if STAC	36	17	17	27	**	**	**	**	**	**	16	18	33	**	**	**	
	12%	14%	10%	12%	**	**	**	**	**	**	10%	14%	13%	**	**	**	

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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.

SUB-GROUP IF SWITCHED MOBILE IN LAST SIX MONTHS AND DID NOT KEEP MOBILE NUMBER

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	300	283	17	123	114
Effective Weighted Sample	292	276	17	120	111
Total	297	281	16	120	115
Mobile switched by STAC	31	31	**	9	17
	10%	11%	**	7%	14%
Mobile switched by C&R	230	215	**	99	86
	77%	76%	**	83%	75%
Mobile changed number but unsure if STAC	36	36	**	12	12
	12%	13%	**	10%	10%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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.

QUOTA GROUP - DECIDED NOT TO SWITCH IN LAST SIX MONTHS (WITH NEW GROUPS IN 2024)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Considered switching mobile	400 44%	**	**	**	**	**	**	**	**	**	**	**
Considered switching dual play	96 10%	**	**	**	**	**	**	**	**	**	**	**
Considered switching triple play	98 11%	**	**	**	**	**	**	**	**	**	**	**
Considered switching Pay TV	138 15%	**	**	**	**	**	**	**	**	**	**	**
Considered switching Dual Play FTTP (NEW IN 2024)	5 1%	**	**	**	**	**	**	**	**	**	**	**
Considered switching broadband standalone (NEW IN 2024)	181 20%	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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.

QUOTA GROUP - DECIDED NOT TO SWITCH IN LAST SIX MONTHS (WITH NEW GROUPS IN 2024)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Considered switching mobile	400 44%	**	**	**	**	**	**	**	**
Considered switching dual play	96 10%	**	**	**	**	**	**	**	**
Considered switching triple play	98 11%	**	**	**	**	**	**	**	**
Considered switching Pay TV	138 15%	**	**	**	**	**	**	**	**
Considered switching Dual Play FTTP (NEW IN 2024)	5 1%	**	**	**	**	**	**	**	**
Considered switching broadband standalone (NEW IN 2024)	181 20%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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.

QUOTA GROUP - DECIDED NOT TO SWITCH IN LAST SIX MONTHS (WITH NEW GROUPS IN 2024)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Considered switching mobile	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144
	44%	44%	-%	-%	-%	-%	-%	100%	-%	40%	53%	-%	-%	100%	100%
		bcdefh						abcdefh			a				
Considered switching dual play	96	96	96	96	96	-	-	-	-	72	24	72	24	-	-
	10%	10%	18%	48%	95%	-%	-%	-%	-%	11%	9%	18%	19%	-%	-%
		efgh	aefgh	abefgh	abcefg										
Considered switching triple play	98	98	98	98	-	98	-	-	-	85	13	85	13	-	-
	11%	11%	19%	49%	-%	100%	-%	-%	-%	13%	5%	22%	10%	-%	-%
		dfgh	adfg	abdfgh		abcdfgh				b		b			
Considered switching Pay TV	138	138	138	-	-	-	138	-	-	110	28	110	28	-	-
	15%	15%	27%	-%	-%	-%	100%	-%	-%	17%	10%	28%	22%	-%	-%
		cdegh	acdegh				abcdegh			b					
Considered switching Dual Play FTTP (NEW IN 2024)	5	5	5	5	5	-	-	-	-	3	2	3	2	-	-
	1%	1%	1%	2%	5%	-%	-%	-%	-%	*%	1%	1%	1%	-%	-%
				abefgh	abefgh										
Considered switching broadband standalone (NEW IN 2024)	181	181	181	-	-	-	-	-	181	122	59	122	59	-	-
	20%	20%	35%	-%	-%	-%	-%	-%	100%	19%	22%	31%	47%	-%	-%
		cdefg	acdefg						abcdefg				a		

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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.

QUOTA GROUP - DECIDED NOT TO SWITCH IN LAST SIX MONTHS (WITH NEW GROUPS IN 2024)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Considered switching mobile	400	164	228	289	76	33	157	112	51	78	269	128	342	**	**	**	
	44%	43%	43%	48%	34%	37%	42%	46%	40%	46%	43%	44%	43%	**	**	**	
				bc													
Considered switching dual play	96	40	54	44	31	20	32	28	15	20	60	36	81	**	**	**	
	10%	11%	10%	7%	14%	23%	9%	11%	12%	12%	10%	12%	10%	**	**	**	
				a	ab												
Considered switching triple play	98	41	57	48	33	17	42	25	11	20	67	31	84	**	**	**	
	11%	11%	11%	8%	15%	20%	11%	10%	9%	12%	11%	11%	11%	**	**	**	
				a	a												
Considered switching Pay TV	138	58	80	95	36	8	77	25	19	17	102	37	116	**	**	**	
	15%	15%	15%	16%	16%	9%	20%	10%	15%	10%	16%	12%	15%	**	**	**	
				c	c		bdf				bd						
Considered switching Dual Play FTTP (NEW IN 2024)	5	2	3	4	1	*	1	2	*	1	4	1	4	**	**	**	
	1%	1%	1%	1%	*%	1%	*%	1%	*%	1%	1%	*%	*%	**	**	**	
Considered switching broadband standalone (NEW IN 2024)	181	76	104	125	46	10	68	51	29	31	120	60	163	**	**	**	
	20%	20%	20%	21%	21%	11%	18%	21%	23%	19%	19%	21%	21%	**	**	**	
				c	c												

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

QUOTA GROUP - DECIDED NOT TO SWITCH IN LAST SIX MONTHS (WITH NEW GROUPS IN 2024)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Considered switching mobile	400	363	37	164	176
	44%	45%	36%	48%	37%
		b		b	
Considered switching dual play	96	81	15	33	57
	10%	10%	14%	10%	12%
Considered switching triple play	98	87	11	26	64
	11%	11%	11%	8%	14%
					a
Considered switching Pay TV	138	125	13	53	73
	15%	15%	13%	16%	16%
Considered switching Dual Play FTTP (NEW IN 2024)	5	3	2	2	3
	1%	*%	2%	1%	1%
			a		
Considered switching broadband standalone (NEW IN 2024)	181	156	25	64	99
	20%	19%	24%	19%	21%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 4

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

S16. RESPONDENT'S GENDER

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
Man	1337	194	728	44	79	**	51	61	70	534	413	122
	42%	42%	42%	42%	41%	**	42%	41%	42%	42%	42%	41%
Woman	1844	266	1005	60	109	**	71	84	96	738	569	169
	57%	57%	57%	58%	57%	**	58%	56%	57%	57%	58%	57%
Non-binary	22	5	7	-	3	**	-	3	1	3	-	3
	1%	1%	*%	-%	2%	**	-%	2%	1%	*%	-%	1%
					a			b				b
Prefer to use another term (please say - optional)	4	1	4	-	-	**	-	-	1	3	2	1
	*%	*%	*%	-%	-%	**	-%	-%	*%	*%	*%	*%
Prefer not to say	9	1	7	-	1	**	-	1	-	6	4	2
	*%	*%	*%	-%	1%	**	-%	1%	-%	*%	*%	1%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 4

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

S16. RESPONDENT'S GENDER

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
Man	1337	151	125	258	199	58	34	**	212
	42%	44%	42%	40%	40%	40%	35%	**	41%
Woman	1844	186	173	379	294	85	60	**	294
	57%	54%	58%	59%	59%	58%	62%	**	58%
Non-binary	22	2	-	1	-	1	2	**	5
	1%	1%	-%	*%	-%	1%	2%	**	1%
							cd		
Prefer to use another term (please say - optional)	4	-	1	2	2	-	-	**	-
	*%	-%	*%	*%	*%	-%	-%	**	-%
Prefer not to say	9	5	-	1	-	1	1	**	-
	*%	1%	-%	*%	-%	1%	1%	**	-%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 4

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

S16. RESPONDENT'S GENDER

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Man	1337	382	217	84	43	41	58	164	76	266	116	160	57	105	59
	42%	42%	42%	42%	42%	42%	42%	41%	42%	41%	43%	41%	45%	41%	41%
Woman	1844	525	298	113	57	57	80	228	104	375	150	230	68	145	82
	57%	57%	57%	57%	56%	58%	58%	57%	58%	58%	56%	59%	54%	57%	57%
Non-binary	22	9	2	1	1	-	*	7	1	6	3	2	*	4	3
	1%	1%	*%	*%	1%	-%	*%	2%	*%	1%	1%	*%	*%	2%	2%
								bce							
Prefer to use another term (please say - optional)	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Prefer not to say	9	2	1	1	1	-	-	1	-	2	*	*	*	1	-
	*%	*%	*%	*%	1%	-%	-%	*%	-%	*%	*%	*%	*%	1%	-%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 4

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

S16. RESPONDENT'S GENDER

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

	Total	GENDER		AGE			SEG					NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60
Man	1337	1337	-	831	352	154	617	307	190	220	925	410	1173	81	61	**
	42%	100%	-%	38%	47%	62%	47%	39%	42%	35%	44%	38%	42%	41%	39%	**
		b			a	ab	bdf		d		bdf					
Woman	1844	-	1844	1356	392	95	681	478	260	411	1159	671	1602	116	91	**
	57%	-%	100%	61%	52%	38%	52%	60%	57%	65%	55%	62%	57%	58%	58%	**
			a	bc	c		ae			ace		ae				
Non-binary	22	-	-	21	1	-	10	5	5	2	15	6	18	1	2	**
	1%	-%	-%	1%	*%	-%	1%	1%	1%	*%	1%	1%	1%	*%	1%	**
				b												
Prefer to use another term (please say - optional)	4	-	-	1	3	-	1	-	1	2	1	3	2	1	-	**
	*%	-%	-%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	-%	**
					a					e		e				
Prefer not to say	9	-	-	6	-	-	5	1	-	-	6	-	5	-	2	**
	*%	-%	-%	*%	-%	-%	*%	*%	-%	-%	*%	-%	*%	-%	1%	**
							f								a	

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 4

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

S16. RESPONDENT'S GENDER

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
Man	1337	1214	123	524	649
	42%	42%	41%	43%	43%
Woman	1844	1672	171	696	850
	57%	57%	58%	57%	57%
Non-binary	22	22	-	8	4
	1%	1%	-%	1%	*%
Prefer to use another term (please say - optional)	4	4	-	2	-
	*%	*%	-%	*%	-%
Prefer not to say	9	7	2	2	-
	*%	*%	1%	*%	-%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 5

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

S17. RESPONDENT'S AGE

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
16-24 years	511	53	262	2	35	**	3	34	16	209	141	68
	16%	11%	15%	2%	18%	**	2%	23%	9%	16%	14%	23%
			a		a			bd	b			ab
25-34 years	980	98	504	14	51	**	17	42	33	406	313	93
	30%	21%	29%	13%	27%	**	14%	28%	20%	32%	32%	31%
			a		a			bd				
35-44 years	724	109	394	26	40	**	29	33	42	285	216	69
	23%	23%	22%	25%	21%	**	24%	22%	25%	22%	22%	23%
45-54 years	447	81	251	21	27	**	25	18	32	170	137	33
	14%	17%	14%	20%	14%	**	21%	12%	19%	13%	14%	11%
		b					c					
55-64 years	301	61	188	17	21	**	21	11	22	127	106	22
	9%	13%	11%	16%	11%	**	17%	7%	13%	10%	11%	7%
							c					
65-74 years	182	50	113	18	14	**	19	11	18	63	51	12
	6%	11%	6%	17%	7%	**	15%	7%	11%	5%	5%	4%
		b		b			c					
75 years or over	67	13	37	6	3	**	8	-	4	24	23	1
	2%	3%	2%	6%	2%	**	6%	-%	2%	2%	2%	*%
				b			cd				c	
Prefer not to say	3	1	1	*	1	**	*	1	-	-	-	-
	*%	*%	*%	*%	1%	**	*%	1%	-%	-%	-%	-%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S17. RESPONDENT'S AGE

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
16-24 years	511 16%	71 21%	31 10%	107 17%	79 16%	28 19%	31 31%	** **	102 20%
		b				b	abcde		
25-34 years	980 30%	138 40%	53 18%	215 34%	160 32%	55 38%	26 26%	** **	209 41%
		bf		b	b	b			
35-44 years	724 23%	88 26%	40 13%	157 24%	125 25%	32 22%	23 24%	** **	113 22%
		b		b	b	b	b		
45-54 years	447 14%	17 5%	69 23%	84 13%	69 14%	15 10%	11 12%	** **	61 12%
			acdef	a	a		a		
55-64 years	301 9%	21 6%	59 20%	48 7%	38 8%	10 7%	4 4%	** **	16 3%
			acdef						
65-74 years	182 6%	6 2%	35 12%	23 4%	17 3%	6 4%	2 2%	** **	5 1%
			acdef						
75 years or over	67 2%	2 1%	13 4%	8 1%	8 2%	- -%	- -%	** **	5 1%
			acef						
Prefer not to say	3 *%	- -%	- -%	- -%	- -%	- -%	- -%	** **	- -%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 5

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

S17. RESPONDENT'S AGE

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
16-24 years	511 16%	140 15%	54 10%	9 4%	4 4%	4 4%	15 11%	86 22%	30 17%	97 15%	43 16%	41 10%	13 10%	56 22%	30 21%
		bcde	cde				cde	abcdef	bcde						
25-34 years	980 30%	256 28%	128 25%	37 19%	19 19%	18 19%	41 29%	128 32%	50 28%	192 30%	64 24%	101 26%	26 21%	91 35%	37 26%
		cde	cde				cde	bcde	cde	b					
35-44 years	724 23%	209 23%	133 26%	50 25%	24 24%	25 26%	39 28%	75 19%	45 25%	148 23%	60 22%	101 26%	32 25%	47 18%	28 20%
			g	g		g	ag								
45-54 years	447 14%	130 14%	80 16%	34 17%	15 15%	19 19%	17 13%	49 12%	29 16%	92 14%	38 14%	60 15%	21 16%	32 13%	17 12%
						afg									
55-64 years	301 9%	94 10%	67 13%	31 15%	17 17%	14 14%	18 13%	27 7%	18 10%	57 9%	36 14%	44 11%	23 18%	13 5%	14 10%
			ag	agh	agh	g	g				a		a		
65-74 years	182 6%	63 7%	37 7%	24 12%	13 13%	11 11%	6 4%	25 6%	8 4%	43 7%	19 7%	30 8%	8 6%	14 5%	11 8%
				abfgh	abfgh	abfgh									
75 years or over	67 2%	25 3%	17 3%	14 7%	7 7%	6 7%	2 1%	7 2%	2 1%	16 2%	9 3%	14 4%	3 2%	2 1%	6 4%
				abfgh	abfgh	abfgh									a
Prefer not to say	3 *%	2 *%	1 *%	1 *%	1 1%	- -%	- -%	1 *%	- -%	2 *%	* *%	* *%	* *%	1 1%	- -%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 5

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

S17. RESPONDENT'S AGE

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
16-24 years	511 16%	189 14%	314 17%	511 23%	- -%	- -%	192 15%	150 19%	85 19%	77 12%	342 16%	162 15%	457 16%	22 11%	23 15%	** **	
		a	a	bc			adf	ad		d		b					
25-34 years	980 30%	352 26%	621 34%	980 44%	- -%	- -%	441 34%	239 30%	131 29%	165 26%	680 32%	296 27%	853 30%	64 32%	53 34%	** **	
		a	a	bc			df				df						
35-44 years	724 23%	290 22%	421 23%	724 33%	- -%	- -%	328 25%	177 22%	85 19%	131 21%	504 24%	217 20%	629 22%	38 19%	37 24%	** **	
				bc			cdf				cf						
45-54 years	447 14%	202 15%	242 13%	- -%	447 60%	- -%	182 14%	87 11%	78 17%	98 15%	269 13%	176 16%	395 14%	31 16%	14 9%	** **	
					ac				be	b		be					
55-64 years	301 9%	151 11%	150 8%	- -%	301 40%	- -%	85 6%	85 11%	42 9%	87 14%	170 8%	129 12%	254 9%	23 12%	17 11%	** **	
		b			ac			ae	a	ace		ae					
65-74 years	182 6%	106 8%	76 4%	- -%	- -%	182 73%	64 5%	34 4%	26 6%	57 9%	98 5%	83 8%	155 6%	9 5%	11 7%	** **	
		b				ab				abce		abe					
75 years or over	67 2%	48 4%	20 1%	- -%	- -%	67 27%	22 2%	18 2%	8 2%	20 3%	39 2%	28 3%	54 2%	12 6%	1 1%	** **	
		b				ab				a				ac			
Prefer not to say	3 *%	- -%	* *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	2 *%	- -%	3 *%	- -%	* *%	** **	

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S17. RESPONDENT'S AGE

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
16-24 years	511 16%	484 17% b	27 9%	207 17% b	190 13%
25-34 years	980 30%	941 32% b	39 13%	384 31%	450 30%
35-44 years	724 23%	665 23%	59 20%	297 24%	326 22%
45-54 years	447 14%	387 13%	60 20% a	151 12%	218 15%
55-64 years	301 9%	252 9%	48 16% a	104 8%	166 11% a
65-74 years	182 6%	134 5%	47 16% a	61 5%	113 8% a
75 years or over	67 2%	51 2%	16 5% a	27 2%	40 3%
Prefer not to say	3 *%	3 *%	* *%	- -%	* *%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 6

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

S17. SUMMARY OF AGE GROUPS

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
16-34	1491	151	766	16	86	**	20	76	49	615	455	160
	46%	32%	44%	15%	45%	**	16%	51%	29%	48%	46%	54%
			a		a			bd	b			b
35-54	1171	190	645	47	67	**	54	51	75	455	353	102
	36%	41%	37%	45%	35%	**	44%	34%	45%	35%	36%	34%
				b			c		c			
55+	550	124	338	41	38	**	48	22	44	214	180	35
	17%	27%	19%	39%	20%	**	39%	15%	26%	17%	18%	12%
		b		b			cd		c	c	c	
REFUSED	3	1	1	*	1	**	*	1	-	-	-	-
	*%	*%	*%	*%	1%	**	*%	1%	-%	-%	-%	-%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 6

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

S17. SUMMARY OF AGE GROUPS

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
		a	b	c	d	e	f	~a	b
Significance Level: 95%									
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
16-34	1491	209	84	321	239	83	56	**	312
	46%	61%	28%	50%	48%	57%	58%	**	61%
		bcd		b	b	b	b		
35-54	1171	106	109	240	194	47	35	**	174
	36%	31%	36%	38%	39%	32%	36%	**	34%
55+	550	29	106	79	63	16	6	**	26
	17%	8%	35%	12%	13%	11%	6%	**	5%
			acdef						
REFUSED	3	-	-	-	-	-	-	**	-
	*%	-%	-%	-%	-%	-%	-%	**	-%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S17. SUMMARY OF AGE GROUPS

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
16-34	1491	396	182	46	23	23	56	214	80	289	107	142	40	147	67
	46%	43%	35%	23%	23%	23%	41%	54%	44%	45%	40%	36%	31%	57%	47%
		bcde	cde				cde	abcdeh	bcde						
35-54	1171	338	214	84	40	44	56	125	74	240	98	161	53	79	46
	36%	37%	41%	42%	39%	45%	41%	31%	41%	37%	36%	41%	42%	31%	32%
			ag	ag	g	ag	g		g						
55+	550	181	121	68	37	31	26	60	27	117	64	88	33	29	31
	17%	20%	23%	34%	37%	32%	19%	15%	15%	18%	24%	22%	26%	11%	22%
			agh	abfgh	abfgh	abfgh					a				a
REFUSED	3	2	1	1	1	-	-	1	-	2	*	*	*	1	-
	*%	*%	*%	*%	1%	-%	-%	*%	-%	*%	*%	*%	*%	1%	-%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 6

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

S17. SUMMARY OF AGE GROUPS

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
16-34	1491	541	935	1491	-	-	633	390	216	242	1022	458	1310	86	76	**	
	46%	40%	51%	67%	-%	-%	48%	49%	47%	38%	49%	42%	47%	43%	49%	**	
		a	a	bc			df	df	d		df						
35-54	1171	492	663	724	447	-	510	264	163	229	773	393	1024	69	51	**	
	36%	37%	36%	33%	60%	-%	39%	33%	36%	36%	37%	36%	37%	35%	33%	**	
				c	ac		b										
55+	550	304	245	-	301	249	171	137	77	164	308	240	463	44	28	**	
	17%	23%	13%	-%	40%	100%	13%	17%	17%	26%	15%	22%	17%	22%	18%	**	
		b	b		a	ab	a	a	a	abce		abce		a			
REFUSED	3	-	*	-	-	-	1	1	-	-	2	-	3	-	*	**	
	*%	-%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	*%	-%	*%	**	

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 6

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

S17. SUMMARY OF AGE GROUPS

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
16-34	1491	1425	66	591	639
	46%	49%	22%	48%	43%
		b		b	
35-54	1171	1052	119	449	545
	36%	36%	40%	36%	36%
55+	550	438	111	192	319
	17%	15%	38%	16%	21%
			a		a
REFUSED	3	3	*	-	*
	*%	*%	*%	-%	*%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 7

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

S18/S19. And where do you normally live?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
North East	188 6%	26 6%	90 5%	2 2%	10 5%	** **	3 2%	6 4%	14 9% b	64 5%	47 5%	17 6%
Yorkshire and Humberside	301 9%	45 10%	170 10%	8 7%	21 11%	** **	9 7%	16 11%	16 10%	126 10%	95 10%	31 10%
North West	423 13%	47 10%	219 13%	11 10%	22 12%	** **	11 9%	17 11%	14 9%	172 13%	135 14%	38 13%
West Midlands	323 10%	54 11%	193 11%	13 12%	24 13%	** **	15 12%	20 13%	16 10%	140 11%	104 11%	35 12%
East Midlands	256 8%	44 9%	142 8%	6 6%	17 9%	** **	9 7%	12 8%	21 12% b	99 8%	70 7%	29 10%
South West	215 7%	40 9%	123 7%	13 12%	16 8%	** **	14 11%	12 8%	12 7%	83 6%	68 7%	14 5%
East Anglia	161 5%	29 6%	83 5%	10 10%	12 6%	** **	11 9% d	9 6%	6 4%	54 4%	47 5%	6 2%
South East	362 11%	62 13%	204 12%	16 15%	22 12%	** **	20 16%	18 12%	24 14%	141 11%	114 12%	28 9%
Greater London	558 17%	57 12%	303 17% a	6 6%	30 15% a	** **	11 9%	23 15%	20 12%	246 19%	186 19%	60 20%
English region - prefer not to say	12 *%	1 *%	5 *%	- -%	1 1%	** **	- -%	1 1%	- -%	4 *%	2 *%	2 1%
Total England	2800 87%	404 87%	1532 88%	84 80%	174 90% a	** **	102 83%	133 89%	144 86%	1128 88%	868 88%	259 87%
Scotland	199 6%	27 6%	98 6%	10 9%	11 6%	** **	11 9% d	9 6%	7 4%	70 5%	49 5%	21 7%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 7

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

S18/S19. And where do you normally live?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
Wales	156	27	89	10	4	**	9	4	13	62	52	10
	5%	6%	5%	9%	2%	**	8%	3%	8%	5%	5%	3%
				b			c		c			
Northern Ireland	60	8	32	1	3	**	1	3	4	24	18	6
	2%	2%	2%	1%	2%	**	1%	2%	2%	2%	2%	2%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 7

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

S18/S19. And where do you normally live?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
North East	188 6%	16 5%	14 5%	33 5%	25 5%	9 6%	7 7%	** **	51 10%
Yorkshire and Humberside	301 9%	36 11%	34 11%	55 9%	47 9%	9 6%	14 15% e	** **	36 7%
North West	423 13%	48 14%	34 11%	91 14%	74 15%	17 11%	10 10%	** **	97 19%
West Midlands	323 10%	26 8%	35 12%	79 12%	61 12%	17 12%	12 12%	** **	31 6%
East Midlands	256 8%	21 6%	25 8%	52 8%	31 6%	21 15% acdf	4 4%	** **	26 5%
South West	215 7%	14 4%	24 8%	45 7%	37 7%	8 6%	5 5%	** **	31 6%
East Anglia	161 5%	11 3%	23 8% ce	19 3%	18 4%	2 1%	3 3%	** **	26 5%
South East	362 11%	40 12%	36 12%	65 10%	51 10%	14 10%	7 7%	** **	41 8%
Greater London	558 17%	78 23% b	33 11%	136 21% b	102 21% b	33 23% b	20 21% b	** **	108 21%
English region - prefer not to say	12 *%	3 1%	1 *%	- -%	- -%	- -%	1 1%	** **	5 1%
Total England	2800 87%	295 86%	258 86%	575 90%	445 90%	129 89%	83 86%	** **	450 88%
Scotland	199 6%	18 5%	20 7%	32 5%	22 4%	10 7%	7 7%	** **	36 7%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 7

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

S18/S19. And where do you normally live?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
Wales	156	22	19	21	18	3	3	**	15
	5%	6%	6%	3%	4%	2%	4%	**	3%
Northern Ireland	60	10	2	13	10	3	4	**	10
	2%	3%	1%	2%	2%	2%	4%	**	2%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 7

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

S18/S19. And where do you normally live?

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
North East	188	44	26	11	5	6	8	18	7	32	12	21	5	11	7
	6%	5%	5%	5%	5%	6%	6%	4%	4%	5%	4%	5%	4%	4%	5%
Yorkshire and Humberside	301	92	48	20	11	9	8	44	21	62	30	38	11	24	20
	9%	10%	9%	10%	10%	10%	5%	11%	12%	10%	11%	10%	8%	9%	14%
		f	f	f	f	f		f	f						
North West	423	103	62	22	9	13	17	41	23	78	25	49	13	29	12
	13%	11%	12%	11%	9%	13%	12%	10%	12%	12%	9%	13%	10%	11%	8%
West Midlands	323	97	62	21	10	11	15	36	26	74	24	50	12	23	12
	10%	11%	12%	11%	10%	11%	11%	9%	14%	11%	9%	13%	9%	9%	8%
East Midlands	256	87	42	14	8	6	10	45	19	58	29	32	11	26	18
	8%	10%	8%	7%	8%	6%	7%	11%	10%	9%	11%	8%	9%	10%	13%
								ce							
South West	215	60	34	14	8	5	7	26	13	44	16	25	8	19	7
	7%	7%	6%	7%	8%	6%	5%	7%	7%	7%	6%	6%	6%	7%	5%
East Anglia	161	51	33	14	6	8	8	18	11	34	17	24	9	10	8
	5%	6%	6%	7%	6%	8%	6%	4%	6%	5%	6%	6%	7%	4%	6%
South East	362	117	70	30	17	13	17	46	23	75	42	49	21	26	20
	11%	13%	14%	15%	17%	13%	13%	12%	13%	12%	15%	13%	17%	10%	14%
					a										
Greater London	558	137	71	24	11	13	26	66	21	102	35	54	16	47	19
	17%	15%	14%	12%	11%	13%	19%	17%	12%	16%	13%	14%	13%	18%	13%
							bcdh	d							
English region - prefer not to say	12	2	-	-	-	-	-	2	-	2	-	-	-	2	-
	*%	*%	-%	-%	-%	-%	-%	1%	-%	*%	-%	-%	-%	1%	-%
								b							
Total England	2800	791	449	169	85	84	116	342	163	561	229	343	106	219	124
	87%	86%	87%	85%	84%	86%	84%	86%	90%	87%	85%	88%	84%	85%	86%
									df						

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 7

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

S18/S19. And where do you normally live?

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Scotland	199	60	34	15	8	7	11	26	9	41	19	22	12	19	7
	6%	7%	7%	7%	8%	7%	8%	6%	5%	6%	7%	6%	10% a	7%	5%
Wales	156	50	25	12	6	5	8	25	5	32	18	18	8	15	10
	5%	5%	5%	6%	6%	6%	6%	6%	3%	5%	7%	4%	6%	6%	7%
Northern Ireland	60	17	10	3	2	1	3	7	4	13	3	9	*	4	3
	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2% b	*%	2%	2%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 7

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

S18/S19. And where do you normally live?

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
North East	188	55	131	138	33	17	45	76	29	38	121	67	188	-	-	**	
	6%	4%	7%	6%	4%	7%	3%	10%	6%	6%	6%	6%	7%	-%	-%	**	
			a					acdef	a	a	a	a	bc				
Yorkshire and Humberside	301	124	175	208	67	26	110	98	29	63	207	92	301	-	-	**	
	9%	9%	10%	9%	9%	10%	8%	12%	6%	10%	10%	8%	11%	-%	-%	**	
								acf		c	c		bc				
North West	423	185	238	313	85	25	163	113	66	80	276	146	423	-	-	**	
	13%	14%	13%	14%	11%	10%	12%	14%	14%	13%	13%	13%	15%	-%	-%	**	
				c									bc				
West Midlands	323	122	196	218	75	30	116	69	57	76	185	133	323	-	-	**	
	10%	9%	11%	10%	10%	12%	9%	9%	13%	12%	9%	12%	12%	-%	-%	**	
									abe	abe		abe	bc				
East Midlands	256	109	147	180	63	13	101	49	40	66	150	106	256	-	-	**	
	8%	8%	8%	8%	8%	5%	8%	6%	9%	10%	7%	10%	9%	-%	-%	**	
										abe		be	bc				
South West	215	79	137	122	63	31	79	51	40	46	130	85	215	-	-	**	
	7%	6%	7%	5%	8%	12%	6%	6%	9%	7%	6%	8%	8%	-%	-%	**	
					a	ab							bc				
East Anglia	161	60	101	84	66	11	68	42	15	36	110	51	161	-	-	**	
	5%	4%	5%	4%	9%	4%	5%	5%	3%	6%	5%	5%	6%	-%	-%	**	
					ac								bc				
South East	362	146	213	220	107	35	151	87	49	72	239	121	362	-	-	**	
	11%	11%	12%	10%	14%	14%	12%	11%	11%	11%	11%	11%	13%	-%	-%	**	
					a	a							bc				
Greater London	558	293	261	446	90	22	311	113	72	60	424	132	558	-	-	**	
	17%	22%	14%	20%	12%	9%	24%	14%	16%	9%	20%	12%	20%	-%	-%	**	
		b		bc			bcdef	d	df		bcdf		bc				
English region - prefer not to say	12	-	5	10	-	-	5	1	2	1	6	3	12	-	-	**	
	*%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	-%	-%	**	
Total England	2800	1173	1602	1939	649	210	1150	699	399	537	1849	936	2800	-	-	**	
	87%	88%	87%	88%	87%	84%	87%	88%	88%	85%	88%	86%	100%	-%	-%	**	
								d			d		bc				

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 7

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

S18/S19. And where do you normally live?

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
Scotland	199	81	116	124	55	21	61	50	33	54	111	88	-	199	-	**	
	6%	6%	6%	6%	7%	8%	5%	6%	7%	9%	5%	8%	-%	100%	-%	**	
						a			a	ae		ae		ac			
Wales	156	61	91	113	31	12	69	35	16	35	104	51	-	-	156	**	
	5%	5%	5%	5%	4%	5%	5%	4%	4%	6%	5%	5%	-%	-%	100%	**	
														ab			
Northern Ireland	60	22	34	39	14	7	36	7	7	9	43	16	-	-	-	**	
	2%	2%	2%	2%	2%	3%	3%	1%	2%	1%	2%	1%	-%	-%	-%	**	
							bf				b						

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S18/S19. And where do you normally live?

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
North East	188	176	12	73	78
	6%	6%	4%	6%	5%
Yorkshire and Humberside	301	268	33	134	126
	9%	9%	11%	11%	8%
				b	
North West	423	400	24	144	222
	13%	14%	8%	12%	15%
		b			a
West Midlands	323	301	23	146	139
	10%	10%	8%	12%	9%
				b	
East Midlands	256	225	31	95	129
	8%	8%	10%	8%	9%
South West	215	182	33	81	99
	7%	6%	11%	7%	7%
			a		
East Anglia	161	138	23	62	76
	5%	5%	8%	5%	5%
			a		
South East	362	310	52	116	199
	11%	11%	17%	9%	13%
			a		a
Greater London	558	552	7	196	267
	17%	19%	2%	16%	18%
		b			
English region - prefer not to say	12	12	-	1	-
	*%	*%	-%	*%	-%
Total England	2800	2563	236	1047	1335
	87%	88%	80%	85%	89%
		b			a

Columns Tested: a,b - a,b

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

S18/S19. And where do you normally live?

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
Scotland	199	184	15	86	84
	6%	6%	5%	7%	6%
Wales	156	120	36	63	71
	5%	4%	12%	5%	5%
			a		
Northern Ireland	60	50	10	36	12
	2%	2%	3%	3%	1%
			a	b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 8

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

S20B. Which of these describes the area where you live?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
Large city	1108	128	590	17	66	**	25	56	43	463	356	107
	34%	27%	34%	16%	35%	**	20%	37%	26%	36%	36%	36%
			a		a			bd				
Smaller city or large town	750	101	439	21	45	**	25	34	34	339	267	72
	23%	22%	25%	20%	24%	**	21%	23%	20%	26%	27%	24%
Medium town	611	93	316	18	38	**	19	31	37	224	163	61
	19%	20%	18%	17%	20%	**	16%	21%	22%	17%	16%	21%
									b			
Small town	450	83	243	24	27	**	27	17	33	160	118	42
	14%	18%	14%	23%	14%	**	22%	11%	19%	12%	12%	14%
		b		b			c		c			
Rural area	297	62	162	25	16	**	26	12	21	100	84	16
	9%	13%	9%	24%	8%	**	22%	8%	12%	8%	9%	5%
		b		b			cd					

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 8

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

S20B. Which of these describes the area where you live?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
Large city	1108	153	71	238	179	59	40	**	215
	34%	45%	24%	37%	36%	41%	41%	**	42%
		b		b	b	b	b		
Smaller city or large town	750	88	87	164	130	34	20	**	102
	23%	26%	29%	26%	26%	23%	21%	**	20%
Medium town	611	43	55	125	101	24	20	**	117
	19%	13%	18%	20%	20%	17%	20%	**	23%
				a	a				
Small town	450	44	55	61	42	19	11	**	46
	14%	13%	18%	10%	9%	13%	11%	**	9%
			cd						
Rural area	297	16	31	53	44	9	6	**	31
	9%	5%	10%	8%	9%	6%	7%	**	6%
			a						

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 8

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

S20B. Which of these describes the area where you live?

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Large city	1108	287	158	50	23	27	54	129	54	216	71	120	38	97	33
	34%	31%	30%	25%	23%	28%	39%	32%	30%	33%	26%	31%	30%	38%	23%
		cd	cd				abcdeh	cd		b				b	
Smaller city or large town	750	199	113	46	21	24	26	86	42	147	52	87	26	60	26
	23%	22%	22%	23%	21%	25%	19%	22%	23%	23%	19%	22%	21%	24%	18%
Medium town	611	171	95	38	17	21	28	76	29	127	45	76	19	51	25
	19%	19%	18%	19%	17%	21%	20%	19%	16%	20%	17%	19%	15%	20%	18%
Small town	450	158	87	38	23	15	18	71	31	96	62	65	22	31	40
	14%	17%	17%	19%	23%	15%	13%	18%	17%	15%	23%	17%	17%	12%	28%
				f	abef					a			a	a	
Rural area	297	102	65	27	17	11	13	37	25	62	40	45	21	17	20
	9%	11%	13%	14%	16%	11%	9%	9%	14%	10%	15%	11%	16%	7%	14%
				g	afg					a		a	a	a	

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 8

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

S20B. Which of these describes the area where you live?

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
Large city	1108	535	564	867	193	47	553	246	136	166	799	302	980	69	39	**	
	34%	40%	31%	39%	26%	19%	42%	31%	30%	26%	38%	28%	35%	35%	25%	**	
		b		bc	c		bcdef	d			bcdf		c	c			
Smaller city or large town	750	294	449	527	173	48	280	182	120	163	462	283	666	39	29	**	
	23%	22%	24%	24%	23%	19%	21%	23%	26%	26%	22%	26%	24%	19%	19%	**	
									ae	ae		ae					
Medium town	611	212	386	437	142	31	231	162	89	124	393	213	547	42	17	**	
	19%	16%	21%	20%	19%	12%	18%	20%	19%	20%	19%	20%	20%	21%	11%	**	
			a	c	c								c	c			
Small town	450	173	273	258	132	59	139	125	66	117	264	184	371	35	36	**	
	14%	13%	15%	12%	18%	24%	11%	16%	15%	18%	13%	17%	13%	17%	23%	**	
					a	ab		ae	a	ae		ae			a		
Rural area	297	123	171	125	108	63	112	76	44	65	188	109	236	15	36	**	
	9%	9%	9%	6%	14%	25%	9%	10%	10%	10%	9%	10%	8%	7%	23%	**	
					a	ab									ab		

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 8

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

S20B. Which of these describes the area where you live?

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
Large city	1108	1108	-	440	490
	34%	38%	-%	36%	33%
		b			
Smaller city or large town	750	750	-	292	331
	23%	26%	-%	24%	22%
		b			
Medium town	611	611	-	210	305
	19%	21%	-%	17%	20%
		b			a
Small town	450	450	-	178	231
	14%	15%	-%	14%	15%
		b			
Rural area	297	-	297	113	147
	9%	-%	100%	9%	10%
			a		

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 9

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

URBANITY

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
URBAN	2918	404	1588	80	176	**	96	137	147	1184	903	281
	91%	87%	91%	76%	92%	**	78%	92%	88%	92%	91%	95%
			a		a			b	b			
RURAL	297	62	162	25	16	**	26	12	21	100	84	16
	9%	13%	9%	24%	8%	**	22%	8%	12%	8%	9%	5%
		b		b			cd					

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 9

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

URBANITY

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
URBAN	2918	328	268	588	452	136	91	**	481
	91%	95%	90%	92%	91%	94%	93%	**	94%
		b							
RURAL	297	16	31	53	44	9	6	**	31
	9%	5%	10%	8%	9%	6%	7%	**	6%
			a						

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 9

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

URBANITY

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
URBAN	2918	816	453	171	84	87	125	363	156	586	230	347	105	239	124
	91%	89%	87%	86%	84%	89%	91%	91%	86%	90%	85%	89%	84%	93%	86%
		d					d	cd		b		b		b	
RURAL	297	102	65	27	17	11	13	37	25	62	40	45	21	17	20
	9%	11%	13%	14%	16%	11%	9%	9%	14%	10%	15%	11%	16%	7%	14%
				g	afg						a		a		a

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 9

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

URBANITY

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
URBAN	2918	1214	1672	2090	640	186	1202	716	412	571	1918	982	2563	184	120	**	
	91%	91%	91%	94%	86%	75%	91%	90%	90%	90%	91%	90%	92%	93%	77%	**	
				bc	c								c	c			
RURAL	297	123	171	125	108	63	112	76	44	65	188	109	236	15	36	**	
	9%	9%	9%	6%	14%	25%	9%	10%	10%	10%	9%	10%	8%	7%	23%	**	
					a	ab									ab		

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

URBANITY

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
URBAN	2918	2918	-	1120	1357
	91%	100%	-%	91%	90%
		b			
RURAL	297	-	297	113	147
	9%	-%	100%	9%	10%
			a		

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 10

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

SOCIO-ECONOMIC GROUP

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
A	430	49	226	9	25	**	10	22	16	177	145	32
	13%	10%	13%	8%	13%	**	8%	15%	9%	14%	15%	11%
								b				
B	885	135	452	29	55	**	35	44	50	317	255	62
	28%	29%	26%	28%	29%	**	28%	29%	30%	25%	26%	21%
C1	791	117	420	28	47	**	30	37	42	303	236	67
	25%	25%	24%	27%	25%	**	25%	25%	25%	24%	24%	22%
C2	456	64	257	15	27	**	17	22	22	193	147	47
	14%	14%	15%	14%	14%	**	14%	15%	13%	15%	15%	16%
D	345	47	191	8	21	**	11	15	17	144	109	34
	11%	10%	11%	8%	11%	**	9%	10%	10%	11%	11%	12%
E	290	50	191	16	14	**	20	7	20	141	93	48
	9%	11%	11%	15%	7%	**	16%	5%	12%	11%	9%	16%
				b			c		c			ab
Don't know	18	5	15	-	3	**	-	3	2	10	4	7
	1%	1%	1%	-%	2%	**	-%	2%	1%	1%	*%	2%
					a			b				ab

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 10

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

SOCIO-ECONOMIC GROUP

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
		a	b	c	d	e	f	~a	b
Significance Level: 95%									
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
A	430	67	21	89	69	20	10	**	92
	13%	19%	7%	14%	14%	14%	11%	**	18%
		b		b	b				
B	885	66	73	177	145	32	22	**	148
	28%	19%	25%	28%	29%	22%	22%	**	29%
				a	a				
C1	791	68	83	152	118	34	21	**	123
	25%	20%	28%	24%	24%	23%	21%	**	24%
C2	456	50	44	99	79	21	15	**	66
	14%	14%	15%	16%	16%	14%	16%	**	13%
D	345	47	30	67	54	13	10	**	56
	11%	14%	10%	10%	11%	9%	11%	**	11%
E	290	45	43	52	28	24	17	**	25
	9%	13%	14%	8%	6%	16%	18%	**	5%
		cd	cd			cd	cd		
Don't know	18	2	5	4	2	2	2	**	-
	1%	1%	2%	1%	*%	1%	2%	**	-%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 10

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

SOCIO-ECONOMIC GROUP

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
A	430	103	54	16	5	10	22	49	17	75	28	38	16	37	12
	13%	11%	11%	8%	5%	11%	16%	12%	9%	12%	10%	10%	13%	14%	8%
		cd	d			d	abcdh	cd							
B	885	275	167	60	28	32	55	109	51	199	77	131	36	68	41
	28%	30%	32%	30%	28%	32%	40%	27%	28%	31%	28%	33%	28%	27%	28%
							abcdgh								
C1	791	243	131	55	30	25	25	112	51	162	81	99	32	63	49
	25%	26%	25%	28%	30%	25%	18%	28%	28%	25%	30%	25%	25%	25%	34%
		f	f	f	f	f		f	f						
C2	456	126	75	27	15	11	19	51	29	95	31	59	16	36	15
	14%	14%	14%	13%	15%	11%	14%	13%	16%	15%	11%	15%	13%	14%	10%
D	345	96	50	22	10	13	10	46	18	61	35	35	15	26	20
	11%	10%	10%	11%	10%	13%	7%	12%	10%	9%	13%	9%	12%	10%	14%
						f					a				
E	290	72	40	19	12	7	7	32	14	53	18	29	11	25	7
	9%	8%	8%	9%	12%	7%	5%	8%	8%	8%	7%	7%	9%	10%	5%
				f	abf										
Don't know	18	3	1	-	-	-	-	2	1	3	-	1	-	2	-
	1%	*%	*%	-%	-%	-%	-%	1%	*%	*%	-%	*%	-%	1%	-%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 10

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

SOCIO-ECONOMIC GROUP

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
A	430	222	199	350	65	15	430	-	-	-	430	-	367	27	30	**	
	13%	17%	11%	16%	9%	6%	33%	-%	-%	-%	20%	-%	13%	14%	19%	**	
		b		bc			bcdef				bcdf			a			
B	885	396	482	611	201	72	885	-	-	-	885	-	783	34	39	**	
	28%	30%	26%	28%	27%	29%	67%	-%	-%	-%	42%	-%	28%	17%	25%	**	
		b		bcdef			bcdef				bcdf		b	b			
C1	791	307	478	566	172	52	-	791	-	-	791	-	699	50	35	**	
	25%	23%	26%	26%	23%	21%	-%	100%	-%	-%	38%	-%	25%	25%	23%	**	
								acdef			acdf						
C2	456	190	260	301	120	34	-	-	456	-	-	456	399	33	16	**	
	14%	14%	14%	14%	16%	14%	-%	-%	100%	-%	-%	42%	14%	17%	10%	**	
									abdef			abde					
D	345	119	223	238	93	15	-	-	-	345	-	345	299	26	17	**	
	11%	9%	12%	11%	12%	6%	-%	-%	-%	54%	-%	32%	11%	13%	11%	**	
			a	c	c					abcef		abce					
E	290	101	188	136	91	62	-	-	-	290	-	290	238	29	18	**	
	9%	8%	10%	6%	12%	25%	-%	-%	-%	46%	-%	27%	8%	14%	11%	**	
			a	a	ab					abcef		abce		a			
Don't know	18	2	13	13	4	-	-	-	-	-	-	-	15	1	1	**	
	1%	*%	1%	1%	1%	-%	-%	-%	-%	-%	-%	-%	1%	*%	1%	**	
			a														

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 10

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

SOCIO-ECONOMIC GROUP

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
A	430	394	36	177	189
	13%	13%	12%	14%	13%
B	885	808	76	300	469
	28%	28%	26%	24%	31%
					a
C1	791	716	76	290	381
	25%	25%	26%	24%	25%
C2	456	412	44	188	199
	14%	14%	15%	15%	13%
D	345	311	34	131	167
	11%	11%	12%	11%	11%
E	290	260	30	144	96
	9%	9%	10%	12%	6%
				b	
Don't know	18	18	-	4	3
	1%	1%	-%	*%	*%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 11

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

SUMMARY OF SEG

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
AB	1314	184	677	38	80	**	45	66	65	494	400	94
	41%	39%	39%	36%	42%	**	37%	44%	39%	38%	40%	32%
										c	c	
C1	791	117	420	28	47	**	30	37	42	303	236	67
	25%	25%	24%	27%	25%	**	25%	25%	25%	24%	24%	22%
C2	456	64	257	15	27	**	17	22	22	193	147	47
	14%	14%	15%	14%	14%	**	14%	15%	13%	15%	15%	16%
DE	635	97	381	24	34	**	30	22	37	284	202	83
	20%	21%	22%	23%	18%	**	25%	15%	22%	22%	20%	28%
							c					ab
ABC1	2106	301	1098	66	127	**	75	102	107	797	636	161
	65%	65%	63%	63%	66%	**	62%	69%	64%	62%	64%	54%
										c	c	
C2DE	1091	161	638	38	62	**	47	44	59	477	348	129
	34%	34%	36%	37%	32%	**	38%	29%	35%	37%	35%	44%
												b
REFUSED	18	5	15	-	3	**	-	3	2	10	4	7
	1%	1%	1%	-%	2%	**	-%	2%	1%	1%	1%	2%
					a			b				ab

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 11

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

SUMMARY OF SEG

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
AB	1314 41%	133 39%	95 32%	266 42%	214 43%	52 36%	32 33%	**	240 47%
			b	b					
C1	791 25%	68 20%	83 28%	152 24%	118 24%	34 23%	21 21%	**	123 24%
C2	456 14%	50 14%	44 15%	99 16%	79 16%	21 14%	15 16%	**	66 13%
DE	635 20%	92 27%	73 24%	119 19%	82 17%	37 25%	27 28%	**	82 16%
		cd	d		d	cd			
ABC1	2106 65%	201 58%	178 59%	419 65%	333 67%	86 59%	53 54%	**	363 71%
			f	af					
C2DE	1091 34%	142 41%	117 39%	218 34%	161 32%	57 40%	43 44%	**	148 29%
						d			
REFUSED	18 1%	2 1%	5 2%	4 1%	2 *%	2 1%	2 2%	**	- -%
								**	

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 11

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

SUMMARY OF SEG

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
AB	1314	379	221	76	34	42	77	157	68	274	105	169	52	105	53
	41%	41%	43%	38%	33%	43%	56%	39%	38%	42%	39%	43%	41%	41%	37%
		d	d			d	abcdegh								
C1	791	243	131	55	30	25	25	112	51	162	81	99	32	63	49
	25%	26%	25%	28%	30%	25%	18%	28%	28%	25%	30%	25%	25%	25%	34%
		f	f	f	f	f		f	f						
C2	456	126	75	27	15	11	19	51	29	95	31	59	16	36	15
	14%	14%	14%	13%	15%	11%	14%	13%	16%	15%	11%	15%	13%	14%	10%
DE	635	167	90	41	21	20	17	78	31	114	53	63	26	50	27
	20%	18%	17%	21%	21%	20%	12%	19%	17%	18%	20%	16%	21%	20%	19%
		f	f	f	f	f		f							
ABC1	2106	621	352	131	64	67	102	269	120	436	186	268	84	168	102
	65%	68%	68%	66%	63%	68%	74%	67%	66%	67%	69%	68%	67%	65%	71%
							acd								
C2DE	1091	293	165	68	37	31	37	128	60	209	84	123	42	86	42
	34%	32%	32%	34%	37%	32%	26%	32%	33%	32%	31%	31%	33%	34%	29%
				f	f										
REFUSED	18	3	1	-	-	-	-	2	1	3	-	1	-	2	-
	1%	*%	*%	-%	-%	-%	-%	1%	*%	*%	-%	*%	-%	1%	-%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 11

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

SUMMARY OF SEG

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	~d
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
AB	1314	617	681	960	267	86	1314	-	-	-	1314	-	1150	61	69	**	
	41%	46%	37%	43%	36%	35%	100%	-%	-%	-%	62%	-%	41%	30%	44%	**	
		b		bc			bcdef				bcdf		b		b		
C1	791	307	478	566	172	52	-	791	-	-	791	-	699	50	35	**	
	25%	23%	26%	26%	23%	21%	-%	100%	-%	-%	38%	-%	25%	25%	23%	**	
								acdef			acdf						
C2	456	190	260	301	120	34	-	-	456	-	-	456	399	33	16	**	
	14%	14%	14%	14%	16%	14%	-%	-%	100%	-%	-%	42%	14%	17%	10%	**	
									abdef			abde					
DE	635	220	411	374	185	77	-	-	-	635	-	635	537	54	35	**	
	20%	16%	22%	17%	25%	31%	-%	-%	-%	100%	-%	58%	19%	27%	22%	**	
			a		a	ab				abcef		abce		a			
ABC1	2106	925	1159	1527	439	138	1314	791	-	-	2106	-	1849	111	104	**	
	65%	69%	63%	69%	59%	55%	100%	100%	-%	-%	100%	-%	66%	56%	66%	**	
		b		bc			cdf	cdf			cdf		b		b		
C2DE	1091	410	671	675	305	111	-	-	456	635	-	1091	936	88	51	**	
	34%	31%	36%	30%	41%	45%	-%	-%	100%	100%	-%	100%	33%	44%	33%	**	
			a		a	a			abe	abe		abe		ac			
REFUSED	18	2	13	13	4	-	-	-	-	-	-	-	15	1	1	**	
	1%	*%	1%	1%	1%	-%	-%	-%	-%	-%	-%	-%	1%	*%	1%	**	
			a														

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

SUMMARY OF SEG

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
AB	1314	1202	112	476	657
	41%	41%	38%	39%	44%
					a
C1	791	716	76	290	381
	25%	25%	26%	24%	25%
C2	456	412	44	188	199
	14%	14%	15%	15%	13%
DE	635	571	65	274	262
	20%	20%	22%	22%	17%
				b	
ABC1	2106	1918	188	767	1039
	65%	66%	63%	62%	69%
					a
C2DE	1091	982	109	462	462
	34%	34%	37%	37%	31%
				b	
REFUSED	18	18	-	4	3
	1%	1%	-%	*%	*%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 12

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	~d	a	b	c
Unweighted total	1100	-	800	-	-	-	-	-	-	800	500	300
Effective Weighted Sample	997	-	721	-	-	-	-	-	-	721	491	292
Total	1684	-	1284	-	-	-	-	-	-	1284	988	297
EE	343	**	253	**	**	**	**	**	**	253	188	65
	20%	**	20%	**	**	**	**	**	**	20%	19%	22%
O2	320	**	240	**	**	**	**	**	**	240	202	38
	19%	**	19%	**	**	**	**	**	**	19%	20%	13%
										c	c	
Vodafone	219	**	170	**	**	**	**	**	**	170	111	59
	13%	**	13%	**	**	**	**	**	**	13%	11%	20%
												ab
'3/ Three Mobile	178	**	115	**	**	**	**	**	**	115	81	33
	11%	**	9%	**	**	**	**	**	**	9%	8%	11%
Sky	152	**	120	**	**	**	**	**	**	120	101	19
	9%	**	9%	**	**	**	**	**	**	9%	10%	6%
Giff Gaff	134	**	111	**	**	**	**	**	**	111	73	39
	8%	**	9%	**	**	**	**	**	**	9%	7%	13%
												ab
Tesco	101	**	80	**	**	**	**	**	**	80	65	15
	6%	**	6%	**	**	**	**	**	**	6%	7%	5%
BT	48	**	39	**	**	**	**	**	**	39	34	4
	3%	**	3%	**	**	**	**	**	**	3%	3%	1%
Plusnet	31	**	21	**	**	**	**	**	**	21	21	-
	2%	**	2%	**	**	**	**	**	**	2%	2%	-%
										c	c	
Lebara	28	**	26	**	**	**	**	**	**	26	23	3
	2%	**	2%	**	**	**	**	**	**	2%	2%	1%
Smarty	26	**	24	**	**	**	**	**	**	24	22	2
	2%	**	2%	**	**	**	**	**	**	2%	2%	1%
TalkTalk	25	**	20	**	**	**	**	**	**	20	15	5
	1%	**	2%	**	**	**	**	**	**	2%	1%	2%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 12

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%												
Unweighted total	1100	-	800	-	-	-	-	-	-	800	500	300
Effective Weighted Sample	997	-	721	-	-	-	-	-	-	721	491	292
Total	1684	-	1284	-	-	-	-	-	-	1284	988	297
Virgin Media/ Mobile	21 1%	** **	19 1%	** **	** **	** **	** **	** **	** **	19 1%	14 1%	5 2%
iD Mobile	18 1%	** **	16 1%	** **	** **	** **	** **	** **	** **	16 1%	14 1%	2 1%
Utility Warehouse	12 1%	** **	12 1%	** **	** **	** **	** **	** **	** **	12 1%	9 1%	2 1%
Lyca Mobile	8 *%	** **	6 *%	** **	** **	** **	** **	** **	** **	6 *%	4 *%	2 1%
Talkmobile	6 *%	** **	6 *%	** **	** **	** **	** **	** **	** **	6 *%	5 1%	1 *%
Other supplier	13 1%	** **	8 1%	** **	** **	** **	** **	** **	** **	8 1%	6 1%	2 1%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 12

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		
	Total	PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1100	223	178	399	252	147	100	-	-
Effective Weighted Sample	997	197	164	360	247	143	98	-	-
Total	1684	344	300	640	496	145	97	-	-
EE	343 20%	59 17%	68 23%	125 20%	88 18%	37 26% a	19 19%	**	**
O2	320 19%	68 20% e	49 16%	123 19% e	107 22% e	15 11%	17 17%	**	**
Vodafone	219 13%	47 14%	31 10%	92 14%	63 13%	29 20% b	18 18%	**	**
'3' / Three Mobile	178 11%	23 7%	22 7%	69 11%	51 10%	19 13% a	9 9%	**	**
Sky	152 9%	27 8%	14 5%	79 12% bf	67 14% abf	12 8%	3 3%	**	**
Giff Gaff	134 8%	67 19% bcde	19 6%	25 4%	16 3%	9 6%	23 24% bcde	**	**
Tesco	101 6%	12 3%	22 8% f	46 7% f	36 7% f	10 7% f	- -%	**	**
BT	48 3%	7 2%	2 1%	30 5% b	28 6% abe	2 1%	2 3%	**	**
Plusnet	31 2%	10 3% be	- -%	11 2%	11 2%	- -%	- -%	**	**
Lebara	28 2%	- -%	22 7% acdef	4 1%	4 1%	- -%	- -%	**	**
Smarty	26 2%	3 1%	21 7% acdef	- -%	- -%	- -% c	1 1%	**	**

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
		a	b	c	d	e	f	~a	~b
Significance Level: 95%									
Unweighted total	1100	223	178	399	252	147	100	-	-
Effective Weighted Sample	997	197	164	360	247	143	98	-	-
Total	1684	344	300	640	496	145	97	-	-
TalkTalk	25 1%	9 3%	2 1%	9 1%	6 1%	3 2%	2 2%	**	**
Virgin Media/ Mobile	21 1%	6 2%	2 1%	11 2%	6 1%	5 3%	- -%	**	**
iD Mobile	18 1%	- -%	8 3%	8 1%	6 1%	2 1%	- -%	**	**
			a						
Utility Warehouse	12 1%	2 1%	3 1%	7 1%	5 1%	1 1%	- -%	**	**
Lyca Mobile	8 *%	4 1%	2 1%	- -%	- -%	- -%	2 2%	**	**
		c					cd		
Talkmobile	6 *%	- -%	6 2%	- -%	- -%	- -%	- -%	**	**
			acd						
Other supplier	13 1%	1 *%	5 2%	2 *%	2 *%	- -%	1 1%	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 12

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	~b	~c	~d	~e	~f	g	~h	a	b	~a	~b	a	b
Significance Level: 95%															
Unweighted total	1100	300	-	-	-	-	-	300	-	192	108	-	-	192	108
Effective Weighted Sample	997	288	-	-	-	-	-	288	-	184	104	-	-	184	104
Total	1684	400	-	-	-	-	-	400	-	256	144	-	-	256	144
EE	343	91	**	**	**	**	**	91	**	57	34	**	**	57	34
	20%	23%	**	**	**	**	**	23%	**	22%	24%	**	**	22%	24%
O2	320	81	**	**	**	**	**	81	**	62	19	**	**	62	19
	19%	20%	**	**	**	**	**	20%	**	24%	13%	**	**	24%	13%
										b				b	
Vodafone	219	49	**	**	**	**	**	49	**	37	11	**	**	37	11
	13%	12%	**	**	**	**	**	12%	**	15%	8%	**	**	15%	8%
'3' / Three Mobile	178	64	**	**	**	**	**	64	**	37	26	**	**	37	26
	11%	16%	**	**	**	**	**	16%	**	15%	18%	**	**	15%	18%
Sky	152	32	**	**	**	**	**	32	**	16	16	**	**	16	16
	9%	8%	**	**	**	**	**	8%	**	6%	11%	**	**	6%	11%
Giff Gaff	134	23	**	**	**	**	**	23	**	12	11	**	**	12	11
	8%	6%	**	**	**	**	**	6%	**	5%	8%	**	**	5%	8%
Tesco	101	21	**	**	**	**	**	21	**	11	10	**	**	11	10
	6%	5%	**	**	**	**	**	5%	**	4%	7%	**	**	4%	7%
BT	48	9	**	**	**	**	**	9	**	7	2	**	**	7	2
	3%	2%	**	**	**	**	**	2%	**	3%	2%	**	**	3%	2%
Plusnet	31	11	**	**	**	**	**	11	**	8	3	**	**	8	3
	2%	3%	**	**	**	**	**	3%	**	3%	2%	**	**	3%	2%
Lebara	28	2	**	**	**	**	**	2	**	-	2	**	**	-	2
	2%	1%	**	**	**	**	**	1%	**	-%	2%	**	**	-%	2%
Smarty	26	2	**	**	**	**	**	2	**	-	2	**	**	-	2
	2%	*%	**	**	**	**	**	*%	**	-%	1%	**	**	-%	1%
TalkTalk	25	5	**	**	**	**	**	5	**	4	1	**	**	4	1
	1%	1%	**	**	**	**	**	1%	**	2%	1%	**	**	2%	1%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 12

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE g	BBAND S/A ~h	YES a	NO b	YES ~a	NO ~b	YES a	NO b
Significance Level: 95%															
Unweighted total	1100	300	-	-	-	-	-	300	-	192	108	-	-	192	108
Effective Weighted Sample	997	288	-	-	-	-	-	288	-	184	104	-	-	184	104
Total	1684	400	-	-	-	-	-	400	-	256	144	-	-	256	144
Virgin Media/ Mobile	21 1%	3 1%	** **	** **	** **	** **	** **	3 1%	** **	2 1%	1 1%	** **	** **	2 1%	1 1%
iD Mobile	18 1%	2 1%	** **	** **	** **	** **	** **	2 1%	** **	1 *%	1 1%	** **	** **	1 *%	1 1%
Utility Warehouse	12 1%	- -%	** **	** **	** **	** **	** **	- -%	** **	- -%	- -%	** **	** **	- -%	- -%
Lyca Mobile	8 *%	2 *%	** **	** **	** **	** **	** **	2 *%	** **	2 1%	- -%	** **	** **	2 1%	- -%
Talkmobile	6 *%	- -%	** **	** **	** **	** **	** **	- -%	** **	- -%	- -%	** **	** **	- -%	- -%
Other supplier	13 1%	5 1%	** **	** **	** **	** **	** **	5 1%	** **	1 *%	3 2%	** **	** **	1 *%	3 2%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 12

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1100	371	714	796	231	72	407	275	158	249	682	407	958	64	57	21	
Effective Weighted Sample	997	349	658	718	213	66	373	249	143	224	621	367	869	58	52	19	
Total	1684	699	966	1190	373	120	651	415	244	362	1066	606	1470	96	87	31	
EE	343	154	189	236	78	**	144	80	39	75	224	114	304	**	**	**	
	20%	22%	20%	20%	21%	**	22%	19%	16%	21%	21%	19%	21%	**	**	**	
O2	320	133	183	248	56	**	142	88	40	48	230	88	271	**	**	**	
	19%	19%	19%	21%	15%	**	22%	21%	16%	13%	22%	14%	18%	**	**	**	
				b			df	df			df						
Vodafone	219	87	131	164	39	**	62	67	42	45	129	87	185	**	**	**	
	13%	12%	14%	14%	10%	**	10%	16%	17%	12%	12%	14%	13%	**	**	**	
							a	a			a						
'3 / Three Mobile	178	70	107	128	42	**	59	46	31	43	105	73	161	**	**	**	
	11%	10%	11%	11%	11%	**	9%	11%	13%	12%	10%	12%	11%	**	**	**	
Sky	152	70	78	114	24	**	64	41	15	32	104	47	137	**	**	**	
	9%	10%	8%	10%	7%	**	10%	10%	6%	9%	10%	8%	9%	**	**	**	
Giff Gaff	134	45	88	107	21	**	37	22	31	44	59	75	121	**	**	**	
	8%	6%	9%	9%	6%	**	6%	5%	13%	12%	6%	12%	8%	**	**	**	
									abe	abe		abe					
Tesco	101	45	54	51	35	**	45	20	13	23	65	36	85	**	**	**	
	6%	6%	6%	4%	9%	**	7%	5%	5%	6%	6%	6%	6%	**	**	**	
					a												
BT	48	22	21	34	14	**	25	6	4	11	31	15	41	**	**	**	
	3%	3%	2%	3%	4%	**	4%	1%	2%	3%	3%	2%	3%	**	**	**	
Plusnet	31	15	15	28	3	**	16	9	4	1	26	5	25	**	**	**	
	2%	2%	2%	2%	1%	**	3%	2%	2%	*%	2%	1%	2%	**	**	**	
							d				d						
Lebara	28	8	20	9	15	**	6	8	5	9	14	14	22	**	**	**	
	2%	1%	2%	1%	4%	**	1%	2%	2%	2%	1%	2%	1%	**	**	**	
					a												
Smarty	26	14	12	8	16	**	9	4	4	9	13	13	22	**	**	**	
	2%	2%	1%	1%	4%	**	1%	1%	1%	3%	1%	2%	1%	**	**	**	
					a												
TalkTalk	25	4	21	20	5	**	12	1	9	4	13	13	23	**	**	**	
	1%	1%	2%	2%	1%	**	2%	*%	4%	1%	1%	2%	2%	**	**	**	
			a						be			b					

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 12

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	GENDER		AGE			SEG					NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	
Significance Level: 95%		a	b	a	b	~c	a	b	c	d	e	f	a	~b	~c	~d
Unweighted total	1100	371	714	796	231	72	407	275	158	249	682	407	958	64	57	21
Effective Weighted Sample	997	349	658	718	213	66	373	249	143	224	621	367	869	58	52	19
Total	1684	699	966	1190	373	120	651	415	244	362	1066	606	1470	96	87	31
Virgin Media/ Mobile	21 1%	9 1%	13 1%	14 1%	4 1%	** **	8 1%	2 1%	2 1%	10 3%	10 1%	11 2%	18 1%	** **	** **	** **
iD Mobile	18 1%	7 1%	11 1%	13 1%	5 1%	** **	7 1%	5 1%	2 1%	4 1%	12 1%	6 1%	16 1%	** **	** **	** **
Utility Warehouse	12 1%	5 1%	7 1%	5 *%	5 1%	** **	8 1%	2 *%	2 1%	- -%	9 1%	2 *%	12 1%	** **	** **	** **
Lyca Mobile	8 *%	5 1%	3 *%	8 1%	- -%	** **	5 1%	3 1%	- -%	- -%	8 1%	- -%	8 1%	** **	** **	** **
Talkmobile	6 *%	- -%	6 1%	- -%	4 1%	** **	- -%	5 1%	- -%	1 *%	5 *%	1 *%	6 *%	** **	** **	** **
Other supplier	13 1%	7 1%	6 1%	2 *%	8 2%	** **	2 *%	6 1%	2 1%	3 1%	8 1%	5 1%	13 1%	** **	** **	** **

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 12

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	1100	1013	87	441	464
Effective Weighted Sample	997	918	79	397	423
Total	1684	1548	137	674	722
EE	343	320	**	129	155
	20%	21%	**	19%	21%
O2	320	286	**	128	138
	19%	19%	**	19%	19%
Vodafone	219	203	**	86	105
	13%	13%	**	13%	15%
'3/ Three Mobile	178	167	**	71	72
	11%	11%	**	11%	10%
Sky	152	141	**	75	52
	9%	9%	**	11%	7%
				b	
Giff Gaff	134	122	**	60	42
	8%	8%	**	9%	6%
Tesco	101	82	**	38	49
	6%	5%	**	6%	7%
BT	48	48	**	19	20
	3%	3%	**	3%	3%
Plusnet	31	28	**	19	6
	2%	2%	**	3%	1%
				b	
Lebara	28	26	**	4	20
	2%	2%	**	1%	3%
					a
Smarty	26	24	**	13	9
	2%	2%	**	2%	1%
TalkTalk	25	25	**	7	8
	1%	2%	**	1%	1%
Virgin Media/ Mobile	21	20	**	7	8
	1%	1%	**	1%	1%

Columns Tested: a,b - a,b

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	1100	1013	87	441	464
Effective Weighted Sample	997	918	79	397	423
Total	1684	1548	137	674	722
iD Mobile	18 1%	18 1%	**	4 1%	13 2%
Utility Warehouse	12 1%	12 1%	**	5 1%	7 1%
Lyca Mobile	8 *%	8 1%	**	2 *%	5 1%
Talkmobile	6 *%	6 *%	**	4 1%	3 *%
Other supplier	13 1%	11 1%	**	3 *%	10 1%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 13

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	~d	a	b	c
Unweighted total	800	-	800	-	-	-	-	-	-	800	500	300
Effective Weighted Sample	721	-	721	-	-	-	-	-	-	721	491	292
Total	1284	-	1284	-	-	-	-	-	-	1284	988	297
Keep the same phone number	988	**	988	**	**	**	**	**	**	988	988	-
	77%	**	77%	**	**	**	**	**	**	77%	100%	-%
										c	ac	
Change phone number	297	**	297	**	**	**	**	**	**	297	-	297
	23%	**	23%	**	**	**	**	**	**	23%	-%	100%
										b		ab

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	~b
Unweighted total	800	223	178	399	252	147	100	-	-
Effective Weighted Sample	721	197	164	360	247	143	98	-	-
Total	1284	344	300	640	496	145	97	-	-
Keep the same phone number	988	247	245	496	496	-	-	**	**
	77%	72%	82%	77%	100%	-%	-%	**	**
		ef	aef	ef	abcef				
Change phone number	297	97	55	145	-	145	97	**	**
	23%	28%	18%	23%	-%	100%	100%	**	**
		bd	d	d		abcd	abcd		

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 13

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

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

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	800	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	721	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	1284	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Keep the same phone number	988	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	77%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Change phone number	297	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 13

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

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

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

	Total	GENDER		AGE			SEG					NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	
Significance Level: 95%		a	b	a	b	~c	a	b	c	d	e	f	a	~b	~c	~d
Unweighted total	800	276	515	574	177	49	292	189	119	191	481	310	700	46	38	16
Effective Weighted Sample	721	256	471	513	163	45	267	170	107	170	437	277	631	41	35	14
Total	1284	534	738	900	297	87	494	303	193	284	797	477	1128	70	62	24
Keep the same phone number	988	413	569	671	243	**	400	236	147	202	636	348	868	**	**	**
	77%	77%	77%	75%	82%	**	81%	78%	76%	71%	80%	73%	77%	**	**	**
				a	a		df				df					
Change phone number	297	122	169	230	54	**	94	67	47	83	161	129	259	**	**	**
	23%	23%	23%	25%	18%	**	19%	22%	24%	29%	20%	27%	23%	**	**	**
				b						ae		ae				

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

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

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

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	800	740	60	318	332
Effective Weighted Sample	721	666	55	284	302
Total	1284	1184	100	510	547
Keep the same phone number	988	903	**	390	432
	77%	76%	**	77%	79%
Change phone number	297	281	**	120	115
	23%	24%	**	23%	21%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 14

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

S11A. Thinking about the last time you switched, did you request a code from your previous provider?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	~d	a	~b	c
Unweighted total	300	-	300	-	-	-	-	-	-	300	-	300
Effective Weighted Sample	292	-	292	-	-	-	-	-	-	292	-	292
Total	297	-	297	-	-	-	-	-	-	297	-	297
Yes	101	**	101	**	**	**	**	**	**	101	**	101
	34%	**	34%	**	**	**	**	**	**	34%	**	34%
No	169	**	169	**	**	**	**	**	**	169	**	169
	57%	**	57%	**	**	**	**	**	**	57%	**	57%
Don't know	27	**	27	**	**	**	**	**	**	27	**	27
	9%	**	9%	**	**	**	**	**	**	9%	**	9%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 14

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

S11A. Thinking about the last time you switched, did you request a code from your previous provider?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	300	100	53	147	-	147	100	-	-
Effective Weighted Sample	292	98	52	143	-	143	98	-	-
Total	297	97	55	145	-	145	97	-	-
Yes	101 34%	34 35%	** **	53 36%	** **	53 36%	34 35%	** **	** **
No	169 57%	56 58%	** **	80 55%	** **	80 55%	56 58%	** **	** **
Don't know	27 9%	6 7%	** **	13 9%	** **	13 9%	6 7%	** **	** **

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 14

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

S11A. Thinking about the last time you switched, did you request a code from your previous provider?

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	300	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	292	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	169	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

S11A. Thinking about the last time you switched, did you request a code from your previous provider?

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	~b	~c	~a	~b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	300	100	194	234	53	13	92	69	46	86	161	132	261	21	11	7	
Effective Weighted Sample	292	100	194	228	52	13	90	67	45	84	157	129	254	20	11	7	
Total	297	122	169	230	54	13	94	67	47	83	161	129	259	21	10	6	
Yes	101	46	54	85	**	**	**	**	**	**	65	35	90	**	**	**	
	34%	38%	32%	37%	**	**	**	**	**	**	40%	27%	35%	**	**	**	
											f						
No	169	65	101	124	**	**	**	**	**	**	83	81	144	**	**	**	
	57%	53%	60%	54%	**	**	**	**	**	**	52%	63%	56%	**	**	**	
Don't know	27	11	14	20	**	**	**	**	**	**	13	13	25	**	**	**	
	9%	9%	8%	9%	**	**	**	**	**	**	8%	10%	10%	**	**	**	

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

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

S11A. Thinking about the last time you switched, did you request a code from your previous provider?

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	300	283	17	123	114
Effective Weighted Sample	292	276	17	120	111
Total	297	281	16	120	115
Yes	101	100	**	42	41
	34%	35%	**	35%	36%
No	169	156	**	68	67
	57%	55%	**	56%	58%
Don't know	27	26	**	10	7
	9%	9%	**	8%	6%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 15

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

S11B. There are two different codes you could have requested from your previous mobile service provider, which of the following did you request? [DESCRIPTION OF PAC CODE PROVIDED] [DESCRIPTION OF STAC CODE PROVIDED]

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a code from their previous provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE a	PAC SWITCHER ~b	C&R SWITCHER c
Significance Level: 95%												
Unweighted total	101	-	101	-	-	-	-	-	-	101	-	101
Effective Weighted Sample	98	-	98	-	-	-	-	-	-	98	-	98
Total	101	-	101	-	-	-	-	-	-	101	-	101
I requested a Port Authorisation Code (PAC) only	59	**	59	**	**	**	**	**	**	59	**	59
	59%	**	59%	**	**	**	**	**	**	59%	**	59%
I requested a Service Termination Code (STAC) only	23	**	23	**	**	**	**	**	**	23	**	23
	23%	**	23%	**	**	**	**	**	**	23%	**	23%
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	9	**	9	**	**	**	**	**	**	9	**	9
	9%	**	9%	**	**	**	**	**	**	9%	**	9%
TOTAL REQUESTED PAC	68	**	68	**	**	**	**	**	**	68	**	68
	68%	**	68%	**	**	**	**	**	**	68%	**	68%
TOTAL REQUESTED STAC	32	**	32	**	**	**	**	**	**	32	**	32
	32%	**	32%	**	**	**	**	**	**	32%	**	32%
Don't know	10	**	10	**	**	**	**	**	**	10	**	10
	9%	**	9%	**	**	**	**	**	**	9%	**	9%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S11B. There are two different codes you could have requested from your previous mobile service provider, which of the following did you request? [DESCRIPTION OF PAC CODE PROVIDED] [DESCRIPTION OF STAC CODE PROVIDED]

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a code from their previous provider

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	101	35	14	52	-	52	35	-	-
Effective Weighted Sample	98	34	14	51	-	51	34	-	-
Total	101	34	14	53	-	53	34	-	-
I requested a Port Authorisation Code (PAC) only	59	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**
I requested a Service Termination Code (STAC) only	23	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	9	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**
TOTAL REQUESTED PAC	68	**	**	**	**	**	**	**	**
	68%	**	**	**	**	**	**	**	**
TOTAL REQUESTED STAC	32	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**
Don't know	10	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S11B. There are two different codes you could have requested from your previous mobile service provider, which of the following did you request? [DESCRIPTION OF PAC CODE PROVIDED] [DESCRIPTION OF STAC CODE PROVIDED]

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a code from their previous provider

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	101	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	98	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	101	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I requested a Port Authorisation Code (PAC) only	59 59%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested a Service Termination Code (STAC) only	23 23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	9 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL REQUESTED PAC	68 68%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL REQUESTED STAC	32 32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	10 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 15

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

S11B. There are two different codes you could have requested from your previous mobile service provider, which of the following did you request? [DESCRIPTION OF PAC CODE PROVIDED] [DESCRIPTION OF STAC CODE PROVIDED]

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a code from their previous provider

	Total	GENDER		AGE			SEG					NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d
Unweighted total	101	38	62	86	13	2	38	27	16	18	65	34	89	6	1	5
Effective Weighted Sample	98	38	62	84	13	2	37	26	16	18	63	33	87	6	1	5
Total	101	46	54	85	14	2	39	26	16	18	65	35	90	6	1	4
I requested a Port Authorisation Code (PAC) only	59	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested a Service Termination Code (STAC) only	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL REQUESTED PAC	68	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	68%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL REQUESTED STAC	32	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S11B. There are two different codes you could have requested from your previous mobile service provider, which of the following did you request? [DESCRIPTION OF PAC CODE PROVIDED] [DESCRIPTION OF STAC CODE PROVIDED]

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a code from their previous provider

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	101	99	2	43	41
Effective Weighted Sample	98	96	2	42	40
Total	101	100	2	42	41
I requested a Port Authorisation Code (PAC) only	59 59%	**	**	**	**
I requested a Service Termination Code (STAC) only	23 23%	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	9 9%	**	**	**	**
TOTAL REQUESTED PAC	68 68%	**	**	**	**
TOTAL REQUESTED STAC	32 32%	**	**	**	**
Don't know	10 9%	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 16

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

S11C. You said you requested a Service Termination Code (STAC), did you give this code to your new provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC code from their previous provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	33	-	33	-	-	-	-	-	-	33	-	33
Effective Weighted Sample	32	-	32	-	-	-	-	-	-	32	-	32
Total	32	-	32	-	-	-	-	-	-	32	-	32
Yes	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S11C. You said you requested a Service Termination Code (STAC), did you give this code to your new provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC code from their previous provider

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	33	10	5	18	-	18	10	-	-
Effective Weighted Sample	32	10	5	18	-	18	10	-	-
Total	32	10	5	18	-	18	10	-	-
Yes	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 16

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

S11C. You said you requested a Service Termination Code (STAC), did you give this code to your new provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC code from their previous provider

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	33	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	32	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	32	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

S11C. You said you requested a Service Termination Code (STAC), did you give this code to your new provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC code from their previous provider

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Unweighted total	33	10	22	29	3	1	17	10	2	4	27	6	31	1	1	-	
Effective Weighted Sample	32	10	22	28	3	1	17	10	2	4	26	6	30	1	1	-	
Total	32	12	19	28	3	1	17	9	2	4	27	6	31	1	1	-	
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

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

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

S11C. You said you requested a Service Termination Code (STAC), did you give this code to your new provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC code from their previous provider

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	33	33	-	10	17
Effective Weighted Sample	32	32	-	10	17
Total	32	32	-	10	17
Yes	**	**	**	**	**
No	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 17

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

S12A. Thinking about your landline service from [CURRENT PROVIDER]... Is your landline service delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router or uses the Wi-Fi service, and not plugged into a phone socket in the wall? This is a service known as VoIP (Voice over Internet Protocol), or digital voice, or internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	~c	~d	~a	~b	~c
Unweighted total	396	396	396	279	112	75	321	-	-	-	-	-
Effective Weighted Sample	379	379	379	272	102	64	315	-	-	-	-	-
Total	149	149	149	104	43	27	122	-	-	-	-	-
Yes – landline service delivered over the internet	95	95	95	71	23	**	81	**	**	**	**	**
	64%	64%	64%	68%	55%	**	66%	**	**	**	**	**
				b								
No – not delivered over the internet	38	38	38	23	14	**	30	**	**	**	**	**
	25%	25%	25%	22%	33%	**	24%	**	**	**	**	**
				a								
Don't know	16	16	16	11	5	**	11	**	**	**	**	**
	11%	11%	11%	11%	12%	**	9%	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S12A. Thinking about your landline service from [CURRENT PROVIDER]... Is your landline service delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router or uses the Wi-Fi service, and not plugged into a phone socket in the wall? This is a service known as VoIP (Voice over Internet Protocol), or digital voice, or internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS			
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b
Unweighted total	396	-	-	-	-	-	-	-	-
Effective Weighted Sample	379	-	-	-	-	-	-	-	-
Total	149	-	-	-	-	-	-	-	-
Yes – landline service delivered over the internet	95	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**
No – not delivered over the internet	38	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**
Don't know	16	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S12A. Thinking about your landline service from [CURRENT PROVIDER]... Is your landline service delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router or uses the Wi-Fi service, and not plugged into a phone socket in the wall? This is a service known as VoIP (Voice over Internet Protocol), or digital voice, or internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	396	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	379	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	149	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes – landline service delivered over the internet	95 64%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – not delivered over the internet	38 25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	16 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 17

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

S12A. Thinking about your landline service from [CURRENT PROVIDER]... Is your landline service delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router or uses the Wi-Fi service, and not plugged into a phone socket in the wall? This is a service known as VoIP (Voice over Internet Protocol), or digital voice, or internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	396	140	255	165	153	77	139	104	55	98	243	153	333	32	28	3	
Effective Weighted Sample	379	134	252	160	145	74	133	99	53	94	232	147	318	31	27	3	
Total	149	63	86	60	58	31	53	39	20	38	91	58	127	12	10	1	
Yes – landline service delivered over the internet	95	38	57	39	36	**	35	24	**	**	59	36	80	**	**	**	
	64%	61%	66%	66%	61%	**	66%	62%	**	**	64%	63%	63%	**	**	**	
No – not delivered over the internet	38	20	18	13	16	**	14	11	**	**	25	13	32	**	**	**	
	25%	32%	20%	22%	27%	**	26%	29%	**	**	27%	23%	26%	**	**	**	
		b															
Don't know	16	4	12	7	7	**	4	3	**	**	8	8	14	**	**	**	
	11%	7%	14%	12%	13%	**	8%	9%	**	**	9%	15%	11%	**	**	**	
			a														

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

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

S12A. Thinking about your landline service from [CURRENT PROVIDER]... Is your landline service delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router or uses the Wi-Fi service, and not plugged into a phone socket in the wall? This is a service known as VoIP (Voice over Internet Protocol), or digital voice, or internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	396	319	77	146	233
Effective Weighted Sample	379	304	75	139	224
Total	149	120	30	56	87
Yes – landline service delivered over the internet	95	76	**	32	58
	64%	63%	**	57%	67%
No – not delivered over the internet	38	31	**	16	22
	25%	26%	**	28%	25%
Don't know	16	13	**	8	7
	11%	11%	**	15%	9%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 18

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

S12B. Thinking about your new broadband service from [CURRENT PROVIDER]... Some households receive their broadband service via fibre optic cable directly into their home. This is known as FTTP (fibre to the premises). Please note – at the moment most UK households with fibre broadband do not have FTTP. Instead they have a FTTC connection (fibre to the cabinet), where the connection from the exchange to the street cabinet is via optical fibre and the final part of the connection from the cabinet into the home is via copper wire. Does your household receive FTTP broadband?

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

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	Total	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	BBAND S/A d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%		a	b	a	b	~a	b	~c	d	~a	~b	~c
Unweighted total	696	696	696	279	112	75	321	-	300	-	-	-
Effective Weighted Sample	630	630	630	272	102	64	315	-	279	-	-	-
Total	317	317	317	104	43	27	122	-	168	-	-	-
Yes	146 46%	146 46%	146 46%	49 46%	23 54%	** **	57 47%	** **	73 44%	** **	** **	** **
No	89 28%	89 28%	89 28%	32 31% b	8 18%	** **	36 30%	** **	48 29%	** **	** **	** **
Don't know	82 26%	82 26%	82 26%	24 23%	12 28%	** **	29 24%	** **	46 28%	** **	** **	** **

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 18

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

S12B. Thinking about your new broadband service from [CURRENT PROVIDER]... Some households receive their broadband service via fibre optic cable directly into their home. This is known as FTTP (fibre to the premises). Please note – at the moment most UK households with fibre broadband do not have FTTP. Instead they have a FTTC connection (fibre to the cabinet), where the connection from the exchange to the street cabinet is via optical fibre and the final part of the connection from the cabinet into the home is via copper wire. Does your household receive FTTP broadband?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS			
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
		~a	~b	~c	~d	~e	~f	~a	~b
Significance Level: 95%									
Unweighted total	696	-	-	-	-	-	-	-	-
Effective Weighted Sample	630	-	-	-	-	-	-	-	-
Total	317	-	-	-	-	-	-	-	-
Yes	146	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**
No	89	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**
Don't know	82	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S12B. Thinking about your new broadband service from [CURRENT PROVIDER]... Some households receive their broadband service via fibre optic cable directly into their home. This is known as FTTP (fibre to the premises). Please note – at the moment most UK households with fibre broadband do not have FTTP. Instead they have a FTTC connection (fibre to the cabinet), where the connection from the exchange to the street cabinet is via optical fibre and the final part of the connection from the cabinet into the home is via copper wire. Does your household receive FTTP broadband?

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE BBAND S/A ~g	~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	696	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	630	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	317	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	146 46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	89 28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	82 26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 18

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

S12B. Thinking about your new broadband service from [CURRENT PROVIDER]... Some households receive their broadband service via fibre optic cable directly into their home. This is known as FTTP (fibre to the premises). Please note – at the moment most UK households with fibre broadband do not have FTTP. Instead they have a FTTC connection (fibre to the cabinet), where the connection from the exchange to the street cabinet is via optical fibre and the final part of the connection from the cabinet into the home is via copper wire. Does your household receive FTTP broadband?

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	~c	d	e	f	a	~b	~c	~d	
Unweighted total	696	228	464	345	241	109	247	181	98	166	428	264	593	44	49	10	
Effective Weighted Sample	630	207	452	321	214	97	220	165	91	152	384	243	538	40	44	9	
Total	317	133	182	151	113	52	118	80	42	75	198	117	271	18	23	5	
Yes	146	66	79	74	53	18	59	39	**	26	99	47	124	**	**	**	
	46%	49%	43%	49%	47%	34%	50%	49%	**	35%	50%	40%	46%	**	**	**	
				c	c		df	d			df						
No	89	45	44	32	35	22	39	17	**	24	56	32	77	**	**	**	
	28%	34%	24%	21%	31%	42%	33%	21%	**	32%	28%	28%	28%	**	**	**	
		b			a	a	b			b							
Don't know	82	22	60	45	25	13	19	24	**	24	43	38	70	**	**	**	
	26%	17%	33%	30%	22%	24%	16%	30%	**	32%	22%	32%	26%	**	**	**	
			a	b			ae			ae		ae					

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

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

S12B. Thinking about your new broadband service from [CURRENT PROVIDER]... Some households receive their broadband service via fibre optic cable directly into their home. This is known as FTTP (fibre to the premises). Please note – at the moment most UK households with fibre broadband do not have FTTP. Instead they have a FTTC connection (fibre to the cabinet), where the connection from the exchange to the street cabinet is via optical fibre and the final part of the connection from the cabinet into the home is via copper wire. Does your household receive FTTP broadband?

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL b	YES a	NO b
Significance Level: 95%					
Unweighted total	696	583	113	239	408
Effective Weighted Sample	630	527	103	220	367
Total	317	267	50	105	188
Yes	146 46%	124 46%	22 44%	50 47%	85 45%
No	89 28%	73 27%	16 32%	31 30%	53 28%
Don't know	82 26%	70 26%	12 24%	24 23%	50 27%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 19

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

S12BA. In order to receive your new broadband service from [CURRENT PROVIDER], was a line installed that required a hole to be drilled through a wall in your home with a new box installed on the outside wall?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or Triple Play (Fixed line and Fixed broadband and Pay TV) or Standalone broadband service in the last six months who say they receive FTTP broadband (WAVE 1) OR Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or Triple Play (Fixed line and Fixed broadband and Pay TV) or Standalone broadband service in the last six months (WAVE 2)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	BBAND S/A d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	501	501	501	204	81	54	235	-	212	-	-	-
Effective Weighted Sample	451	451	451	199	75	47	230	-	197	-	-	-
Total	230	230	230	77	30	18	90	-	121	-	-	-
Yes	123	123	123	32	**	**	43	**	68	**	**	**
	54%	54%	54%	42%	**	**	47%	**	56%	**	**	**
No	97	97	97	41	**	**	44	**	48	**	**	**
	42%	42%	42%	54%	**	**	49%	**	39%	**	**	**
							d					
Don't know	10	10	10	3	**	**	3	**	6	**	**	**
	4%	4%	4%	4%	**	**	4%	**	5%	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S12BA. In order to receive your new broadband service from [CURRENT PROVIDER], was a line installed that required a hole to be drilled through a wall in your home with a new box installed on the outside wall?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or Triple Play (Fixed line and Fixed broadband and Pay TV) or Standalone broadband service in the last six months who say they receive FTTP broadband (WAVE 1) OR Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or Triple Play (Fixed line and Fixed broadband and Pay TV) or Standalone broadband service in the last six months (WAVE 2)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	501	-	-	-	-	-	-	-	-
Effective Weighted Sample	451	-	-	-	-	-	-	-	-
Total	230	-	-	-	-	-	-	-	-
Yes	123	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**
No	97	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**
Don't know	10	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 19

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

S12BA. In order to receive your new broadband service from [CURRENT PROVIDER], was a line installed that required a hole to be drilled through a wall in your home with a new box installed on the outside wall?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or Triple Play (Fixed line and Fixed broadband and Pay TV) or Standalone broadband service in the last six months who say they receive FTTP broadband (WAVE 1) OR Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or Triple Play (Fixed line and Fixed broadband and Pay TV) or Standalone broadband service in the last six months (WAVE 2)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	501	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	451	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	230	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	123 54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	97 42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	10 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S12BA. In order to receive your new broadband service from [CURRENT PROVIDER], was a line installed that required a hole to be drilled through a wall in your home with a new box installed on the outside wall?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or Triple Play (Fixed line and Fixed broadband and Pay TV) or Standalone broadband service in the last six months who say they receive FTTP broadband (WAVE 1) OR Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or Triple Play (Fixed line and Fixed broadband and Pay TV) or Standalone broadband service in the last six months (WAVE 2)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	d	e	f	a	~b	~c	~d	
Unweighted total	501	175	323	241	182	77	190	126	68	114	316	182	430	29	35	7	
Effective Weighted Sample	451	159	314	223	161	68	169	115	62	104	283	166	389	26	30	6	
Total	230	102	126	106	87	37	93	55	29	51	148	80	197	13	17	3	
Yes	123	51	72	64	45	**	52	29	**	23	82	40	109	**	**	**	
	54%	50%	57%	61%	52%	**	56%	53%	**	45%	55%	50%	55%	**	**	**	
No	97	47	49	38	37	**	36	24	**	26	59	37	82	**	**	**	
	42%	46%	39%	36%	42%	**	38%	43%	**	ae	40%	47%	41%	**	**	**	
Don't know	10	4	5	3	5	**	5	2	**	1	7	3	6	**	**	**	
	4%	4%	4%	3%	6%	**	5%	4%	**	3%	5%	3%	3%	**	**	**	

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

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

S12BA. In order to receive your new broadband service from [CURRENT PROVIDER], was a line installed that required a hole to be drilled through a wall in your home with a new box installed on the outside wall?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or Triple Play (Fixed line and Fixed broadband and Pay TV) or Standalone broadband service in the last six months who say they receive FTTP broadband (WAVE 1) OR Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or Triple Play (Fixed line and Fixed broadband and Pay TV) or Standalone broadband service in the last six months (WAVE 2)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL ~b	YES a	NO b
Significance Level: 95%					
Unweighted total	501	415	86	180	290
Effective Weighted Sample	451	373	79	165	260
Total	230	192	38	79	135
Yes	123 54%	108 56%	**	40 51%	77 57%
No	97 42%	75 39%	**	36 45%	54 40%
Don't know	10 4%	9 5%	**	3 4%	3 2%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 20

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

S12BA. In order to receive your new broadband service from [CURRENT PROVIDER], was a line installed that required a hole to be drilled through a wall in your home with a new box installed on the outside wall?

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

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%	a	b	a	~b	~a	b	~c	d	~a	~b	~c
Unweighted total	321	321	131	60	43	150	-	128	-	-	-
Effective Weighted Sample	288	288	127	55	37	147	-	119	-	-	-
Total	146	146	49	23	15	57	-	73	-	-	-
Yes	97	97	27	**	**	34	**	52	**	**	**
	67%	67%	55%	**	**	60%	**	71%	**	**	**
No	45	45	20	**	**	22	**	19	**	**	**
	31%	31%	42%	**	**	38%	**	26%	**	**	**
						d					
Don't know	4	4	2	**	**	1	**	2	**	**	**
	3%	3%	3%	**	**	2%	**	3%	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S12BA. In order to receive your new broadband service from [CURRENT PROVIDER], was a line installed that required a hole to be drilled through a wall in your home with a new box installed on the outside wall?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	321	-	-	-	-	-	-	-	-
Effective Weighted Sample	288	-	-	-	-	-	-	-	-
Total	146	-	-	-	-	-	-	-	-
Yes	97	**	**	**	**	**	**	**	**
	67%	**	**	**	**	**	**	**	**
No	45	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**
Don't know	4	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 20

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

S12BA. In order to receive your new broadband service from [CURRENT PROVIDER], was a line installed that required a hole to be drilled through a wall in your home with a new box installed on the outside wall?

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	321	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	288	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	146	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	97 67%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	45 31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	4 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 20

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

S12BA. In order to receive your new broadband service from [CURRENT PROVIDER], was a line installed that required a hole to be drilled through a wall in your home with a new box installed on the outside wall?

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	~b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	321	114	204	172	112	36	122	91	47	60	213	107	272	20	23	6	
Effective Weighted Sample	288	103	198	159	100	31	108	83	43	54	191	97	245	18	20	6	
Total	146	66	79	74	53	18	59	39	20	26	99	47	124	9	11	2	
Yes	97	43	54	50	35	**	41	**	**	**	65	31	84	**	**	**	
	67%	65%	68%	67%	66%	**	69%	**	**	**	66%	67%	68%	**	**	**	
No	45	22	23	23	16	**	15	**	**	**	30	15	38	**	**	**	
	31%	33%	29%	31%	30%	**	26%	**	**	**	30%	33%	30%	**	**	**	
Don't know	4	1	2	2	2	**	3	**	**	**	4	-	2	**	**	**	
	3%	2%	3%	2%	5%	**	5%	**	**	**	4%	-%	2%	**	**	**	
							f				f						

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

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

S12BA. In order to receive your new broadband service from [CURRENT PROVIDER], was a line installed that required a hole to be drilled through a wall in your home with a new box installed on the outside wall?

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	321	272	49	114	184
Effective Weighted Sample	288	245	44	104	164
Total	146	124	22	50	85
Yes	97 67%	83 67%	**	33 65%	59 70%
No	45 31%	36 29%	**	16 32%	24 28%
Don't know	4 3%	4 3%	**	1 2%	2 2%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 21

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

WHETHER STANDALONE BROADBAND SWITCHERS USE AN FTTP SERVICE

Base : Those interviewed about switching to their Standalone broadband service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	300	300	300	-	-	-	-	-	300	-	-	-
Effective Weighted Sample	279	279	279	-	-	-	-	-	279	-	-	-
Total	168	168	168	-	-	-	-	-	168	-	-	-
USE FTTP-ONLY SUPPLIER FOR NEW BROADBAND SERVICE	27 16%	27 16%	27 16%	** **	** **	** **	** **	** **	27 16%	** **	** **	** **
CLAIM TO HAVE FTTP FOR NEW BROADBAND SERVICE	59 35%	59 35%	59 35%	** **	** **	** **	** **	** **	59 35%	** **	** **	** **
CLAIM TO HAVE HAD HOLE DRILLED FOR NEW BROADBAND SERVICE (EXCLUDING VIRGIN)	8 5%	8 5%	8 5%	** **	** **	** **	** **	** **	8 5%	** **	** **	** **
ANY OF THESE	94 56%	94 56%	94 56%	** **	** **	** **	** **	** **	94 56%	** **	** **	** **
NONE OF THESE	74 44%	74 44%	74 44%	** **	** **	** **	** **	** **	74 44%	** **	** **	** **

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

WHETHER STANDALONE BROADBAND SWITCHERS USE AN FTTP SERVICE

Base : Those interviewed about switching to their Standalone broadband service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	300	-	-	-	-	-	-	-	-
Effective Weighted Sample	279	-	-	-	-	-	-	-	-
Total	168	-	-	-	-	-	-	-	-
USE FTTP-ONLY SUPPLIER FOR NEW BROADBAND SERVICE	27	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**
CLAIM TO HAVE FTTP FOR NEW BROADBAND SERVICE	59	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**
CLAIM TO HAVE HAD HOLE DRILLED FOR NEW BROADBAND SERVICE (EXCLUDING VIRGIN)	8	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**
ANY OF THESE	94	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**
NONE OF THESE	74	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

WHETHER STANDALONE BROADBAND SWITCHERS USE AN FTTP SERVICE

Base : Those interviewed about switching to their Standalone broadband service in the last six months

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	300	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	279	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	168	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USE FTTP-ONLY SUPPLIER FOR NEW BROADBAND SERVICE	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CLAIM TO HAVE FTTP FOR NEW BROADBAND SERVICE	59	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CLAIM TO HAVE HAD HOLE DRILLED FOR NEW BROADBAND SERVICE (EXCLUDING VIRGIN)	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY OF THESE	94	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	74	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

WHETHER STANDALONE BROADBAND SWITCHERS USE AN FTTP SERVICE

Base : Those interviewed about switching to their Standalone broadband service in the last six months

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	b	a	~b	~c	a	~b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	300	88	209	180	88	32	108	77	43	68	185	111	260	12	21	7	
Effective Weighted Sample	279	88	209	171	82	30	100	72	41	63	172	104	242	11	20	7	
Total	168	70	96	91	55	22	65	42	22	37	107	59	144	7	13	4	
USE FTTP-ONLY SUPPLIER FOR NEW BROADBAND SERVICE	27	**	14	11	**	**	11	**	**	**	16	10	25	**	**	**	
	16%	**	15%	12%	**	**	17%	**	**	**	15%	17%	17%	**	**	**	
CLAIM TO HAVE FTTP FOR NEW BROADBAND SERVICE	59	**	31	35	**	**	24	**	**	**	40	19	50	**	**	**	
	35%	**	32%	38%	**	**	37%	**	**	**	37%	31%	35%	**	**	**	
CLAIM TO HAVE HAD HOLE DRILLED FOR NEW BROADBAND SERVICE (EXCLUDING VIRGIN)	8	**	5	4	**	**	5	**	**	**	5	3	8	**	**	**	
	5%	**	5%	5%	**	**	7%	**	**	**	5%	4%	6%	**	**	**	
ANY OF THESE	94	**	50	50	**	**	40	**	**	**	61	31	83	**	**	**	
	56%	**	52%	54%	**	**	62%	**	**	**	57%	53%	58%	**	**	**	
NONE OF THESE	74	**	46	42	**	**	25	**	**	**	46	27	61	**	**	**	
	44%	**	48%	46%	**	**	38%	**	**	**	43%	47%	42%	**	**	**	

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

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

WHETHER STANDALONE BROADBAND SWITCHERS USE AN FTTP SERVICE

Base : Those interviewed about switching to their Standalone broadband service in the last six months

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	b
Unweighted total	300	264	36	93	175
Effective Weighted Sample	279	246	33	87	163
Total	168	147	21	49	101
USE FTTP-ONLY SUPPLIER FOR NEW BROADBAND SERVICE	27 16%	23 16%	**	**	17 17%
CLAIM TO HAVE FTTP FOR NEW BROADBAND SERVICE	59 35%	51 35%	**	**	35 35%
CLAIM TO HAVE HAD HOLE DRILLED FOR NEW BROADBAND SERVICE (EXCLUDING VIRGIN)	8 5%	7 5%	**	**	5 5%
ANY OF THESE	94 56%	81 55%	**	**	57 57%
NONE OF THESE	74 44%	66 45%	**	**	43 43%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S12C. For many years, Sky TV could only be received through a satellite dish, but now there are alternatives available. Thinking about the TV service from Sky that you switched to in the last six months... which of these describes how your household receives Sky TV?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months OR switching their Pay TV service in the last six months who currently use Sky TV

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%	a	b	~a	~b	~a	~b	~c	~d	~a	~b	~c	
Unweighted total	103	103	103	16	87	29	-	74	-	-	-	-
Effective Weighted Sample	91	91	91	16	83	24	-	74	-	-	-	-
Total	84	84	84	4	80	10	-	74	-	-	-	-
Sky TV service received through a satellite dish	18	18	18	**	**	**	**	**	**	**	**	**
	22%	22%	22%	**	**	**	**	**	**	**	**	**
Sky TV service received through a Sky Glass TV set over your Wi-Fi service – with everything built in to the TV set, and no satellite dish involved	33	33	33	**	**	**	**	**	**	**	**	**
	40%	40%	40%	**	**	**	**	**	**	**	**	**
Sky TV service received through a Sky Stream box plugged into your TV set and Wi-Fi service, with no satellite dish involved	32	32	32	**	**	**	**	**	**	**	**	**
	38%	38%	38%	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S12C. For many years, Sky TV could only be received through a satellite dish, but now there are alternatives available. Thinking about the TV service from Sky that you switched to in the last six months... which of these describes how your household receives Sky TV?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months OR switching their Pay TV service in the last six months who currently use Sky TV

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	103	-	-	-	-	-	-	-	-
Effective Weighted Sample	91	-	-	-	-	-	-	-	-
Total	84	-	-	-	-	-	-	-	-
Sky TV service received through a satellite dish	18	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**
Sky TV service received through a Sky Glass TV set over your Wi-Fi service – with everything built in to the TV set, and no satellite dish involved	33	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**
Sky TV service received through a Sky Stream box plugged into your TV set and Wi-Fi service, with no satellite dish involved	32	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 22

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

S12C. For many years, Sky TV could only be received through a satellite dish, but now there are alternatives available. Thinking about the TV service from Sky that you switched to in the last six months... which of these describes how your household receives Sky TV?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months OR switching their Pay TV service in the last six months who currently use Sky TV

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Unweighted total	103	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	91	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	84	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky TV service received through a satellite dish	18 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky TV service received through a Sky Glass TV set over your Wi-Fi service – with everything built in to the TV set, and no satellite dish involved	33 40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky TV service received through a Sky Stream box plugged into your TV set and Wi-Fi service, with no satellite dish involved	32 38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 22

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

S12C. For many years, Sky TV could only be received through a satellite dish, but now there are alternatives available. Thinking about the TV service from Sky that you switched to in the last six months... which of these describes how your household receives Sky TV?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months OR switching their Pay TV service in the last six months who currently use Sky TV

	Total	GENDER		AGE			SEG						NATION				N
		MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 95%																	
Unweighted total	103	37	64	73	23	7	46	29	14	12	75	26	93	7	2	1	
Effective Weighted Sample	91	34	55	66	19	6	40	26	12	10	66	22	83	6	2	1	
Total	84	32	50	63	16	5	37	24	11	9	62	20	77	5	1	*	
Sky TV service received through a satellite dish	18 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Sky TV service received through a Sky Glass TV set over your Wi-Fi service – with everything built in to the TV set, and no satellite dish involved	33 40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Sky TV service received through a Sky Stream box plugged into your TV set and Wi-Fi service, with no satellite dish involved	32 38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

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

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

S12C. For many years, Sky TV could only be received through a satellite dish, but now there are alternatives available. Thinking about the TV service from Sky that you switched to in the last six months... which of these describes how your household receives Sky TV?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months OR switching their Pay TV service in the last six months who currently use Sky TV

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	103	89	14	34	54
Effective Weighted Sample	91	78	12	30	47
Total	84	72	11	27	43
Sky TV service received through a satellite dish	18	**	**	**	**
	22%	**	**	**	**
Sky TV service received through a Sky Glass TV set over your Wi-Fi service – with everything built in to the TV set, and no satellite dish involved	33	**	**	**	**
	40%	**	**	**	**
Sky TV service received through a Sky Stream box plugged into your TV set and Wi-Fi service, with no satellite dish involved	32	**	**	**	**
	38%	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 23

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

S12D. For many years, Sky TV could only be received through a satellite dish, but now there are alternatives available. Thinking about the TV service from Sky that you switched from in the last six months... which of these describes how your household used to receive Sky TV?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months OR switching their Pay TV service in the last six months who previously used Sky TV

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	Total	ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	56	56	56	-	56	27	-	29	-	-	-	-
Effective Weighted Sample	48	48	48	-	48	24	-	29	-	-	-	-
Total	40	40	40	-	40	12	-	29	-	-	-	-
Sky TV service received through a satellite dish	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Sky TV service received through a Sky Glass TV set over your Wi-Fi service – with everything built in to the TV set, and no satellite dish involved	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Sky TV service received through a Sky Stream box plugged into your TV set and Wi-Fi service, with no satellite dish involved	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S12D. For many years, Sky TV could only be received through a satellite dish, but now there are alternatives available. Thinking about the TV service from Sky that you switched from in the last six months... which of these describes how your household used to receive Sky TV?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months OR switching their Pay TV service in the last six months who previously used Sky TV

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	56	-	-	-	-	-	-	-	-
Effective Weighted Sample	48	-	-	-	-	-	-	-	-
Total	40	-	-	-	-	-	-	-	-
Sky TV service received through a satellite dish	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Sky TV service received through a Sky Glass TV set over your Wi-Fi service – with everything built in to the TV set, and no satellite dish involved	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Sky TV service received through a Sky Stream box plugged into your TV set and Wi-Fi service, with no satellite dish involved	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 23

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

S12D. For many years, Sky TV could only be received through a satellite dish, but now there are alternatives available. Thinking about the TV service from Sky that you switched from in the last six months... which of these describes how your household used to receive Sky TV?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months OR switching their Pay TV service in the last six months who previously used Sky TV

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Unweighted total	56	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	48	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	40	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky TV service received through a satellite dish	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky TV service received through a Sky Glass TV set over your Wi-Fi service – with everything built in to the TV set, and no satellite dish involved	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky TV service received through a Sky Stream box plugged into your TV set and Wi-Fi service, with no satellite dish involved	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 23

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

S12D. For many years, Sky TV could only be received through a satellite dish, but now there are alternatives available. Thinking about the TV service from Sky that you switched from in the last six months... which of these describes how your household used to receive Sky TV?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months OR switching their Pay TV service in the last six months who previously used Sky TV

	Total	GENDER		AGE			SEG						NATION				N
		MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 95%																	
Unweighted total	56	20	34	33	17	5	15	14	10	16	29	26	54	1	1	-	
Effective Weighted Sample	48	19	27	28	15	5	14	12	9	13	26	21	46	1	1	-	
Total	40	18	21	24	12	4	13	9	8	9	23	17	38	1	1	-	
Sky TV service received through a satellite dish	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Sky TV service received through a Sky Glass TV set over your Wi-Fi service – with everything built in to the TV set, and no satellite dish involved	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Sky TV service received through a Sky Stream box plugged into your TV set and Wi-Fi service, with no satellite dish involved	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

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

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

S12D. For many years, Sky TV could only be received through a satellite dish, but now there are alternatives available. Thinking about the TV service from Sky that you switched from in the last six months... which of these describes how your household used to receive Sky TV?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months OR switching their Pay TV service in the last six months who previously used Sky TV

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	56	53	3	19	30
Effective Weighted Sample	48	46	3	17	25
Total	40	39	1	15	19
Sky TV service received through a satellite dish	**	**	**	**	**
	**	**	**	**	**
Sky TV service received through a Sky Glass TV set over your Wi-Fi service – with everything built in to the TV set, and no satellite dish involved	**	**	**	**	**
	**	**	**	**	**
Sky TV service received through a Sky Stream box plugged into your TV set and Wi-Fi service, with no satellite dish involved	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

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

S13A. So thinking just about the last six months, which of these applies to you in terms of your Mobile Phone service provider?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	300	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	288	-	-	-	-	-	-	-	-	-	-	-
Total	400	-	-	-	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to	400	**	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S13A. So thinking just about the last six months, which of these applies to you in terms of your Mobile Phone service provider?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	300	-	-	-	-	-	-	-	-
Effective Weighted Sample	288	-	-	-	-	-	-	-	-
Total	400	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to	400	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 24

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

S13A. So thinking just about the last six months, which of these applies to you in terms of your Mobile Phone service provider?

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE g	BBAND S/A ~h	YES a	NO b	YES ~a	NO ~b	YES a	NO b
Significance Level: 95%															
Unweighted total	300	300	-	-	-	-	-	300	-	192	108	-	-	192	108
Effective Weighted Sample	288	288	-	-	-	-	-	288	-	184	104	-	-	184	104
Total	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144
Actively started looking at changing provider but decided not to	400	400	**	**	**	**	**	400	**	256	144	**	**	256	144
	100%	100%	**	**	**	**	**	100%	**	100%	100%	**	**	100%	100%

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

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

S13A. So thinking just about the last six months, which of these applies to you in terms of your Mobile Phone service provider?

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	b	a	~b	~c	a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	300	95	199	222	54	23	115	86	39	58	201	97	258	18	19	5	
Effective Weighted Sample	288	95	199	214	52	22	110	83	38	56	193	93	248	17	18	5	
Total	400	164	228	289	76	33	157	112	51	78	269	128	342	26	25	7	
Actively started looking at changing provider but decided not to	400	**	228	289	**	**	157	**	**	**	269	**	342	**	**	**	
	100%	**	100%	100%	**	**	100%	**	**	**	100%	**	100%	**	**	**	

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

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

S13A. So thinking just about the last six months, which of these applies to you in terms of your Mobile Phone service provider?

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	300	273	27	123	132
Effective Weighted Sample	288	262	26	118	127
Total	400	363	37	164	176
Actively started looking at changing provider but decided not to	400	363	**	164	176
	100%	100%	**	100%	100%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	~c	~d	~a	~b	~c
Unweighted total	979	396	396	279	112	75	321	-	-	-	-	-
Effective Weighted Sample	953	379	379	272	102	64	315	-	-	-	-	-
Total	348	149	149	104	43	27	122	-	-	-	-	-
Sky	81	28	28	18	10	**	18	**	**	**	**	**
	23%	19%	19%	17%	24%	**	15%	**	**	**	**	**
BT	63	23	23	19	4	**	20	**	**	**	**	**
	18%	15%	15%	18%	9%	**	16%	**	**	**	**	**
				b								
Virgin Media/ Mobile	62	18	18	-	18	**	10	**	**	**	**	**
	18%	12%	12%	-%	41%	**	8%	**	**	**	**	**
					a							
EE	37	26	26	22	4	**	20	**	**	**	**	**
	11%	17%	17%	21%	8%	**	17%	**	**	**	**	**
				b								
TalkTalk	34	13	13	12	1	**	13	**	**	**	**	**
	10%	9%	9%	12%	3%	**	10%	**	**	**	**	**
				b								
Vodafone	33	26	26	23	2	**	26	**	**	**	**	**
	10%	17%	17%	22%	5%	**	21%	**	**	**	**	**
				b								
Plusnet	15	6	6	6	*	**	6	**	**	**	**	**
	4%	4%	4%	5%	1%	**	5%	**	**	**	**	**
				b								
NOW	5	1	1	1	-	**	1	**	**	**	**	**
	1%	1%	1%	1%	-%	**	1%	**	**	**	**	**
Shell Energy/ Post Office	3	2	2	2	*	**	2	**	**	**	**	**
	1%	1%	1%	2%	1%	**	2%	**	**	**	**	**
Hyperoptic	3	2	2	-	1	**	2	**	**	**	**	**
	1%	1%	1%	-%	3%	**	1%	**	**	**	**	**
					a							
Community Fibre	3	2	2	-	2	**	2	**	**	**	**	**
	1%	1%	1%	-%	4%	**	2%	**	**	**	**	**
					a							

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER	
	a	b	a	b	~a	b	~c	~d	~a	~b	~c	
Significance Level: 95%												
Unweighted total	979	396	396	279	112	75	321	-	-	-	-	-
Effective Weighted Sample	953	379	379	272	102	64	315	-	-	-	-	-
Total	348	149	149	104	43	27	122	-	-	-	-	-
Origin	2	-	-	-	-	**	-	**	**	**	**	**
	1%	-%	-%	-%	-%	**	-%	**	**	**	**	**
Onestream	2	1	1	-	-	**	1	**	**	**	**	**
	1%	1%	1%	-%	-%	**	1%	**	**	**	**	**
Utility Warehouse	1	1	1	1	-	**	1	**	**	**	**	**
	*%	1%	1%	1%	-%	**	1%	**	**	**	**	**
Gigaclear	1	*	*	-	-	**	*	**	**	**	**	**
	*%	*%	*%	-%	-%	**	*%	**	**	**	**	**
BRSK	1	1	1	*	*	**	1	**	**	**	**	**
	*%	*%	*%	*%	1%	**	1%	**	**	**	**	**
SSE/ OVO	1	*	*	*	-	**	*	**	**	**	**	**
	*%	*%	*%	*%	-%	**	*%	**	**	**	**	**
Cuckoo	*	-	-	-	-	**	-	**	**	**	**	**
	*%	-%	-%	-%	-%	**	-%	**	**	**	**	**
KCOM	*	-	-	-	-	**	-	**	**	**	**	**
	*%	-%	-%	-%	-%	**	-%	**	**	**	**	**
O2	*	-	-	-	-	**	-	**	**	**	**	**
	*%	-%	-%	-%	-%	**	-%	**	**	**	**	**
Your Co-op	*	-	-	-	-	**	-	**	**	**	**	**
	*%	-%	-%	-%	-%	**	-%	**	**	**	**	**
Other supplier	1	*	*	*	-	**	*	**	**	**	**	**
	*%	*%	*%	*%	-%	**	*%	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	979	-	-	-	-	-	-	-	-
Effective Weighted Sample	953	-	-	-	-	-	-	-	-
Total	348	-	-	-	-	-	-	-	-
Sky	81 23%	**	**	**	**	**	**	**	**
BT	63 18%	**	**	**	**	**	**	**	**
Virgin Media/ Mobile	62 18%	**	**	**	**	**	**	**	**
EE	37 11%	**	**	**	**	**	**	**	**
TalkTalk	34 10%	**	**	**	**	**	**	**	**
Vodafone	33 10%	**	**	**	**	**	**	**	**
Plusnet	15 4%	**	**	**	**	**	**	**	**
NOW	5 1%	**	**	**	**	**	**	**	**
Shell Energy/ Post Office	3 1%	**	**	**	**	**	**	**	**
Hyperoptic	3 1%	**	**	**	**	**	**	**	**
Community Fibre	3 1%	**	**	**	**	**	**	**	**
Origin	2 1%	**	**	**	**	**	**	**	**
Onestream	2 1%	**	**	**	**	**	**	**	**
Utility Warehouse	1 *%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	979	-	-	-	-	-	-	-	-
Effective Weighted Sample	953	-	-	-	-	-	-	-	-
Total	348	-	-	-	-	-	-	-	-
Gigaclear	1	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**
BRSK	1	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**
SSE/ OVO	1	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**
Cuckoo	*	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**
KCOM	*	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**
O2	*	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**
Your Co-op	*	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**
Other supplier	1	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 25

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

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

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	~f	~g	~h	a	b	a	b	~a	~b
Significance Level: 95%															
Unweighted total	979	583	583	583	311	272	-	-	-	467	116	467	116	-	-
Effective Weighted Sample	953	579	579	579	308	272	-	-	-	465	114	465	114	-	-
Total	348	199	199	199	101	98	-	-	-	160	39	160	39	-	-
Sky	81	53	53	53	12	41	**	**	**	45	8	45	8	**	**
	23%	27%	27%	27%	12%	42%	**	**	**	28%	22%	28%	22%	**	**
		d	d	d		abcd									
BT	63	40	40	40	26	14	**	**	**	29	11	29	11	**	**
	18%	20%	20%	20%	26%	14%	**	**	**	18%	28%	18%	28%	**	**
		e	e	e	e						a		a		
Virgin Media/ Mobile	62	44	44	44	11	33	**	**	**	39	5	39	5	**	**
	18%	22%	22%	22%	11%	33%	**	**	**	25%	12%	25%	12%	**	**
		d	d	d		abcd				b		b			
EE	37	11	11	11	8	4	**	**	**	9	2	9	2	**	**
	11%	6%	6%	6%	8%	4%	**	**	**	6%	6%	6%	6%	**	**
					e										
TalkTalk	34	21	21	21	14	6	**	**	**	18	2	18	2	**	**
	10%	10%	10%	10%	14%	6%	**	**	**	11%	6%	11%	6%	**	**
					e										
Vodafone	33	8	8	8	8	-	**	**	**	6	2	6	2	**	**
	10%	4%	4%	4%	8%	-%	**	**	**	4%	5%	4%	5%	**	**
		e	e	e	abce										
Plusnet	15	9	9	9	9	*	**	**	**	7	3	7	3	**	**
	4%	5%	5%	5%	9%	*%	**	**	**	4%	7%	4%	7%	**	**
		e	e	e	abce										
NOW	5	4	4	4	4	-	**	**	**	2	2	2	2	**	**
	1%	2%	2%	2%	4%	-%	**	**	**	1%	6%	1%	6%	**	**
		e	e	e	e						a		a		
Shell Energy/ Post Office	3	1	1	1	1	-	**	**	**	*	1	*	1	**	**
	1%	*%	*%	*%	1%	-%	**	**	**	*%	2%	*%	2%	**	**
											a		a		

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES a	NO b	YES a	NO b	YES ~a	NO ~b
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	a	b	a	b	~a	~b
Unweighted total	979	583	583	583	311	272	-	-	-	467	116	467	116	-	-
Effective Weighted Sample	953	579	579	579	308	272	-	-	-	465	114	465	114	-	-
Total	348	199	199	199	101	98	-	-	-	160	39	160	39	-	-
Your Co-op	*	*	*	*	*	-	**	**	**	-	*	-	*	**	**
	*%	*%	*%	*%	*%	-%	**	**	**	-%	1% a	-%	1% a	**	**
Other supplier	1	1	1	1	1	-	**	**	**	1	-	1	-	**	**
	*%	*%	*%	*%	1%	-%	**	**	**	*%	-%	*%	-%	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 25

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

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

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	979	386	588	443	345	188	360	266	134	219	626	353	830	75	62	12	
Effective Weighted Sample	953	371	583	435	333	182	351	258	131	213	609	344	807	74	61	12	
Total	348	147	200	155	123	68	129	94	47	79	222	126	296	26	22	4	
Sky	81 23%	31 21%	50 25%	42 27%	28 23%	11 16%	32 25%	22 24%	10 22%	17 21%	54 24%	27 21%	68 23%	**	**	**	
				c													
BT	63 18%	26 18%	36 18%	31 20%	21 17%	11 16%	25 19%	18 20%	7 15%	12 16%	43 19%	20 16%	52 18%	**	**	**	
Virgin Media/ Mobile	62 18%	25 17%	36 18%	25 16%	25 20%	12 17%	22 17%	17 18%	9 20%	13 17%	39 18%	22 18%	55 19%	**	**	**	
EE	37 11%	16 11%	21 10%	15 10%	11 9%	11 16%	16 13%	7 8%	6 12%	8 10%	23 11%	14 11%	31 11%	**	**	**	
						ab	b										
TalkTalk	34 10%	16 11%	18 9%	14 9%	11 9%	9 13%	13 10%	8 8%	5 10%	9 11%	20 9%	13 11%	28 10%	**	**	**	
Vodafone	33 10%	15 10%	18 9%	13 8%	14 11%	6 9%	11 8%	10 10%	4 9%	9 11%	20 9%	13 10%	29 10%	**	**	**	
Plusnet	15 4%	7 4%	9 4%	6 4%	6 5%	4 5%	5 4%	6 6%	2 5%	2 3%	11 5%	5 4%	14 5%	**	**	**	
NOW	5 1%	2 2%	3 1%	2 1%	2 2%	1 1%	1 1%	2 2%	1 2%	1 2%	3 1%	2 2%	4 1%	**	**	**	
Shell Energy/ Post Office	3 1%	2 1%	1 1%	1 1%	* *%	2 3%	* *%	- -%	1 3%	1 1%	* *%	3 2%	2 1%	**	**	**	
						ab			abe	e		abe					
Hyperoptic	3 1%	* *%	2 1%	2 1%	* *%	* 1%	* *%	* *%	- -%	2 2%	1 *%	2 1%	2 1%	**	**	**	
										ae							
Community Fibre	3 1%	2 1%	1 *%	1 1%	1 1%	* 1%	1 1%	* *%	* 1%	1 1%	1 1%	1 1%	3 1%	**	**	**	
Origin	2 1%	1 1%	1 1%	1 1%	* *%	* 1%	* *%	1 1%	* 1%	* 1%	1 1%	1 1%	1 *%	**	**	**	
Onestream	2 1%	1 1%	1 *%	1 1%	1 1%	- -%	* *%	* *%	- -%	1 1%	1 *%	1 1%	1 *%	**	**	**	

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 25

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

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

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	979	386	588	443	345	188	360	266	134	219	626	353	830	75	62	12	
Effective Weighted Sample	953	371	583	435	333	182	351	258	131	213	609	344	807	74	61	12	
Total	348	147	200	155	123	68	129	94	47	79	222	126	296	26	22	4	
Utility Warehouse	1 *%	* *%	1 *%	* *%	* *%	* 1%	- -%	* *%	- -%	1 1%	* *%	1 1%	1 *%	**	**	**	**
Gigaclear	1 *%	* *%	* *%	* *%	* *%	- -%	- -%	* *%	- -%	* 1%	* *%	* *%	1 *%	**	**	**	**
BRSK	1 *%	* *%	* *%	- -%	1 1%	- -%	* *%	* *%	- -%	- -%	1 *%	- -%	1 *%	**	**	**	**
SSE/ OVO	1 *%	* *%	* *%	- -%	1 1%	- -%	- -%	* *%	- -%	* *%	* *%	* *%	- -%	**	**	**	**
Cuckoo	* *%	- -%	* *%	* *%	- -%	- -%	- -%	- -%	- -%	* *%	- -%	* *%	* *%	**	**	**	**
KCOM	* *%	* *%	- -%	* *%	- -%	- -%	- -%	* *%	- -%	- -%	* *%	- -%	* *%	**	**	**	**
O2	* *%	- -%	* *%	* *%	- -%	- -%	- -%	- -%	* 1%	- -%	- -%	* *%	* *%	**	**	**	**
Your Co-op	* *%	- -%	* *%	- -%	* *%	- -%	* *%	- -%	- -%	- -%	* *%	- -%	* *%	**	**	**	**
Other supplier	1 *%	* *%	1 *%	* *%	* *%	* *%	- -%	* *%	- -%	1 1%	* *%	1 1%	1 *%	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	979	821	158	327	595
Effective Weighted Sample	953	800	153	315	582
Total	348	291	57	117	211
Sky	81	68	13	26	50
	23%	23%	23%	22%	24%
BT	63	53	10	21	36
	18%	18%	17%	18%	17%
Virgin Media/ Mobile	62	59	3	18	40
	18%	20%	5%	15%	19%
		b			
EE	37	27	10	12	24
	11%	9%	17%	10%	11%
			a		
TalkTalk	34	27	7	15	18
	10%	9%	12%	13%	8%
				b	
Vodafone	33	27	6	11	20
	10%	9%	11%	10%	10%
Plusnet	15	11	4	6	8
	4%	4%	7%	5%	4%
NOW	5	5	-	1	4
	1%	2%	-%	1%	2%
Shell Energy/ Post Office	3	2	1	1	2
	1%	1%	2%	1%	1%
Hyperoptic	3	3	-	2	1
	1%	1%	-%	1%	*%
Community Fibre	3	3	-	1	2
	1%	1%	-%	1%	1%
Origin	2	1	1	*	2
	1%	*%	2%	*%	1%
			a		

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	979	821	158	327	595
Effective Weighted Sample	953	800	153	315	582
Total	348	291	57	117	211
Onestream	2 1%	1 *%	1 1%	- -%	2 1%
Utility Warehouse	1 *%	1 *%	- -%	1 1%	* *%
Gigaclear	1 *%	- -%	1 2% a	* *%	* *%
BRSK	1 *%	1 *%	- -%	- -%	1 *%
SSE/ OVO	1 *%	* *%	* 1%	- -%	* *%
Cuckoo	* *%	* *%	- -%	- -%	* *%
KCOM	* *%	* *%	- -%	* *%	- -%
O2	* *%	* *%	- -%	- -%	- -%
Your Co-op	* *%	* *%	- -%	* *%	- -%
Other supplier	1 *%	1 *%	* 1%	1 1%	* *%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 26

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

S5C. Which provider is your MAIN one for Fixed broadband?

Base : Those interviewed about their Standalone broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	d	~a	~b	~c
Unweighted total	501	300	300	-	-	-	-	-	300	-	-	-
Effective Weighted Sample	458	279	279	-	-	-	-	-	279	-	-	-
Total	348	168	168	-	-	-	-	-	168	-	-	-
Virgin Media/ Mobile	59 17%	24 14%	24 14%	**	**	**	**	**	24 14%	**	**	**
Sky	55 16%	18 11%	18 11%	**	**	**	**	**	18 11%	**	**	**
BT	48 14%	20 12%	20 12%	**	**	**	**	**	20 12%	**	**	**
EE	45 13%	29 17%	29 17%	**	**	**	**	**	29 17%	**	**	**
Vodafone	33 10%	19 11%	19 11%	**	**	**	**	**	19 11%	**	**	**
TalkTalk	28 8%	9 6%	9 6%	**	**	**	**	**	9 6%	**	**	**
Plusnet	16 5%	5 3%	5 3%	**	**	**	**	**	5 3%	**	**	**
Community Fibre	7 2%	6 3%	6 3%	**	**	**	**	**	6 3%	**	**	**
Hyperoptic	5 2%	4 2%	4 2%	**	**	**	**	**	4 2%	**	**	**
John Lewis	5 1%	2 1%	2 1%	**	**	**	**	**	2 1%	**	**	**
YouFibre	5 1%	5 3%	5 3%	**	**	**	**	**	5 3%	**	**	**
KCOM	4 1%	2 1%	2 1%	**	**	**	**	**	2 1%	**	**	**
Onestream	4 1%	2 1%	2 1%	**	**	**	**	**	2 1%	**	**	**
NOW	3 1%	1 1%	1 1%	**	**	**	**	**	1 1%	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S5C. Which provider is your MAIN one for Fixed broadband?

Base : Those interviewed about their Standalone broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	501	300	300	-	-	-	-	-	300	-	-	-
Effective Weighted Sample	458	279	279	-	-	-	-	-	279	-	-	-
Total	348	168	168	-	-	-	-	-	168	-	-	-
Grain	3 1%	2 1%	2 1%	** **	** **	** **	** **	** **	2 1%	** **	** **	** **
Origin	3 1%	- -%	- -%	** **	** **	** **	** **	** **	- -%	** **	** **	** **
'3' / Three Mobile	3 1%	3 2%	3 2%	** **	** **	** **	** **	** **	3 2%	** **	** **	** **
Trooli	2 1%	2 1%	2 1%	** **	** **	** **	** **	** **	2 1%	** **	** **	** **
Gigaclear	2 1%	1 1%	1 1%	** **	** **	** **	** **	** **	1 1%	** **	** **	** **
Utility Warehouse	2 *%	2 1%	2 1%	** **	** **	** **	** **	** **	2 1%	** **	** **	** **
Zzoomm	2 *%	2 1%	2 1%	** **	** **	** **	** **	** **	2 1%	** **	** **	** **
Direct Save Telecom	1 *%	* *%	* *%	** **	** **	** **	** **	** **	* *%	** **	** **	** **
Cuckoo	1 *%	- -%	- -%	** **	** **	** **	** **	** **	- -%	** **	** **	** **
Shell Energy/ Post Office	1 *%	1 1%	1 1%	** **	** **	** **	** **	** **	1 1%	** **	** **	** **
BRSK	1 *%	1 1%	1 1%	** **	** **	** **	** **	** **	1 1%	** **	** **	** **
Lila Connect	1 *%	1 1%	1 1%	** **	** **	** **	** **	** **	1 1%	** **	** **	** **
Toob	1 *%	1 1%	1 1%	** **	** **	** **	** **	** **	1 1%	** **	** **	** **
Zen	1 *%	1 *%	1 *%	** **	** **	** **	** **	** **	1 *%	** **	** **	** **

Columns Tested: a,b - 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.

S5C. Which provider is your MAIN one for Fixed broadband?

Base : Those interviewed about their Standalone broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	d	~a	~b	~c
Unweighted total	501	300	300	-	-	-	-	-	300	-	-	-
Effective Weighted Sample	458	279	279	-	-	-	-	-	279	-	-	-
Total	348	168	168	-	-	-	-	-	168	-	-	-
Squirrel	*	*	*	**	**	**	**	**	*	**	**	**
	%	%	%	**	**	**	**	**	%	**	**	**
Other supplier	7	6	6	**	**	**	**	**	6	**	**	**
	2%	4%	4%	**	**	**	**	**	4%	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S5C. Which provider is your MAIN one for Fixed broadband?

Base : Those interviewed about their Standalone broadband service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	501	-	-	-	-	-	-	-	-
Effective Weighted Sample	458	-	-	-	-	-	-	-	-
Total	348	-	-	-	-	-	-	-	-
Virgin Media/ Mobile	59 17%	**	**	**	**	**	**	**	**
Sky	55 16%	**	**	**	**	**	**	**	**
BT	48 14%	**	**	**	**	**	**	**	**
EE	45 13%	**	**	**	**	**	**	**	**
Vodafone	33 10%	**	**	**	**	**	**	**	**
TalkTalk	28 8%	**	**	**	**	**	**	**	**
Plusnet	16 5%	**	**	**	**	**	**	**	**
Community Fibre	7 2%	**	**	**	**	**	**	**	**
Hyperoptic	5 2%	**	**	**	**	**	**	**	**
John Lewis	5 1%	**	**	**	**	**	**	**	**
YouFibre	5 1%	**	**	**	**	**	**	**	**
KCOM	4 1%	**	**	**	**	**	**	**	**
Onestream	4 1%	**	**	**	**	**	**	**	**
NOW	3 1%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S5C. Which provider is your MAIN one for Fixed broadband?

Base : Those interviewed about their Standalone broadband service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	501	-	-	-	-	-	-	-	-
Effective Weighted Sample	458	-	-	-	-	-	-	-	-
Total	348	-	-	-	-	-	-	-	-
Grain	3	**	**	**	**	**	**	**	**
1%		**	**	**	**	**	**	**	**
Origin	3	**	**	**	**	**	**	**	**
1%		**	**	**	**	**	**	**	**
'3' / Three Mobile	3	**	**	**	**	**	**	**	**
1%		**	**	**	**	**	**	**	**
Trooli	2	**	**	**	**	**	**	**	**
1%		**	**	**	**	**	**	**	**
Gigaclear	2	**	**	**	**	**	**	**	**
1%		**	**	**	**	**	**	**	**
Utility Warehouse	2	**	**	**	**	**	**	**	**
*0%		**	**	**	**	**	**	**	**
Zzoomm	2	**	**	**	**	**	**	**	**
*0%		**	**	**	**	**	**	**	**
Direct Save Telecom	1	**	**	**	**	**	**	**	**
*0%		**	**	**	**	**	**	**	**
Cuckoo	1	**	**	**	**	**	**	**	**
*0%		**	**	**	**	**	**	**	**
Shell Energy/ Post Office	1	**	**	**	**	**	**	**	**
*0%		**	**	**	**	**	**	**	**
BRSK	1	**	**	**	**	**	**	**	**
*0%		**	**	**	**	**	**	**	**
Lila Connect	1	**	**	**	**	**	**	**	**
*0%		**	**	**	**	**	**	**	**
Toob	1	**	**	**	**	**	**	**	**
*0%		**	**	**	**	**	**	**	**
Zen	1	**	**	**	**	**	**	**	**
*0%		**	**	**	**	**	**	**	**

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

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

S5C. Which provider is your MAIN one for Fixed broadband?

Base : Those interviewed about their Standalone broadband service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	501	-	-	-	-	-	-	-	-
Effective Weighted Sample	458	-	-	-	-	-	-	-	-
Total	348	-	-	-	-	-	-	-	-
Squirrel	*	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**
Other supplier	7	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 26

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

S5C. Which provider is your MAIN one for Fixed broadband?

Base : Those interviewed about their Standalone broadband service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	~c	~d	~e	~f	~g	h	a	~b	a	~b	~a	~b
Significance Level: 95%															
Unweighted total	501	201	201	-	-	-	-	-	201	135	66	135	66	-	-
Effective Weighted Sample	458	199	199	-	-	-	-	-	199	134	65	134	65	-	-
Total	348	181	181	-	-	-	-	-	181	122	59	122	59	-	-
Virgin Media/ Mobile	59 17%	35 19%	35 19%	** **	** **	** **	** **	** **	35 19%	27 22%	** **	27 22%	** **	** **	** **
Sky	55 16%	37 20%	37 20%	** **	** **	** **	** **	** **	37 20%	27 22%	** **	27 22%	** **	** **	** **
BT	48 14%	29 16%	29 16%	** **	** **	** **	** **	** **	29 16%	20 16%	** **	20 16%	** **	** **	** **
EE	45 13%	16 9%	16 9%	** **	** **	** **	** **	** **	16 9%	10 8%	** **	10 8%	** **	** **	** **
Vodafone	33 10%	14 8%	14 8%	** **	** **	** **	** **	** **	14 8%	9 8%	** **	9 8%	** **	** **	** **
TalkTalk	28 8%	18 10%	18 10%	** **	** **	** **	** **	** **	18 10%	8 7%	** **	8 7%	** **	** **	** **
Plusnet	16 5%	11 6%	11 6%	** **	** **	** **	** **	** **	11 6%	5 4%	** **	5 4%	** **	** **	** **
Community Fibre	7 2%	2 1%	2 1%	** **	** **	** **	** **	** **	2 1%	2 1%	** **	2 1%	** **	** **	** **
Hyperoptic	5 2%	2 1%	2 1%	** **	** **	** **	** **	** **	2 1%	1 1%	** **	1 1%	** **	** **	** **
John Lewis	5 1%	3 2%	3 2%	** **	** **	** **	** **	** **	3 2%	3 2%	** **	3 2%	** **	** **	** **
YouFibre	5 1%	- -%	- -%	** **	** **	** **	** **	** **	- -%	- -%	** **	- -%	** **	** **	** **
KCOM	4 1%	3 1%	3 1%	** **	** **	** **	** **	** **	3 1%	2 2%	** **	2 2%	** **	** **	** **
Onestream	4 1%	3 1%	3 1%	** **	** **	** **	** **	** **	3 1%	3 2%	** **	3 2%	** **	** **	** **

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 26

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

S5C. Which provider is your MAIN one for Fixed broadband?

Base : Those interviewed about their Standalone broadband service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE BBAND S/A	YES	NO	YES	NO	YES	NO	
		a	b	~c	~d	~e	~f	~g	h	a	~b	a	~b	~a	~b
Significance Level: 95%															
Unweighted total	501	201	201	-	-	-	-	-	201	135	66	135	66	-	-
Effective Weighted Sample	458	199	199	-	-	-	-	-	199	134	65	134	65	-	-
Total	348	181	181	-	-	-	-	-	181	122	59	122	59	-	-
NOW	3 1%	2 1%	2 1%	** **	** **	** **	** **	** **	2 1%	1 1%	** **	1 1%	** **	** **	** **
Grain	3 1%	1 1%	1 1%	** **	** **	** **	** **	** **	1 1%	- -%	** **	- -%	** **	** **	** **
Origin	3 1%	3 1%	3 1%	** **	** **	** **	** **	** **	3 1%	3 2%	** **	3 2%	** **	** **	** **
'3' / Three Mobile	3 1%	- -%	- -%	** **	** **	** **	** **	** **	- -%	- -%	** **	- -%	** **	** **	** **
Trooli	2 1%	- -%	- -%	** **	** **	** **	** **	** **	- -%	- -%	** **	- -%	** **	** **	** **
Gigaclear	2 1%	1 *%	1 *%	** **	** **	** **	** **	** **	1 *%	1 1%	** **	1 1%	** **	** **	** **
Utility Warehouse	2 *%	- -%	- -%	** **	** **	** **	** **	** **	- -%	- -%	** **	- -%	** **	** **	** **
Zzoomm	2 *%	- -%	- -%	** **	** **	** **	** **	** **	- -%	- -%	** **	- -%	** **	** **	** **
Direct Save Telecom	1 *%	1 *%	1 *%	** **	** **	** **	** **	** **	1 *%	- -%	** **	- -%	** **	** **	** **
Cuckoo	1 *%	1 1%	1 1%	** **	** **	** **	** **	** **	1 1%	1 1%	** **	1 1%	** **	** **	** **
Shell Energy/ Post Office	1 *%	- -%	- -%	** **	** **	** **	** **	** **	- -%	- -%	** **	- -%	** **	** **	** **
BRSK	1 *%	- -%	- -%	** **	** **	** **	** **	** **	- -%	- -%	** **	- -%	** **	** **	** **
Lila Connect	1 *%	- -%	- -%	** **	** **	** **	** **	** **	- -%	- -%	** **	- -%	** **	** **	** **

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 26

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

S5C. Which provider is your MAIN one for Fixed broadband?

Base : Those interviewed about their Standalone broadband service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A h	YES a	NO ~b	YES a	NO ~b	YES ~a	NO ~b
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	a	~b	a	~b	~a	~b
Unweighted total	501	201	201	-	-	-	-	-	201	135	66	135	66	-	-
Effective Weighted Sample	458	199	199	-	-	-	-	-	199	134	65	134	65	-	-
Total	348	181	181	-	-	-	-	-	181	122	59	122	59	-	-
Toob	1	-	-	**	**	**	**	**	-	-	**	-	**	**	**
	*%	-%	-%	**	**	**	**	**	-%	-%	**	-%	**	**	**
Zen	1	-	-	**	**	**	**	**	-	-	**	-	**	**	**
	*%	-%	-%	**	**	**	**	**	-%	-%	**	-%	**	**	**
Squirrel	*	-	-	**	**	**	**	**	-	-	**	-	**	**	**
	*%	-%	-%	**	**	**	**	**	-%	-%	**	-%	**	**	**
Other supplier	7	1	1	**	**	**	**	**	1	1	**	1	**	**	**
	2%	1%	1%	**	**	**	**	**	1%	1%	**	1%	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 26

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

S5C. Which provider is your MAIN one for Fixed broadband?

Base : Those interviewed about their Standalone broadband service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	d	e	f	a	~b	~c	~d	
Unweighted total	501	166	331	319	140	42	183	134	76	103	317	179	442	22	26	11	
Effective Weighted Sample	458	163	301	290	130	40	170	123	68	94	293	162	404	20	24	10	
Total	348	146	200	216	101	31	133	93	51	68	227	119	308	16	18	7	
Virgin Media/ Mobile	59 17%	21 14%	38 19%	43 20%	13 13%	** **	22 17%	16 18%	** **	10 15%	39 17%	19 16%	54 18%	** **	** **	** **	
Sky	55 16%	19 13%	35 18%	42 19%	9 9%	** **	22 16%	16 17%	** **	9 14%	38 17%	17 14%	50 16%	** **	** **	** **	
BT	48 14%	16 11%	32 16%	29 13%	14 14%	** **	18 14%	11 12%	** **	12 17%	30 13%	18 15%	42 14%	** **	** **	** **	
EE	45 13%	20 14%	25 12%	28 13%	15 14%	** **	15 11%	16 17%	** **	10 15%	30 13%	15 12%	37 12%	** **	** **	** **	
Vodafone	33 10%	21 14%	12 6%	15 7%	16 15%	** **	15 11%	6 6%	** **	7 10%	21 9%	12 10%	30 10%	** **	** **	** **	
TalkTalk	28 8%	10 7%	17 8%	21 10%	5 5%	** **	8 6%	7 7%	** **	6 9%	15 7%	13 11%	25 8%	** **	** **	** **	
Plusnet	16 5%	8 6%	8 4%	8 4%	5 5%	** **	7 5%	5 6%	** **	3 5%	12 5%	4 3%	14 5%	** **	** **	** **	
Community Fibre	7 2%	2 1%	6 3%	4 2%	3 3%	** **	2 1%	3 4%	** **	* 1%	5 2%	1 1%	7 2%	** **	** **	** **	
Hyperoptic	5 2%	2 1%	3 2%	2 1%	3 3%	** **	1 1%	3 3%	** **	- -%	4 2%	1 1%	4 1%	** **	** **	** **	
John Lewis	5 1%	4 3%	1 *%	4 2%	1 1%	** **	5 4%	- -%	** **	- -%	5 2%	- -%	5 2%	** **	** **	** **	
YouFibre	5 1%	3 2%	2 1%	1 1%	3 3%	** **	2 2%	1 1%	** **	1 2%	3 1%	2 2%	5 1%	** **	** **	** **	
KCOM	4 1%	2 1%	3 1%	4 2%	- -%	** **	2 2%	1 1%	** **	- -%	3 1%	1 1%	4 1%	** **	** **	** **	
Onestream	4 1%	3 2%	2 1%	- -%	3 3%	** **	3 2%	- -%	** **	1 1%	3 1%	2 1%	4 1%	** **	** **	** **	

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 26

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

S5C. Which provider is your MAIN one for Fixed broadband?

Base : Those interviewed about their Standalone broadband service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	d	e	f	a	~b	~c	~d	
Unweighted total	501	166	331	319	140	42	183	134	76	103	317	179	442	22	26	11	
Effective Weighted Sample	458	163	301	290	130	40	170	123	68	94	293	162	404	20	24	10	
Total	348	146	200	216	101	31	133	93	51	68	227	119	308	16	18	7	
NOW	3 1%	1 1%	2 1%	1 1%	1 1%	** **	1 1%	2 2%	** **	- -%	3 1%	* *%	3 1%	** **	** **	** **	
Grain	3 1%	2 1%	1 *%	2 1%	1 1%	** **	- -%	2 2%	** **	* 1%	2 1%	1 1%	3 1%	** **	** **	** **	
Origin	3 1%	1 1%	2 1%	2 1%	1 1%	** **	2 1%	- -%	** **	- -%	2 1%	1 1%	1 *%	** **	** **	** **	
'3' / Three Mobile	3 1%	1 1%	2 1%	1 *%	1 1%	** **	1 1%	* *%	** **	1 2%	1 1%	1 1%	3 1%	** **	** **	** **	
Trooli	2 1%	2 1%	* *%	* *%	2 2%	** **	2 1%	- -%	** **	* 1%	2 1%	* *%	2 1%	** **	** **	** **	
Gigaclear	2 1%	- -%	* *%	1 1%	* *%	** **	- -%	1 1%	** **	- -%	1 *%	1 1%	2 1%	** **	** **	** **	
Utility Warehouse	2 *%	1 1%	1 *%	* *%	* *%	** **	- -%	1 1%	** **	1 1%	1 *%	1 1%	1 *%	** **	** **	** **	
Zzoomm	2 *%	1 1%	1 *%	* *%	1 1%	** **	* *%	1 1%	** **	* 1%	1 1%	* *%	2 1%	** **	** **	** **	
Direct Save Telecom	1 *%	- -%	1 1%	* *%	1 1%	** **	* *%	- -%	** **	1 1%	* *%	1 1%	1 *%	** **	** **	** **	
Cuckoo	1 *%	1 1%	- -%	- -%	1 1%	** **	- -%	- -%	** **	1 1%	- -%	1 1%	- -%	** **	** **	** **	
Shell Energy/ Post Office	1 *%	- -%	1 *%	1 *%	- -%	** **	- -%	- -%	** **	* 1%	- -%	1 1%	1 *%	** **	** **	** **	
BRSK	1 *%	- -%	1 *%	* *%	* *%	** **	* *%	- -%	** **	- -%	* *%	* *%	1 *%	** **	** **	** **	
Lila Connect	1 *%	- -%	1 *%	1 *%	- -%	** **	* *%	* *%	** **	- -%	1 *%	- -%	1 *%	** **	** **	** **	
Toob	1 *%	- -%	1 *%	* *%	* *%	** **	- -%	- -%	** **	* 1%	- -%	* *%	1 *%	** **	** **	** **	

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 26

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

S5C. Which provider is your MAIN one for Fixed broadband?

Base : Those interviewed about their Standalone broadband service

	Total	GENDER		AGE			SEG					NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	d	e	f	a	~b	~c	~d
Unweighted total	501	166	331	319	140	42	183	134	76	103	317	179	442	22	26	11
Effective Weighted Sample	458	163	301	290	130	40	170	123	68	94	293	162	404	20	24	10
Total	348	146	200	216	101	31	133	93	51	68	227	119	308	16	18	7
Zen	1 *%	1 1%	- -%	- -%	- -%	** **	1 1%	- -%	** **	- -%	1 *%	- -%	1 *%	** **	** **	** **
Squirrel	* *%	- -%	* *%	- -%	* *%	** **	- -%	- -%	** **	- -%	- -%	* *%	* *%	** **	** **	** **
Other supplier	7 2%	5 3%	2 1%	3 1%	2 2%	** **	3 2%	2 2%	** **	1 2%	5 2%	2 2%	5 2%	** **	** **	** **

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

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

S5C. Which provider is your MAIN one for Fixed broadband?

Base : Those interviewed about their Standalone broadband service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	501	438	63	163	285
Effective Weighted Sample	458	401	58	148	261
Total	348	303	45	113	199
Virgin Media/ Mobile	59 17%	57 19%	**	14 12%	38 19%
Sky	55 16%	44 15%	**	12 11%	34 17%
BT	48 14%	37 12%	**	21 19%	24 12%
EE	45 13%	39 13%	**	18 16%	25 12%
Vodafone	33 10%	30 10%	**	12 11%	16 8%
TalkTalk	28 8%	26 9%	**	12 11%	12 6%
Plusnet	16 5%	15 5%	**	3 2%	13 6%
Community Fibre	7 2%	7 2%	**	2 2%	4 2%
Hyperoptic	5 2%	5 2%	**	1 1%	2 1%
John Lewis	5 1%	5 2%	**	4 4%	1 *%
YouFibre	5 1%	5 2%	**	2 2%	3 2%
KCOM	4 1%	4 1%	**	3 2%	1 1%
Onestream	4 1%	3 1%	**	2 2%	2 1%
NOW	3 1%	2 1%	**	1 1%	2 1%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S5C. Which provider is your MAIN one for Fixed broadband?

Base : Those interviewed about their Standalone broadband service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL ~b	YES a	NO b
Significance Level: 95%					
Unweighted total	501	438	63	163	285
Effective Weighted Sample	458	401	58	148	261
Total	348	303	45	113	199
Grain	3 1%	3 1%	**	1 1%	2 1%
Origin	3 1%	3 1%	**	1 1%	2 1%
'3' / Three Mobile	3 1%	3 1%	**	1 1%	2 1%
Trooli	2 1%	1 *%	**	- -%	1 1%
Gigaclear	2 1%	2 1%	**	1 *%	1 1%
Utility Warehouse	2 *%	* *%	**	1 1%	1 *%
Zzoomm	2 *%	1 *%	**	- -%	2 1%
Direct Save Telecom	1 *%	* *%	**	* *%	1 *%
Cuckoo	1 *%	1 *%	**	1 1%	- -%
Shell Energy/ Post Office	1 *%	1 *%	**	- -%	1 *%
BRSK	1 *%	1 *%	**	* *%	* *%
Lila Connect	1 *%	1 *%	**	- -%	1 *%
Toob	1 *%	1 *%	**	- -%	1 *%
Zen	1 *%	1 *%	**	- -%	1 *%

Columns Tested: a,b - a,b

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

S5C. Which provider is your MAIN one for Fixed broadband?

Base : Those interviewed about their Standalone broadband service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	501	438	63	163	285
Effective Weighted Sample	458	401	58	148	261
Total	348	303	45	113	199
Squirrel	*	*	**	-	-
	*%	*%	**	-%	-%
Other supplier	7	4	**	-	7
	2%	1%	**	-%	3%
					a

Columns Tested: a,b - a,b

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

S13C. So thinking just about the last six months, which of these applies to you in terms of your Landline phone and broadband?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	311	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	308	-	-	-	-	-	-	-	-	-	-	-
Total	101	-	-	-	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to	101	**	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S13C. So thinking just about the last six months, which of these applies to you in terms of your Landline phone and broadband?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	311	-	-	-	-	-	-	-	-
Effective Weighted Sample	308	-	-	-	-	-	-	-	-
Total	101	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to	101	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 27

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

S13C. So thinking just about the last six months, which of these applies to you in terms of your Landline phone and broadband?

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES a	NO ~b	YES a	NO ~b	YES ~a	NO ~b
Significance Level: 95%		a	b	c	d	~e	~f	~g	~h	a	~b	a	~b	~a	~b
Unweighted total	311	311	311	311	311	-	-	-	-	231	80	231	80	-	-
Effective Weighted Sample	308	308	308	308	308	-	-	-	-	230	78	230	78	-	-
Total	101	101	101	101	101	-	-	-	-	75	26	75	26	-	-
Actively started looking at changing provider but decided not to	101	101	101	101	101	**	**	**	**	75	**	75	**	**	**
	100%	100%	100%	100%	100%	**	**	**	**	100%	**	100%	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 27

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

S13C. So thinking just about the last six months, which of these applies to you in terms of your Landline phone and broadband?

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	~b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	311	131	176	145	101	63	104	93	48	66	197	114	263	24	19	5	
Effective Weighted Sample	308	130	174	144	100	63	104	91	48	66	195	114	261	24	19	5	
Total	101	43	57	47	32	20	34	30	15	21	64	37	85	8	6	2	
Actively started looking at changing provider but decided not to	101	43	57	47	32	**	34	**	**	**	64	37	85	**	**	**	
	100%	100%	100%	100%	100%	**	100%	**	**	**	100%	100%	100%	**	**	**	

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

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

S13C. So thinking just about the last six months, which of these applies to you in terms of your Landline phone and broadband?

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	311	260	51	109	184
Effective Weighted Sample	308	259	49	107	183
Total	101	84	17	35	60
Actively started looking at changing provider but decided not to	101	84	**	35	60
	100%	100%	**	100%	100%

Columns Tested: a,b - a,b

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

S13D. So thinking just about the last six months, which of these applies to you in terms of your Landline phone, broadband and Pay TV service (via satellite, cable or broadband)?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	272	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	272	-	-	-	-	-	-	-	-	-	-	-
Total	98	-	-	-	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to	98	**	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S13D. So thinking just about the last six months, which of these applies to you in terms of your Landline phone, broadband and Pay TV service (via satellite, cable or broadband)?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	272	-	-	-	-	-	-	-	-
Effective Weighted Sample	272	-	-	-	-	-	-	-	-
Total	98	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to	98	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 28

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

S13D. So thinking just about the last six months, which of these applies to you in terms of your Landline phone, broadband and Pay TV service (via satellite, cable or broadband)?

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY ~d	TRIPLE PLAY e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES a	NO ~b	YES a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	272	272	272	272	-	272	-	-	-	236	36	236	36	-	-
Effective Weighted Sample	272	272	272	272	-	272	-	-	-	236	36	236	36	-	-
Total	98	98	98	98	-	98	-	-	-	85	13	85	13	-	-
Actively started looking at changing provider but decided not to	98	98	98	98	**	98	**	**	**	85	**	85	**	**	**
	100%	100%	100%	100%	**	100%	**	**	**	100%	**	100%	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 28

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

S13D. So thinking just about the last six months, which of these applies to you in terms of your Landline phone, broadband and Pay TV service (via satellite, cable or broadband)?

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	~b	~c	a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	272	115	157	133	91	48	117	69	31	55	186	86	234	19	15	4	
Effective Weighted Sample	272	115	157	133	91	48	117	69	31	55	186	86	234	19	15	4	
Total	98	41	57	48	33	17	42	25	11	20	67	31	84	7	5	1	
Actively started looking at changing provider but decided not to	98	41	57	48	**	**	42	**	**	**	67	**	84	**	**	**	
	100%	100%	100%	100%	**	**	100%	**	**	**	100%	**	100%	**	**	**	

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

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

S13D. So thinking just about the last six months, which of these applies to you in terms of your Landline phone, broadband and Pay TV service (via satellite, cable or broadband)?

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	b
Unweighted total	272	242	30	72	178
Effective Weighted Sample	272	242	30	72	178
Total	98	87	11	26	64
Actively started looking at changing provider but decided not to	98	87	**	**	64
	100%	100%	**	**	100%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

Base : Those interviewed about their Pay TV service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	446	150	150	-	150	-	-	150	-	-	-	-
Effective Weighted Sample	388	150	150	-	150	-	-	150	-	-	-	-
Total	288	149	149	-	149	-	-	149	-	-	-	-
Sky	154 54%	74 49%	74 49%	**	74 49%	**	**	74 49%	**	**	**	**
Virgin Media/ Mobile	45 16%	20 13%	20 13%	**	20 13%	**	**	20 13%	**	**	**	**
EE	35 12%	26 17%	26 17%	**	26 17%	**	**	26 17%	**	**	**	**
BT	25 9%	14 9%	14 9%	**	14 9%	**	**	14 9%	**	**	**	**
TalkTalk	17 6%	8 5%	8 5%	**	8 5%	**	**	8 5%	**	**	**	**
Plusnet	7 2%	4 3%	4 3%	**	4 3%	**	**	4 3%	**	**	**	**
Other supplier	5 2%	4 3%	4 3%	**	4 3%	**	**	4 3%	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

Base : Those interviewed about their Pay TV service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	446	-	-	-	-	-	-	-	-
Effective Weighted Sample	388	-	-	-	-	-	-	-	-
Total	288	-	-	-	-	-	-	-	-
Sky	154	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**
Virgin Media/ Mobile	45	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**
EE	35	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**
BT	25	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**
TalkTalk	17	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**
Plusnet	7	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**
Other supplier	5	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 29

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

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

Base : Those interviewed about their Pay TV service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A f	MOBILE BBAND S/A ~g	~h	YES a	NO ~b	YES a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	446	296	296	-	-	-	296	-	-	236	60	236	60	-	-
Effective Weighted Sample	388	295	295	-	-	-	295	-	-	235	60	235	60	-	-
Total	288	138	138	-	-	-	138	-	-	110	28	110	28	-	-
Sky	154	81	81	**	**	**	81	**	**	63	**	63	**	**	**
	54%	58%	58%	**	**	**	58%	**	**	57%	**	57%	**	**	**
Virgin Media/ Mobile	45	25	25	**	**	**	25	**	**	21	**	21	**	**	**
	16%	18%	18%	**	**	**	18%	**	**	19%	**	19%	**	**	**
EE	35	9	9	**	**	**	9	**	**	8	**	8	**	**	**
	12%	7%	7%	**	**	**	7%	**	**	7%	**	7%	**	**	**
BT	25	11	11	**	**	**	11	**	**	9	**	9	**	**	**
	9%	8%	8%	**	**	**	8%	**	**	8%	**	8%	**	**	**
TalkTalk	17	9	9	**	**	**	9	**	**	7	**	7	**	**	**
	6%	6%	6%	**	**	**	6%	**	**	6%	**	6%	**	**	**
Plusnet	7	3	3	**	**	**	3	**	**	1	**	1	**	**	**
	2%	2%	2%	**	**	**	2%	**	**	1%	**	1%	**	**	**
Other supplier	5	1	1	**	**	**	1	**	**	*	**	*	**	**	**
	2%	1%	1%	**	**	**	1%	**	**	*%	**	*%	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 29

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

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

Base : Those interviewed about their Pay TV service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	~b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	446	184	257	313	105	27	231	90	63	59	321	122	382	32	22	10	
Effective Weighted Sample	388	160	224	272	92	24	201	79	55	51	279	106	332	28	19	9	
Total	288	119	164	203	65	19	143	62	41	39	204	80	249	20	12	6	
Sky	154	61	91	112	34	**	74	**	**	**	113	39	137	**	**	**	
	54%	51%	55%	55%	52%	**	52%	**	**	**	55%	48%	55%	**	**	**	
Virgin Media/ Mobile	45	15	28	29	14	**	20	**	**	**	28	17	35	**	**	**	
	16%	13%	17%	14%	21%	**	14%	**	**	**	14%	21%	14%	**	**	**	
EE	35	25	10	22	7	**	19	**	**	**	27	7	29	**	**	**	
	12%	21%	6%	11%	11%	**	13%	**	**	**	13%	9%	12%	**	**	**	
		b															
BT	25	10	15	18	6	**	13	**	**	**	15	10	21	**	**	**	
	9%	8%	9%	9%	10%	**	9%	**	**	**	7%	13%	8%	**	**	**	
TalkTalk	17	5	12	14	2	**	12	**	**	**	13	4	15	**	**	**	
	6%	4%	7%	7%	4%	**	8%	**	**	**	6%	5%	6%	**	**	**	
Plusnet	7	1	6	5	1	**	4	**	**	**	5	2	7	**	**	**	
	2%	1%	4%	3%	2%	**	3%	**	**	**	2%	2%	3%	**	**	**	
Other supplier	5	2	3	2	*	**	2	**	**	**	4	1	5	**	**	**	
	2%	2%	2%	1%	1%	**	1%	**	**	**	2%	1%	2%	**	**	**	

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

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

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

Base : Those interviewed about their Pay TV service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	446	406	40	165	224
Effective Weighted Sample	388	353	35	144	194
Total	288	262	25	104	140
Sky	154	135	**	50	84
	54%	52%	**	48%	60%
					a
Virgin Media/ Mobile	45	44	**	20	18
	16%	17%	**	19%	13%
EE	35	33	**	15	16
	12%	13%	**	15%	11%
BT	25	22	**	8	10
	9%	8%	**	8%	7%
TalkTalk	17	16	**	8	6
	6%	6%	**	8%	4%
Plusnet	7	7	**	1	3
	2%	3%	**	1%	2%
Other supplier	5	5	**	1	2
	2%	2%	**	1%	2%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S10D. Which provider did you use for your Pay TV service immediately BEFORE you switched?

Base : Those interviewed about switching their Pay TV service in the last six months

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	Total	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	225	225	225	29	196	75	-	150	-	-	-	-
Effective Weighted Sample	194	194	194	29	181	64	-	150	-	-	-	-
Total	176	176	176	7	169	27	-	149	-	-	-	-
BT	43 24%	43 24%	43 24%	** **	37 22%	** **	** **	36 24%	** **	** **	** **	** **
Sky	40 23%	40 23%	40 23%	** **	40 24%	** **	** **	29 19%	** **	** **	** **	** **
Virgin Media/ Mobile	40 23%	40 23%	40 23%	** **	40 24%	** **	** **	33 22%	** **	** **	** **	** **
EE	23 13%	23 13%	23 13%	** **	22 13%	** **	** **	22 15%	** **	** **	** **	** **
TalkTalk	19 11%	19 11%	19 11%	** **	19 11%	** **	** **	19 13%	** **	** **	** **	** **
Plusnet	7 4%	7 4%	7 4%	** **	7 4%	** **	** **	7 5%	** **	** **	** **	** **
Other supplier	4 2%	4 2%	4 2%	** **	4 2%	** **	** **	4 3%	** **	** **	** **	** **

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S10D. Which provider did you use for your Pay TV service immediately BEFORE you switched?

Base : Those interviewed about switching their Pay TV service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	225	-	-	-	-	-	-	-	-
Effective Weighted Sample	194	-	-	-	-	-	-	-	-
Total	176	-	-	-	-	-	-	-	-
BT	43 24%	**	**	**	**	**	**	**	**
Sky	40 23%	**	**	**	**	**	**	**	**
Virgin Media/ Mobile	40 23%	**	**	**	**	**	**	**	**
EE	23 13%	**	**	**	**	**	**	**	**
TalkTalk	19 11%	**	**	**	**	**	**	**	**
Plusnet	7 4%	**	**	**	**	**	**	**	**
Other supplier	4 2%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S10D. Which provider did you use for your Pay TV service immediately BEFORE you switched?

Base : Those interviewed about switching their Pay TV service in the last six months

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	225	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	194	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	176	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BT	43 24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	40 23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media/ Mobile	40 23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EE	23 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	19 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	7 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	4 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 30

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

S10D. Which provider did you use for your Pay TV service immediately BEFORE you switched?

Base : Those interviewed about switching their Pay TV service in the last six months

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	b	a	~b	~c	~a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	225	86	134	143	60	21	88	61	32	41	149	73	201	12	8	4	
Effective Weighted Sample	194	78	112	128	49	17	79	51	28	35	130	62	175	10	6	3	
Total	176	72	99	119	41	15	73	45	25	30	119	55	158	10	5	3	
BT	43	**	20	23	**	**	**	**	**	**	29	**	33	**	**	**	
	24%	**	20%	20%	**	**	**	**	**	**	24%	**	21%	**	**	**	
Sky	40	**	21	24	**	**	**	**	**	**	23	**	38	**	**	**	
	23%	**	21%	20%	**	**	**	**	**	**	19%	**	24%	**	**	**	
Virgin Media/ Mobile	40	**	26	28	**	**	**	**	**	**	30	**	38	**	**	**	
	23%	**	26%	23%	**	**	**	**	**	**	25%	**	24%	**	**	**	
EE	23	**	14	20	**	**	**	**	**	**	15	**	23	**	**	**	
	13%	**	14%	16%	**	**	**	**	**	**	12%	**	14%	**	**	**	
TalkTalk	19	**	9	16	**	**	**	**	**	**	13	**	16	**	**	**	
	11%	**	9%	13%	**	**	**	**	**	**	11%	**	10%	**	**	**	
Plusnet	7	**	6	7	**	**	**	**	**	**	6	**	6	**	**	**	
	4%	**	6%	6%	**	**	**	**	**	**	5%	**	4%	**	**	**	
Other supplier	4	**	4	2	**	**	**	**	**	**	3	**	4	**	**	**	
	2%	**	4%	2%	**	**	**	**	**	**	3%	**	3%	**	**	**	

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S10D. Which provider did you use for your Pay TV service immediately BEFORE you switched?

Base : Those interviewed about switching their Pay TV service in the last six months

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	b
Unweighted total	225	203	22	80	110
Effective Weighted Sample	194	177	18	69	92
Total	176	161	15	62	81
BT	43 24%	36 23%	**	**	23 28%
Sky	40 23%	39 24%	**	**	19 24%
Virgin Media/ Mobile	40 23%	35 22%	**	**	17 20%
EE	23 13%	22 13%	**	**	9 12%
TalkTalk	19 11%	17 11%	**	**	7 9%
Plusnet	7 4%	7 4%	**	**	4 5%
Other supplier	4 2%	4 2%	**	**	2 2%

Columns Tested: a,b - a,b

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

S13B. So thinking just about the last six months, which of these applies to you in terms of your Pay TV service (via satellite, cable or broadband)?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	296	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	295	-	-	-	-	-	-	-	-	-	-	-
Total	138	-	-	-	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to	138	**	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 31

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

S13B. So thinking just about the last six months, which of these applies to you in terms of your Pay TV service (via satellite, cable or broadband)?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	296	-	-	-	-	-	-	-	-
Effective Weighted Sample	295	-	-	-	-	-	-	-	-
Total	138	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to	138	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 31

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

S13B. So thinking just about the last six months, which of these applies to you in terms of your Pay TV service (via satellite, cable or broadband)?

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A f	MOBILE ~g	BBAND S/A ~h	YES a	NO ~b	YES a	NO ~b	YES ~a	NO ~b
Significance Level: 95%		a	b	~c	~d	~e	f	~g	~h	a	~b	a	~b	~a	~b
Unweighted total	296	296	296	-	-	-	296	-	-	236	60	236	60	-	-
Effective Weighted Sample	295	295	295	-	-	-	295	-	-	235	60	235	60	-	-
Total	138	138	138	-	-	-	138	-	-	110	28	110	28	-	-
Actively started looking at changing provider but decided not to	138	138	138	**	**	**	138	**	**	110	**	110	**	**	**
	100%	100%	100%	**	**	**	100%	**	**	100%	**	100%	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S13B. So thinking just about the last six months, which of these applies to you in terms of your Pay TV service (via satellite, cable or broadband)?

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	~b	~c	a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	296	123	172	204	76	16	165	53	41	37	218	78	248	23	18	7	
Effective Weighted Sample	295	122	172	203	76	16	164	53	41	37	217	78	247	23	18	7	
Total	138	58	80	95	36	8	77	25	19	17	102	37	116	11	8	3	
Actively started looking at changing provider but decided not to	138	58	80	95	**	**	77	**	**	**	102	**	116	**	**	**	
	100%	100%	100%	100%	**	**	100%	**	**	**	100%	**	100%	**	**	**	

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

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

S13B. So thinking just about the last six months, which of these applies to you in terms of your Pay TV service (via satellite, cable or broadband)?

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	296	268	28	114	157
Effective Weighted Sample	295	267	28	114	156
Total	138	125	13	53	73
Actively started looking at changing provider but decided not to	138	125	**	53	73
	100%	100%	**	100%	100%

Columns Tested: a,b - a,b

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

S13E. So thinking just about the last six months, which of these applies to you in terms of your Broadband service?

Base : Those interviewed about deciding not to switch their Standalone broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	201	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	199	-	-	-	-	-	-	-	-	-	-	-
Total	181	-	-	-	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to	181	**	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - 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.

S13E. So thinking just about the last six months, which of these applies to you in terms of your Broadband service?

Base : Those interviewed about deciding not to switch their Standalone broadband service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	201	-	-	-	-	-	-	-	-
Effective Weighted Sample	199	-	-	-	-	-	-	-	-
Total	181	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to	181	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 32

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

S13E. So thinking just about the last six months, which of these applies to you in terms of your Broadband service?

Base : Those interviewed about deciding not to switch their Standalone broadband service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A h	YES a	NO ~b	YES a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	201	201	201	-	-	-	-	-	201	135	66	135	66	-	-
Effective Weighted Sample	199	199	199	-	-	-	-	-	199	134	65	134	65	-	-
Total	181	181	181	-	-	-	-	-	181	122	59	122	59	-	-
Actively started looking at changing provider but decided not to	181	181	181	**	**	**	**	**	181	122	**	122	**	**	**
	100%	100%	100%	**	**	**	**	**	100%	100%	**	100%	**	**	**

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

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

S13E. So thinking just about the last six months, which of these applies to you in terms of your Broadband service?

Base : Those interviewed about deciding not to switch their Standalone broadband service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	b	a	~b	~c	~a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	201	78	122	139	52	10	75	57	33	35	132	68	182	10	5	4	
Effective Weighted Sample	199	77	122	138	51	10	75	57	32	35	131	67	180	10	5	4	
Total	181	76	104	125	46	10	68	51	29	31	120	60	163	9	5	4	
Actively started looking at changing provider but decided not to	181	**	104	125	**	**	**	**	**	**	120	**	163	**	**	**	
	100%	**	100%	100%	**	**	**	**	**	**	100%	**	100%	**	**	**	

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

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

S13E. So thinking just about the last six months, which of these applies to you in terms of your Broadband service?

Base : Those interviewed about deciding not to switch their Standalone broadband service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	b
Unweighted total	201	174	27	70	110
Effective Weighted Sample	199	172	27	70	109
Total	181	156	25	64	99
Actively started looking at changing provider but decided not to	181	156	**	**	99
	100%	100%	**	**	100%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S13A. Thinking about your landline service from [CURRENT PROVIDER] that you considered switching in the last six months... Is your landline service delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router or uses the Wi-Fi service, and not plugged into a phone socket in the wall. This is a service known as VoIP (Voice over Internet Protocol), or digital voice, or internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	583	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	579	-	-	-	-	-	-	-	-	-	-	-
Total	199	-	-	-	-	-	-	-	-	-	-	-
Yes – landline service delivered over the internet	101	**	**	**	**	**	**	**	**	**	**	**
51%		**	**	**	**	**	**	**	**	**	**	**
No – not delivered over the internet	78	**	**	**	**	**	**	**	**	**	**	**
39%		**	**	**	**	**	**	**	**	**	**	**
Don't know	20	**	**	**	**	**	**	**	**	**	**	**
10%		**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S13A. Thinking about your landline service from [CURRENT PROVIDER] that you considered switching in the last six months... Is your landline service delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router or uses the Wi-Fi service, and not plugged into a phone socket in the wall. This is a service known as VoIP (Voice over Internet Protocol), or digital voice, or internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b
Unweighted total	583	-	-	-	-	-	-	-	-
Effective Weighted Sample	579	-	-	-	-	-	-	-	-
Total	199	-	-	-	-	-	-	-	-
Yes – landline service delivered over the internet	101	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**
No – not delivered over the internet	78	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**
Don't know	20	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S13A. Thinking about your landline service from [CURRENT PROVIDER] that you considered switching in the last six months... Is your landline service delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router or uses the Wi-Fi service, and not plugged into a phone socket in the wall. This is a service known as VoIP (Voice over Internet Protocol), or digital voice, or internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES a	NO b	YES a	NO b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	583	583	583	583	311	272	-	-	-	467	116	467	116	-	-
Effective Weighted Sample	579	579	579	579	308	272	-	-	-	465	114	465	114	-	-
Total	199	199	199	199	101	98	-	-	-	160	39	160	39	-	-
Yes – landline service delivered over the internet	101	101	101	101	47	54	**	**	**	83	18	83	18	**	**
	51%	51%	51%	51%	46%	56%	**	**	**	52%	46%	52%	46%	**	**
No – not delivered over the internet	78	78	78	78	44	34	**	**	**	60	18	60	18	**	**
	39%	39%	39%	39%	44%	35%	**	**	**	38%	46%	38%	46%	**	**
Don't know	20	20	20	20	10	10	**	**	**	16	3	16	3	**	**
	10%	10%	10%	10%	10%	10%	**	**	**	10%	8%	10%	8%	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S13A. Thinking about your landline service from [CURRENT PROVIDER] that you considered switching in the last six months... Is your landline service delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router or uses the Wi-Fi service, and not plugged into a phone socket in the wall. This is a service known as VoIP (Voice over Internet Protocol), or digital voice, or internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	~c	d	e	f	a	~b	~c	~d	
Unweighted total	583	246	333	278	192	111	221	162	79	121	383	200	497	43	34	9	
Effective Weighted Sample	579	245	330	276	190	111	220	160	79	120	380	199	494	43	34	9	
Total	199	84	113	95	65	38	76	55	27	41	131	68	169	15	12	3	
Yes – landline service delivered over the internet	101	45	55	56	31	14	42	27	**	19	69	32	86	**	**	**	
	51%	54%	49%	59%	48%	36%	55%	49%	**	47%	53%	47%	51%	**	**	**	
				bc	c												
No – not delivered over the internet	78	34	43	29	28	20	28	23	**	17	51	27	67	**	**	**	
	39%	41%	38%	31%	43%	54%	37%	42%	**	40%	39%	40%	40%	**	**	**	
				a	a												
Don't know	20	4	15	10	6	4	6	5	**	5	11	9	16	**	**	**	
	10%	5%	13%	10%	9%	10%	8%	9%	**	13%	8%	13%	10%	**	**	**	
			a														

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

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

S13A. Thinking about your landline service from [CURRENT PROVIDER] that you considered switching in the last six months... Is your landline service delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router or uses the Wi-Fi service, and not plugged into a phone socket in the wall. This is a service known as VoIP (Voice over Internet Protocol), or digital voice, or internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	583	502	81	181	362
Effective Weighted Sample	579	500	79	179	360
Total	199	171	27	61	124
Yes – landline service delivered over the internet	101	90	**	30	65
	51%	53%	**	49%	52%
No – not delivered over the internet	78	65	**	26	47
	39%	38%	**	42%	38%
Don't know	20	16	**	6	12
	10%	9%	**	9%	9%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S13B. Thinking about your broadband service from [CURRENT PROVIDER] that you considered switching in the last six months... Some households receive their broadband service via fibre optic cable directly into their home. This is known as FTTP (fibre to the premises). Please note – at the moment most UK households with fibre broadband do not have FTTP. Instead they have a FTTC connection (fibre to the cabinet), where the connection from the exchange to the street cabinet is via optical fibre and the final part of the connection from the cabinet into the home is via copper wire. Does your household receive FTTP broadband?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	784	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	620	-	-	-	-	-	-	-	-	-	-	-
Total	379	-	-	-	-	-	-	-	-	-	-	-
Yes	160	**	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**
No	133	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**
Don't know	86	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S13B. Thinking about your broadband service from [CURRENT PROVIDER] that you considered switching in the last six months... Some households receive their broadband service via fibre optic cable directly into their home. This is known as FTTP (fibre to the premises). Please note – at the moment most UK households with fibre broadband do not have FTTP. Instead they have a FTTC connection (fibre to the cabinet), where the connection from the exchange to the street cabinet is via optical fibre and the final part of the connection from the cabinet into the home is via copper wire. Does your household receive FTTP broadband?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b
Unweighted total	784	-	-	-	-	-	-	-	-
Effective Weighted Sample	620	-	-	-	-	-	-	-	-
Total	379	-	-	-	-	-	-	-	-
Yes	160	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**
No	133	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**
Don't know	86	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 34

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

S13B. Thinking about your broadband service from [CURRENT PROVIDER] that you considered switching in the last six months... Some households receive their broadband service via fibre optic cable directly into their home. This is known as FTTP (fibre to the premises). Please note – at the moment most UK households with fibre broadband do not have FTTP. Instead they have a FTTC connection (fibre to the cabinet), where the connection from the exchange to the street cabinet is via optical fibre and the final part of the connection from the cabinet into the home is via copper wire. Does your household receive FTTP broadband?

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

	DECIDED NOT TO SWITCH									DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
	Total	ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A h	YES a	NO b	YES a	NO b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	784	784	784	583	311	272	-	-	201	602	182	602	182	-	-
Effective Weighted Sample	620	620	620	579	308	272	-	-	199	480	143	480	143	-	-
Total	379	379	379	199	101	98	-	-	181	281	98	281	98	-	-
Yes	160	160	160	88	38	50	**	**	72	124	36	124	36	**	**
	42%	42%	42%	44%	38%	51%	**	**	40%	44%	36%	44%	36%	**	**
						abdh									
No	133	133	133	70	44	27	**	**	63	93	40	93	40	**	**
	35%	35%	35%	35%	43%	27%	**	**	35%	33%	41%	33%	41%	**	**
		e	e	e	abce						a		a		
Don't know	86	86	86	41	19	22	**	**	46	64	22	64	22	**	**
	23%	23%	23%	20%	19%	22%	**	**	25%	23%	22%	23%	22%	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 34

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

S13B. Thinking about your broadband service from [CURRENT PROVIDER] that you considered switching in the last six months... Some households receive their broadband service via fibre optic cable directly into their home. This is known as FTTP (fibre to the premises). Please note – at the moment most UK households with fibre broadband do not have FTTP. Instead they have a FTTC connection (fibre to the cabinet), where the connection from the exchange to the street cabinet is via optical fibre and the final part of the connection from the cabinet into the home is via copper wire. Does your household receive FTTP broadband?

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	784	324	455	417	244	121	296	219	112	156	515	268	679	53	39	13	
Effective Weighted Sample	620	247	370	333	192	101	234	173	87	124	407	211	536	43	31	10	
Total	379	160	218	220	111	47	144	106	56	72	250	128	333	23	17	7	
Yes	160	85	74	98	47	14	72	43	24	20	116	43	139	**	**	**	
	42%	53%	34%	45%	42%	30%	50%	41%	42%	28%	46%	34%	42%	**	**	**	
		b		c	c		bdf	d	d		df						
No	133	54	78	66	44	23	45	42	19	27	86	47	117	**	**	**	
	35%	34%	36%	30%	39%	50%	31%	39%	35%	38%	35%	36%	35%	**	**	**	
				a	a												
Don't know	86	21	65	56	20	9	27	21	13	25	48	38	77	**	**	**	
	23%	13%	30%	26%	18%	20%	19%	20%	23%	35%	19%	30%	23%	**	**	**	
			a	b						abce		abe					

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

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

S13B. Thinking about your broadband service from [CURRENT PROVIDER] that you considered switching in the last six months... Some households receive their broadband service via fibre optic cable directly into their home. This is known as FTTP (fibre to the premises). Please note – at the moment most UK households with fibre broadband do not have FTTP. Instead they have a FTTC connection (fibre to the cabinet), where the connection from the exchange to the street cabinet is via optical fibre and the final part of the connection from the cabinet into the home is via copper wire. Does your household receive FTTP broadband?

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	784	676	108	251	472
Effective Weighted Sample	620	535	84	197	374
Total	379	327	52	125	222
Yes	160	146	14	53	95
	42%	45%	26%	43%	43%
		b			
No	133	107	26	44	77
	35%	33%	50%	35%	35%
			a		
Don't know	86	74	12	27	50
	23%	23%	24%	22%	22%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S13BA. In order to receive your broadband service from [CURRENT PROVIDER], was a line installed that required a hole to be drilled through a wall in your home with a new box installed on the outside wall?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service OR Standalone Broadband service in the last six months who say they receive FTTP broadband (WAVE 1) OR Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service OR Standalone Broadband service in the last six months (WAVE 2)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	575	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	453	-	-	-	-	-	-	-	-	-	-	-
Total	283	-	-	-	-	-	-	-	-	-	-	-
Yes	187	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**	**
No	80	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**
Don't know	16	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S13BA. In order to receive your broadband service from [CURRENT PROVIDER], was a line installed that required a hole to be drilled through a wall in your home with a new box installed on the outside wall?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service OR Standalone Broadband service in the last six months who say they receive FTTP broadband (WAVE 1) OR Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service OR Standalone Broadband service in the last six months (WAVE 2)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS			
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	575	-	-	-	-	-	-	-	-
Effective Weighted Sample	453	-	-	-	-	-	-	-	-
Total	283	-	-	-	-	-	-	-	-
Yes	187	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**
No	80	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**
Don't know	16	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S13BA. In order to receive your broadband service from [CURRENT PROVIDER], was a line installed that required a hole to be drilled through a wall in your home with a new box installed on the outside wall?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service OR Standalone Broadband service in the last six months who say they receive FTTP broadband (WAVE 1) OR Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service OR Standalone Broadband service in the last six months (WAVE 2)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	~f	~g	h	a	b	a	b	~a	~b
Unweighted total	575	575	575	422	210	212	-	-	153	445	130	445	130	-	-
Effective Weighted Sample	453	453	453	419	208	212	-	-	151	353	101	353	101	-	-
Total	283	283	283	144	68	76	-	-	139	212	71	212	71	-	-
Yes	187	187	187	91	35	56	**	**	96	148	39	148	39	**	**
	66%	66%	66%	63%	52%	73%	**	**	69%	70%	54%	70%	54%	**	**
		d	d	d		cd			d	b		b			
No	80	80	80	43	26	17	**	**	38	49	31	49	31	**	**
	28%	28%	28%	30%	38%	22%	**	**	27%	23%	43%	23%	43%	**	**
				e	abceh					a		a			
Don't know	16	16	16	11	7	4	**	**	5	15	2	15	2	**	**
	6%	6%	6%	7%	10%	5%	**	**	4%	7%	2%	7%	2%	**	**
					abh					b		b			

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S13BA. In order to receive your broadband service from [CURRENT PROVIDER], was a line installed that required a hole to be drilled through a wall in your home with a new box installed on the outside wall?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service OR Standalone Broadband service in the last six months who say they receive FTTP broadband (WAVE 1) OR Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service OR Standalone Broadband service in the last six months (WAVE 2)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	d	e	f	a	~b	~c	~d	
Unweighted total	575	255	318	307	185	83	229	148	83	114	377	197	496	36	34	9	
Effective Weighted Sample	453	195	259	245	145	68	181	116	64	91	297	155	390	29	27	7	
Total	283	131	151	164	86	33	113	73	42	54	187	95	246	17	14	5	
Yes	187	95	91	119	49	**	81	49	**	29	130	56	163	**	**	**	
	66%	72%	60%	73%	57%	**	71%	67%	**	53%	70%	59%	66%	**	**	**	
		b		b			df	d			df						
No	80	31	49	35	33	**	27	19	**	22	46	34	69	**	**	**	
	28%	23%	33%	21%	38%	**	23%	26%	**	40%	25%	36%	28%	**	**	**	
			a	a						abe	ae						
Don't know	16	6	11	10	4	**	6	5	**	3	11	5	14	**	**	**	
	6%	4%	7%	6%	5%	**	5%	7%	**	6%	6%	6%	6%	**	**	**	

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

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

S13BA. In order to receive your broadband service from [CURRENT PROVIDER], was a line installed that required a hole to be drilled through a wall in your home with a new box installed on the outside wall?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service OR Standalone Broadband service in the last six months who say they receive FTTP broadband (WAVE 1) OR Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service OR Standalone Broadband service in the last six months (WAVE 2)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	575	505	70	191	340
Effective Weighted Sample	453	399	54	149	269
Total	283	249	34	97	162
Yes	187	171	**	66	109
	66%	69%	**	68%	67%
No	80	64	**	25	46
	28%	26%	**	26%	28%
Don't know	16	14	**	6	8
	6%	6%	**	6%	5%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S13BA. In order to receive your broadband service from [CURRENT PROVIDER], was a line installed that required a hole to be drilled through a wall in your home with a new box installed on the outside wall?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service OR Standalone Broadband service in the last six months who say they receive FTTP broadband

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	334	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	263	-	-	-	-	-	-	-	-	-	-	-
Total	160	-	-	-	-	-	-	-	-	-	-	-
Yes	128	**	**	**	**	**	**	**	**	**	**	**
	80%	**	**	**	**	**	**	**	**	**	**	**
No	26	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**
Don't know	6	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S13BA. In order to receive your broadband service from [CURRENT PROVIDER], was a line installed that required a hole to be drilled through a wall in your home with a new box installed on the outside wall?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service OR Standalone Broadband service in the last six months who say they receive FTTP broadband

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	334	-	-	-	-	-	-	-	-
Effective Weighted Sample	263	-	-	-	-	-	-	-	-
Total	160	-	-	-	-	-	-	-	-
Yes	128	**	**	**	**	**	**	**	**
	80%	**	**	**	**	**	**	**	**
No	26	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**
Don't know	6	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 36

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

S13BA. In order to receive your broadband service from [CURRENT PROVIDER], was a line installed that required a hole to be drilled through a wall in your home with a new box installed on the outside wall?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service OR Standalone Broadband service in the last six months who say they receive FTTP broadband

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	a	~b	a	~b	~a	~b
Unweighted total	334	334	334	256	118	138	-	-	78	267	67	267	67	-	-
Effective Weighted Sample	263	263	263	254	116	138	-	-	78	212	52	212	52	-	-
Total	160	160	160	88	38	50	-	-	72	124	36	124	36	-	-
Yes	128	128	128	69	26	42	**	**	**	102	**	102	**	**	**
	80%	80%	80%	79%	69%	86%	**	**	**	82%	**	82%	**	**	**
		d	d			d									
No	26	26	26	14	8	6	**	**	**	17	**	17	**	**	**
	16%	16%	16%	16%	21%	12%	**	**	**	13%	**	13%	**	**	**
Don't know	6	6	6	5	4	1	**	**	**	5	**	5	**	**	**
	4%	4%	4%	6%	10%	2%	**	**	**	4%	**	4%	**	**	**
					abe										

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 36

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

S13BA. In order to receive your broadband service from [CURRENT PROVIDER], was a line installed that required a hole to be drilled through a wall in your home with a new box installed on the outside wall?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service OR Standalone Broadband service in the last six months who say they receive FTTP broadband

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	334	167	166	198	103	33	151	89	49	44	240	93	290	21	15	8	
Effective Weighted Sample	263	129	135	156	81	26	120	69	38	36	188	73	228	17	12	7	
Total	160	85	74	98	47	14	72	43	24	20	116	43	139	10	7	4	
Yes	128	72	57	82	35	**	60	**	**	**	95	**	111	**	**	**	
	80%	84%	76%	84%	73%	**	83%	**	**	**	82%	**	80%	**	**	**	
				b													
No	26	12	14	12	12	**	11	**	**	**	16	**	22	**	**	**	
	16%	14%	19%	12%	25%	**	15%	**	**	**	14%	**	16%	**	**	**	
				a													
Don't know	6	2	4	4	1	**	2	**	**	**	4	**	5	**	**	**	
	4%	2%	5%	4%	2%	**	3%	**	**	**	4%	**	4%	**	**	**	

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

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

S13BA. In order to receive your broadband service from [CURRENT PROVIDER], was a line installed that required a hole to be drilled through a wall in your home with a new box installed on the outside wall?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service OR Standalone Broadband service in the last six months who say they receive FTTP broadband

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL ~b	YES a	NO b
Significance Level: 95%					
Unweighted total	334	302	32	105	208
Effective Weighted Sample	263	238	25	82	165
Total	160	146	14	53	95
Yes	128 80%	120 82%	**	44 82%	76 80%
No	26 16%	21 14%	**	8 15%	16 16%
Don't know	6 4%	5 3%	**	2 3%	3 4%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

WHETHER STANDALONE BROADBAND SWITCHERS USE AN FTTP SERVICE

Base : Those interviewed about switching to their Standalone broadband service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	300	300	300	-	-	-	-	-	300	-	-	-
Effective Weighted Sample	279	279	279	-	-	-	-	-	279	-	-	-
Total	168	168	168	-	-	-	-	-	168	-	-	-
USE FTTP-ONLY SUPPLIER FOR NEW BROADBAND SERVICE	27 16%	27 16%	27 16%	** **	** **	** **	** **	** **	27 16%	** **	** **	** **
CLAIM TO HAVE FTTP FOR NEW BROADBAND SERVICE	59 35%	59 35%	59 35%	** **	** **	** **	** **	** **	59 35%	** **	** **	** **
CLAIM TO HAVE HAD HOLE DRILLED FOR NEW BROADBAND SERVICE (EXCLUDING VIRGIN)	8 5%	8 5%	8 5%	** **	** **	** **	** **	** **	8 5%	** **	** **	** **
ANY OF THESE	94 56%	94 56%	94 56%	** **	** **	** **	** **	** **	94 56%	** **	** **	** **
NONE OF THESE	74 44%	74 44%	74 44%	** **	** **	** **	** **	** **	74 44%	** **	** **	** **

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

WHETHER STANDALONE BROADBAND SWITCHERS USE AN FTTP SERVICE

Base : Those interviewed about switching to their Standalone broadband service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	300	-	-	-	-	-	-	-	-
Effective Weighted Sample	279	-	-	-	-	-	-	-	-
Total	168	-	-	-	-	-	-	-	-
USE FTTP-ONLY SUPPLIER FOR NEW BROADBAND SERVICE	27	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**
CLAIM TO HAVE FTTP FOR NEW BROADBAND SERVICE	59	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**
CLAIM TO HAVE HAD HOLE DRILLED FOR NEW BROADBAND SERVICE (EXCLUDING VIRGIN)	8	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**
ANY OF THESE	94	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**
NONE OF THESE	74	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

WHETHER STANDALONE BROADBAND SWITCHERS USE AN FTTP SERVICE

Base : Those interviewed about switching to their Standalone broadband service in the last six months

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	300	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	279	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	168	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USE FTTP-ONLY SUPPLIER FOR NEW BROADBAND SERVICE	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CLAIM TO HAVE FTTP FOR NEW BROADBAND SERVICE	59	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CLAIM TO HAVE HAD HOLE DRILLED FOR NEW BROADBAND SERVICE (EXCLUDING VIRGIN)	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY OF THESE	94	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	74	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

WHETHER STANDALONE BROADBAND SWITCHERS USE AN FTTP SERVICE

Base : Those interviewed about switching to their Standalone broadband service in the last six months

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	b	a	~b	~c	a	~b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	300	88	209	180	88	32	108	77	43	68	185	111	260	12	21	7	
Effective Weighted Sample	279	88	209	171	82	30	100	72	41	63	172	104	242	11	20	7	
Total	168	70	96	91	55	22	65	42	22	37	107	59	144	7	13	4	
USE FTTP-ONLY SUPPLIER FOR NEW BROADBAND SERVICE	27	**	14	11	**	**	11	**	**	**	16	10	25	**	**	**	
	16%	**	15%	12%	**	**	17%	**	**	**	15%	17%	17%	**	**	**	
CLAIM TO HAVE FTTP FOR NEW BROADBAND SERVICE	59	**	31	35	**	**	24	**	**	**	40	19	50	**	**	**	
	35%	**	32%	38%	**	**	37%	**	**	**	37%	31%	35%	**	**	**	
CLAIM TO HAVE HAD HOLE DRILLED FOR NEW BROADBAND SERVICE (EXCLUDING VIRGIN)	8	**	5	4	**	**	5	**	**	**	5	3	8	**	**	**	
	5%	**	5%	5%	**	**	7%	**	**	**	5%	4%	6%	**	**	**	
ANY OF THESE	94	**	50	50	**	**	40	**	**	**	61	31	83	**	**	**	
	56%	**	52%	54%	**	**	62%	**	**	**	57%	53%	58%	**	**	**	
NONE OF THESE	74	**	46	42	**	**	25	**	**	**	46	27	61	**	**	**	
	44%	**	48%	46%	**	**	38%	**	**	**	43%	47%	42%	**	**	**	

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

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

WHETHER STANDALONE BROADBAND SWITCHERS USE AN FTTP SERVICE

Base : Those interviewed about switching to their Standalone broadband service in the last six months

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	b
Unweighted total	300	264	36	93	175
Effective Weighted Sample	279	246	33	87	163
Total	168	147	21	49	101
USE FTTP-ONLY SUPPLIER FOR NEW BROADBAND SERVICE	27 16%	23 16%	**	**	17 17%
CLAIM TO HAVE FTTP FOR NEW BROADBAND SERVICE	59 35%	51 35%	**	**	35 35%
CLAIM TO HAVE HAD HOLE DRILLED FOR NEW BROADBAND SERVICE (EXCLUDING VIRGIN)	8 5%	7 5%	**	**	5 5%
ANY OF THESE	94 56%	81 55%	**	**	57 57%
NONE OF THESE	74 44%	66 45%	**	**	43 43%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

WHETHER CONSIDERERS WITH STANDALONE BROADBAND USE AN FTTP SERVICE

Base : Those interviewed about deciding not to switch their Standalone broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	201	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	199	-	-	-	-	-	-	-	-	-	-	-
Total	181	-	-	-	-	-	-	-	-	-	-	-
USE FTTP-ONLY SUPPLIER FOR NEW BROADBAND SERVICE	14	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**
CLAIM TO HAVE FTTP FOR NEW BROADBAND SERVICE	66	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**
CLAIM TO HAVE HAD HOLE DRILLED FOR NEW BROADBAND SERVICE (EXCLUDING VIRGIN)	24	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**
ANY OF THESE	103	**	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	78	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

WHETHER CONSIDERERS WITH STANDALONE BROADBAND USE AN FTTP SERVICE

Base : Those interviewed about deciding not to switch their Standalone broadband service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	201	-	-	-	-	-	-	-	-
Effective Weighted Sample	199	-	-	-	-	-	-	-	-
Total	181	-	-	-	-	-	-	-	-
USE FTTP-ONLY SUPPLIER FOR NEW BROADBAND SERVICE	14	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**
CLAIM TO HAVE FTTP FOR NEW BROADBAND SERVICE	66	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**
CLAIM TO HAVE HAD HOLE DRILLED FOR NEW BROADBAND SERVICE (EXCLUDING VIRGIN)	24	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**
ANY OF THESE	103	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**
NONE OF THESE	78	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 38

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

WHETHER CONSIDERERS WITH STANDALONE BROADBAND USE AN FTTP SERVICE

Base : Those interviewed about deciding not to switch their Standalone broadband service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A h	YES a	NO ~b	YES a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	201	201	201	-	-	-	-	-	201	135	66	135	66	-	-
Effective Weighted Sample	199	199	199	-	-	-	-	-	199	134	65	134	65	-	-
Total	181	181	181	-	-	-	-	-	181	122	59	122	59	-	-
USE FTTP-ONLY SUPPLIER FOR NEW BROADBAND SERVICE	14 7%	14 7%	14 7%	** **	** **	** **	** **	** **	14 7%	11 9%	** **	11 9%	** **	** **	** **
CLAIM TO HAVE FTTP FOR NEW BROADBAND SERVICE	66 36%	66 36%	66 36%	** **	** **	** **	** **	** **	66 36%	46 38%	** **	46 38%	** **	** **	** **
CLAIM TO HAVE HAD HOLE DRILLED FOR NEW BROADBAND SERVICE (EXCLUDING VIRGIN)	24 13%	24 13%	24 13%	** **	** **	** **	** **	** **	24 13%	16 13%	** **	16 13%	** **	** **	** **
ANY OF THESE	103 57%	103 57%	103 57%	** **	** **	** **	** **	** **	103 57%	73 60%	** **	73 60%	** **	** **	** **
NONE OF THESE	78 43%	78 43%	78 43%	** **	** **	** **	** **	** **	78 43%	48 40%	** **	48 40%	** **	** **	** **

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

WHETHER CONSIDERERS WITH STANDALONE BROADBAND USE AN FTTP SERVICE

Base : Those interviewed about deciding not to switch their Standalone broadband service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	b	a	~b	~c	~a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	201	78	122	139	52	10	75	57	33	35	132	68	182	10	5	4	
Effective Weighted Sample	199	77	122	138	51	10	75	57	32	35	131	67	180	10	5	4	
Total	181	76	104	125	46	10	68	51	29	31	120	60	163	9	5	4	
USE FTTP-ONLY SUPPLIER FOR NEW BROADBAND SERVICE	14	**	8	6	**	**	**	**	**	**	8	**	10	**	**	**	
	7%	**	7%	5%	**	**	**	**	**	**	7%	**	6%	**	**	**	
CLAIM TO HAVE FTTP FOR NEW BROADBAND SERVICE	66	**	26	47	**	**	**	**	**	**	49	**	58	**	**	**	
	36%	**	25%	38%	**	**	**	**	**	**	41%	**	35%	**	**	**	
CLAIM TO HAVE HAD HOLE DRILLED FOR NEW BROADBAND SERVICE (EXCLUDING VIRGIN)	24	**	13	18	**	**	**	**	**	**	14	**	22	**	**	**	
	13%	**	12%	14%	**	**	**	**	**	**	12%	**	13%	**	**	**	
ANY OF THESE	103	**	46	71	**	**	**	**	**	**	72	**	89	**	**	**	
	57%	**	44%	57%	**	**	**	**	**	**	60%	**	55%	**	**	**	
NONE OF THESE	78	**	58	53	**	**	**	**	**	**	48	**	74	**	**	**	
	43%	**	56%	43%	**	**	**	**	**	**	40%	**	45%	**	**	**	

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

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

WHETHER CONSIDERERS WITH STANDALONE BROADBAND USE AN FTTP SERVICE

Base : Those interviewed about deciding not to switch their Standalone broadband service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	b
Unweighted total	201	174	27	70	110
Effective Weighted Sample	199	172	27	70	109
Total	181	156	25	64	99
USE FTTP-ONLY SUPPLIER FOR NEW BROADBAND SERVICE	14 7%	12 7%	**	**	7 7%
CLAIM TO HAVE FTTP FOR NEW BROADBAND SERVICE	66 36%	63 40%	**	**	35 36%
CLAIM TO HAVE HAD HOLE DRILLED FOR NEW BROADBAND SERVICE (EXCLUDING VIRGIN)	24 13%	18 12%	**	**	11 11%
ANY OF THESE	103 57%	93 59%	**	**	53 54%
NONE OF THESE	78 43%	63 41%	**	**	45 46%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S13C. For many years, Sky TV could only be received through a satellite dish, but now there are alternatives available. Thinking about the TV service from Sky that you considered switching in the last six months... which of these describes how your household receives Sky TV?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	286	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	282	-	-	-	-	-	-	-	-	-	-	-
Total	122	-	-	-	-	-	-	-	-	-	-	-
Sky TV service received through a satellite dish	63	**	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**	**
Sky TV service received through a Sky Glass TV set over your Wi-Fi service – with everything built in to the TV set, and no satellite dish involved	31	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**
Sky TV service received through a Sky Stream box plugged into your TV set and Wi-Fi service, with no satellite dish involved	28	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S13C. For many years, Sky TV could only be received through a satellite dish, but now there are alternatives available. Thinking about the TV service from Sky that you considered switching in the last six months... which of these describes how your household receives Sky TV?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	286	-	-	-	-	-	-	-	-
Effective Weighted Sample	282	-	-	-	-	-	-	-	-
Total	122	-	-	-	-	-	-	-	-
Sky TV service received through a satellite dish	63	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**
Sky TV service received through a Sky Glass TV set over your Wi-Fi service – with everything built in to the TV set, and no satellite dish involved	31	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**
Sky TV service received through a Sky Stream box plugged into your TV set and Wi-Fi service, with no satellite dish involved	28	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 39

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

S13C. For many years, Sky TV could only be received through a satellite dish, but now there are alternatives available. Thinking about the TV service from Sky that you considered switching in the last six months... which of these describes how your household receives Sky TV?

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY ~d	TRIPLE PLAY e	PAY TV S/A f	MOBILE ~g	BBAND S/A ~h	YES a	NO ~b	YES a	NO ~b	YES ~a	NO ~b
Significance Level: 95%		a	b	c	~d	e	f	~g	~h	a	~b	a	~b	~a	~b
Unweighted total	286	286	286	114	-	114	172	-	-	230	56	230	56	-	-
Effective Weighted Sample	282	282	282	114	-	114	172	-	-	226	55	226	55	-	-
Total	122	122	122	41	-	41	81	-	-	97	24	97	24	-	-
Sky TV service received through a satellite dish	63	63	63	27	**	27	35	**	**	51	**	51	**	**	**
	51%	51%	51%	67%	**	67%	44%	**	**	52%	**	52%	**	**	**
				abf		abf									
Sky TV service received through a Sky Glass TV set over your Wi-Fi service – with everything built in to the TV set, and no satellite dish involved	31	31	31	5	**	5	25	**	**	25	**	25	**	**	**
	25%	25%	25%	13%	**	13%	31%	**	**	25%	**	25%	**	**	**
		ce	ce				ce								
Sky TV service received through a Sky Stream box plugged into your TV set and Wi-Fi service, with no satellite dish involved	28	28	28	8	**	8	20	**	**	22	**	22	**	**	**
	23%	23%	23%	20%	**	20%	25%	**	**	23%	**	23%	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

S13C. For many years, Sky TV could only be received through a satellite dish, but now there are alternatives available. Thinking about the TV service from Sky that you considered switching in the last six months... which of these describes how your household receives Sky TV?

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c	AB a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 95%																	
Unweighted total	286	120	166	171	88	27	136	73	37	40	209	77	242	21	17	6	
Effective Weighted Sample	282	118	164	169	87	27	134	72	37	39	206	76	238	21	17	6	
Total	122	51	70	74	37	11	59	30	16	17	89	33	103	9	7	3	
Sky TV service received through a satellite dish	63 51%	30 58%	33 47%	30 40%	** **	** **	26 44%	** **	** **	** **	44 50%	** **	52 51%	** **	** **	** **	
Sky TV service received through a Sky Glass TV set over your Wi-Fi service – with everything built in to the TV set, and no satellite dish involved	31 25%	14 28%	16 23%	24 33%	** **	** **	19 32%	** **	** **	** **	24 27%	** **	27 26%	** **	** **	** **	
Sky TV service received through a Sky Stream box plugged into your TV set and Wi-Fi service, with no satellite dish involved	28 23%	7 14%	21 30%	20 27%	** **	** **	14 24%	** **	** **	** **	21 23%	** **	24 23%	** **	** **	** **	

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

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

S13C. For many years, Sky TV could only be received through a satellite dish, but now there are alternatives available. Thinking about the TV service from Sky that you considered switching in the last six months... which of these describes how your household receives Sky TV?

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL ~b	YES ~a	NO b
Significance Level: 95%					
Unweighted total	286	249	37	92	174
Effective Weighted Sample	282	245	36	91	171
Total	122	106	15	40	74
Sky TV service received through a satellite dish	63	51	**	**	38
	51%	48%	**	**	52%
Sky TV service received through a Sky Glass TV set over your Wi-Fi service – with everything built in to the TV set, and no satellite dish involved	31	29	**	**	17
	25%	27%	**	**	23%
Sky TV service received through a Sky Stream box plugged into your TV set and Wi-Fi service, with no satellite dish involved	28	26	**	**	18
	23%	25%	**	**	25%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	~a	~b	~c
Unweighted total	1027	846	846	279	262	75	321	150	300	-	-	-
Effective Weighted Sample	349	706	706	272	222	64	315	150	279	-	-	-
Total	1013	466	466	104	192	27	122	149	168	-	-	-
Yes	511	-	-	-	-	**	-	-	-	**	**	**
	50%	-%	-%	-%	-%	**	-%	-%	-%	**	**	**
No	484	449	449	104	177	**	122	134	166	**	**	**
	48%	96%	96%	100%	92%	**	100%	90%	99%	**	**	**
				b			c		c			
Don't know	7	7	7	*	4	**	*	4	2	**	**	**
	1%	1%	1%	*%	2%	**	*%	3%	1%	**	**	**
					a			b				

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1027	-	-	-	-	-	-	81	100
Effective Weighted Sample	349	-	-	-	-	-	-	81	100
Total	1013	-	-	-	-	-	-	36	511
Yes	511	**	**	**	**	**	**	**	511
	50%	**	**	**	**	**	**	**	100%
No	484	**	**	**	**	**	**	**	-
	48%	**	**	**	**	**	**	**	-%
Don't know	7	**	**	**	**	**	**	**	-
	1%	**	**	**	**	**	**	**	-%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 40

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

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

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1027	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	349	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	1013	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	511	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	484	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 40

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

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

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1027	365	652	597	304	124	401	255	149	215	656	364	877	74	59	17	
Effective Weighted Sample	349	142	203	214	106	60	143	86	49	70	228	119	301	24	20	6	
Total	1013	421	580	710	227	74	442	246	137	183	688	321	881	69	44	19	
Yes	511	212	294	424	77	10	240	123	66	82	363	148	450	**	**	**	
	50%	50%	51%	60%	34%	14%	54%	50%	48%	45%	53%	46%	51%	**	**	**	
				bc	c		df				df						
No	484	200	279	275	146	63	197	118	68	98	315	165	416	**	**	**	
	48%	47%	48%	39%	64%	85%	44%	48%	49%	53%	46%	52%	47%	**	**	**	
				a	ab		a			a	a	a					
Don't know	7	4	2	4	2	1	1	1	2	2	2	4	6	**	**	**	
	1%	1%	*%	*%	1%	1%	*%	*%	1%	1%	*%	1%	1%	**	**	**	

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

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

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

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1027	891	136	365	554
Effective Weighted Sample	349	307	47	123	186
Total	1013	918	95	381	485
Yes	511	481	31	210	215
	50%	52%	32%	55%	44%
		b		b	
No	484	419	64	163	266
	48%	46%	68%	43%	55%
			a		a
Don't know	7	7	-	4	1
	1%	1%	-%	1%	*%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 41

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

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

Base : Those interviewed about their mobile phone service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	~d	a	b	c
Unweighted total	1100	-	800	-	-	-	-	-	-	800	500	300
Effective Weighted Sample	997	-	721	-	-	-	-	-	-	721	491	292
Total	1684	-	1284	-	-	-	-	-	-	1284	988	297
Pay as you go (which requires top-ups)	426	**	344	**	**	**	**	**	**	344	247	97
	25%	**	27%	**	**	**	**	**	**	27%	25%	33%
												b
Monthly contract (i.e. 12-24 months, including a new handset)	853	**	640	**	**	**	**	**	**	640	496	145
	51%	**	50%	**	**	**	**	**	**	50%	50%	49%
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length)	405	**	300	**	**	**	**	**	**	300	245	55
	24%	**	23%	**	**	**	**	**	**	23%	25%	18%
												c

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

Base : Those interviewed about their mobile phone service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1100	223	178	399	252	147	100	-	-
Effective Weighted Sample	997	197	164	360	247	143	98	-	-
Total	1684	344	300	640	496	145	97	-	-
Pay as you go (which requires top-ups)	426	344	-	-	-	-	97	**	**
	25%	100%	-%	-%	-%	-%	100%	**	**
		bcd					bcd		
Monthly contract (i.e. 12-24 months, including a new handset)	853	-	-	640	496	145	-	**	**
	51%	-%	-%	100%	100%	100%	-%	**	**
				abf	abf	abf			
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length)	405	-	300	-	-	-	-	**	**
	24%	-%	100%	-%	-%	-%	-%	**	**
			acdef						

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 41

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

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

Base : Those interviewed about their mobile phone service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE g	BBAND S/A ~h	YES a	NO b	YES ~a	NO ~b	YES a	NO b
Significance Level: 95%															
Unweighted total	1100	300	-	-	-	-	-	300	-	192	108	-	-	192	108
Effective Weighted Sample	997	288	-	-	-	-	-	288	-	184	104	-	-	184	104
Total	1684	400	-	-	-	-	-	400	-	256	144	-	-	256	144
Pay as you go (which requires top-ups)	426	82	**	**	**	**	**	82	**	55	27	**	**	55	27
	25%	20%	**	**	**	**	**	20%	**	21%	19%	**	**	21%	19%
Monthly contract (i.e. 12-24 months, including a new handset)	853	213	**	**	**	**	**	213	**	145	68	**	**	145	68
	51%	53%	**	**	**	**	**	53%	**	57%	47%	**	**	57%	47%
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length)	405	105	**	**	**	**	**	105	**	57	49	**	**	57	49
	24%	26%	**	**	**	**	**	26%	**	22%	34%	**	**	22%	34%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 41

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

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

Base : Those interviewed about their mobile phone service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1100	371	714	796	231	72	407	275	158	249	682	407	958	64	57	21	
Effective Weighted Sample	997	349	658	718	213	66	373	249	143	224	621	367	869	58	52	19	
Total	1684	699	966	1190	373	120	651	415	244	362	1066	606	1470	96	87	31	
Pay as you go (which requires top-ups)	426	186	232	366	50	**	163	94	60	107	256	166	365	**	**	**	
	25%	27%	24%	31%	13%	**	25%	23%	25%	29%	24%	27%	25%	**	**	**	
				b													
Monthly contract (i.e. 12-24 months, including a new handset)	853	341	505	649	167	**	359	209	127	155	568	282	757	**	**	**	
	51%	49%	52%	55%	45%	**	55%	50%	52%	43%	53%	47%	52%	**	**	**	
				b			df				df						
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length)	405	172	229	175	157	**	129	112	57	101	242	158	347	**	**	**	
	24%	25%	24%	15%	42%	**	20%	27%	23%	28%	23%	26%	24%	**	**	**	
					a			a		a		a					

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

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

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

Base : Those interviewed about their mobile phone service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	1100	1013	87	441	464
Effective Weighted Sample	997	918	79	397	423
Total	1684	1548	137	674	722
Pay as you go (which requires top-ups)	426	405	**	225	124
	25%	26%	**	33%	17%
				b	
Monthly contract (i.e. 12-24 months, including a new handset)	853	790	**	332	358
	51%	51%	**	49%	50%
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length)	405	353	**	117	240
	24%	23%	**	17%	33%
					a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 42

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%												
Unweighted total	800	-	800	-	-	-	-	-	-	800	500	300
Effective Weighted Sample	721	-	721	-	-	-	-	-	-	721	491	292
Total	1284	-	1284	-	-	-	-	-	-	1284	988	297
Pay as you go (which requires top-ups)	330	**	330	**	**	**	**	**	**	330	222	108
	26%	**	26%	**	**	**	**	**	**	26%	22%	36% ab
Monthly contract (i.e. 12-24 months, including a new handset)	687	**	687	**	**	**	**	**	**	687	548	139
	53%	**	53%	**	**	**	**	**	**	53%	55% c	47%
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length	268	**	268	**	**	**	**	**	**	268	218	49
	21%	**	21%	**	**	**	**	**	**	21%	22%	17%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	~b
Unweighted total	800	223	178	399	252	147	100	-	-
Effective Weighted Sample	721	197	164	360	247	143	98	-	-
Total	1284	344	300	640	496	145	97	-	-
Pay as you go (which requires top-ups)	330	205	27	98	63	35	62	**	**
	26%	60%	9%	15%	13%	24%	64%	**	**
		bcd		b		bcd	bcd		
Monthly contract (i.e. 12-24 months, including a new handset)	687	128	86	473	382	90	34	**	**
	53%	37%	29%	74%	77%	62%	35%	**	**
				abef	abef	abf			
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length	268	11	187	70	50	20	1	**	**
	21%	3%	62%	11%	10%	14%	1%	**	**
			acdef	af	af	af			

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 42

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

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

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	800	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	721	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	1284	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pay as you go (which requires top-ups)	330	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Monthly contract (i.e. 12-24 months, including a new handset)	687	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length	268	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 42

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

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

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	800	276	515	574	177	49	292	189	119	191	481	310	700	46	38	16	
Effective Weighted Sample	721	256	471	513	163	45	267	170	107	170	437	277	631	41	35	14	
Total	1284	534	738	900	297	87	494	303	193	284	797	477	1128	70	62	24	
Pay as you go (which requires top-ups)	330	132	193	275	40	**	125	62	49	91	187	140	287	**	**	**	
	26%	25%	26%	31%	14%	**	25%	20%	25%	32%	24%	29%	25%	**	**	**	
				b						be		b					
Monthly contract (i.e. 12-24 months, including a new handset)	687	296	386	518	139	**	280	171	108	124	451	232	601	**	**	**	
	53%	55%	52%	58%	47%	**	57%	56%	56%	44%	57%	49%	53%	**	**	**	
				b			df	d	d		df						
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length	268	106	159	107	118	**	88	70	36	69	158	106	240	**	**	**	
	21%	20%	22%	12%	40%	**	18%	23%	19%	24%	20%	22%	21%	**	**	**	
					a												

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

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

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

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	800	740	60	318	332
Effective Weighted Sample	721	666	55	284	302
Total	1284	1184	100	510	547
Pay as you go (which requires top-ups)	330	320	**	142	123
	26%	27%	**	28%	22%
Monthly contract (i.e. 12-24 months, including a new handset)	687	627	**	303	267
	53%	53%	**	59%	49%
				b	
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length	268	238	**	65	156
	21%	20%	**	13%	29%
					a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 43

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

PREVIOUS AND CURRENT MOBILE PHONE PACKAGES

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	~d	a	b	c
Unweighted total	800	-	800	-	-	-	-	-	-	800	500	300
Effective Weighted Sample	721	-	721	-	-	-	-	-	-	721	491	292
Total	1284	-	1284	-	-	-	-	-	-	1284	988	297
FROM PAYG TO PAYG	205	**	205	**	**	**	**	**	**	205	143	62
	16%	**	16%	**	**	**	**	**	**	16%	14%	21% b
FROM CONTRACT TO CONTRACT	473	**	473	**	**	**	**	**	**	473	382	90
	37%	**	37%	**	**	**	**	**	**	37%	39% c	30%
FROM SIMO TO SIMO	187	**	187	**	**	**	**	**	**	187	158	29
	15%	**	15%	**	**	**	**	**	**	15% c	16% c	10%
FROM PAYG TO CONTRACT/ SIMO	125	**	125	**	**	**	**	**	**	125	79	46
	10%	**	10%	**	**	**	**	**	**	10%	8%	15% ab
FROM CONTRACT/ SIMO TO PAYG	139	**	139	**	**	**	**	**	**	139	104	35
	11%	**	11%	**	**	**	**	**	**	11%	11%	12%
FROM CONTRACT TO SIMO	86	**	86	**	**	**	**	**	**	86	71	15
	7%	**	7%	**	**	**	**	**	**	7%	7%	5%
FROM SIMO TO CONTRACT	70	**	70	**	**	**	**	**	**	70	50	20
	5%	**	5%	**	**	**	**	**	**	5%	5%	7%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

PREVIOUS AND CURRENT MOBILE PHONE PACKAGES

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

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	~b
Unweighted total	800	223	178	399	252	147	100	-	-
Effective Weighted Sample	721	197	164	360	247	143	98	-	-
Total	1284	344	300	640	496	145	97	-	-
FROM PAYG TO PAYG	205	205	-	-	-	-	62	**	**
	16%	60%	-%	-%	-%	-%	64%	**	**
		bcde					bcde		
FROM CONTRACT TO CONTRACT	473	-	-	473	382	90	-	**	**
	37%	-%	-%	74%	77%	62%	-%	**	**
				abef	abef	abf			
FROM SIMO TO SIMO	187	-	187	-	-	-	-	**	**
	15%	-%	62%	-%	-%	-%	-%	**	**
			acdef						
FROM PAYG TO CONTRACT/ SIMO	125	-	27	98	63	35	-	**	**
	10%	-%	9%	15%	13%	24%	-%	**	**
			af	abf	af	abcdf			
FROM CONTRACT/ SIMO TO PAYG	139	139	-	-	-	-	35	**	**
	11%	40%	-%	-%	-%	-%	36%	**	**
		bcde					bcde		
FROM CONTRACT TO SIMO	86	-	86	-	-	-	-	**	**
	7%	-%	29%	-%	-%	-%	-%	**	**
			acdef						
FROM SIMO TO CONTRACT	70	-	-	70	50	20	-	**	**
	5%	-%	-%	11%	10%	14%	-%	**	**
				abf	abf	abf			

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

PREVIOUS AND CURRENT MOBILE PHONE PACKAGES

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	800	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	721	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	1284	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FROM PAYG TO PAYG	205 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FROM CONTRACT TO CONTRACT	473 37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FROM SIMO TO SIMO	187 15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FROM PAYG TO CONTRACT/ SIMO	125 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FROM CONTRACT/ SIMO TO PAYG	139 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FROM CONTRACT TO SIMO	86 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FROM SIMO TO CONTRACT	70 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 43

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

PREVIOUS AND CURRENT MOBILE PHONE PACKAGES

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	800	276	515	574	177	49	292	189	119	191	481	310	700	46	38	16	
Effective Weighted Sample	721	256	471	513	163	45	267	170	107	170	437	277	631	41	35	14	
Total	1284	534	738	900	297	87	494	303	193	284	797	477	1128	70	62	24	
FROM PAYG TO PAYG	205 16%	88 16%	115 16%	175 19%	23 8%	** **	71 14%	29 10%	35 18%	68 24%	100 13%	103 22%	178 16%	** **	** **	** **	
				b					b	abe		abe					
FROM CONTRACT TO CONTRACT	473 37%	199 37%	271 37%	363 40%	95 32%	** **	198 40%	105 35%	80 41%	85 30%	304 38%	165 35%	419 37%	** **	** **	** **	
				b			d		d		d						
FROM SIMO TO SIMO	187 15%	79 15%	108 15%	61 7%	93 31%	** **	56 11%	48 16%	25 13%	54 19%	104 13%	79 17%	164 15%	** **	** **	** **	
					a					a							
FROM PAYG TO CONTRACT/ SIMO	125 10%	44 8%	78 11%	100 11%	17 6%	** **	54 11%	32 11%	14 7%	23 8%	87 11%	37 8%	109 10%	** **	** **	** **	
				b													
FROM CONTRACT/ SIMO TO PAYG	139 11%	64 12%	71 10%	123 14%	15 5%	** **	62 13%	38 13%	15 8%	24 8%	100 13%	39 8%	117 10%	** **	** **	** **	
				b													
FROM CONTRACT TO SIMO	86 7%	35 7%	49 7%	41 5%	31 11%	** **	28 6%	29 10%	13 7%	15 5%	57 7%	29 6%	73 6%	** **	** **	** **	
					a												
FROM SIMO TO CONTRACT	70 5%	25 5%	45 6%	37 4%	22 8%	** **	24 5%	20 7%	12 6%	14 5%	44 6%	26 5%	68 6%	** **	** **	** **	

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

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

PREVIOUS AND CURRENT MOBILE PHONE PACKAGES

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	800	740	60	318	332
Effective Weighted Sample	721	666	55	284	302
Total	1284	1184	100	510	547
FROM PAYG TO PAYG	205 16%	199 17%	**	94 19%	65 12%
				b	
FROM CONTRACT TO CONTRACT	473 37%	426 36%	**	197 39%	183 33%
FROM SIMO TO SIMO	187 15%	164 14%	**	49 10%	115 21%
					a
FROM PAYG TO CONTRACT/ SIMO	125 10%	121 10%	**	47 9%	58 11%
FROM CONTRACT/ SIMO TO PAYG	139 11%	129 11%	**	86 17%	34 6%
				b	
FROM CONTRACT TO SIMO	86 7%	80 7%	**	23 5%	52 10%
					a
FROM SIMO TO CONTRACT	70 5%	66 6%	**	13 3%	40 7%
					a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 44

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

Q2A. If you wanted to find out how much it would cost to leave your current provider, you could text 'INFO' to 85075 to find this information without requesting a switching code. Which one of these options describes your previous knowledge and experience of this 'INFO' option?

Base : Those interviewed about their mobile phone service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%												
Unweighted total	1100	-	800	-	-	-	-	-	-	800	500	300
Effective Weighted Sample	997	-	721	-	-	-	-	-	-	721	491	292
Total	1684	-	1284	-	-	-	-	-	-	1284	988	297
I had not heard of the 'INFO' text before today	948	**	715	**	**	**	**	**	**	715	548	167
	56%	**	56%	**	**	**	**	**	**	56%	55%	56%
I had heard of the 'INFO' text but not used it before	516	**	397	**	**	**	**	**	**	397	303	94
	31%	**	31%	**	**	**	**	**	**	31%	31%	32%
I had used the 'INFO' text before	219	**	173	**	**	**	**	**	**	173	137	36
	13%	**	13%	**	**	**	**	**	**	13%	14%	12%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 44

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

Q2A. If you wanted to find out how much it would cost to leave your current provider, you could text 'INFO' to 85075 to find this information without requesting a switching code. Which one of these options describes your previous knowledge and experience of this 'INFO' option?

Base : Those interviewed about their mobile phone service

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	~b
Unweighted total	1100	223	178	399	252	147	100	-	-
Effective Weighted Sample	997	197	164	360	247	143	98	-	-
Total	1684	344	300	640	496	145	97	-	-
I had not heard of the 'INFO' text before today	948	188	197	330	260	70	65	**	**
	56%	55%	66%	51%	52%	48%	67%	**	**
			acde				acde		
I had heard of the 'INFO' text but not used it before	516	98	64	235	179	56	24	**	**
	31%	28%	21%	37%	36%	39%	25%	**	**
			abf	bf	abf				
I had used the 'INFO' text before	219	59	39	76	57	19	7	**	**
	13%	17%	13%	12%	11%	13%	8%	**	**
		f							

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 44

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

Q2A. If you wanted to find out how much it would cost to leave your current provider, you could text 'INFO' to 85075 to find this information without requesting a switching code. Which one of these options describes your previous knowledge and experience of this 'INFO' option?

Base : Those interviewed about their mobile phone service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE g	BBAND S/A ~h	YES a	NO b	YES ~a	NO ~b	YES a	NO b
Significance Level: 95%		a	~b	~c	~d	~e	~f	g	~h	a	b	~a	~b	a	b
Unweighted total	1100	300	-	-	-	-	-	300	-	192	108	-	-	192	108
Effective Weighted Sample	997	288	-	-	-	-	-	288	-	184	104	-	-	184	104
Total	1684	400	-	-	-	-	-	400	-	256	144	-	-	256	144
I had not heard of the 'INFO' text before today	948 56%	234 58%	**	**	**	**	**	234 58%	**	135 53%	98 68%	**	**	135 53%	98 68%
											a				a
I had heard of the 'INFO' text but not used it before	516 31%	119 30%	**	**	**	**	**	119 30%	**	89 35%	31 21%	**	**	89 35%	31 21%
										b				b	
I had used the 'INFO' text before	219 13%	47 12%	**	**	**	**	**	47 12%	**	32 12%	15 10%	**	**	32 12%	15 10%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 44

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

Q2A. If you wanted to find out how much it would cost to leave your current provider, you could text 'INFO' to 85075 to find this information without requesting a switching code. Which one of these options describes your previous knowledge and experience of this 'INFO' option?

Base : Those interviewed about their mobile phone service

	Total	GENDER		AGE			SEG						NATION				N
		MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 95%																	
Unweighted total	1100	371	714	796	231	72	407	275	158	249	682	407	958	64	57	21	
Effective Weighted Sample	997	349	658	718	213	66	373	249	143	224	621	367	869	58	52	19	
Total	1684	699	966	1190	373	120	651	415	244	362	1066	606	1470	96	87	31	
I had not heard of the 'INFO' text before today	948	365	574	600	252	**	345	230	135	236	575	371	840	**	**	**	
	56%	52%	59%	50%	68%	**	53%	55%	55%	65%	54%	61%	57%	**	**	**	
			a		a					abce		ae					
I had heard of the 'INFO' text but not used it before	516	228	279	414	88	**	202	136	82	91	338	174	447	**	**	**	
	31%	33%	29%	35%	23%	**	31%	33%	34%	25%	32%	29%	30%	**	**	**	
				b													
I had used the 'INFO' text before	219	105	113	176	34	**	105	49	26	35	153	61	183	**	**	**	
	13%	15%	12%	15%	9%	**	16%	12%	11%	10%	14%	10%	12%	**	**	**	
				b			df				f						

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

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

Q2A. If you wanted to find out how much it would cost to leave your current provider, you could text 'INFO' to 85075 to find this information without requesting a switching code. Which one of these options describes your previous knowledge and experience of this 'INFO' option?

Base : Those interviewed about their mobile phone service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL ~b	YES a	NO b
Significance Level: 95%					
Unweighted total	1100	1013	87	441	464
Effective Weighted Sample	997	918	79	397	423
Total	1684	1548	137	674	722
I had not heard of the 'INFO' text before today	948 56%	844 55%	**	362 54%	439 61%
					a
I had heard of the 'INFO' text but not used it before	516 31%	494 32%	**	226 34%	205 28%
I had used the 'INFO' text before	219 13%	209 14%	**	85 13%	78 11%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 45

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	~d	a	b	c
Unweighted total	800	-	800	-	-	-	-	-	-	800	500	300
Effective Weighted Sample	721	-	721	-	-	-	-	-	-	721	491	292
Total	1284	-	1284	-	-	-	-	-	-	1284	988	297
Really wanted to change my mobile number	190	**	190	**	**	**	**	**	**	190	105	85
	15%	**	15%	**	**	**	**	**	**	15%	11%	29%
										b		ab
Slight preference for changing my mobile number	201	**	201	**	**	**	**	**	**	201	140	61
	16%	**	16%	**	**	**	**	**	**	16%	14%	21%
												b
Not bothered either way	291	**	291	**	**	**	**	**	**	291	193	98
	23%	**	23%	**	**	**	**	**	**	23%	20%	33%
												ab
Slight preference for keeping my mobile number	131	**	131	**	**	**	**	**	**	131	114	18
	10%	**	10%	**	**	**	**	**	**	10%	12%	6%
										c	c	
Really wanted to keep my mobile number	444	**	444	**	**	**	**	**	**	444	421	23
	35%	**	35%	**	**	**	**	**	**	35%	43%	8%
										c	ac	
WANTED TO CHANGE NUMBER	391	**	391	**	**	**	**	**	**	391	245	146
	30%	**	30%	**	**	**	**	**	**	30%	25%	49%
										b		ab
WANTED TO KEEP NUMBER	575	**	575	**	**	**	**	**	**	575	534	41
	45%	**	45%	**	**	**	**	**	**	45%	54%	14%
										c	ac	
Don't know	27	**	27	**	**	**	**	**	**	27	16	12
	2%	**	2%	**	**	**	**	**	**	2%	2%	4%
												b

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	~b
Unweighted total	800	223	178	399	252	147	100	-	-
Effective Weighted Sample	721	197	164	360	247	143	98	-	-
Total	1284	344	300	640	496	145	97	-	-
Really wanted to change my mobile number	190	84	33	73	35	38	30	**	**
	15%	24%	11%	11%	7%	27%	30%	**	**
		bcd				bcd	bcd		
Slight preference for changing my mobile number	201	76	11	115	84	31	24	**	**
	16%	22%	4%	18%	17%	21%	25%	**	**
		b		b	b	b	b		
Not bothered either way	291	94	37	161	114	46	27	**	**
	23%	27%	12%	25%	23%	32%	28%	**	**
		b		b	b	b	b		
Slight preference for keeping my mobile number	131	31	21	79	69	10	4	**	**
	10%	9%	7%	12%	14%	7%	4%	**	**
				f	bef				
Really wanted to keep my mobile number	444	53	196	194	182	12	9	**	**
	35%	15%	66%	30%	37%	8%	9%	**	**
		e	acdef	aef	aef				
WANTED TO CHANGE NUMBER	391	160	43	188	118	69	54	**	**
	30%	46%	14%	29%	24%	48%	56%	**	**
		bcd		b	b	bcd	bcd		
WANTED TO KEEP NUMBER	575	84	218	274	251	22	13	**	**
	45%	24%	73%	43%	51%	15%	13%	**	**
		ef	acdef	aef	acef				
Don't know	27	6	2	19	12	7	3	**	**
	2%	2%	1%	3%	2%	5%	3%	**	**
						b			

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	800	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	721	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	1284	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Really wanted to change my mobile number	190 15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Slight preference for changing my mobile number	201 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not bothered either way	291 23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Slight preference for keeping my mobile number	131 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Really wanted to keep my mobile number	444 35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WANTED TO CHANGE NUMBER	391 30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WANTED TO KEEP NUMBER	575 45%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	27 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 45

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

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

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	800	276	515	574	177	49	292	189	119	191	481	310	700	46	38	16	
Effective Weighted Sample	721	256	471	513	163	45	267	170	107	170	437	277	631	41	35	14	
Total	1284	534	738	900	297	87	494	303	193	284	797	477	1128	70	62	24	
Really wanted to change my mobile number	190 15%	95 18%	95 13%	148 16%	36 12%	** **	77 16%	40 13%	33 17%	38 13%	117 15%	71 15%	159 14%	** **	** **	** **	
Slight preference for changing my mobile number	201 16%	101 19% b	98 13%	177 20% b	25 8%	** **	99 20% df	44 15%	30 15%	29 10%	143 18% df	58 12%	178 16%	** **	** **	** **	
Not bothered either way	291 23%	124 23%	163 22%	214 24%	63 21%	** **	91 18%	64 21%	59 30% ae	75 26% a	156 20%	133 28% ae	263 23%	** **	** **	** **	
Slight preference for keeping my mobile number	131 10%	59 11%	73 10%	113 13% b	16 6%	** **	56 11%	32 11%	19 10%	25 9%	88 11%	44 9%	112 10%	** **	** **	** **	
Really wanted to keep my mobile number	444 35%	148 28%	296 40% a	229 25% a	150 50% a	** **	163 33%	119 39% c	47 24%	114 40% c	282 35% c	160 34%	395 35%	** **	** **	** **	
WANTED TO CHANGE NUMBER	391 30%	196 37% b	193 26%	324 36% b	61 20%	** **	176 36% df	84 28%	63 33%	66 23%	260 33% d	129 27%	337 30%	** **	** **	** **	
WANTED TO KEEP NUMBER	575 45%	207 39%	368 50% a	342 38% a	166 56% a	** **	219 44% c	151 50% c	65 34%	139 49% c	370 46% c	204 43%	507 45%	** **	** **	** **	
Don't know	27 2%	8 2%	14 2%	20 2%	7 2%	** **	8 2%	3 1%	6 3%	5 2%	11 1%	11 2%	21 2%	** **	** **	** **	

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	800	740	60	318	332
Effective Weighted Sample	721	666	55	284	302
Total	1284	1184	100	510	547
Really wanted to change my mobile number	190 15%	180 15%	**	99 19%	62 11%
				b	
Slight preference for changing my mobile number	201 16%	196 17%	**	100 20%	69 13%
				b	
Not bothered either way	291 23%	273 23%	**	130 25%	89 16%
				b	
Slight preference for keeping my mobile number	131 10%	121 10%	**	57 11%	46 8%
Really wanted to keep my mobile number	444 35%	392 33%	**	117 23%	273 50%
					a
WANTED TO CHANGE NUMBER	391 30%	376 32%	**	198 39%	131 24%
				b	
WANTED TO KEEP NUMBER	575 45%	513 43%	**	174 34%	318 58%
					a
Don't know	27 2%	22 2%	**	7 1%	8 1%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. (EXPLAIN IF KEPT MOBILE NUMBER THAT A PAC WOULD HAVE BEEN REQUESTED TO KEEP THE MOBILE NUMBER) (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED A PAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a PAC only

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Significance Level: 95%												
Unweighted total	559	-	559	-	-	-	-	-	-	559	500	59
Effective Weighted Sample	535	-	535	-	-	-	-	-	-	535	491	57
Total	1047	-	1047	-	-	-	-	-	-	1047	988	59
By text	552	**	552	**	**	**	**	**	**	552	513	**
	53%	**	53%	**	**	**	**	**	**	53%	52%	**
By phone	333	**	333	**	**	**	**	**	**	333	319	**
	32%	**	32%	**	**	**	**	**	**	32%	32%	**
Through an online account	229	**	229	**	**	**	**	**	**	229	222	**
	22%	**	22%	**	**	**	**	**	**	22%	22%	**
In store	174	**	174	**	**	**	**	**	**	174	168	**
	17%	**	17%	**	**	**	**	**	**	17%	17%	**
Some other way	4	**	4	**	**	**	**	**	**	4	4	**
	%	**	%	**	**	**	**	**	**	%	%	**
Don't know	40	**	40	**	**	**	**	**	**	40	39	**
	4%	**	4%	**	**	**	**	**	**	4%	4%	**
SUMMARY												
REQUESTED BY PHONE OR BY TEXT	772	**	772	**	**	**	**	**	**	772	723	**
	74%	**	74%	**	**	**	**	**	**	74%	73%	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. (EXPLAIN IF KEPT MOBILE NUMBER THAT A PAC WOULD HAVE BEEN REQUESTED TO KEEP THE MOBILE NUMBER) (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED A PAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a PAC only

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	~e	~f	~a	~b
Unweighted total	559	143	132	284	252	32	20	-	-
Effective Weighted Sample	535	135	128	272	247	31	19	-	-
Total	1047	267	252	528	496	32	20	-	-
By text	552	143	136	273	255	**	**	**	**
	53%	54%	54%	52%	51%	**	**	**	**
By phone	333	96	45	193	185	**	**	**	**
	32%	36%	18%	36%	37%	**	**	**	**
		b		b	b				
Through an online account	229	73	38	118	115	**	**	**	**
	22%	27%	15%	22%	23%	**	**	**	**
		b							
In store	174	57	25	92	89	**	**	**	**
	17%	21%	10%	17%	18%	**	**	**	**
		b			b				
Some other way	4	-	4	-	-	**	**	**	**
	*%	-%	2%	-%	-%	**	**	**	**
			cd						
Don't know	40	6	16	18	17	**	**	**	**
	4%	2%	7%	3%	3%	**	**	**	**
SUMMARY									
REQUESTED BY PHONE OR BY TEXT	772	202	170	400	375	**	**	**	**
	74%	76%	67%	76%	76%	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. (EXPLAIN IF KEPT MOBILE NUMBER THAT A PAC WOULD HAVE BEEN REQUESTED TO KEEP THE MOBILE NUMBER) (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED A PAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a PAC only

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	559	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	535	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	1047	-	-	-	-	-	-	-	-	-	-	-	-	-	-
By text	552 53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	333 32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	229 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	174 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Some other way	4 *0%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	40 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
REQUESTED BY PHONE OR BY TEXT	772 74%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. (EXPLAIN IF KEPT MOBILE NUMBER THAT A PAC WOULD HAVE BEEN REQUESTED TO KEEP THE MOBILE NUMBER) (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED A PAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a PAC only

	Total	GENDER		AGE			SEG						NATION				N
		MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c	AB a	C1 b	C2 ~c	DE d	ABC1 e	C2DE f	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 95%																	
Unweighted total	559	199	357	390	133	36	220	135	87	115	355	202	490	30	27	12	
Effective Weighted Sample	535	194	348	371	129	35	211	129	82	111	340	193	469	28	27	11	
Total	1047	441	600	720	252	74	420	251	161	212	670	373	920	54	52	20	
By text	552	230	320	402	122	**	222	127	**	112	349	202	491	**	**	**	
	53%	52%	53%	56%	48%	**	53%	51%	**	53%	52%	54%	53%	**	**	**	
By phone	333	143	188	268	59	**	137	71	**	60	208	123	291	**	**	**	
	32%	33%	31%	37%	23%	**	33%	28%	**	28%	31%	33%	32%	**	**	**	
Through an online account	229	114	113	171	44	**	80	72	**	50	152	77	181	**	**	**	
	22%	26%	19%	24%	17%	**	19%	29%	**	23%	23%	21%	20%	**	**	**	
In store	174	86	89	128	33	**	76	50	**	31	125	45	161	**	**	**	
	17%	19%	15%	18%	13%	**	18%	20%	**	15%	19%	12%	18%	**	**	**	
Some other way	4	2	2	-	-	**	2	-	**	-	2	2	4	**	**	**	
	*%	1%	*%	-%	-%	**	1%	-%	**	-%	*%	*%	*%	**	**	**	
Don't know	40	15	23	14	18	**	10	9	**	12	19	21	34	**	**	**	
	4%	3%	4%	2%	7%	**	2%	4%	**	6%	3%	6%	4%	**	**	**	

SUMMARY

REQUESTED BY PHONE OR BY TEXT	772	319	450	571	168	**	313	175	**	154	489	282	685	**	**	**
	74%	72%	75%	79%	66%	**	75%	70%	**	73%	73%	76%	74%	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. (EXPLAIN IF KEPT MOBILE NUMBER THAT A PAC WOULD HAVE BEEN REQUESTED TO KEEP THE MOBILE NUMBER) (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED A PAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a PAC only

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL ~b	YES a	NO b
Significance Level: 95%					
Unweighted total	559	514	45	226	238
Effective Weighted Sample	535	491	44	214	229
Total	1047	961	86	421	451
By text	552	511	**	223	251
	53%	53%	**	53%	56%
By phone	333	311	**	161	116
	32%	32%	**	38%	26%
				b	
Through an online account	229	218	**	103	95
	22%	23%	**	25%	21%
In store	174	160	**	75	64
	17%	17%	**	18%	14%
Some other way	4	4	**	2	2
	*%	*%	**	1%	*%
Don't know	40	34	**	7	16
	4%	4%	**	2%	4%
SUMMARY					
REQUESTED BY PHONE OR BY TEXT	772	714	**	328	327
	74%	74%	**	78%	72%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 47

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

Q4B. (REMIND THOSE WHO CHANGED NUMBER AND SAID EARLIER THEY REQUESTED A STAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC only

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	23	-	23	-	-	-	-	-	-	23	-	23
Effective Weighted Sample	22	-	22	-	-	-	-	-	-	22	-	22
Total	23	-	23	-	-	-	-	-	-	23	-	23
By text	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. (REMIND THOSE WHO CHANGED NUMBER AND SAID EARLIER THEY REQUESTED A STAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC only

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	23	8	4	11	-	11	8	-	-
Effective Weighted Sample	22	8	4	11	-	11	8	-	-
Total	23	8	4	11	-	11	8	-	-
By text	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 47

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

Q4B. (REMIND THOSE WHO CHANGED NUMBER AND SAID EARLIER THEY REQUESTED A STAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC only

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	23	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	22	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	23	-	-	-	-	-	-	-	-	-	-	-	-	-	-
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 47

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

Q4B. (REMIND THOSE WHO CHANGED NUMBER AND SAID EARLIER THEY REQUESTED A STAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC only

	Total	GENDER		AGE			SEG					NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d
Unweighted total	23	9	13	19	3	1	11	6	2	4	17	6	22	1	-	-
Effective Weighted Sample	22	9	13	19	3	1	11	6	2	4	17	6	21	1	-	-
Total	23	11	11	19	3	1	12	6	2	4	18	6	22	1	-	-
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with 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. (REMIND THOSE WHO CHANGED NUMBER AND SAID EARLIER THEY REQUESTED A STAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC only

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~a	~b
Unweighted total	23	23	-	9	10
Effective Weighted Sample	22	22	-	9	10
Total	23	23	-	9	10
By text	**	**	**	**	**
	**	**	**	**	**
By phone	**	**	**	**	**
	**	**	**	**	**
Through an online account	**	**	**	**	**
	**	**	**	**	**
In store	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

Q4CA. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the PAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	10	-	10	-	-	-	-	-	-	10	-	10
Effective Weighted Sample	10	-	10	-	-	-	-	-	-	10	-	10
Total	9	-	9	-	-	-	-	-	-	9	-	9
By text	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Some other way	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

Q4CA. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the PAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	10	2	1	7	-	7	2	-	-
Effective Weighted Sample	10	2	1	7	-	7	2	-	-
Total	9	2	1	6	-	6	2	-	-
By text	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Some other way	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

Q4CA. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the PAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Some other way	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

Q4CA. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the PAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	GENDER		AGE			SEG					NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d
Unweighted total	10	1	9	10	-	-	6	4	-	-	10	-	9	-	1	-
Effective Weighted Sample	10	1	9	10	-	-	6	4	-	-	10	-	9	-	1	-
Total	9	1	8	9	-	-	6	3	-	-	9	-	8	-	1	-
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Some other way	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q4CA. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the PAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	10	10	-	1	7
Effective Weighted Sample	10	10	-	1	7
Total	9	9	-	1	6
By text	**	**	**	**	**
	**	**	**	**	**
By phone	**	**	**	**	**
	**	**	**	**	**
In store	**	**	**	**	**
	**	**	**	**	**
Through an online account	**	**	**	**	**
	**	**	**	**	**
Some other way	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

Q4CB. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the STAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	10	-	10	-	-	-	-	-	-	10	-	10
Effective Weighted Sample	10	-	10	-	-	-	-	-	-	10	-	10
Total	9	-	9	-	-	-	-	-	-	9	-	9
By text	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Some other way	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

Q4CB. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the STAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	10	2	1	7	-	7	2	-	-
Effective Weighted Sample	10	2	1	7	-	7	2	-	-
Total	9	2	1	6	-	6	2	-	-
By text	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Some other way	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

Q4CB. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the STAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Some other way	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

Q4CB. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the STAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	GENDER		AGE			SEG					NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d
Unweighted total	10	1	9	10	-	-	6	4	-	-	10	-	9	-	1	-
Effective Weighted Sample	10	1	9	10	-	-	6	4	-	-	10	-	9	-	1	-
Total	9	1	8	9	-	-	6	3	-	-	9	-	8	-	1	-
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Some other way	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q4CB. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the STAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	10	10	-	1	7
Effective Weighted Sample	10	10	-	1	7
Total	9	9	-	1	6
By text	**	**	**	**	**
	**	**	**	**	**
By phone	**	**	**	**	**
	**	**	**	**	**
In store	**	**	**	**	**
	**	**	**	**	**
Through an online account	**	**	**	**	**
	**	**	**	**	**
Some other way	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

Q4D. You said earlier that you changed your mobile number when switching to your new mobile service provider and didn't request a switching code from your previous provider to pass on to your new provider. (EXPLANATION OF STAC PROCESS PROVIDED) Which one of these best describes why you took this approach to switching mobile service provider?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and did not request a code from their previous provider

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	~d	a	~b	c
Significance Level: 95%												
Unweighted total	172	-	172	-	-	-	-	-	-	172	-	172
Effective Weighted Sample	168	-	168	-	-	-	-	-	-	168	-	168
Total	169	-	169	-	-	-	-	-	-	169	-	169
I didn't know I could request a code to switch	78	**	78	**	**	**	**	**	**	78	**	78
	46%	**	46%	**	**	**	**	**	**	46%	**	46%
I had already cancelled with my previous provider	42	**	42	**	**	**	**	**	**	42	**	42
	25%	**	25%	**	**	**	**	**	**	25%	**	25%
I didn't want to request a code to switch (please say why)	21	**	21	**	**	**	**	**	**	21	**	21
	13%	**	13%	**	**	**	**	**	**	13%	**	13%
I wasn't able to request a code to switch (please say why)	5	**	5	**	**	**	**	**	**	5	**	5
	3%	**	3%	**	**	**	**	**	**	3%	**	3%
Something else	4	**	4	**	**	**	**	**	**	4	**	4
	2%	**	2%	**	**	**	**	**	**	2%	**	2%
Don't know	18	**	18	**	**	**	**	**	**	18	**	18
	11%	**	11%	**	**	**	**	**	**	11%	**	11%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

Q4D. You said earlier that you changed your mobile number when switching to your new mobile service provider and didn't request a switching code from your previous provider to pass on to your new provider. (EXPLANATION OF STAC PROCESS PROVIDED) Which one of these best describes why you took this approach to switching mobile service provider?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and did not request a code from their previous provider

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
		~a	~b	~c	~d	~e	~f	~a	~b
Significance Level: 95%									
Unweighted total	172	58	32	82	-	82	58	-	-
Effective Weighted Sample	168	57	31	80	-	80	57	-	-
Total	169	56	33	80	-	80	56	-	-
I didn't know I could request a code to switch	78	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**
I had already cancelled with my previous provider	42	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**
I didn't want to request a code to switch (please say why)	21	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**
I wasn't able to request a code to switch (please say why)	5	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**
Something else	4	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**
Don't know	18	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 50

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

Q4D. You said earlier that you changed your mobile number when switching to your new mobile service provider and didn't request a switching code from your previous provider to pass on to your new provider. (EXPLANATION OF STAC PROCESS PROVIDED) Which one of these best describes why you took this approach to switching mobile service provider?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and did not request a code from their previous provider

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Unweighted total	172	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	168	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	169	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I didn't know I could request a code to switch	78	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already cancelled with my previous provider	42	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I didn't want to request a code to switch (please say why)	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I wasn't able to request a code to switch (please say why)	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Something else	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 50

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

Q4D. You said earlier that you changed your mobile number when switching to your new mobile service provider and didn't request a switching code from your previous provider to pass on to your new provider. (EXPLANATION OF STAC PROCESS PROVIDED) Which one of these best describes why you took this approach to switching mobile service provider?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and did not request a code from their previous provider

	Total	GENDER		AGE			SEG						NATION				N
		MAN ~a	WOMAN b	16-44 a	45-64 ~b	65+ ~c	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 95%																	
Unweighted total	172	53	116	128	34	10	47	37	26	58	84	84	147	13	10	2	
Effective Weighted Sample	168	53	116	125	33	10	46	36	25	57	82	82	143	13	10	2	
Total	169	65	101	124	34	10	48	35	26	55	83	81	144	13	9	2	
I didn't know I could request a code to switch	78 46%	** **	51 51%	57 46%	** **	** **	** **	** **	** **	** **	** **	** **	64 45%	** **	** **	** **	
I had already cancelled with my previous provider	42 25%	** **	24 24%	33 27%	** **	** **	** **	** **	** **	** **	** **	** **	36 25%	** **	** **	** **	
I didn't want to request a code to switch (please say why)	21 13%	** **	10 10%	16 13%	** **	** **	** **	** **	** **	** **	** **	** **	21 14%	** **	** **	** **	
I wasn't able to request a code to switch (please say why)	5 3%	** **	3 3%	4 3%	** **	** **	** **	** **	** **	** **	** **	** **	5 4%	** **	** **	** **	
Something else	4 2%	** **	3 3%	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	4 3%	** **	** **	** **	
Don't know	18 11%	** **	10 9%	12 10%	** **	** **	** **	** **	** **	** **	** **	** **	15 10%	** **	** **	** **	

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

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

Q4D. You said earlier that you changed your mobile number when switching to your new mobile service provider and didn't request a switching code from your previous provider to pass on to your new provider. (EXPLANATION OF STAC PROCESS PROVIDED) Which one of these best describes why you took this approach to switching mobile service provider?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and did not request a code from their previous provider

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	172	158	14	70	66
Effective Weighted Sample	168	154	14	68	64
Total	169	156	13	68	67
I didn't know I could request a code to switch	78 46%	72 46%	**	**	**
I had already cancelled with my previous provider	42 25%	42 27%	**	**	**
I didn't want to request a code to switch (please say why)	21 13%	19 12%	**	**	**
I wasn't able to request a code to switch (please say why)	5 3%	2 1%	**	**	**
Something else	4 2%	4 2%	**	**	**
Don't know	18 11%	18 11%	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	42	-	42	-	-	-	-	-	-	42	-	42
Effective Weighted Sample	41	-	41	-	-	-	-	-	-	41	-	41
Total	41	-	41	-	-	-	-	-	-	41	-	41
It was easier to switch if I didn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
It was faster to switch and get a new number/ it was going to take too long to keep my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I was unaware I could keep my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I didn't want to pay to keep my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
My new provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I might have been without my mobile service if I had kept my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
My previous provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I needed to make extra calls to get a PAC code	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - 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.

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

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

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	42	42	-	-	-	-	-	-	42	-	42
Effective Weighted Sample	41	41	-	-	-	-	-	-	41	-	41
Total	41	41	-	-	-	-	-	-	41	-	41
Can't remember	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	42	14	5	23	-	23	14	-	-
Effective Weighted Sample	41	14	5	22	-	22	14	-	-
Total	41	13	5	22	-	22	13	-	-
It was easier to switch if I didn't keep my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
It was faster to switch and get a new number/ it was going to take too long to keep my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I was unaware I could keep my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I didn't want to pay to keep my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
My new provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I might have been without my mobile service if I had kept my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
My previous provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I needed to make extra calls to get a PAC code	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	42	14	5	23	-	23	14	-	-
Effective Weighted Sample	41	14	5	22	-	22	14	-	-
Total	41	13	5	22	-	22	13	-	-
Can't remember	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	42	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	41	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	41	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It was easier to switch if I didn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
It was faster to switch and get a new number/ it was going to take too long to keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was unaware I could keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I didn't want to pay to keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My new provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I might have been without my mobile service if I had kept my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My previous provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I needed to make extra calls to get a PAC code	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 51

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

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

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	42	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	41	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	41	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Unweighted total	42	12	30	35	5	2	16	6	6	13	22	19	38	3	-	1	
Effective Weighted Sample	41	12	30	34	5	2	16	6	6	13	21	19	37	3	-	1	
Total	41	15	26	34	5	2	16	6	6	12	21	18	37	3	-	1	
It was easier to switch if I didn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
It was faster to switch and get a new number/ it was going to take too long to keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
I was unaware I could keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
I didn't want to pay to keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
My new provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
I might have been without my mobile service if I had kept my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
My previous provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
I needed to make extra calls to get a PAC code	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

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

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

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

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	42	38	4	12	21
Effective Weighted Sample	41	37	4	12	20
Total	41	37	3	12	20
It was easier to switch if I didn't keep my number	**	**	**	**	**
	**	**	**	**	**
It was faster to switch and get a new number/ it was going to take too long to keep my number	**	**	**	**	**
	**	**	**	**	**
I was unaware I could keep my number	**	**	**	**	**
	**	**	**	**	**
I didn't want to pay to keep my number	**	**	**	**	**
	**	**	**	**	**
My new provider told me I couldn't keep my number	**	**	**	**	**
	**	**	**	**	**
I might have been without my mobile service if I had kept my number	**	**	**	**	**
	**	**	**	**	**
My previous provider told me I couldn't keep my number	**	**	**	**	**
	**	**	**	**	**
I needed to make extra calls to get a PAC code	**	**	**	**	**
	**	**	**	**	**
Other reasons	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

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

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

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~a	~b
Unweighted total	42	38	4	12	21
Effective Weighted Sample	41	37	4	12	20
Total	41	37	3	12	20
Can't remember	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. You said earlier that you requested and used a switching code, which one of the following best describes when you gave the code to your new mobile service provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number or who changed their mobile number when switching and used a STAC

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	531	-	531	-	-	-	-	-	-	531	500	31
Effective Weighted Sample	514	-	514	-	-	-	-	-	-	514	491	30
Total	1018	-	1018	-	-	-	-	-	-	1018	988	31
I gave the code to my new provider on the same day I requested it	670 66%	**	670 66%	**	**	**	**	**	**	670 66%	650 66%	**
I gave the code to my new provider later, on a different day to when I requested it	280 27%	**	280 27%	**	**	**	**	**	**	280 27%	269 27%	**
Don't know	69 7%	**	69 7%	**	**	**	**	**	**	69 7%	69 7%	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. You said earlier that you requested and used a switching code, which one of the following best describes when you gave the code to your new mobile service provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number or who changed their mobile number when switching and used a STAC

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	531	132	130	269	252	17	9	-	-
Effective Weighted Sample	514	127	126	260	247	17	9	-	-
Total	1018	256	250	512	496	17	9	-	-
I gave the code to my new provider on the same day I requested it	670 66%	178 70%	148 59%	344 67%	332 67%	** **	** **	** **	** **
I gave the code to my new provider later, on a different day to when I requested it	280 27%	70 27%	75 30%	135 26%	129 26%	** **	** **	** **	** **
Don't know	69 7%	8 3%	26 11%	34 7%	34 7%	** **	** **	** **	** **

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. You said earlier that you requested and used a switching code, which one of the following best describes when you gave the code to your new mobile service provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number or who changed their mobile number when switching and used a STAC

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	531	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	514	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	1018	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I gave the code to my new provider on the same day I requested it	670 66%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I gave the code to my new provider later, on a different day to when I requested it	280 27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	69 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 52

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

Q7A. You said earlier that you requested and used a switching code, which one of the following best describes when you gave the code to your new mobile service provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number or who changed their mobile number when switching and used a STAC

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	d	e	f	a	~b	~c	~d	
Unweighted total	531	186	341	367	127	37	216	129	75	109	345	184	469	26	27	9	
Effective Weighted Sample	514	184	336	354	124	36	208	124	73	106	332	179	453	25	27	9	
Total	1018	425	587	697	246	75	416	245	148	206	661	354	898	50	52	18	
I gave the code to my new provider on the same day I requested it	670 66%	296 70%	369 63%	461 66%	162 66%	** **	286 69%	161 66%	** **	133 65%	447 68%	221 62%	587 65%	** **	** **	** **	
I gave the code to my new provider later, on a different day to when I requested it	280 27%	103 24%	176 30%	206 30%	61 25%	** **	111 27%	72 29%	** **	52 25%	182 28%	98 28%	254 28%	** **	** **	** **	
Don't know	69 7%	26 6%	41 7%	30 4%	23 9%	** **	20 5%	12 5%	** **	21 10%	31 5%	35 10%	58 6%	** **	** **	** **	

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

Any break column with 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. You said earlier that you requested and used a switching code, which one of the following best describes when you gave the code to your new mobile service provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number or who changed their mobile number when switching and used a STAC

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	531	488	43	204	235
Effective Weighted Sample	514	471	42	198	226
Total	1018	934	84	399	448
I gave the code to my new provider on the same day I requested it	670 66%	616 66%	**	277 69%	304 68%
I gave the code to my new provider later, on a different day to when I requested it	280 27%	257 27%	**	109 27%	116 26%
Don't know	69 7%	61 6%	**	13 3%	28 6%

Columns Tested: a,b - a,b

Any break column with 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. Why did you wait before using the switching code?

Base : Those interviewed about switching their mobile phone service in the last six months who used a PAC or STAC but gave it to their new provider on a different day to when it was requested (and who answered this question)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	68	-	68	-	-	-	-	-	-	68	62	6
Effective Weighted Sample	65	-	65	-	-	-	-	-	-	65	61	6
Total	128	-	128	-	-	-	-	-	-	128	122	6
When convenient to me/ no need to rush	**	**	**	**	**	**	**	**	**	**	**	**
Waiting for the new SIM/ phone	**	**	**	**	**	**	**	**	**	**	**	**
Wanted to get help with the switch	**	**	**	**	**	**	**	**	**	**	**	**
Waiting for contract to end/ still in contract	**	**	**	**	**	**	**	**	**	**	**	**
Deciding if I wanted to switch	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. Why did you wait before using the switching code?

Base : Those interviewed about switching their mobile phone service in the last six months who used a PAC or STAC but gave it to their new provider on a different day to when it was requested (and who answered this question)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	68	10	24	34	31	3	2	-	-
Effective Weighted Sample	65	9	23	33	30	3	2	-	-
Total	128	20	46	62	60	3	2	-	-
When convenient to me/ no need to rush	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Waiting for the new SIM/ phone	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Wanted to get help with the switch	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Waiting for contract to end/ still in contract	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Deciding if I wanted to switch	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. Why did you wait before using the switching code?

Base : Those interviewed about switching their mobile phone service in the last six months who used a PAC or STAC but gave it to their new provider on a different day to when it was requested (and who answered this question)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	68	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	65	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	128	-	-	-	-	-	-	-	-	-	-	-	-	-	-
When convenient to me/ no need to rush	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Waiting for the new SIM/ phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Wanted to get help with the switch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Waiting for contract to end/ still in contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Deciding if I wanted to switch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. Why did you wait before using the switching code?

Base : Those interviewed about switching their mobile phone service in the last six months who used a PAC or STAC but gave it to their new provider on a different day to when it was requested (and who answered this question)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Unweighted total	68	24	44	48	18	2	32	18	10	8	50	18	62	5	1	-	
Effective Weighted Sample	65	23	43	46	18	2	31	17	10	8	48	17	60	5	1	-	
Total	128	53	75	89	35	4	59	33	20	16	93	36	117	9	2	-	
When convenient to me/ no need to rush	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Waiting for the new SIM/ phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Wanted to get help with the switch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Waiting for contract to end/ still in contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Deciding if I wanted to switch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

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

Any break column with 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. Why did you wait before using the switching code?

Base : Those interviewed about switching their mobile phone service in the last six months who used a PAC or STAC but gave it to their new provider on a different day to when it was requested (and who answered this question)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	68	59	9	24	35
Effective Weighted Sample	65	57	9	23	34
Total	128	111	18	47	65
When convenient to me/ no need to rush	**	**	**	**	**
	**	**	**	**	**
Waiting for the new SIM/ phone	**	**	**	**	**
	**	**	**	**	**
Wanted to get help with the switch	**	**	**	**	**
	**	**	**	**	**
Waiting for contract to end/ still in contract	**	**	**	**	**
	**	**	**	**	**
Deciding if I wanted to switch	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

Any break column with 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. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	784	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	620	-	-	-	-	-	-	-	-	-	-	-
Total	379	-	-	-	-	-	-	-	-	-	-	-
Yes, this is my main email address	144	**	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**	**
Yes, this is my secondary email address	25	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**
Yes, but I rarely/ never use it	35	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**
TOTAL 'YES'	204	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**
No, I don't use an email address from my broadband provider	168	**	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**	**
Don't know	7	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	784	-	-	-	-	-	-	-	-
Effective Weighted Sample	620	-	-	-	-	-	-	-	-
Total	379	-	-	-	-	-	-	-	-
Yes, this is my main email address	144	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**
Yes, this is my secondary email address	25	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**
Yes, but I rarely/ never use it	35	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**
TOTAL 'YES'	204	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**
No, I don't use an email address from my broadband provider	168	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**
Don't know	7	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A h	YES a	NO b	YES a	NO b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	784	784	784	583	311	272	-	-	201	602	182	602	182	-	-
Effective Weighted Sample	620	620	620	579	308	272	-	-	199	480	143	480	143	-	-
Total	379	379	379	199	101	98	-	-	181	281	98	281	98	-	-
Yes, this is my main email address	144	144	144	72	34	38	**	**	72	113	31	113	31	**	**
	38%	38%	38%	36%	34%	39%	**	**	40%	40%	31%	40%	31%	**	**
										b		b			
Yes, this is my secondary email address	25	25	25	11	6	6	**	**	14	22	3	22	3	**	**
	7%	7%	7%	6%	6%	6%	**	**	8%	8%	3%	8%	3%	**	**
										b		b			
Yes, but I rarely/ never use it	35	35	35	18	7	10	**	**	17	29	7	29	7	**	**
	9%	9%	9%	9%	7%	11%	**	**	10%	10%	7%	10%	7%	**	**
TOTAL 'YES'	204	204	204	101	47	54	**	**	103	164	40	164	40	**	**
	54%	54%	54%	51%	47%	56%	**	**	57%	58%	41%	58%	41%	**	**
									d	b		b			
No, I don't use an email address from my broadband provider	168	168	168	95	53	42	**	**	73	113	55	113	55	**	**
	44%	44%	44%	48%	53%	43%	**	**	40%	40%	56%	40%	56%	**	**
					abeh						a		a		
Don't know	7	7	7	2	1	2	**	**	4	4	3	4	3	**	**
	2%	2%	2%	1%	1%	2%	**	**	2%	1%	3%	1%	3%	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	784	324	455	417	244	121	296	219	112	156	515	268	679	53	39	13	
Effective Weighted Sample	620	247	370	333	192	101	234	173	87	124	407	211	536	43	31	10	
Total	379	160	218	220	111	47	144	106	56	72	250	128	333	23	17	7	
Yes, this is my main email address	144	68	75	88	37	19	60	32	24	27	92	51	128	**	**	**	
	38%	43%	34%	40%	33%	41%	41%	31%	44%	37%	37%	40%	38%	**	**	**	
		b					b		b		b						
Yes, this is my secondary email address	25	13	13	15	9	2	9	8	3	4	18	8	22	**	**	**	
	7%	8%	6%	7%	8%	4%	6%	8%	6%	6%	7%	6%	7%	**	**	**	
Yes, but I rarely/ never use it	35	15	19	26	8	1	17	7	4	7	24	11	28	**	**	**	
	9%	10%	9%	12%	8%	3%	12%	7%	8%	9%	10%	9%	8%	**	**	**	
				c			b										
TOTAL 'YES'	204	97	106	128	54	22	86	48	32	38	134	70	178	**	**	**	
	54%	61%	49%	58%	48%	48%	60%	45%	58%	52%	53%	55%	54%	**	**	**	
		b		bc			b		b		b	b					
No, I don't use an email address from my broadband provider	168	61	107	87	56	24	55	58	22	33	112	56	148	**	**	**	
	44%	38%	49%	39%	51%	52%	38%	54%	40%	46%	45%	43%	45%	**	**	**	
			a		a	a		acef									
Don't know	7	2	5	5	1	*	3	1	1	2	4	3	6	**	**	**	
	2%	1%	2%	2%	1%	1%	2%	1%	2%	2%	2%	2%	2%	**	**	**	

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

Any break column with 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. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	784	676	108	251	472
Effective Weighted Sample	620	535	84	197	374
Total	379	327	52	125	222
Yes, this is my main email address	144 38%	129 40%	14 28%	50 40%	84 38%
Yes, this is my secondary email address	25 7%	24 7%	2 3%	11 9%	13 6%
Yes, but I rarely/ never use it	35 9%	30 9%	5 10%	13 11%	19 8%
TOTAL 'YES'	204 54%	183 56%	21 41%	74 59%	115 52%
No, I don't use an email address from my broadband provider	168 44%	139 42%	29 56%	49 39%	105 47%
Don't know	7 2%	5 2%	2 4%	3 2%	2 1%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

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

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	BBAND S/A d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	696	696	696	279	112	75	321	-	300	-	-	-
Effective Weighted Sample	630	630	630	272	102	64	315	-	279	-	-	-
Total	317	317	317	104	43	27	122	-	168	-	-	-
Yes, this is my main email address	101 32%	101 32%	101 32%	34 33%	10 23%	** **	37 31%	** **	56 34%	** **	** **	** **
Yes, this is my secondary email address	16 5%	16 5%	16 5%	3 3%	3 8%	** **	5 4%	** **	9 5%	** **	** **	** **
Yes, but I rarely/ never use it	14 4%	14 4%	14 4%	4 4%	1 2%	** **	4 3%	** **	9 6%	** **	** **	** **
TOTAL 'YES'	130 41%	130 41%	130 41%	41 39%	14 33%	** **	46 37%	** **	74 44%	** **	** **	** **
No, I don't use an email address from my broadband provider	179 57%	179 57%	179 57%	61 58%	28 66%	** **	74 61%	** **	88 53%	** **	** **	** **
Don't know	7 2%	7 2%	7 2%	2 2%	* 1%	** **	2 2%	** **	5 3%	** **	** **	** **

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	696	-	-	-	-	-	-	-	-
Effective Weighted Sample	630	-	-	-	-	-	-	-	-
Total	317	-	-	-	-	-	-	-	-
Yes, this is my main email address	101 32%	**	**	**	**	**	**	**	**
Yes, this is my secondary email address	16 5%	**	**	**	**	**	**	**	**
Yes, but I rarely/ never use it	14 4%	**	**	**	**	**	**	**	**
TOTAL 'YES'	130 41%	**	**	**	**	**	**	**	**
No, I don't use an email address from my broadband provider	179 57%	**	**	**	**	**	**	**	**
Don't know	7 2%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	696	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	630	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	317	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes, this is my main email address	101 32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes, this is my secondary email address	16 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes, but I rarely/ never use it	14 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL 'YES'	130 41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No, I don't use an email address from my broadband provider	179 57%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	7 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 55

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

Q8A. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	~c	d	e	f	a	~b	~c	~d	
Unweighted total	696	228	464	345	241	109	247	181	98	166	428	264	593	44	49	10	
Effective Weighted Sample	630	207	452	321	214	97	220	165	91	152	384	243	538	40	44	9	
Total	317	133	182	151	113	52	118	80	42	75	198	117	271	18	23	5	
Yes, this is my main email address	101	42	57	56	26	18	38	21	**	28	59	41	83	**	**	**	
	32%	32%	31%	37%	23%	35%	32%	26%	**	38%	30%	35%	31%	**	**	**	
				b		b				b							
Yes, this is my secondary email address	16	4	11	10	3	3	6	5	**	3	10	6	13	**	**	**	
	5%	3%	6%	7%	2%	5%	5%	6%	**	4%	5%	5%	5%	**	**	**	
				b													
Yes, but I rarely/ never use it	14	7	7	9	4	*	9	2	**	2	10	4	12	**	**	**	
	4%	5%	4%	6%	4%	1%	7%	2%	**	2%	5%	3%	4%	**	**	**	
				c			bdf										
TOTAL 'YES'	130	54	75	75	33	22	52	27	**	33	80	50	108	**	**	**	
	41%	41%	41%	50%	30%	42%	44%	34%	**	44%	40%	43%	40%	**	**	**	
				b		b	b					b					
No, I don't use an email address from my broadband provider	179	78	101	72	76	30	65	51	**	38	115	62	156	**	**	**	
	57%	59%	55%	48%	68%	58%	55%	63%	**	51%	58%	53%	58%	**	**	**	
				a				df									
Don't know	7	1	6	4	3	*	1	3	**	4	3	4	6	**	**	**	
	2%	1%	3%	3%	3%	1%	1%	3%	**	5%	2%	3%	2%	**	**	**	
										ae		a					

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

Any break column with 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. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	696	583	113	239	408
Effective Weighted Sample	630	527	103	220	367
Total	317	267	50	105	188
Yes, this is my main email address	101	83	17	34	61
	32%	31%	34%	32%	32%
Yes, this is my secondary email address	16	14	2	6	6
	5%	5%	4%	5%	3%
Yes, but I rarely/ never use it	14	14	*	7	5
	4%	5%	1%	7%	2%
		b		b	
TOTAL 'YES'	130	111	20	47	72
	41%	42%	39%	45%	38%
No, I don't use an email address from my broadband provider	179	149	30	54	114
	57%	56%	59%	51%	61%
		a			a
Don't know	7	7	1	4	2
	2%	3%	2%	4%	1%
				b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. And did you previously use an email address from [PREVIOUS PROVIDER] when they were your broadband service provider?

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

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	BBAND S/A d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	696	696	696	279	112	75	321	-	300	-	-	-
Effective Weighted Sample	630	630	630	272	102	64	315	-	279	-	-	-
Total	317	317	317	104	43	27	122	-	168	-	-	-
Yes, this was my main email address	97 31%	97 31%	97 31%	30 29%	10 23%	** **	33 27%	** **	57 34%	** **	** **	** **
Yes, this was my secondary email address	20 6%	20 6%	20 6%	5 5%	2 4%	** **	5 4%	** **	12 7%	** **	** **	** **
Yes, but I rarely/ never used it	17 5%	17 5%	17 5%	5 4%	* 1%	** **	4 3%	** **	12 7%	** **	** **	** **
TOTAL 'YES'	134 42%	134 42%	134 42%	40 38%	12 28%	** **	42 34%	** **	82 49%	** **	** **	** **
No, I didn't use an email address from my previous broadband provider	177 56%	177 56%	177 56%	62 60%	30 70%	** **	78 64%	** **	83 50%	** **	** **	** **
Don't know	6 2%	6 2%	6 2%	2 2%	1 2%	** **	3 2%	** **	3 2%	** **	** **	** **

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. And did you previously use an email address from [PREVIOUS PROVIDER] when they were your broadband service provider?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	696	-	-	-	-	-	-	-	-
Effective Weighted Sample	630	-	-	-	-	-	-	-	-
Total	317	-	-	-	-	-	-	-	-
Yes, this was my main email address	97	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**
Yes, this was my secondary email address	20	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**
Yes, but I rarely/ never used it	17	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**
TOTAL 'YES'	134	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**
No, I didn't use an email address from my previous broadband provider	177	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**
Don't know	6	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. And did you previously use an email address from [PREVIOUS PROVIDER] when they were your broadband service provider?

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	696	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	630	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	317	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes, this was my main email address	97 31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes, this was my secondary email address	20 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes, but I rarely/ never used it	17 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL 'YES'	134 42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No, I didn't use an email address from my previous broadband provider	177 56%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	6 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 56

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

Q8B. And did you previously use an email address from [PREVIOUS PROVIDER] when they were your broadband service provider?

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	~c	d	e	f	a	~b	~c	~d	
Unweighted total	696	228	464	345	241	109	247	181	98	166	428	264	593	44	49	10	
Effective Weighted Sample	630	207	452	321	214	97	220	165	91	152	384	243	538	40	44	9	
Total	317	133	182	151	113	52	118	80	42	75	198	117	271	18	23	5	
Yes, this was my main email address	97	47	49	49	29	19	38	22	**	26	61	36	81	**	**	**	
	31%	35%	27%	32%	26%	37%	32%	28%	**	35%	31%	31%	30%	**	**	**	
		b				b											
Yes, this was my secondary email address	20	9	11	11	5	3	10	3	**	4	13	6	16	**	**	**	
	6%	7%	6%	8%	4%	7%	8%	4%	**	5%	7%	5%	6%	**	**	**	
Yes, but I rarely/ never used it	17	5	11	9	7	2	7	4	**	2	10	5	15	**	**	**	
	5%	4%	6%	6%	6%	3%	6%	4%	**	3%	5%	4%	5%	**	**	**	
TOTAL 'YES'	134	61	71	69	41	24	55	30	**	32	84	48	112	**	**	**	
	42%	46%	39%	45%	36%	47%	46%	37%	**	42%	42%	41%	41%	**	**	**	
				b			b										
No, I didn't use an email address from my previous broadband provider	177	71	106	79	70	28	62	50	**	41	112	65	154	**	**	**	
	56%	53%	58%	52%	62%	53%	53%	62%	**	54%	57%	56%	57%	**	**	**	
				a													
Don't know	6	1	5	4	2	*	1	1	**	2	2	4	5	**	**	**	
	2%	1%	3%	2%	2%	1%	1%	1%	**	3%	1%	3%	2%	**	**	**	
										ae		ae					

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

Any break column with 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. And did you previously use an email address from [PREVIOUS PROVIDER] when they were your broadband service provider?

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	696	583	113	239	408
Effective Weighted Sample	630	527	103	220	367
Total	317	267	50	105	188
Yes, this was my main email address	97	81	16	34	57
	31%	30%	32%	32%	30%
Yes, this was my secondary email address	20	16	3	7	10
	6%	6%	7%	7%	5%
Yes, but I rarely/ never used it	17	16	1	6	8
	5%	6%	2%	5%	4%
TOTAL 'YES'	134	113	21	47	74
	42%	42%	41%	45%	39%
No, I didn't use an email address from my previous broadband provider	177	148	29	55	111
	56%	55%	58%	52%	59%
Don't know	6	6	*	3	3
	2%	2%	1%	3%	1%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%	a	b	a	~b	~a	b	~c	~d	~a	~b	~c
Unweighted total	279	279	279	-	29	250	-	-	-	-	-
Effective Weighted Sample	272	272	272	-	29	247	-	-	-	-	-
Total	104	104	104	-	7	97	-	-	-	-	-
I cancelled the service with my previous provider	36	36	36	**	**	36	**	**	**	**	**
	34%	34%	34%	**	**	37%	**	**	**	**	**
My new provider cancelled my previous service for me	61	61	61	**	**	54	**	**	**	**	**
	59%	59%	59%	**	**	56%	**	**	**	**	**
Don't know	7	7	7	**	**	7	**	**	**	**	**
	7%	7%	7%	**	**	8%	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	279	-	-	-	-	-	-	-	-
Effective Weighted Sample	272	-	-	-	-	-	-	-	-
Total	104	-	-	-	-	-	-	-	-
I cancelled the service with my previous provider	36	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**
My new provider cancelled my previous service for me	61	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**
Don't know	7	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 57

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

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

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	279	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	272	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	104	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I cancelled the service with my previous provider	36 34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My new provider cancelled my previous service for me	61 59%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	7 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	~b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	279	104	175	114	101	63	101	75	41	62	176	103	222	27	27	3	
Effective Weighted Sample	272	102	174	111	98	61	98	73	40	61	171	101	217	26	26	3	
Total	104	44	60	42	38	24	38	28	15	24	66	38	84	10	10	1	
I cancelled the service with my previous provider	36	11	24	17	12	**	13	**	**	**	22	14	28	**	**	**	
	34%	25%	41%	41%	32%	**	34%	**	**	**	33%	36%	33%	**	**	**	
			a														
My new provider cancelled my previous service for me	61	30	32	23	23	**	24	**	**	**	41	20	51	**	**	**	
	59%	67%	52%	54%	60%	**	62%	**	**	**	63%	52%	61%	**	**	**	
		b															
Don't know	7	3	4	2	3	**	2	**	**	**	3	5	5	**	**	**	
	7%	7%	7%	5%	8%	**	4%	**	**	**	4%	12%	6%	**	**	**	
												ae					

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

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

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

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	279	214	65	104	163
Effective Weighted Sample	272	208	64	101	159
Total	104	80	25	39	61
I cancelled the service with my previous provider	36 34%	26 32%	**	13 33%	22 36%
My new provider cancelled my previous service for me	61 59%	49 62%	**	23 58%	36 59%
Don't know	7 7%	5 6%	**	3 9%	4 6%

Columns Tested: a,b - a,b

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	94	94	94	94	-	-	94	-	-	-	-	-
Effective Weighted Sample	93	93	93	93	-	-	93	-	-	-	-	-
Total	36	36	36	36	-	-	36	-	-	-	-	-
Yes, I knew this without being told by my new provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Yes, I knew this because I was told by my new provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No, I didn't know this	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	94	-	-	-	-	-	-	-	-
Effective Weighted Sample	93	-	-	-	-	-	-	-	-
Total	36	-	-	-	-	-	-	-	-
Yes, I knew this without being told by my new provider	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Yes, I knew this because I was told by my new provider	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No, I didn't know this	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	94	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	93	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	36	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes, I knew this without being told by my new provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes, I knew this because I was told by my new provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No, I didn't know this	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Unweighted total	94	25	69	45	32	16	34	23	18	19	57	37	73	7	12	2	
Effective Weighted Sample	93	25	69	44	32	16	34	23	18	19	56	37	72	7	12	2	
Total	36	11	24	17	12	6	13	9	7	7	22	14	28	3	5	1	
Yes, I knew this without being told by my new provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Yes, I knew this because I was told by my new provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No, I didn't know this	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

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

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

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

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	94	67	27	34	57
Effective Weighted Sample	93	66	27	34	56
Total	36	26	10	13	22
Yes, I knew this without being told by my new provider	**	**	**	**	**
	**	**	**	**	**
Yes, I knew this because I was told by my new provider	**	**	**	**	**
	**	**	**	**	**
No, I didn't know this	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	44	44	44	44	-	-	44	-	-	-	-	-
Effective Weighted Sample	44	44	44	44	-	-	44	-	-	-	-	-
Total	17	17	17	17	-	-	17	-	-	-	-	-
To be confident it was cancelled	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I was in contact with the provider anyway	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To cancel on a particular day	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I was still deciding which provider to change to	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - 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. Why did you cancel the service with [PREVIOUS PROVIDER] rather than getting [CURRENT PROVIDER] to arrange the transfer for you?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	44	-	-	-	-	-	-	-	-
Effective Weighted Sample	44	-	-	-	-	-	-	-	-
Total	17	-	-	-	-	-	-	-	-
To be confident it was cancelled	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I was in contact with the provider anyway	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To cancel on a particular day	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I was still deciding which provider to change to	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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

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

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

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	44	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	44	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	17	-	-	-	-	-	-	-	-	-	-	-	-	-	-
To be confident it was cancelled	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was in contact with the provider anyway	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To cancel on a particular day	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was still deciding which provider to change to	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

	Total	GENDER		AGE			SEG					NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d
Unweighted total	44	11	33	23	14	6	15	9	9	11	24	20	39	1	2	2
Effective Weighted Sample	44	11	33	23	14	6	15	9	9	11	24	20	39	1	2	2
Total	17	5	12	9	5	2	6	3	3	4	9	7	15	*	1	1
To be confident it was cancelled	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was in contact with the provider anyway	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To cancel on a particular day	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was still deciding which provider to change to	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	44	35	9	21	21
Effective Weighted Sample	44	35	9	21	21
Total	17	13	3	8	8
To be confident it was cancelled	**	**	**	**	**
	**	**	**	**	**
I was in contact with the provider anyway	**	**	**	**	**
	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	**	**	**	**	**
	**	**	**	**	**
To cancel on a particular day	**	**	**	**	**
	**	**	**	**	**
I was still deciding which provider to change to	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 60

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

Q13. What made you first think about switching your [SERVICE/S] provider?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
Wanted to reduce the cost of services	805 25%	149 32% b	428 24%	34 32%	51 27%	** **	41 33% c	30 20%	64 38% c	279 22%	224 23%	55 19%
Found out about a better deal/ price with another provider	709 22%	130 28% b	426 24%	34 33%	49 26%	** **	41 34% c	31 21%	47 28%	296 23%	229 23%	67 22%
My contract/ deal came to an end	595 19%	113 24% b	315 18%	30 29%	42 22%	** **	36 29% c	29 19%	41 24%	202 16%	167 17%	35 12%
Previous provider increased cost of services	499 16%	100 21% b	248 14%	23 22%	35 18%	** **	26 21%	22 15%	42 25% c	148 12%	119 12%	29 10%
I regularly review to check that I have the best deal	447 14%	59 13%	227 13%	15 14%	27 14%	** **	18 14%	23 15%	16 10%	168 13%	136 14%	32 11%
When I was advised that my price would rise before the end of my contract and I could leave my contract without a penalty	432 13%	51 11%	233 13%	7 6%	28 15% a	** **	9 7%	22 15% b	16 9%	182 14%	144 15%	38 13%
My provider contacted me to let me know my contract was coming to an end	426 13%	46 10%	190 11%	12 11%	20 11%	** **	13 10%	17 11%	14 8%	144 11%	112 11%	32 11%

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

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 60

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

Q13. What made you first think about switching your [SERVICE/S] provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A c	BBAND S/A d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%												
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
Technical issues with my previous service	414 13%	70 15%	246 14%	16 15%	23 12%	** **	19 15%	18 12%	30 18%	176 14%	130 13%	45 15%
Friends and family mentioned a deal	377 12%	47 10%	186 11%	5 5%	29 15%	** **	7 6%	27 18%	13 8%	139 11%	110 11%	29 10%
Poor customer service with previous provider	362 11%	60 13%	191 11%	10 10%	29 15%	** **	14 11%	22 15%	20 12%	131 10%	89 9%	41 14% b
Wanted the convenience of getting all services from one provider	357 11%	48 10%	188 11%	6 6%	30 16% a	** **	6 5%	29 19% bd	12 7%	140 11%	117 12%	23 8%
My provider contacted me to let me know I could get a better deal from them	351 11%	35 8%	184 10% a	4 4%	24 12% a	** **	5 4%	22 15% bd	7 4%	148 12%	121 12%	27 9%
I heard about other technology or services that I am interested in	347 11%	30 7%	166 9% a	2 2%	18 9% a	** **	2 2%	17 11% bd	10 6% b	135 11%	108 11%	28 9%
New services became available in my area	309 10%	48 10%	165 9%	5 5%	21 11% a	** **	6 5%	19 13% b	22 13% b	116 9%	90 9%	27 9%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. What made you first think about switching your [SERVICE/S] provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
Better compatibility between my different devices/ services	281 9%	33 7%	146 8%	6 5%	18 10%	** **	6 5%	17 11% bd	9 5%	113 9%	89 9%	24 8%
Previous provider would not negotiate on costs	273 8%	59 13% b	161 9%	13 12%	19 10%	** **	15 12%	12 8%	28 17% c	102 8%	80 8%	22 7%
Wanted faster broadband services	239 7%	79 17% b	79 5%	22 21% b	9 5%	** **	27 22% c	- -%	48 29% c	- -%	- -%	- -%
Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels)	156 5%	27 6% b	27 2%	- -%	27 14% a	** **	- -%	27 18% bd	- -%	- -%	- -%	- -%
Wanted unlimited broadband services	120 4%	17 4% b	17 1%	4 4% b	2 1%	** **	6 5% c	- -%	10 6% c	- -%	- -%	- -%
Wanted additional content or channels	103 3%	26 6% b	26 2%	1 1%	26 13% a	** **	- -%	25 17% bd	- -%	- -%	- -%	- -%
Wanted to reduce content or channels	84 3%	9 2% b	9 1%	- -%	9 5% a	** **	- -%	9 6% bd	- -%	- -%	- -%	- -%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. What made you first think about switching your [SERVICE/S] provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
Wanted a specific deal or service not available with my previous provider	67 2%	5 1%	33 2%	* *%	2 1%	** **	1 1%	2 1%	2 1%	28 2%	24 2%	5 2%
Other reasons	97 3%	18 4%	71 4%	11 11% b	2 1%	** **	11 9% cd	2 1%	5 3%	53 4%	44 4%	9 3%
Can't remember	90 3%	9 2%	63 4% a	1 1%	6 3%	** **	1 1%	6 4%	1 1%	55 4%	37 4%	18 6%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. What made you first think about switching your [SERVICE/S] provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
Wanted to reduce the cost of services	805	62	92	124	92	32	14	**	66
	25%	18%	31%	19%	19%	22%	14%	**	13%
			acdf						
Found out about a better deal/ price with another provider	709	58	102	136	107	30	16	**	118
	22%	17%	34%	21%	21%	21%	16%	**	23%
			acdef						
My contract/ deal came to an end	595	37	57	108	86	22	7	**	56
	19%	11%	19%	17%	17%	15%	7%	**	11%
			af	af	af				
Previous provider increased cost of services	499	30	45	74	59	15	9	**	102
	16%	9%	15%	11%	12%	10%	9%	**	20%
I regularly review to check that I have the best deal	447	46	40	82	59	23	8	**	51
	14%	13%	13%	13%	12%	16%	8%	**	10%
When I was advised that my price would rise before the end of my contract and I could leave my contract without a penalty	432	53	20	109	89	20	16	**	71
	13%	15%	7%	17%	18%	14%	16%	**	14%
		b		b	b	b	b		
My provider contacted me to let me know my contract was coming to an end	426	34	14	95	72	23	7	**	107
	13%	10%	5%	15%	15%	16%	7%	**	21%
				bf	b	bf			

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. What made you first think about switching your [SERVICE/S] provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
		a	b	c	d	e	f	~a	b
Significance Level: 95%									
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
Technical issues with my previous service	414	66	28	81	54	28	11	**	51
	13%	19%	9%	13%	11%	19%	12%	**	10%
		bcd				bd			
Friends and family mentioned a deal	377	42	23	74	60	14	12	**	77
	12%	12%	8%	12%	12%	10%	13%	**	15%
Poor customer service with previous provider	362	33	21	78	51	26	10	**	82
	11%	9%	7%	12%	10%	18%	10%	**	16%
						abd			
Wanted the convenience of getting all services from one provider	357	37	18	85	71	15	7	**	72
	11%	11%	6%	13%	14%	10%	7%	**	14%
				b	b				
My provider contacted me to let me know I could get a better deal from them	351	60	12	76	64	12	12	**	66
	11%	17%	4%	12%	13%	8%	13%	**	13%
		be		b	b		b		
I heard about other technology or services that I am interested in	347	48	4	84	68	16	10	**	87
	11%	14%	1%	13%	14%	11%	10%	**	17%
		b		b	b	b	b		
New services became available in my area	309	42	10	65	51	14	9	**	72
	10%	12%	3%	10%	10%	10%	9%	**	14%
		b		b	b	b	b		
Better compatibility between my different devices/ services	281	42	10	61	48	13	9	**	51
	9%	12%	3%	10%	10%	9%	9%	**	10%
		b		b	b	b	b		

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. What made you first think about switching your [SERVICE/S] provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
Previous provider would not negotiate on costs	273 8%	23 7%	27 9%	52 8%	40 8%	12 8%	4 4%	** **	36 7%
Wanted faster broadband services	239 7%	- -	- -	- -	- -	- -	- -	** **	71 14%
Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels)	156 5%	- -	- -	- -	- -	- -	- -	** **	97 19%
Wanted unlimited broadband services	120 4%	- -	- -	- -	- -	- -	- -	** **	67 13%
Wanted additional content or channels	103 3%	- -	- -	- -	- -	- -	- -	** **	51 10%
Wanted to reduce content or channels	84 3%	- -	- -	- -	- -	- -	- -	** **	51 10%
Wanted a specific deal or service not available with my previous provider	67 2%	2 1%	12 4%	15 2%	13 3%	2 1%	2 2%	** **	15 3%
Other reasons	97 3%	8 2%	28 9%	18 3%	16 3%	2 1%	6 6%	** **	10 2%
Can't remember	90 3%	20 6%	16 5%	19 3%	14 3%	4 3%	5 5%	** **	- -

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. What made you first think about switching your [SERVICE/S] provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Wanted to reduce the cost of services	805 25%	306 33%	172 33%	78 39% abh	39 38% h	39 40% abh	45 33%	134 34%	49 27%	215 33%	91 34%	129 33%	43 34%	86 34%	48 34%
Found out about a better deal/ price with another provider	709 22%	160 17%	94 18%	34 17%	17 17%	17 17%	25 18%	67 17%	35 19%	115 18%	46 17%	68 17%	26 20%	47 18%	20 14%
My contract/ deal came to an end	595 19%	219 24%	128 25%	50 25%	25 25%	24 25%	33 24%	91 23%	45 25%	161 25%	58 21%	101 26%	27 22%	60 24%	31 21%
Previous provider increased cost of services	499 16%	146 16%	88 17%	37 19%	21 21% agh	16 16%	25 18%	59 15%	25 14%	97 15%	50 18%	61 15%	27 22% a	36 14%	22 16%
I regularly review to check that I have the best deal	447 14%	165 18%	111 22% ag	44 22% ag	21 21% g	22 23% g	30 21% g	54 13%	38 21% g	119 18%	46 17%	90 23%	22 17%	29 12%	24 17%
When I was advised that my price would rise before the end of my contract and I could leave my contract without a penalty	432 13%	122 13%	79 15% g	27 13%	13 13%	14 14%	31 22% abcdegh	43 11%	22 12%	101 16% b	21 8%	65 17% b	14 11%	36 14% b	7 5%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. What made you first think about switching your [SERVICE/S] provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
My provider contacted me to let me know my contract was coming to an end	426 13%	125 14%	67 13%	26 13%	15 15%	11 11%	23 17%	58 14%	18 10%	100 15%	25 9%	56 14%	11 9%	43 17%	14 10%
Technical issues with my previous service	414 13%	113 12%	69 13%	21 11%	11 11%	10 10%	20 15%	44 11%	28 15%	82 13%	32 12%	52 13%	17 14%	30 12%	14 10%
Friends and family mentioned a deal	377 12%	110 12%	65 13%	18 9%	9 9%	9 9%	24 18%	45 11%	22 12%	82 13%	27 10%	51 13%	14 11%	31 12%	14 10%
Poor customer service with previous provider	362 11%	85 9%	51 10%	18 9%	9 9%	9 9%	18 13%	33 8%	15 8%	59 9%	26 9%	40 10%	12 9%	19 8%	14 10%
Wanted the convenience of getting all services from one provider	357 11%	93 10%	47 9%	19 10%	7 7%	13 13%	18 13%	45 11%	10 5%	69 11%	24 9%	37 9%	10 8%	32 13%	13 9%
My provider contacted me to let me know I could get a better deal from them	351 11%	99 11%	50 10%	17 9%	9 9%	8 8%	17 13%	49 12%	16 9%	83 13%	16 6%	44 11%	7 5%	39 15%	10 7%
I heard about other technology or services that I am interested in	347 11%	90 10%	56 11%	13 7%	6 6%	7 7%	20 15%	34 9%	22 12%	62 10%	29 11%	41 10%	15 12%	21 8%	14 10%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. What made you first think about switching your [SERVICE/S] provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
New services became available in my area	309	68	45	13	8	5	10	22	23	49	18	32	13	17	5
	10%	7%	9%	7%	8%	5%	7%	6%	12%	8%	7%	8%	10%	7%	4%
			e						acefg						
Better compatibility between my different devices/ services	281	82	45	13	5	8	16	37	16	66	15	37	8	29	7
	9%	9%	9%	6%	5%	8%	12%	9%	9%	10%	6%	9%	6%	11%	5%
		d	d				cd	d		b					
Previous provider would not negotiate on costs	273	72	44	14	5	9	17	28	13	58	14	34	10	24	4
	8%	8%	8%	7%	5%	10%	12%	7%	7%	9%	5%	9%	8%	9%	3%
			d			d	abcdg			b				b	
Wanted faster broadband services	239	80	80	37	21	16	-	-	43	53	28	53	28	-	-
	7%	9%	16%	19%	21%	17%	-%	-%	24%	8%	10%	13%	22%	-%	-%
		fg	afg	afg	abfg	afg			abefg				a		
Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels)	156	28	28	8	-	8	20	-	-	22	6	22	6	-	-
	5%	3%	5%	4%	-%	8%	14%	-%	-%	3%	2%	6%	5%	-%	-%
		dgh	adgh	dgh		acdgh	abcdegh								
Wanted unlimited broadband services	120	33	33	13	8	5	-	-	20	25	7	25	7	-	-
	4%	4%	6%	7%	8%	6%	-%	-%	11%	4%	3%	6%	6%	-%	-%
		fg	afg	afg	afg	fg			abefg						
Wanted additional content or channels	103	20	20	4	-	4	15	-	-	15	5	15	5	-	-
	3%	2%	4%	2%	-%	4%	11%	-%	-%	2%	2%	4%	4%	-%	-%
		dgh	adgh	dgh		adgh	abcdegh								

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. What made you first think about switching your [SERVICE/S] provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Wanted to reduce content or channels	84 3%	22 2%	22 4%	5 3%	- -%	5 6%	16 12%	- -%	- -%	19 3%	3 1%	19 5%	3 2%	- -%	- -%
		dgh	adgh	dgh		acdgh	abcdegh			b					
Wanted a specific deal or service not available with my previous provider	67 2%	18 2%	6 1%	3 1%	3 2%	* *%	1 1%	12 3%	2 1%	11 2%	7 3%	5 1%	1 1%	6 2%	6 4%
					e			bef							
Other reasons	97 3%	14 2%	7 1%	1 1%	1 1%	1 1%	1 1%	7 2%	5 3%	9 1%	6 2%	4 1%	3 2%	5 2%	3 2%
									c						
Can't remember	90 3%	25 3%	9 2%	6 3%	3 3%	3 3%	1 1%	16 4%	2 1%	18 3%	7 3%	8 2%	1 1%	10 4%	6 4%
								bfn							

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. What made you first think about switching your [SERVICE/S] provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	~d
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
Wanted to reduce the cost of services	805 25%	316 24%	487 26%	479 22%	237 32% a	90 36% a	290 22%	238 30% ade	117 26%	158 25%	528 25%	275 25%	708 25%	51 26%	34 22%	** **	
Found out about a better deal/ price with another provider	709 22%	283 21%	423 23%	454 20%	198 27% a	57 23%	293 22%	170 22%	100 22%	145 23%	463 22%	245 22%	636 23%	38 19%	30 19%	** **	
My contract/ deal came to an end	595 19%	252 19%	329 18%	374 17%	159 21% a	63 25% a	239 18%	166 21% df	84 18%	104 16%	406 19%	189 17%	530 19% b	24 12%	30 19% b	** **	
Previous provider increased cost of services	499 16%	200 15%	295 16%	314 14%	136 18% a	49 20% a	227 17% cf	132 17% cf	51 11%	90 14%	358 17% cf	140 13%	446 16%	22 11%	27 18%	** **	
I regularly review to check that I have the best deal	447 14%	218 16% b	224 12%	312 14%	107 14%	27 11%	197 15% df	119 15% f	56 12%	74 12%	316 15% df	130 12%	381 14%	29 15%	21 14%	** **	
When I was advised that my price would rise before the end of my contract and I could leave my contract without a penalty	432 13%	163 12%	268 15%	338 15% bc	77 10%	17 7%	196 15% df	110 14% d	62 14%	64 10%	305 14% df	126 12%	385 14%	28 14%	14 9%	** **	
My provider contacted me to let me know my contract was coming to an end	426 13%	201 15% b	223 12%	306 14%	89 12%	30 12%	205 16% bdf	93 12%	63 14% d	64 10%	299 14% df	127 12%	382 14% b	13 7%	16 10%	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. What made you first think about switching your [SERVICE/S] provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	~d
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
Technical issues with my previous service	414	173	239	312	86	16	172	106	57	79	278	136	368	26	16	**	
	13%	13%	13%	14%	12%	6%	13%	13%	12%	12%	13%	12%	13%	13%	10%	**	
				c	c												
Friends and family mentioned a deal	377	146	228	288	74	14	167	80	59	68	247	127	337	20	15	**	
	12%	11%	12%	13%	10%	6%	13%	10%	13%	11%	12%	12%	12%	10%	9%	**	
				bc	c												
Poor customer service with previous provider	362	140	219	245	95	22	138	110	28	85	249	112	324	18	16	**	
	11%	10%	12%	11%	13%	9%	11%	14%	6%	13%	12%	10%	12%	9%	10%	**	
							c	acf		c	c	c					
Wanted the convenience of getting all services from one provider	357	171	185	269	66	23	175	83	49	51	258	100	315	23	8	**	
	11%	13%	10%	12%	9%	9%	13%	10%	11%	8%	12%	9%	11%	12%	5%	**	
		b		b			df				df		c	c			
My provider contacted me to let me know I could get a better deal from them	351	143	206	293	49	9	170	89	46	45	259	90	309	19	17	**	
	11%	11%	11%	13%	7%	4%	13%	11%	10%	7%	12%	8%	11%	9%	11%	**	
				bc	c		df	df			df						
I heard about other technology or services that I am interested in	347	146	200	292	49	6	159	72	51	63	232	114	298	18	22	**	
	11%	11%	11%	13%	7%	2%	12%	9%	11%	10%	11%	10%	11%	9%	14%	**	
				bc	c		b										
New services became available in my area	309	145	160	237	53	20	162	56	46	45	218	91	273	15	16	**	
	10%	11%	9%	11%	7%	8%	12%	7%	10%	7%	10%	8%	10%	8%	10%	**	
		b		b			bdf				bd						
Better compatibility between my different devices/ services	281	125	154	231	44	6	131	63	46	42	194	88	246	22	6	**	
	9%	9%	8%	10%	6%	3%	10%	8%	10%	7%	9%	8%	9%	11%	4%	**	
				bc	c		d		d		d		c	c			

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. What made you first think about switching your [SERVICE/S] provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	~d
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
Previous provider would not negotiate on costs	273	134	139	178	75	20	119	66	33	54	185	87	246	11	10	**	
	8%	10%	8%	8%	10%	8%	9%	8%	7%	9%	9%	8%	9%	6%	7%	**	
		b															
Wanted faster broadband services	239	103	136	165	57	16	109	65	33	32	174	65	213	12	14	**	
	7%	8%	7%	7%	8%	7%	8%	8%	7%	5%	8%	6%	8%	6%	9%	**	
							df	d			df						
Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels)	156	56	101	129	26	2	87	23	29	17	110	46	137	8	9	**	
	5%	4%	5%	6%	3%	1%	7%	3%	6%	3%	5%	4%	5%	4%	6%	**	
				bc	c		bdf		bd		bd						
Wanted unlimited broadband services	120	66	54	95	21	4	65	27	14	13	92	27	108	3	3	**	
	4%	5%	3%	4%	3%	2%	5%	3%	3%	2%	4%	2%	4%	1%	2%	**	
		b		bc			df				df						
Wanted additional content or channels	103	57	45	84	12	7	47	25	17	13	72	30	92	7	2	**	
	3%	4%	2%	4%	2%	3%	4%	3%	4%	2%	3%	3%	3%	4%	1%	**	
		b		b													
Wanted to reduce content or channels	84	40	43	69	15	1	50	13	13	8	63	21	68	8	7	**	
	3%	3%	2%	3%	2%	*	4%	2%	3%	1%	3%	2%	2%	4%	4%	**	
				c	c		bdf				bd						
Wanted a specific deal or service not available with my previous provider	67	15	50	39	22	6	31	13	6	17	44	22	58	5	4	**	
	2%	1%	3%	2%	3%	2%	2%	2%	1%	3%	2%	2%	2%	2%	3%	**	
			a		a												
Other reasons	97	39	58	45	27	25	35	21	14	26	56	41	79	5	11	**	
	3%	3%	3%	2%	4%	10%	3%	3%	3%	4%	3%	4%	3%	3%	7%	**	
					a	ab				e					ab		

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. What made you first think about switching your [SERVICE/S] provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	GENDER		AGE			SEG					NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60
Can't remember	90	25	55	64	18	6	20	9	15	37	30	52	78	3	6	**
	3%	2%	3%	3%	2%	2%	2%	1%	3%	6%	1%	5%	3%	1%	4%	**
									abe	abce		abe				

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. What made you first think about switching your [SERVICE/S] provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
Wanted to reduce the cost of services	805 25%	715 24%	91 31% a	281 23%	453 30% a
Found out about a better deal/ price with another provider	709 22%	654 22%	54 18%	256 21%	378 25% a
My contract/ deal came to an end	595 19%	537 18%	58 20%	226 18%	317 21%
Previous provider increased cost of services	499 16%	458 16%	41 14%	188 15%	257 17%
I regularly review to check that I have the best deal	447 14%	408 14%	39 13%	186 15%	215 14%
When I was advised that my price would rise before the end of my contract and I could leave my contract without a penalty	432 13%	407 14% b	25 8%	206 17% b	156 10%
My provider contacted me to let me know my contract was coming to an end	426 13%	395 14%	31 10%	191 15% b	166 11%

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. What made you first think about switching your [SERVICE/S] provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
Technical issues with my previous service	414	384	30	178	181
	13%	13%	10%	14%	12%
Friends and family mentioned a deal	377	356	21	167	166
	12%	12%	7%	14%	11%
		b		b	
Poor customer service with previous provider	362	336	26	173	149
	11%	12%	9%	14%	10%
				b	
Wanted the convenience of getting all services from one provider	357	339	18	187	126
	11%	12%	6%	15%	8%
		b		b	
My provider contacted me to let me know I could get a better deal from them	351	334	18	169	131
	11%	11%	6%	14%	9%
		b		b	
I heard about other technology or services that I am interested in	347	333	14	150	129
	11%	11%	5%	12%	9%
		b		b	
New services became available in my area	309	283	26	136	126
	10%	10%	9%	11%	8%
				b	
Better compatibility between my different devices/ services	281	276	5	131	115
	9%	9%	2%	11%	8%
		b		b	

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. What made you first think about switching your [SERVICE/S] provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
Previous provider would not negotiate on costs	273 8%	252 9%	21 7%	128 10%	119 8%
				b	
Wanted faster broadband services	239 7%	198 7%	41 14%	94 8%	130 9%
			a		
Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels)	156 5%	152 5%	5 2%	73 6%	75 5%
		b			
Wanted unlimited broadband services	120 4%	116 4%	4 1%	50 4%	56 4%
		b			
Wanted additional content or channels	103 3%	101 3%	2 1%	31 2%	61 4%
		b			a
Wanted to reduce content or channels	84 3%	79 3%	5 2%	42 3%	34 2%
Wanted a specific deal or service not available with my previous provider	67 2%	55 2%	11 4%	36 3%	26 2%
			a	b	
Other reasons	97 3%	73 3%	24 8%	28 2%	62 4%
			a		a

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. What made you first think about switching your [SERVICE/S] provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL b	YES a	NO b
Significance Level: 95%					
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
Can't remember	90	81	9	29	17
	3%	3%	3%	2%	1%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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.

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Compare what different providers were offering	916	225	692	46	97	**	57	75	80	467	345	122
	40%	48%	40%	44%	51%	**	47%	50%	48%	36%	35%	41%
		b										
Choose the date you wanted to start using the service	811	179	613	35	82	**	48	57	61	434	355	79
	35%	38%	35%	33%	43%	**	39%	38%	36%	34%	36%	27%
					a					c	c	
Set up a new online account	811	162	632	36	62	**	44	44	63	470	350	120
	35%	35%	36%	34%	32%	**	36%	29%	38%	37%	35%	41%
Find out what you needed to do in order to switch	688	149	518	25	71	**	32	60	52	368	298	70
	30%	32%	30%	24%	37%	**	26%	40%	31%	29%	30%	24%
					a			b			c	
Try to negotiate a better deal with your previous provider	630	150	456	31	67	**	38	49	52	306	265	41
	27%	32%	26%	29%	35%	**	31%	33%	31%	24%	27%	14%
		b								c	c	
Experience your previous provider trying to persuade you to stay	612	97	412	21	42	**	24	30	34	315	270	46
	27%	21%	24%	20%	22%	**	20%	20%	20%	25%	27%	15%
										c	c	
Contact the provider you were using at the time	598	134	434	25	58	**	31	43	51	300	237	63
	26%	29%	25%	24%	30%	**	25%	29%	30%	23%	24%	21%
		b										

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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.

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A c	BBAND S/A d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%												
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Experience any other devices or products you own not working with the new service	545 24%	48 10%	377 22% a	5 5%	24 13% a	** **	7 5%	21 14% b	18 10% b	330 26%	252 26%	77 26%
Receive any unexpected bills or charges from your previous provider	535 23%	69 15%	364 21% a	15 14%	31 16%	** **	16 13%	26 17%	23 14%	295 23%	238 24%	57 19%
Leave your contract early/ before the end of your minimum contract period	514 22%	60 13%	340 19% a	7 6%	28 15% a	** **	9 7%	25 17% b	25 15% b	280 22%	225 23%	56 19%
Have an engineer visit by the new provider to install equipment or set up services	407 18%	188 40% b	188 11%	30 29%	78 41% a	** **	42 34%	53 35%	79 47% bc	- -%	- -%	- -%
Have to return equipment to your previous provider	378 16%	180 39% b	180 10%	41 40%	73 38%	** **	51 42% c	48 32%	65 39%	- -%	- -%	- -%
Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	377 16%	- -%	377 22% a	- -%	- -%	** **	- -%	- -%	- -%	377 29%	295 30%	81 27%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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.

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Install any new equipment yourself/ within your household (e.g. router, set top box)	361	162	162	40	60	**	41	51	61	-	-	-
	16%	35%	9%	38%	31%	**	34%	34%	37%	-%	-%	-%
		b										
Find out you had to pay any disconnection charges to your previous provider	247	57	57	7	24	**	8	21	27	-	-	-
	11%	12%	3%	6%	13%	**	7%	14%	16%	-%	-%	-%
		b			a			b	b			
Pay up-front costs for your new mobile handset	241	-	241	-	-	**	-	-	-	241	181	60
	10%	-%	14%	-%	-%	**	-%	-%	-%	19%	18%	20%
			a									
Pay an initial connection or other start-up fee, costs, equipment charges to your new provider	227	81	81	12	42	**	15	35	26	-	-	-
	10%	17%	5%	11%	22%	**	13%	23%	16%	-%	-%	-%
		b			a			bd				
Find out you had to pay a charge for not returning equipment to your previous provider	226	54	54	8	28	**	8	24	19	-	-	-
	10%	12%	3%	8%	14%	**	6%	16%	11%	-%	-%	-%
		b			a			b	b			
Unlock your handset to take it with you	184	-	184	-	-	**	-	-	-	184	150	35
	8%	-%	11%	-%	-%	**	-%	-%	-%	14%	15%	12%
			a									

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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.

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Lose any content (programmes, apps, photos, data) you had stored from your previous service	33 1%	33 7%	33 2%	1 1%	32 16%	** **	- -%	27 18%	- -%	- -%	- -%	- -%
		b			a			bd				
Lose specific benefits, uses such as watching 'on the go' or channels which came with your previous service	31 1%	31 7%	31 2%	* *%	31 16%	** **	- -%	29 19%	- -%	- -%	- -%	- -%
		b			a			bd				
None of these	49 2%	9 2%	49 3%	6 6%	1 1%	** **	6 5%	1 1%	2 1%	39 3%	25 3%	14 5%
				b			cd					
CONTACTED PREVIOUS PROVIDER INCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	1389 60%	268 58%	970 55%	52 50%	124 65%	** **	62 51%	95 64%	92 55%	702 55%	581 59%	121 41%
					a			b		c	c	
CONTACTED PREVIOUS PROVIDER EXCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY	1062 46%	229 49%	756 43%	44 42%	103 54%	** **	53 43%	81 54%	81 48%	527 41%	435 44%	92 31%
		b			a			b		c	c	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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.

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
CONTACTED PREVIOUS PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	1053	191	733	37	87	**	45	65	67	542	444	98
	46%	41%	42%	35%	45%	**	37%	43%	40%	42%	45%	33%
					a					c	c	
Can't remember	63	12	62	2	7	**	2	6	2	51	31	19
	3%	2%	4%	2%	4%	**	2%	4%	1%	4%	3%	7%
												b

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Compare what different providers were offering	916	111	129	227	168	59	38	**	210
	40%	32%	43%	36%	34%	41%	39%	**	41%
			a						
Choose the date you wanted to start using the service	811	116	97	220	176	44	23	**	189
	35%	34%	32%	34%	36%	31%	24%	**	37%
				f	f				
Set up a new online account	811	121	98	251	179	72	35	**	169
	35%	35%	33%	39%	36%	49%	36%	**	33%
						abcdf			
Find out what you needed to do in order to switch	688	72	81	215	170	45	17	**	158
	30%	21%	27%	34%	34%	31%	18%	**	31%
				af	af	af			
Try to negotiate a better deal with your previous provider	630	91	54	161	138	23	13	**	164
	27%	26%	18%	25%	28%	16%	14%	**	32%
		bef		ef	bef				
Experience your previous provider trying to persuade you to stay	612	108	43	164	138	26	15	**	189
	27%	31%	14%	26%	28%	18%	16%	**	37%
		bef		bf	bef				
Contact the provider you were using at the time	598	84	56	161	123	37	22	**	154
	26%	24%	19%	25%	25%	26%	23%	**	30%
Experience any other devices or products you own not working with the new service	545	116	23	190	145	45	27	**	159
	24%	34%	8%	30%	29%	31%	27%	**	31%
		b		b	b	b	b		

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Receive any unexpected bills or charges from your previous provider	535	101	16	179	143	36	17	**	164
	23%	29%	5%	28%	29%	25%	18%	**	32%
		bf		bf	bf	b	b		
Leave your contract early/ before the end of your minimum contract period	514	94	22	164	133	31	19	**	164
	22%	27%	7%	26%	27%	21%	20%	**	32%
		b		b	b	b	b		
Have an engineer visit by the new provider to install equipment or set up services	407	-	-	-	-	-	-	**	205
	18%	-%	-%	-%	-%	-%	-%	**	40%
Have to return equipment to your previous provider	378	-	-	-	-	-	-	**	189
	16%	-%	-%	-%	-%	-%	-%	**	37%
Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	377	134	36	207	165	42	31	**	-
	16%	39%	12%	32%	33%	29%	32%	**	-%
		be		b	b	b	b		
Install any new equipment yourself/ within your household (e.g. router, set top box)	361	-	-	-	-	-	-	**	189
	16%	-%	-%	-%	-%	-%	-%	**	37%
Find out you had to pay any disconnection charges to your previous provider	247	-	-	-	-	-	-	**	179
	11%	-%	-%	-%	-%	-%	-%	**	35%

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%		a	b	c	d	e	f		
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Pay up-front costs for your new mobile handset	241	92	22	127	93	34	20	**	-
	10%	27%	7%	20%	19%	24%	20%	**	-%
		bd		b	b	b	b		
Pay an initial connection or other start-up fee, costs, equipment charges to your new provider	227	-	-	-	-	-	-	**	138
	10%	-%	-%	-%	-%	-%	-%	**	27%
Find out you had to pay a charge for not returning equipment to your previous provider	226	-	-	-	-	-	-	**	163
	10%	-%	-%	-%	-%	-%	-%	**	32%
Unlock your handset to take it with you	184	58	26	100	83	17	13	**	-
	8%	17%	9%	16%	17%	12%	13%	**	-%
		b		b	b				
Lose any content (programmes, apps, photos, data) you had stored from your previous service	33	-	-	-	-	-	-	**	-
	1%	-%	-%	-%	-%	-%	-%	**	-%
Lose specific benefits, uses such as watching 'on the go' or channels which came with your previous service	31	-	-	-	-	-	-	**	-
	1%	-%	-%	-%	-%	-%	-%	**	-%
None of these	49	7	22	10	7	3	5	**	-
	2%	2%	7%	2%	1%	2%	5%	**	-%
			acde				cd		

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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.

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
CONTACTED PREVIOUS PROVIDER INCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	1389 60%	222 65%	117 39%	363 57%	296 60%	66 46%	43 44%	** **	394 77%
		bef		bef	bef				
CONTACTED PREVIOUS PROVIDER EXCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY	1062 46%	158 46%	95 32%	275 43%	223 45%	51 35%	33 34%	** **	287 56%
		bef		b	b				
CONTACTED PREVIOUS PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	1053 46%	175 51%	86 29%	281 44%	226 46%	55 38%	35 36%	** **	302 59%
		bef		b	b				
Can't remember	63 3%	9 3%	25 8%	17 3%	10 2%	7 5%	5 5%	** **	- -%
			acd						

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Compare what different providers were offering	916 40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Choose the date you wanted to start using the service	811 35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Set up a new online account	811 35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Find out what you needed to do in order to switch	688 30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Try to negotiate a better deal with your previous provider	630 27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Experience your previous provider trying to persuade you to stay	612 27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Contact the provider you were using at the time	598 26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Experience any other devices or products you own not working with the new service	545 24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Receive any unexpected bills or charges from your previous provider	535 23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Leave your contract early/ before the end of your minimum contract period	514 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have an engineer visit by the new provider to install equipment or set up services	407 18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have to return equipment to your previous provider	378 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	377 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Install any new equipment yourself/ within your household (e.g. router, set top box)	361 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Find out you had to pay any disconnection charges to your previous provider	247 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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.

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pay up-front costs for your new mobile handset	241 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay an initial connection or other start-up fee, costs, equipment charges to your new provider	227 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Find out you had to pay a charge for not returning equipment to your previous provider	226 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Unlock your handset to take it with you	184 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lose any content (programmes, apps, photos, data) you had stored from your previous service	33 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lose specific benefits, uses such as watching 'on the go' or channels which came with your previous service	31 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
None of these	49 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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.

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTACTED PREVIOUS PROVIDER INCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	1389 60%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CONTACTED PREVIOUS PROVIDER EXCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY	1062 46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CONTACTED PREVIOUS PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	1053 46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	63 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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.

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Compare what different providers were offering	916	369	545	641	206	69	392	225	133	164	617	298	821	39	**	**	
	40%	39%	41%	40%	39%	43%	42%	41%	40%	35%	42%	37%	41%	28%	**	**	
							d				d		b				
Choose the date you wanted to start using the service	811	307	495	594	166	50	346	197	115	152	543	266	714	38	**	**	
	35%	32%	38%	37%	32%	31%	37%	36%	35%	32%	37%	33%	36%	27%	**	**	
			a	b													
Set up a new online account	811	365	442	558	190	63	358	218	85	147	576	232	714	51	**	**	
	35%	38%	34%	35%	36%	39%	38%	40%	26%	31%	39%	29%	36%	37%	**	**	
		b					cdf	cdf			cdf						
Find out what you needed to do in order to switch	688	271	408	501	145	42	304	165	89	127	469	217	599	43	**	**	
	30%	28%	31%	31%	28%	26%	33%	30%	27%	27%	32%	27%	30%	31%	**	**	
							f				f						
Try to negotiate a better deal with your previous provider	630	320	303	461	144	26	297	139	98	93	436	191	559	30	**	**	
	27%	33%	23%	29%	27%	16%	32%	25%	30%	20%	29%	24%	28%	21%	**	**	
		b		c	c		bdf		d		df						
Experience your previous provider trying to persuade you to stay	612	281	326	490	88	34	291	146	70	102	437	172	522	45	**	**	
	27%	29%	25%	30%	17%	21%	31%	27%	21%	22%	29%	22%	26%	32%	**	**	
		b		bc			cdf	f			cdf						
Contact the provider you were using at the time	598	273	323	443	119	36	241	176	63	116	417	179	520	35	**	**	
	26%	29%	24%	28%	23%	22%	26%	32%	19%	25%	28%	22%	26%	25%	**	**	
				b			c	acdf			cf						
Experience any other devices or products you own not working with the new service	545	245	296	449	79	17	234	116	98	96	350	194	486	23	**	**	
	24%	26%	22%	28%	15%	11%	25%	21%	30%	21%	24%	24%	24%	16%	**	**	
				bc						bde							

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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.

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Receive any unexpected bills or charges from your previous provider	535 23%	245 26%	285 22%	444 28% bc	85 16% c	7 4%	255 27% bcdf	120 22%	65 20%	95 20%	375 25% df	160 20%	451 22%	40 29%	**	**	
Leave your contract early/ before the end of your minimum contract period	514 22%	231 24%	281 21%	411 25% bc	96 18% c	7 5%	213 23%	107 20%	76 23%	118 25% b	320 22%	194 24%	430 21%	53 38% a	**	**	
Have an engineer visit by the new provider to install equipment or set up services	407 18%	194 20% b	210 16%	283 18%	94 18%	29 18%	186 20%	86 16%	53 16%	79 17%	272 18%	133 17%	362 18%	17 12%	**	**	
Have to return equipment to your previous provider	378 16%	164 17%	213 16%	266 16%	76 15%	36 22% b	175 19% b	71 13%	56 17%	75 16%	246 17%	131 16%	337 17%	23 16%	**	**	
Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	377 16%	169 18%	206 16%	313 19% bc	60 11% c	4 2%	180 19% bdf	77 14%	59 18%	60 13%	257 17% d	119 15%	331 16%	23 16%	**	**	
Install any new equipment yourself/ within your household (e.g. router, set top box)	361 16%	144 15%	216 16%	270 17%	73 14%	18 11%	154 16%	77 14%	63 19%	67 14%	231 16%	130 16%	305 15%	37 27% a	**	**	
Find out you had to pay any disconnection charges to your previous provider	247 11%	131 14% b	111 8%	209 13% bc	30 6%	8 5%	146 16% bcdf	40 7%	21 6%	40 9%	186 13% bcdf	61 8%	205 10%	21 15%	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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.

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Pay up-front costs for your new mobile handset	241 10%	123 13%	118 9%	214 13%	19 4%	8 5%	112 12%	63 12%	29 9%	37 8%	175 12%	66 8%	203 10%	16 11%	**	**	
		b		bc			df				df						
Pay an initial connection or other start-up fee, costs, equipment charges to your new provider	227 10%	113 12%	114 9%	177 11%	33 6%	18 11%	108 12%	57 10%	34 10%	28 6%	165 11%	62 8%	204 10%	12 9%	**	**	
		b		b		b	df	d	d		df				**	**	
Find out you had to pay a charge for not returning equipment to your previous provider	226 10%	89 9%	135 10%	159 10%	52 10%	15 9%	91 10%	51 9%	29 9%	54 12%	142 10%	83 10%	181 9%	26 19%	**	**	
														a	**	**	
Unlock your handset to take it with you	184 8%	100 10%	82 6%	150 9%	32 6%	3 2%	90 10%	42 8%	19 6%	33 7%	132 9%	52 7%	164 8%	12 9%	**	**	
		b		bc	c		f								**	**	
Lose any content (programmes, apps, photos, data) you had stored from your previous service	33 1%	18 2%	14 1%	23 1%	8 1%	2 1%	18 2%	7 1%	5 1%	3 1%	25 2%	8 1%	28 1%	*	**	**	
														*%	**	**	
Lose specific benefits, uses such as watching 'on the go' or channels which came with your previous service	31 1%	11 1%	20 2%	25 2%	6 1%	- -%	13 1%	8 1%	4 1%	5 1%	21 1%	9 1%	29 1%	1 1%	**	**	
															**	**	
None of these	49 2%	22 2%	26 2%	13 1%	22 4%	14 8%	11 1%	7 1%	10 3%	20 4%	18 1%	30 4%	44 2%	*	**	**	
					a	ab			ae	abe		abe		*%	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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.

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG					NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43
CONTACTED PREVIOUS PROVIDER INCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	1389 60%	631 66% b	745 56%	1048 65% bc	274 52% c	67 42%	615 66% cdf	341 62% df	191 58%	238 51%	956 64% cdf	428 54%	1221 61%	77 56%	** **	** **
CONTACTED PREVIOUS PROVIDER EXCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY	1062 46%	509 53% b	544 41%	780 48% c	235 45% c	48 29%	480 51% cdf	263 48% df	141 43%	175 37%	743 50% cdf	316 40%	937 47% b	51 37%	** **	** **
CONTACTED PREVIOUS PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	1053 46%	474 50% b	573 43%	824 51% bc	174 33%	56 35%	464 50% cdf	279 51% cdf	120 36%	188 40%	743 50% cdf	308 39%	916 46%	69 49%	** **	** **
Can't remember	63 3%	22 2%	36 3%	41 3%	16 3%	4 3%	13 1%	7 1%	17 5% abe	16 3% abe	20 1%	33 4% abe	49 2%	5 4%	** **	** **

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Compare what different providers were offering	916 40%	842 40%	74 38%	358 40%	442 43%
Choose the date you wanted to start using the service	811 35%	747 36%	64 33%	323 36%	380 37%
Set up a new online account	811 35%	742 35%	68 35%	294 33%	390 38%
Find out what you needed to do in order to switch	688 30%	642 31%	46 24%	247 28%	335 32% a
Try to negotiate a better deal with your previous provider	630 27%	585 28%	46 23%	251 28%	276 27%
Experience your previous provider trying to persuade you to stay	612 27%	576 27% b	36 18%	315 35% b	229 22%
Contact the provider you were using at the time	598 26%	545 26%	52 27%	207 23%	318 31% a
Experience any other devices or products you own not working with the new service	545 24%	527 25% b	17 9%	266 30% b	202 20%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Receive any unexpected bills or charges from your previous provider	535 23%	517 25%	18 9%	267 30%	181 18%
		b		b	
Leave your contract early/ before the end of your minimum contract period	514 22%	485 23%	29 15%	236 26%	206 20%
		b		b	
Have an engineer visit by the new provider to install equipment or set up services	407 18%	368 18%	39 20%	186 21%	196 19%
Have to return equipment to your previous provider	378 16%	343 16%	35 18%	154 17%	187 18%
Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	377 16%	358 17%	18 9%	177 20%	125 12%
		b		b	
Install any new equipment yourself/ within your household (e.g. router, set top box)	361 16%	335 16%	27 14%	136 15%	167 16%
Find out you had to pay any disconnection charges to your previous provider	247 11%	232 11%	15 8%	103 12%	109 11%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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.

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Pay up-front costs for your new mobile handset	241	233	8	110	102
	10%	11%	4%	12%	10%
		b			
Pay an initial connection or other start-up fee, costs, equipment charges to your new provider	227	212	15	88	106
	10%	10%	8%	10%	10%
Find out you had to pay a charge for not returning equipment to your previous provider	226	202	23	113	89
	10%	10%	12%	13%	9%
			b		
Unlock your handset to take it with you	184	171	13	101	48
	8%	8%	7%	11%	5%
			b		
Lose any content (programmes, apps, photos, data) you had stored from your previous service	33	31	1	9	17
	1%	1%	1%	1%	2%
Lose specific benefits, uses such as watching 'on the go' or channels which came with your previous service	31	29	2	8	17
	1%	1%	1%	1%	2%
None of these	49	40	9	13	35
	2%	2%	5%	1%	3%
			a		a

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
CONTACTED PREVIOUS PROVIDER INCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	1389	1282	107	580	612
	60%	61%	55%	65%	59%
				b	
CONTACTED PREVIOUS PROVIDER EXCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY	1062	976	86	405	502
	46%	46%	44%	46%	49%
CONTACTED PREVIOUS PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	1053	979	74	453	474
	46%	47%	38%	51%	46%
		b		b	
Can't remember	63	58	5	17	13
	3%	3%	3%	2%	1%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 62

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14D. Thinking about the date you started using your new [SERVICES] provider, which of the following best applies to you?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
The date was much sooner than I wanted	209 9%	26 6%	131 7%	4 4%	15 8%	** **	5 4%	14 9%	8 5%	105 8%	83 8%	21 7%
The date was a little sooner than I wanted	367 16%	41 9%	259 15% a	7 7%	19 10%	** **	8 7%	18 12%	14 9%	219 17%	172 17%	46 16%
The date was just when I wanted	1272 55%	314 67% b	1004 57%	71 68%	120 62%	** **	87 71% c	86 58%	121 72% c	690 54%	519 53%	171 58%
The date was a little later than I wanted	270 12%	53 11%	197 11%	12 11%	23 12%	** **	12 10%	18 12%	19 11%	143 11%	119 12%	24 8%
The date was much later than I wanted	62 3%	11 2%	50 3%	5 5%	4 2%	** **	5 4% d	3 2%	2 1%	39 3%	32 3%	7 2%
TOTAL SOONER	577 25%	67 14%	390 22% a	11 10%	34 18% a	** **	12 10%	32 21% bd	22 13%	323 25%	256 26%	68 23%
TOTAL LATER	332 14%	64 14%	247 14%	17 16%	27 14%	** **	17 14%	21 14%	20 12%	182 14%	151 15%	31 11%
Don't know	116 5%	21 4%	109 6%	5 5%	12 6%	** **	6 5%	10 7%	4 2%	88 7%	62 6%	27 9%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14D. Thinking about the date you started using your new [SERVICES] provider, which of the following best applies to you?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
The date was much sooner than I wanted	209 9%	60 17%	9 3%	36 6%	25 5%	10 7%	11 11%	** **	77 15%
		bcd					bcd		
The date was a little sooner than I wanted	367 16%	72 21%	17 6%	130 20%	102 21%	28 19%	16 16%	** **	103 20%
		b		b	b	b	b		
The date was just when I wanted	1272 55%	142 41%	211 70%	338 53%	251 51%	87 60%	45 46%	** **	250 49%
			acdef	a	a	af			
The date was a little later than I wanted	270 12%	40 12%	24 8%	79 12%	70 14%	10 7%	13 14%	** **	66 13%
					e				
The date was much later than I wanted	62 3%	10 3%	6 2%	23 4%	21 4%	2 1%	3 3%	** **	10 2%
TOTAL SOONER	577 25%	132 38%	26 9%	165 26%	128 26%	38 26%	27 28%	** **	180 35%
		bcd		b	b	b	b		
TOTAL LATER	332 14%	50 14%	31 10%	102 16%	90 18%	12 8%	16 17%	** **	76 15%
				e	be		e		
Don't know	116 5%	21 6%	32 11%	35 5%	27 5%	9 6%	9 9%	** **	5 1%
			cd						

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14D. Thinking about the date you started using your new [SERVICES] provider, which of the following best applies to you?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The date was much sooner than I wanted	209 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The date was a little sooner than I wanted	367 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The date was just when I wanted	1272 55%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The date was a little later than I wanted	270 12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The date was much later than I wanted	62 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL SOONER	577 25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL LATER	332 14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	116 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 62

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14D. Thinking about the date you started using your new [SERVICES] provider, which of the following best applies to you?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
The date was much sooner than I wanted	209 9%	127 13%	82 6%	175 11%	30 6%	4 3%	115 12%	30 5%	26 8%	39 8%	145 10%	65 8%	177 9%	13 9%	**	**	
		b		bc			bcd				b						
The date was a little sooner than I wanted	367 16%	198 21%	161 12%	317 20%	35 7%	15 9%	183 20%	71 13%	55 17%	57 12%	254 17%	112 14%	314 16%	28 20%	**	**	
		b		bc			bdf				bd						
The date was just when I wanted	1272 55%	494 52%	774 59%	806 50%	346 66%	120 75%	484 52%	331 60%	181 55%	273 58%	816 55%	454 57%	1122 56%	74 53%	**	**	
		a	a	a	a	ab	a	a	a	a	a	a	a	a			
The date was a little later than I wanted	270 12%	79 8%	189 14%	200 12%	62 12%	8 5%	109 12%	82 15%	32 10%	46 10%	190 13%	78 10%	241 12%	15 11%	**	**	
			a	c	c		cdf				f						
The date was much later than I wanted	62 3%	22 2%	37 3%	46 3%	14 3%	2 2%	20 2%	19 3%	10 3%	12 3%	40 3%	23 3%	52 3%	6 4%	**	**	
															**	**	
TOTAL SOONER	577 25%	324 34%	243 18%	493 31%	65 12%	19 12%	298 32%	101 18%	81 25%	95 20%	399 27%	177 22%	491 24%	40 29%	**	**	
		b		bc			bcd		b		bdf						
TOTAL LATER	332 14%	101 11%	226 17%	246 15%	76 14%	11 7%	129 14%	101 18%	42 13%	58 12%	230 15%	100 13%	294 15%	21 15%	**	**	
			a	c	c		adf										
Don't know	116 5%	37 4%	75 6%	67 4%	38 7%	11 7%	24 3%	16 3%	26 8%	41 9%	40 3%	67 8%	103 5%	4 3%	**	**	
					a				abe	abe		abe					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14D. Thinking about the date you started using your new [SERVICES] provider, which of the following best applies to you?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
The date was much sooner than I wanted	209 9%	202 10% b	7 4%	106 12% b	63 6%
The date was a little sooner than I wanted	367 16%	348 17% b	19 10%	177 20% b	124 12%
The date was just when I wanted	1272 55%	1153 55%	119 61%	425 48%	683 66% a
The date was a little later than I wanted	270 12%	244 12%	26 14%	110 12%	108 10%
The date was much later than I wanted	62 3%	50 2%	12 6% a	41 5% b	9 1%
TOTAL SOONER	577 25%	551 26% b	26 13%	283 32% b	187 18%
TOTAL LATER	332 14%	294 14%	38 20% a	151 17% b	117 11%
Don't know	116 5%	105 5%	11 6%	31 3%	45 4%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period? This is called an 'early termination charge'.

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%	~a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	319	264	19	34	5	23	25	43	168	113	55
Effective Weighted Sample	189	208	18	30	5	22	25	40	153	111	54
Total	514	340	7	28	1	9	25	25	280	225	56
Yes	343	231	**	**	**	**	**	**	198	164	**
	67%	68%	**	**	**	**	**	**	71%	73%	**
No	151	89	**	**	**	**	**	**	65	47	**
	29%	26%	**	**	**	**	**	**	23%	21%	**
Don't know	20	20	**	**	**	**	**	**	17	14	**
	4%	6%	**	**	**	**	**	**	6%	6%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period? This is called an 'early termination charge'.

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b
Unweighted total	319	56	14	98	67	31	19	23	32
Effective Weighted Sample	189	51	13	89	66	30	18	23	32
Total	514	94	22	164	133	31	19	10	164
Yes	343	**	**	**	**	**	**	**	**
	67%	**	**	**	**	**	**	**	**
No	151	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**
Don't know	20	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 63

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period? This is called an 'early termination charge'.

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	319	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	189	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	514	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	343	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	67%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	151	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 63

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period? This is called an 'early termination charge'.

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	~b	~c	a	~b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	319	127	190	246	67	6	133	68	49	69	201	118	263	32	16	8	
Effective Weighted Sample	189	80	108	149	36	5	78	44	27	40	122	68	157	16	14	7	
Total	514	231	281	411	96	7	213	107	76	118	320	194	430	53	21	10	
Yes	343	166	175	278	**	**	152	**	**	**	215	128	275	**	**	**	
	67%	72%	62%	68%	**	**	71%	**	**	**	67%	66%	64%	**	**	**	
No	151	55	95	118	**	**	55	**	**	**	96	55	138	**	**	**	
	29%	24%	34%	29%	**	**	26%	**	**	**	30%	28%	32%	**	**	**	
Don't know	20	9	11	14	**	**	6	**	**	**	8	12	17	**	**	**	
	4%	4%	4%	4%	**	**	3%	**	**	**	3%	6%	4%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period? This is called an 'early termination charge'.

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	319	296	23	143	135
Effective Weighted Sample	189	178	11	87	75
Total	514	485	29	236	206
Yes	343 67%	323 67%	**	187 79%	108 52%
				b	
No	151 29%	144 30%	**	44 19%	90 43%
					a
Don't know	20 4%	18 4%	**	5 2%	9 4%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 64

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period? This is called an 'early termination charge'.

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Yes	343	33	231	3	16	**	5	13	14	198	164	34
	15%	7%	13%	3%	8%	**	4%	9%	9%	15%	17%	11%
			a		a				b		c	
No	151	24	89	3	11	**	3	11	10	65	47	19
	7%	5%	5%	3%	6%	**	2%	7%	6%	5%	5%	6%
								b	b			
Don't know	20	3	20	1	1	**	1	1	1	17	14	3
	1%	1%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%
DID NOT LEAVE CONTRACT EARLY	1783	406	1410	98	164	**	114	124	142	1004	763	241
	78%	87%	81%	94%	85%	**	93%	83%	85%	78%	77%	81%
		b		b			cd					

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 64

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period? This is called an 'early termination charge'.

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
		a	b	c	d	e	f	~a	b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Yes	343	70	8	120	101	19	10	**	107
	15%	20%	3%	19%	20%	13%	11%	**	21%
		bf		b	bf	b	b		
No	151	21	12	33	22	10	7	**	56
	7%	6%	4%	5%	5%	7%	7%	**	11%
Don't know	20	4	2	11	10	1	2	**	-
	1%	1%	1%	2%	2%	1%	2%	**	-%
DID NOT LEAVE CONTRACT EARLY	1783	250	278	476	362	114	78	**	347
	78%	73%	93%	74%	73%	79%	80%	**	68%
			acdef						

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 64

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period? This is called an 'early termination charge'.

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	343	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	151	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DID NOT LEAVE CONTRACT EARLY	1783	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	78%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 64

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period? This is called an 'early termination charge'.

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Yes	343	166	175	278	59	6	152	64	50	77	215	128	275	45	**	**	
	15%	17%	13%	17%	11%	3%	16%	12%	15%	16%	15%	16%	14%	32%	**	**	
		b		bc	c		b			b		b		a			
No	151	55	95	118	32	2	55	41	23	32	96	55	138	6	**	**	
	7%	6%	7%	7%	6%	1%	6%	7%	7%	7%	6%	7%	7%	4%	**	**	
				c	c												
Don't know	20	9	11	14	6	-	6	3	3	9	8	12	17	2	**	**	
	1%	1%	1%	1%	1%	-%	1%	*%	1%	2%	1%	1%	1%	2%	**	**	
										e		e					
DID NOT LEAVE CONTRACT EARLY	1783	725	1038	1200	428	154	723	441	254	350	1165	604	1579	87	**	**	
	78%	76%	79%	75%	82%	95%	77%	80%	77%	75%	78%	76%	79%	62%	**	**	
					a	ab		d					b				

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period? This is called an 'early termination charge'.

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Yes	343 15%	323 15%	20 10%	187 21%	108 10%
				b	
No	151 7%	144 7%	8 4%	44 5%	90 9%
					a
Don't know	20 1%	18 1%	2 1%	5 1%	9 1%
DID NOT LEAVE CONTRACT EARLY	1783 78%	1618 77%	165 85%	655 74%	826 80%
			a		a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 65

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CHARGES FROM PREVIOUS PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
EARLY TERMINATION CHARGE	343	33	231	3	16	**	5	13	14	198	164	34
	15%	7%	13%	3%	8%	**	4%	9%	9%	15%	17%	11%
			a		a				b		c	
DISCONNECTION CHARGE	247	57	57	7	24	**	8	21	27	-	-	-
	11%	12%	3%	6%	13%	**	7%	14%	16%	-%	-%	-%
		b			a			b	b			
EQUIPMENT CHARGE	226	54	54	8	28	**	8	24	19	-	-	-
	10%	12%	3%	8%	14%	**	6%	16%	11%	-%	-%	-%
		b			a			b	b			
ANY CHARGES FROM PREVIOUS PROVIDER	635	112	309	14	51	**	17	43	46	198	164	34
	28%	24%	18%	14%	27%	**	14%	29%	27%	15%	17%	11%
		b			a			b	b		c	
NONE OF THESE	1663	355	1441	90	141	**	105	106	122	1087	824	263
	72%	76%	82%	86%	73%	**	86%	71%	73%	85%	83%	89%
			a	b			cd					b

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CHARGES FROM PREVIOUS PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
EARLY TERMINATION CHARGE	343	70	8	120	101	19	10	**	107
	15%	20%	3%	19%	20%	13%	11%	**	21%
		bf		b	bf	b	b		
DISCONNECTION CHARGE	247	-	-	-	-	-	-	**	179
	11%	-%	-%	-%	-%	-%	-%	**	35%
EQUIPMENT CHARGE	226	-	-	-	-	-	-	**	163
	10%	-%	-%	-%	-%	-%	-%	**	32%
ANY CHARGES FROM PREVIOUS PROVIDER	635	70	8	120	101	19	10	**	307
	28%	20%	3%	19%	20%	13%	11%	**	60%
		bf		b	bf	b	b		
NONE OF THESE	1663	274	292	520	395	126	87	**	204
	72%	80%	97%	81%	80%	87%	89%	**	40%
			acdef				ad		

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CHARGES FROM PREVIOUS PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EARLY TERMINATION CHARGE	343	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISCONNECTION CHARGE	247	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EQUIPMENT CHARGE	226	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY CHARGES FROM PREVIOUS PROVIDER	635	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	1663	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	72%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 65

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CHARGES FROM PREVIOUS PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
EARLY TERMINATION CHARGE	343	166	175	278	59	6	152	64	50	77	215	128	275	45	**	**	
	15%	17%	13%	17%	11%	3%	16%	12%	15%	16%	15%	16%	14%	32%	**	**	
		b		bc	c		b			b		b		a			
DISCONNECTION CHARGE	247	131	111	209	30	8	146	40	21	40	186	61	205	21	**	**	
	11%	14%	8%	13%	6%	5%	16%	7%	6%	9%	13%	8%	10%	15%	**	**	
		b		bc			bcd				bcd						
EQUIPMENT CHARGE	226	89	135	159	52	15	91	51	29	54	142	83	181	26	**	**	
	10%	9%	10%	10%	10%	9%	10%	9%	9%	12%	10%	10%	9%	19%	**	**	
														a			
ANY CHARGES FROM PREVIOUS PROVIDER	635	298	328	503	110	21	302	131	81	120	433	202	523	62	**	**	
	28%	31%	25%	31%	21%	13%	32%	24%	25%	26%	29%	25%	26%	45%	**	**	
		b		bc	c		bcd				b			a			
NONE OF THESE	1663	658	990	1107	414	140	634	418	249	347	1052	596	1486	77	**	**	
	72%	69%	75%	69%	79%	87%	68%	76%	75%	74%	71%	75%	74%	55%	**	**	
			a		a	ab		ae	a	a		a	b				

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 65

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CHARGES FROM PREVIOUS PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
EARLY TERMINATION CHARGE	343	323	20	187	108
	15%	15%	10%	21%	10%
				b	
DISCONNECTION CHARGE	247	232	15	103	109
	11%	11%	8%	12%	11%
EQUIPMENT CHARGE	226	202	23	113	89
	10%	10%	12%	13%	9%
				b	
ANY CHARGES FROM PREVIOUS PROVIDER	635	592	43	312	235
	28%	28%	22%	35%	23%
				b	
NONE OF THESE	1663	1510	152	578	797
	72%	72%	78%	65%	77%
					a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16. When did you find out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an 'early termination charge')?

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period and who had to pay an 'early termination charge'

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	~d	a	~b	~c
Unweighted total	198	53	167	9	21	3	14	13	23	114	81	33
Effective Weighted Sample	124	45	134	9	18	3	14	13	21	105	79	32
Total	343	33	231	3	16	1	5	13	14	198	164	34
Before I had look at any alternatives/ contacted any other providers	107	**	71	**	**	**	**	**	**	65	**	**
	31%	**	31%	**	**	**	**	**	**	33%	**	**
After I had looked at alternatives but before I had made a final decision	165	**	112	**	**	**	**	**	**	103	**	**
	48%	**	48%	**	**	**	**	**	**	52%	**	**
After I had decided on an alternative provider, but before I had signed up	53	**	36	**	**	**	**	**	**	25	**	**
	15%	**	16%	**	**	**	**	**	**	13%	**	**
After I had signed up with an alternative provider	17	**	12	**	**	**	**	**	**	6	**	**
	5%	**	5%	**	**	**	**	**	**	3%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16. When did you find out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an 'early termination charge')?

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period and who had to pay an 'early termination charge'

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	198	39	6	69	50	19	10	10	21
Effective Weighted Sample	124	36	6	63	49	18	10	10	21
Total	343	70	8	120	101	19	10	4	107
Before I had look at any alternatives/ contacted any other providers	107	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	165	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	53	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	17	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16. When did you find out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an 'early termination charge')?

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period and who had to pay an 'early termination charge'

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	198	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	124	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	343	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Before I had look at any alternatives/ contacted any other providers	107 31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	165 48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	53 15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	17 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16. When did you find out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an 'early termination charge')?

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period and who had to pay an 'early termination charge'

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	b	a	~b	~c	~a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	198	87	110	154	39	5	87	40	31	40	127	71	157	24	11	6	
Effective Weighted Sample	124	59	64	100	21	4	55	28	18	24	82	42	100	13	10	5	
Total	343	166	175	278	59	6	152	64	50	77	215	128	275	45	16	7	
Before I had look at any alternatives/ contacted any other providers	107 31%	** **	50 28%	97 35%	** **	** **	** **	** **	** **	** **	76 35%	** **	83 30%	** **	** **	** **	
After I had looked at alternatives but before I had made a final decision	165 48%	** **	82 47%	134 48%	** **	** **	** **	** **	** **	** **	93 43%	** **	141 51%	** **	** **	** **	
After I had decided on an alternative provider, but before I had signed up	53 15%	** **	32 18%	32 12%	** **	** **	** **	** **	** **	** **	36 17%	** **	42 15%	** **	** **	** **	
After I had signed up with an alternative provider	17 5%	** **	12 7%	14 5%	** **	** **	** **	** **	** **	** **	10 5%	** **	10 4%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16. When did you find out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an 'early termination charge')?

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period and who had to pay an 'early termination charge'

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	~b
Unweighted total	198	180	18	104	71
Effective Weighted Sample	124	115	9	66	41
Total	343	323	20	187	108
Before I had look at any alternatives/ contacted any other providers	107	101	**	63	**
	31%	31%	**	34%	**
After I had looked at alternatives but before I had made a final decision	165	161	**	82	**
	48%	50%	**	44%	**
After I had decided on an alternative provider, but before I had signed up	53	45	**	34	**
	15%	14%	**	18%	**
After I had signed up with an alternative provider	17	15	**	8	**
	5%	5%	**	4%	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17. When did you find out you had to pay any disconnection charges to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay any disconnection charges to their previous provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	152	93	93	18	31	6	22	21	44	-	-	-
Effective Weighted Sample	63	79	79	17	27	6	21	21	41	-	-	-
Total	247	57	57	7	24	2	8	21	27	-	-	-
Before I had looked at any alternatives/ contacted any other providers	60 24%	**	**	**	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	137 56%	**	**	**	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	36 15%	**	**	**	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	12 5%	**	**	**	**	**	**	**	**	**	**	**
Don't know	2 1%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17. When did you find out you had to pay any disconnection charges to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay any disconnection charges to their previous provider

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	152	-	-	-	-	-	-	24	35
Effective Weighted Sample	63	-	-	-	-	-	-	24	35
Total	247	-	-	-	-	-	-	11	179
Before I had looked at any alternatives/ contacted any other providers	60 24%	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	137 56%	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	36 15%	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	12 5%	**	**	**	**	**	**	**	**
Don't know	2 1%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 67

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17. When did you find out you had to pay any disconnection charges to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay any disconnection charges to their previous provider

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	152	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	63	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	247	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Before I had looked at any alternatives/ contacted any other providers	60 24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	137 56%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	36 15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	12 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b															

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17. When did you find out you had to pay any disconnection charges to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay any disconnection charges to their previous provider

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	a	~b	~c	~a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	152	75	76	116	31	5	84	30	14	24	114	38	127	15	7	3	
Effective Weighted Sample	63	34	29	52	10	2	37	11	5	10	48	15	53	6	4	2	
Total	247	131	111	209	30	8	146	40	21	40	186	61	205	21	14	6	
Before I had looked at any alternatives/ contacted any other providers	60 24%	** **	** **	54 26%	** **	** **	** **	** **	** **	** **	47 25%	** **	54 26%	** **	** **	** **	
After I had looked at alternatives but before I had made a final decision	137 56%	** **	** **	113 54%	** **	** **	** **	** **	** **	** **	105 56%	** **	112 55%	** **	** **	** **	
After I had decided on an alternative provider, but before I had signed up	36 15%	** **	** **	31 15%	** **	** **	** **	** **	** **	** **	29 16%	** **	31 15%	** **	** **	** **	
After I had signed up with an alternative provider	12 5%	** **	** **	9 5%	** **	** **	** **	** **	** **	** **	4 2%	** **	6 3%	** **	** **	** **	
Don't know	2 1%	** **	** **	2 1%	** **	** **	** **	** **	** **	** **	1 1%	** **	2 1%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17. When did you find out you had to pay any disconnection charges to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay any disconnection charges to their previous provider

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	~b
Unweighted total	152	142	10	54	85
Effective Weighted Sample	63	59	4	24	32
Total	247	232	15	103	109
Before I had looked at any alternatives/ contacted any other providers	60 24%	53 23%	**	**	**
After I had looked at alternatives but before I had made a final decision	137 56%	131 56%	**	**	**
After I had decided on an alternative provider, but before I had signed up	36 15%	35 15%	**	**	**
After I had signed up with an alternative provider	12 5%	11 5%	**	**	**
Don't know	2 1%	2 1%	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18. When did you find out you had to pay any charges for not returning equipment to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay a charge for not returning equipment to their previous provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	140	90	90	23	34	12	21	24	33	-	-	-
Effective Weighted Sample	58	75	75	22	30	11	21	24	31	-	-	-
Total	226	54	54	8	28	4	8	24	19	-	-	-
Before I had looked at any alternatives/ contacted any other providers	65 29%	**	**	**	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	75 33%	**	**	**	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	47 21%	**	**	**	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	38 17%	**	**	**	**	**	**	**	**	**	**	**
Don't know	1 *%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18. When did you find out you had to pay any charges for not returning equipment to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay a charge for not returning equipment to their previous provider

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	140	-	-	-	-	-	-	18	32
Effective Weighted Sample	58	-	-	-	-	-	-	18	32
Total	226	-	-	-	-	-	-	8	163
Before I had looked at any alternatives/ contacted any other providers	65 29%	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	75 33%	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	47 21%	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	38 17%	**	**	**	**	**	**	**	**
Don't know	1 *0%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18. When did you find out you had to pay any charges for not returning equipment to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay a charge for not returning equipment to their previous provider

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	140	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	58	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	226	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Before I had looked at any alternatives/ contacted any other providers	65 29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	75 33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	47 21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	38 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	1 *0%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 68

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18. When did you find out you had to pay any charges for not returning equipment to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay a charge for not returning equipment to their previous provider

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	a	~b	~c	~d	
Unweighted total	140	53	85	94	38	8	60	37	21	22	97	43	117	15	4	4	
Effective Weighted Sample	58	23	34	40	14	4	25	14	8	12	38	20	47	6	2	2	
Total	226	89	135	159	52	15	91	51	29	54	142	83	181	26	8	11	
Before I had looked at any alternatives/ contacted any other providers	65 29%	** **	49 27%	** **	** **	** **											
After I had looked at alternatives but before I had made a final decision	75 33%	** **	67 37%	** **	** **	** **											
After I had decided on an alternative provider, but before I had signed up	47 21%	** **	32 18%	** **	** **	** **											
After I had signed up with an alternative provider	38 17%	** **	32 18%	** **	** **	** **											
Don't know	1 *%	** **	1 *%	** **	** **	** **											

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18. When did you find out you had to pay any charges for not returning equipment to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay a charge for not returning equipment to their previous provider

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	~b
Unweighted total	140	124	16	56	64
Effective Weighted Sample	58	52	6	27	24
Total	226	202	23	113	89
Before I had looked at any alternatives/ contacted any other providers	65 29%	59 29%	**	**	**
After I had looked at alternatives but before I had made a final decision	75 33%	68 34%	**	**	**
After I had decided on an alternative provider, but before I had signed up	47 21%	39 19%	**	**	**
After I had signed up with an alternative provider	38 17%	36 18%	**	**	**
Don't know	1 *%	- -%	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 69

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A c	BBAND S/A d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%												
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Arranging the switch so that you were not paying for your old and new services at the same time (P)	517 22%	59 13%	339 19% a	8 8%	31 16% a	** **	9 8%	28 19% b	20 12%	280 22% c	239 24% c	41 14%
Cancelling your previous service (P)	480 21%	63 14%	295 17% a	9 8%	34 18% a	** **	11 9%	29 19% bd	20 12%	232 18%	170 17%	63 21%
Understanding the relevant steps required to switch provider	446 19%	46 10%	308 18% a	7 6%	29 15% a	** **	6 5%	28 19% bd	11 6%	262 20%	210 21%	52 18%
Finding time to research the market	434 19%	41 9%	260 15% a	5 5%	27 14% a	** **	5 4%	26 17% bd	9 6%	219 17%	181 18% c	38 13%
Arranging the switch so that you always had access to your services (P)	432 19%	55 12%	274 16% a	9 8%	32 17% a	** **	10 8%	30 20% bd	14 9%	220 17%	177 18%	42 14%
Contacting your new provider	377 16%	38 8%	231 13% a	5 5%	25 13% a	** **	6 5%	24 16% bd	8 4%	193 15%	160 16% c	32 11%
Resolving billing issues with your previous provider	205 9%	21 5%	136 8% a	6 6%	9 4%	** **	6 5%	7 5%	7 4%	115 9% c	101 10% c	14 5%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 69

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Keeping/ transferring your phone number	187	7	187	5	2	**	7	-	-	180	180	-
	8%	2%	11%	5%	1%	**	6%	-%	-%	14%	18%	-%
			a	b			cd			c	ac	
Getting a better deal with your previous provider	177	45	139	8	25	**	12	18	12	93	82	11
	8%	10%	8%	8%	13%	**	10%	12%	7%	7%	8%	4%
			a		a					c	c	
Comparing what different providers are offering	172	15	92	2	10	**	1	10	4	77	58	19
	7%	3%	5%	2%	5%	**	1%	7%	2%	6%	6%	6%
			a		a			bd				
Your previous provider trying to persuade you to stay	154	22	90	3	10	**	4	8	9	68	52	16
	7%	5%	5%	3%	5%	**	3%	5%	5%	5%	5%	6%
Setting up a new online account	144	10	93	1	6	**	1	6	3	83	63	20
	6%	2%	5%	1%	3%	**	1%	4%	2%	6%	6%	7%
			a					b				
Other devices or products you own not working with the new service	143	14	88	2	4	**	2	4	7	74	59	16
	6%	3%	5%	2%	2%	**	2%	3%	4%	6%	6%	5%
			a									
Paying the charge to exit your contract early	139	14	95	3	7	**	3	7	3	81	67	14
	6%	3%	5%	3%	4%	**	3%	5%	2%	6%	7%	5%
			a									
Getting the switch to happen on the date you wanted (P)	132	13	99	2	8	**	2	7	3	86	72	13
	6%	3%	6%	2%	4%	**	2%	5%	2%	7%	7%	4%
			a									

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 69

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Contacting your previous provider	119	19	76	2	9	**	3	7	8	57	47	10
	5%	4%	4%	2%	5%	**	3%	5%	5%	4%	5%	3%
Having new equipment installed by the new provider	97	22	22	4	13	**	4	12	6	-	-	-
	4%	5%	1%	4%	7%	**	3%	8%	3%	-%	-%	-%
		b						bd				
Paying a disconnection charge to your previous provider	97	11	11	1	5	**	1	5	5	-	-	-
	4%	2%	1%	1%	3%	**	1%	3%	3%	-%	-%	-%
		b						b	b			
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	93	-	93	-	-	**	-	-	-	93	81	13
	4%	-%	5%	-%	-%	**	-%	-%	-%	7%	8%	4%
			a								c	
Returning your previous provider's equipment	67	18	18	5	11	**	5	9	3	-	-	-
	3%	4%	1%	4%	6%	**	4%	6%	2%	-%	-%	-%
		b						d				
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	56	12	12	1	8	**	-	8	3	-	-	-
	2%	2%	1%	*%	4%	**	-%	5%	2%	-%	-%	-%
		b			a			bd	b			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 69

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	51 2%	12 3%	12 1%	1 1%	10 5%	** **	1 1%	10 7%	* *%	- -%	- -%	- -%
Unlocking your handset to take it with you	35 2%	- -%	35 2%	- -%	- -%	** **	- -%	- -%	- -%	35 3%	31 3%	5 2%
Getting the phone line to work	6 *%	6 1%	6 *%	5 5%	1 *%	** **	6 5%	- -%	- -%	- -%	- -%	- -%
ANY PROCESS DIFFICULTIES (P)	924 40%	124 27%	618 35%	16 15%	65 34%	** **	19 15%	59 39%	43 25%	494 38%	385 39%	109 37%
NONE OF THESE	1069 47%	278 60%	907 52%	76 72%	96 50%	** **	86 70%	68 45%	104 62%	630 49%	473 48%	156 53%
Mean number of difficulties	2.1	1.2	1.7	.9	1.6	**	.9	1.9	.9	1.9	2.1	1.4
Standard deviation	2.72	2.10	2.44	2.27	2.35	**	1.95	2.48	1.54	2.53	2.67	1.92
Standard error	.06	.07	.06	.14	.14	**	.11	.20	.09	.09	.12	.11

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Arranging the switch so that you were not paying for your old and new services at the same time (P)	517	101	32	147	131	16	19	**	169
	22%	29%	11%	23%	26%	11%	20%	**	33%
		be		be	be		b		
Cancelling your previous service (P)	480	89	22	121	93	28	25	**	179
	21%	26%	7%	19%	19%	19%	26%	**	35%
		bc		b	b	b	b		
Understanding the relevant steps required to switch provider	446	87	29	146	119	27	20	**	133
	19%	25%	10%	23%	24%	18%	21%	**	26%
		b		b	b	b	b		
Finding time to research the market	434	95	19	105	87	18	14	**	164
	19%	28%	6%	16%	17%	12%	14%	**	32%
		bcdef		b	b		b		
Arranging the switch so that you always had access to your services (P)	432	76	27	116	98	18	17	**	154
	19%	22%	9%	18%	20%	13%	18%	**	30%
		be		b	b		b		
Contacting your new provider	377	78	19	96	78	17	10	**	139
	16%	23%	6%	15%	16%	12%	10%	**	27%
		bcef		b	b				
Resolving billing issues with your previous provider	205	50	4	62	55	6	6	**	66
	9%	15%	1%	10%	11%	4%	6%	**	13%
		bef		be	be		b		

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Keeping/ transferring your phone number	187	71	18	91	91	-	-	**	-
	8%	21%	6%	14%	18%	-%	-%	**	-%
		bcef	ef	bef	bef				
Getting a better deal with your previous provider	177	25	15	53	47	6	4	**	36
	8%	7%	5%	8%	9%	4%	4%	**	7%
					e				
Comparing what different providers are offering	172	31	4	41	31	10	7	**	77
	7%	9%	1%	6%	6%	7%	7%	**	15%
		b		b	b	b	b		
Your previous provider trying to persuade you to stay	154	31	8	29	22	7	7	**	61
	7%	9%	3%	5%	5%	5%	7%	**	12%
		bcd							
Setting up a new online account	144	28	4	51	43	8	10	**	51
	6%	8%	1%	8%	9%	6%	10%	**	10%
		b		b	b	b	b		
Other devices or products you own not working with the new service	143	41	1	32	27	5	9	**	51
	6%	12%	*%	5%	5%	4%	9%	**	10%
		bcd		b	b	b	b		
Paying the charge to exit your contract early	139	34	4	43	36	7	6	**	41
	6%	10%	1%	7%	7%	5%	6%	**	8%
		b		b	b	b	b		
Getting the switch to happen on the date you wanted (P)	132	40	6	39	29	10	3	**	31
	6%	12%	2%	6%	6%	7%	3%	**	6%
		bcd		b		b			

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%		a	b	c	d	e	f		
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Contacting your previous provider	119	18	7	32	26	6	4	**	41
	5%	5%	2%	5%	5%	4%	4%	**	8%
Having new equipment installed by the new provider	97	-	-	-	-	-	-	**	72
	4%	-%	-%	-%	-%	-%	-%	**	14%
Paying a disconnection charge to your previous provider	97	-	-	-	-	-	-	**	82
	4%	-%	-%	-%	-%	-%	-%	**	16%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	93	39	6	48	42	6	7	**	-
	4%	11%	2%	7%	8%	4%	7%	**	-%
		be	b	b	b				
Returning your previous provider's equipment	67	-	-	-	-	-	-	**	46
	3%	-%	-%	-%	-%	-%	-%	**	9%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	56	-	-	-	-	-	-	**	41
	2%	-%	-%	-%	-%	-%	-%	**	8%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	51	-	-	-	-	-	-	**	36
	2%	-%	-%	-%	-%	-%	-%	**	7%

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Unlocking your handset to take it with you	35 2%	15 4%	2 1%	18 3%	16 3%	2 1%	3 3%	**	- -%
Getting the phone line to work	6 *%	- -%	- -%	- -%	- -%	- -%	- -%	**	- -%
ANY PROCESS DIFFICULTIES (P)	924 40%	181 52%	50 17%	264 41%	210 42%	53 37%	42 43%	**	292 57%
NONE OF THESE	1069 47%	121 35%	217 72%	292 46%	219 44%	73 50%	47 49%	**	148 29%
Mean number of difficulties	2.1	2.8	.8	2.0	2.2	1.4	1.7	**	3.3
Standard deviation	2.72	2.81	1.58	2.53	2.69	1.75	2.25	**	3.25
Standard error	.06	.19	.12	.13	.17	.14	.23	**	.33

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time (P)	517 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cancelling your previous service (P)	480 21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	446 19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	434 19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you always had access to your services (P)	432 19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your new provider	377 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	205 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Keeping/ transferring your phone number	187 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 69

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting a better deal with your previous provider	177 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Comparing what different providers are offering	172 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	154 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Setting up a new online account	144 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	143 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying the charge to exit your contract early	139 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	132 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	119 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Having new equipment installed by the new provider	97 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	97 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	93 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Returning your previous provider's equipment	67 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	56 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	51 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Unlocking your handset to take it with you	35 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the phone line to work	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY PROCESS DIFFICULTIES (P)	924	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	1069	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of difficulties	2.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	2.72	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.06	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested:		a,b,c,d,e,f,g,h	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	517	260	246	420	84	12	250	95	86	85	344	171	453	30	**	**	
	22%	27%	19%	26%	16%	8%	27%	17%	26%	18%	23%	21%	23%	22%	**	**	
		b		bc	c		bdf		bd		bd						
Canceling your previous service (P)	480	195	276	407	64	9	231	91	75	81	322	155	430	30	**	**	
	21%	20%	21%	25%	12%	6%	25%	17%	23%	17%	22%	19%	21%	21%	**	**	
				bc	c		bdf		b		b						
Understanding the relevant steps required to switch provider	446	207	227	381	54	10	221	97	57	67	318	124	373	47	**	**	
	19%	22%	17%	24%	10%	6%	24%	18%	17%	14%	21%	16%	19%	34%	**	**	
		b		bc			bcdf				df			a			
Finding time to research the market	434	223	198	353	71	9	217	76	72	65	294	136	369	28	**	**	
	19%	23%	15%	22%	13%	6%	23%	14%	22%	14%	20%	17%	18%	20%	**	**	
		b		bc	c		bdf		bd		bd						
Arranging the switch so that you always had access to your services (P)	432	202	219	348	70	13	219	77	59	72	297	131	366	37	**	**	
	19%	21%	17%	22%	13%	8%	23%	14%	18%	15%	20%	16%	18%	26%	**	**	
		b		bc			bdf				bd			a			
Contacting your new provider	377	187	179	311	61	5	194	52	68	56	247	125	334	30	**	**	
	16%	20%	14%	19%	12%	3%	21%	10%	21%	12%	17%	16%	17%	21%	**	**	
		b		bc	c		bdef		bd		bd	b					
Resolving billing issues with your previous provider	205	97	105	172	31	2	106	25	39	34	131	73	168	20	**	**	
	9%	10%	8%	11%	6%	1%	11%	5%	12%	7%	9%	9%	8%	14%	**	**	
				bc	c		bd		bd		b	b		a			

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 69

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Keeping/ transferring your phone number	187	98	87	157	26	4	86	35	37	28	121	66	159	13	**	**	
	8%	10%	7%	10%	5%	2%	9%	6%	11%	6%	8%	8%	8%	9%	**	**	
		b		bc					bd								
Getting a better deal with your previous provider	177	98	73	126	43	8	82	28	37	30	110	67	164	5	**	**	
	8%	10%	6%	8%	8%	5%	9%	5%	11%	6%	7%	8%	8%	3%	**	**	
		b					b		bde			b					
Comparing what different providers are offering	172	98	73	145	24	3	90	19	45	17	110	62	154	6	**	**	
	7%	10%	6%	9%	5%	2%	10%	4%	14%	4%	7%	8%	8%	4%	**	**	
		b		bc			bd		bdef		bd	bd					
Your previous provider trying to persuade you to stay	154	74	78	134	19	*	81	23	27	22	104	48	130	17	**	**	
	7%	8%	6%	8%	4%	*%	9%	4%	8%	5%	7%	6%	6%	12%	**	**	
				bc	c		bd		b		b			a			
Setting up a new online account	144	70	72	123	17	5	73	26	31	13	99	43	126	7	**	**	
	6%	7%	5%	8%	3%	3%	8%	5%	9%	3%	7%	5%	6%	5%	**	**	
				bc			bd		bdf		d	d					
Other devices or products you own not working with the new service	143	68	73	108	29	7	67	33	27	16	100	43	117	11	**	**	
	6%	7%	6%	7%	5%	4%	7%	6%	8%	3%	7%	5%	6%	8%	**	**	
							d		d		d						
Paying the charge to exit your contract early	139	68	71	127	12	-	59	28	23	29	86	52	109	19	**	**	
	6%	7%	5%	8%	2%	-%	6%	5%	7%	6%	6%	7%	5%	13%	**	**	
				bc	c									a			
Getting the switch to happen on the date you wanted (P)	132	57	71	119	12	1	73	24	19	17	96	36	114	5	**	**	
	6%	6%	5%	7%	2%	1%	8%	4%	6%	4%	7%	4%	6%	3%	**	**	
				bc			bdf				d						

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 69

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Contacting your previous provider	119 5%	57 6%	62 5%	98 6%	13 3%	7 5%	65 7%	29 5%	6 2%	18 4%	94 6%	24 3%	92 5%	9 6%	**	**	
				b			cdf	c			cf						
Having new equipment installed by the new provider	97 4%	50 5%	47 4%	86 5%	10 2%	2 1%	45 5%	26 5%	13 4%	13 3%	71 5%	26 3%	95 5%	1 1%	**	**	
				bc									b		**	**	
Paying a disconnection charge to your previous provider	97 4%	57 6%	34 3%	89 6%	8 1%	- -%	53 6%	19 4%	7 2%	17 4%	72 5%	24 3%	84 4%	12 8%	**	**	
		b		bc			cf				c			a	**	**	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	93 4%	47 5%	46 3%	80 5%	14 3%	- -%	53 6%	12 2%	16 5%	12 2%	65 4%	28 4%	86 4%	5 3%	**	**	
				bc	c		bd		b		b				**	**	
Returning your previous provider's equipment	67 3%	42 4%	24 2%	59 4%	7 1%	1 *%	26 3%	7 1%	15 5%	18 4%	33 2%	34 4%	58 3%	7 5%	**	**	
		b		bc					be	b		be			**	**	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	56 2%	33 3%	23 2%	42 3%	13 2%	1 1%	43 5%	3 *%	7 2%	3 1%	45 3%	10 1%	52 3%	1 1%	**	**	
		b					bdf		b		bdf				**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 69

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	51 2%	31 3%	20 1%	44 3%	7 1%	- -%	18 2%	15 3%	11 3%	7 2%	33 2%	18 2%	49 2%	1 1%	** **	** **	
Unlocking your handset to take it with you	35 2%	18 2%	18 1%	33 2%	2 *%	- -%	24 3%	3 1%	5 1%	3 1%	28 2%	8 1%	30 2%	2 2%	** **	** **	
Getting the phone line to work	6 *%	2 *%	4 *%	2 *%	3 1%	2 1%	2 *%	2 *%	1 *%	* *%	5 *%	1 *%	5 *%	* *%	** **	** **	
ANY PROCESS DIFFICULTIES (P)	924 40%	422 44%	486 37%	763 47%	142 27%	19 12%	439 47%	192 35%	139 42%	148 32%	631 43%	287 36%	803 40%	68 49%	** **	** **	
NONE OF THESE	1069 47%	435 46%	629 48%	605 38%	334 64%	129 80%	369 39%	281 51%	152 46%	262 56%	650 44%	415 52%	930 46%	56 40%	** **	** **	
Mean number of difficulties	2.1	2.4	1.8	2.5	1.3	.6	2.5	1.5	2.4	1.5	2.2	1.9	2.0	2.4	**	**	
Standard deviation	2.72	3.06	2.37	2.83	2.29	1.67	2.85	2.07	3.32	2.45	2.63	2.87	2.68	2.80	**	**	
Standard error	.06	.12	.07	.08	.10	.13	.11	.10	.20	.12	.08	.11	.07	.26	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Arranging the switch so that you were not paying for your old and new services at the same time (P)	517 22%	488 23%	29 15%	273 31%	145 14%
		b		b	
Cancelling your previous service (P)	480 21%	454 22%	26 14%	241 27%	133 13%
		b		b	
Understanding the relevant steps required to switch provider	446 19%	421 20%	25 13%	224 25%	140 14%
		b		b	
Finding time to research the market	434 19%	412 20%	22 11%	235 26%	111 11%
		b		b	
Arranging the switch so that you always had access to your services (P)	432 19%	405 19%	27 14%	237 27%	108 10%
				b	
Contacting your new provider	377 16%	365 17%	12 6%	208 23%	74 7%
		b		b	
Resolving billing issues with your previous provider	205 9%	198 9%	7 3%	133 15%	53 5%
		b		b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Keeping/ transferring your phone number	187 8%	178 8%	9 5%	117 13%	35 3%
				b	
Getting a better deal with your previous provider	177 8%	170 8%	7 4%	86 10%	60 6%
		b		b	
Comparing what different providers are offering	172 7%	166 8%	6 3%	103 12%	45 4%
		b		b	
Your previous provider trying to persuade you to stay	154 7%	149 7%	4 2%	95 11%	38 4%
		b		b	
Setting up a new online account	144 6%	134 6%	10 5%	62 7%	45 4%
				b	
Other devices or products you own not working with the new service	143 6%	134 6%	10 5%	96 11%	24 2%
				b	
Paying the charge to exit your contract early	139 6%	133 6%	5 3%	78 9%	48 5%
		b		b	
Getting the switch to happen on the date you wanted (P)	132 6%	132 6%	1 **%	67 8%	37 4%
		b		b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Contacting your previous provider	119	109	10	70	42
	5%	5%	5%	8%	4%
				b	
Having new equipment installed by the new provider	97	85	13	58	29
	4%	4%	6%	7%	3%
				b	
Paying a disconnection charge to your previous provider	97	96	1	53	23
	4%	5%	1%	6%	2%
		b		b	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	93	88	6	55	17
	4%	4%	3%	6%	2%
				b	
Returning your previous provider's equipment	67	66	1	46	17
	3%	3%	1%	5%	2%
		b		b	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	56	53	2	28	15
	2%	3%	1%	3%	1%
				b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	51 2%	49 2%	2 1%	30 3% b	14 1%
Unlocking your handset to take it with you	35 2%	31 1%	4 2%	22 3% b	5 *%
Getting the phone line to work	6 *%	4 *%	2 1% a	2 *%	4 *%
ANY PROCESS DIFFICULTIES (P)	924 40%	876 42% b	48 25%	478 54% b	263 25%
NONE OF THESE	1069 47%	948 45%	121 62% a	301 34%	615 60% a
Mean number of difficulties	2.1	2.1 b	1.2	2.9 b	1.2
Standard deviation	2.72	2.75	2.14	3.07	2.00
Standard error	.06	.07	.15	.12	.07
Columns Tested: a,b - a,b					

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 70

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Understanding the relevant steps required to switch provider	689	109	482	14	50	**	20	42	44	373	291	82
	30%	23%	28%	14%	26%	**	16%	28%	26%	29%	29%	28%
			a		a			b	b			
Arranging the switch so that you always had access to your services (P)	688	104	521	14	56	**	17	49	34	417	324	93
	30%	22%	30%	14%	29%	**	14%	33%	20%	32%	33%	31%
			a		a			bd	b			
Cancelling your previous service (P)	677	124	513	14	69	**	18	59	41	390	306	84
	29%	27%	29%	13%	36%	**	15%	39%	24%	30%	31%	28%
					a			bd	b			
Finding time to research the market	672	107	502	17	52	**	21	45	37	396	294	101
	29%	23%	29%	16%	27%	**	17%	30%	22%	31%	30%	34%
			a		a			b				
Arranging the switch so that you were not paying for your old and new services at the same time (P)	597	97	446	9	52	**	13	43	36	349	244	106
	26%	21%	25%	8%	27%	**	11%	29%	21%	27%	25%	36%
			a		a			b	b			ab
Contacting your new provider	558	84	406	11	49	**	14	43	23	322	257	65
	24%	18%	23%	11%	26%	**	11%	29%	14%	25%	26%	22%
			a		a			bd				
Keeping/ transferring your phone number	322	10	322	5	5	**	8	-	-	311	311	-
	14%	2%	18%	5%	3%	**	6%	-%	-%	24%	32%	-%
			a				cd			c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 70

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Your previous provider trying to persuade you to stay	248	41	177	7	19	**	8	15	15	136	127	9
	11%	9%	10%	7%	10%	**	7%	10%	9%	11%	13%	3%
										c	c	
Getting the switch to happen on the date you wanted (P)	248	46	180	6	25	**	10	19	15	134	102	32
	11%	10%	10%	6%	13%	**	8%	13%	9%	10%	10%	11%
					a							
Comparing what different providers are offering	247	57	180	7	30	**	9	27	19	123	90	33
	11%	12%	10%	7%	16%	**	7%	18%	11%	10%	9%	11%
					a			b				
Other devices or products you own not working with the new service	234	19	164	1	13	**	2	12	6	144	109	35
	10%	4%	9%	1%	7%	**	1%	8%	3%	11%	11%	12%
			a		a			bd				
Getting a better deal with your previous provider	232	43	144	7	22	**	8	18	15	101	87	15
	10%	9%	8%	6%	11%	**	6%	12%	9%	8%	9%	5%
					a			b			c	
Contacting your previous provider	184	35	124	4	19	**	5	15	12	89	71	18
	8%	8%	7%	4%	10%	**	4%	10%	7%	7%	7%	6%
					a			b				
Resolving billing issues with your previous provider	184	30	128	3	14	**	3	13	13	98	74	24
	8%	6%	7%	3%	7%	**	2%	9%	8%	8%	7%	8%
					a			b	b			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 70

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Paying the charge to exit your contract early	181	16	111	*	9	**	1	8	7	95	80	15
	8%	4%	6%	*%	5%	**	1%	5%	4%	7%	8%	5%
			a		a		b	b	b			
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	161	-	161	-	-	**	-	-	-	161	125	36
	7%	-%	9%	-%	-%	**	-%	-%	-%	13%	13%	12%
			a									
Setting up a new online account	155	26	131	6	13	**	7	10	8	105	77	28
	7%	6%	7%	6%	7%	**	6%	7%	5%	8%	8%	10%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	125	44	44	8	20	**	8	18	17	-	-	-
	5%	10%	3%	7%	10%	**	6%	12%	10%	-%	-%	-%
		b					b	b				
Returning your previous provider's equipment	121	41	41	9	19	**	10	16	13	-	-	-
	5%	9%	2%	8%	10%	**	8%	11%	8%	-%	-%	-%
		b										
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	110	30	30	3	20	**	3	17	7	-	-	-
	5%	6%	2%	3%	10%	**	3%	11%	4%	-%	-%	-%
		b			a			bd				

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 70

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Having new equipment installed by the new provider	88 4%	37 8%	37 2%	6 6%	15 8%	** **	7 6%	13 9%	16 9%	- -%	- -%	- -%
Unlocking your handset to take it with you	72 3%	- -%	72 4%	- -%	- -%	** **	- -%	- -%	- -%	72 6%	58 6%	14 5%
Paying a disconnection charge to your previous provider	67 3%	22 5%	22 1%	3 3%	10 5%	** **	3 3%	9 6%	10 6%	- -%	- -%	- -%
Getting the phone line to work	11 *%	11 2%	11 1%	9 9%	1 1%	** **	10 8%	- -%	- -%	- -%	- -%	- -%
ANY PROCESS DIFFICULTIES (P)	1289 56%	212 45%	961 55%	26 25%	109 57%	** **	34 28%	90 61%	77 46%	750 58%	577 58%	173 58%
NONE OF THESE	658 29%	167 36%	539 31%	52 50%	54 28%	** **	59 48%	37 25%	60 36%	372 29%	278 28%	93 32%
Mean number of difficulties	3.0	2.4	2.8	1.6	3.0	**	1.7	3.3	2.3	3.0	3.1	2.7
Standard deviation	2.64	2.65	2.61	2.47	2.81	**	2.53	2.82	2.43	2.58	2.59	2.52
Standard error	.06	.09	.06	.15	.17	**	.14	.23	.14	.09	.12	.15

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 70

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
		a	b	c	d	e	f	~a	b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Understanding the relevant steps required to switch provider	689	112	63	198	156	42	29	**	189
	30%	32%	21%	31%	32%	29%	30%	**	37%
		b		b	b				
Arranging the switch so that you always had access to your services (P)	688	133	64	221	171	50	31	**	153
	30%	39%	21%	34%	34%	34%	32%	**	30%
		b		b	b	b	b		
Cancelling your previous service (P)	677	113	53	224	173	50	19	**	148
	29%	33%	18%	35%	35%	35%	20%	**	29%
		bf		bf	bf	bf			
Finding time to research the market	672	115	63	218	170	48	40	**	158
	29%	33%	21%	34%	34%	33%	41%	**	31%
		b		b	b	b	b		
Arranging the switch so that you were not paying for your old and new services at the same time (P)	597	104	52	193	137	56	35	**	138
	26%	30%	18%	30%	28%	39%	36%	**	27%
		b		b	b	bd	b		
Contacting your new provider	558	105	29	189	156	33	26	**	143
	24%	30%	10%	29%	32%	22%	27%	**	28%
		b		b	b	b	b		
Keeping/ transferring your phone number	322	92	55	164	164	-	-	**	-
	14%	27%	18%	26%	33%	-%	-%	**	-%
		bef	ef	ef	bcef				

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 70

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Your previous provider trying to persuade you to stay	248	48	20	68	63	5	4	**	66
	11%	14%	7%	11%	13%	3%	4%	**	13%
		bef		ef	bef				
Getting the switch to happen on the date you wanted (P)	248	30	18	86	69	17	11	**	66
	11%	9%	6%	13%	14%	12%	12%	**	13%
				b	b				
Comparing what different providers are offering	247	34	25	65	47	18	9	**	61
	11%	10%	8%	10%	9%	12%	9%	**	12%
Other devices or products you own not working with the new service	234	49	8	87	64	23	10	**	66
	10%	14%	3%	14%	13%	16%	10%	**	13%
		b		b	b	b	b		
Getting a better deal with your previous provider	232	37	8	56	46	10	5	**	82
	10%	11%	3%	9%	9%	7%	5%	**	16%
		b		b	b				
Contacting your previous provider	184	26	13	49	37	13	5	**	56
	8%	8%	4%	8%	7%	9%	5%	**	11%
Resolving billing issues with your previous provider	184	25	10	63	48	15	7	**	51
	8%	7%	3%	10%	10%	11%	7%	**	10%
				b	b	b			
Paying the charge to exit your contract early	181	23	7	65	56	9	5	**	66
	8%	7%	2%	10%	11%	6%	5%	**	13%
		b		b	b				

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%		a	b	c	d	e	f		
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	161 7%	66 19%	14 5%	81 13%	64 13%	17 12%	16 17%	** **	- -%
		bce		b	b	b	b		
Setting up a new online account	155 7%	37 11%	8 3%	60 9%	40 8%	20 14%	7 7%	** **	20 4%
		b		b	b	b			
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	125 5%	- -%	- -%	- -%	- -%	- -%	- -%	** **	77 15%
Returning your previous provider's equipment	121 5%	- -%	- -%	- -%	- -%	- -%	- -%	** **	77 15%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	110 5%	- -%	- -%	- -%	- -%	- -%	- -%	** **	77 15%
Having new equipment installed by the new provider	88 4%	- -%	- -%	- -%	- -%	- -%	- -%	** **	46 9%
Unlocking your handset to take it with you	72 3%	18 5%	9 3%	45 7%	38 8%	7 5%	5 5%	** **	- -%
					b				

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 70

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Paying a disconnection charge to your previous provider	67	-	-	-	-	-	-	**	41
	3%	-%	-%	-%	-%	-%	-%	**	8%
Getting the phone line to work	11	-	-	-	-	-	-	**	-
	*%	-%	-%	-%	-%	-%	-%	**	-%
ANY PROCESS DIFFICULTIES (P)	1289	233	108	408	312	96	55	**	302
	56%	68%	36%	64%	63%	66%	57%	**	59%
		b		b	b	b	b		
NONE OF THESE	658	81	129	161	122	39	29	**	113
	29%	24%	43%	25%	25%	27%	29%	**	22%
			acdef						
Mean number of difficulties	3.0	3.4	1.7	3.3	3.4	3.0	2.7	**	3.5
		bf		bf	bf	b	b		
Standard deviation	2.64	2.47	2.13	2.64	2.62	2.70	2.35	**	2.66
Standard error	.06	.17	.16	.13	.17	.22	.24	**	.27

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 70

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	689 30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you always had access to your services (P)	688 30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cancelling your previous service (P)	677 29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	672 29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	597 26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your new provider	558 24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Keeping/ transferring your phone number	322 14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	248 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 70

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted (P)	248 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Comparing what different providers are offering	247 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	234 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting a better deal with your previous provider	232 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	184 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	184 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying the charge to exit your contract early	181 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	161 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 70

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Setting up a new online account	155 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	125 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Returning your previous provider's equipment	121 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	110 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Having new equipment installed by the new provider	88 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Unlocking your handset to take it with you	72 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	67 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 70

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the phone line to work	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY PROCESS DIFFICULTIES (P)	1289	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	658	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of difficulties	3.0	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	2.64	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.06	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested:		a,b,c,d,e,f,g,h	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 70

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Understanding the relevant steps required to switch provider	689	274	410	553	117	19	313	144	100	128	457	228	626	27	**	**	
	30%	29%	31%	34%	22%	12%	33%	26%	30%	27%	31%	29%	31%	19%	**	**	
				bc	c		bd						b				
Arranging the switch so that you always had access to your services (P)	688	272	412	571	100	17	285	175	108	118	460	226	609	41	**	**	
	30%	28%	31%	35%	19%	11%	30%	32%	33%	25%	31%	28%	30%	29%	**	**	
				bc	c			d	d		d						
Cancelling your previous service (P)	677	298	372	544	112	21	295	148	112	114	443	226	584	40	**	**	
	29%	31%	28%	34%	21%	13%	32%	27%	34%	24%	30%	28%	29%	29%	**	**	
				bc	c		d		bd		d						
Finding time to research the market	672	266	403	552	109	11	292	177	88	111	469	199	603	36	**	**	
	29%	28%	31%	34%	21%	7%	31%	32%	27%	24%	32%	25%	30%	26%	**	**	
				bc	c		df	df			df						
Arranging the switch so that you were not paying for your old and new services at the same time (P)	597	226	366	501	83	14	259	168	81	79	427	161	517	44	**	**	
	26%	24%	28%	31%	16%	8%	28%	31%	25%	17%	29%	20%	26%	32%	**	**	
				bc	c		df	df	d		df						
Contacting your new provider	558	233	318	463	73	22	253	140	64	100	393	164	477	30	**	**	
	24%	24%	24%	29%	14%	14%	27%	25%	19%	21%	26%	20%	24%	22%	**	**	
				bc			cdf				cdf						
Keeping/ transferring your phone number	322	131	189	244	68	10	133	75	39	74	209	113	275	22	**	**	
	14%	14%	14%	15%	13%	6%	14%	14%	12%	16%	14%	14%	14%	16%	**	**	
				c	c												

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 70

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Your previous provider trying to persuade you to stay	248	112	132	206	22	20	119	72	20	37	191	56	212	15	**	**	
	11%	12%	10%	13%	4%	12%	13%	13%	6%	8%	13%	7%	11%	10%	**	**	
				b		b	cdf	cdf			cdf						
Getting the switch to happen on the date you wanted (P)	248	102	143	192	50	6	101	74	33	40	175	73	224	10	**	**	
	11%	11%	11%	12%	10%	3%	11%	13%	10%	9%	12%	9%	11%	7%	**	**	
				c	c			df									
Comparing what different providers are offering	247	84	163	203	30	14	97	79	33	38	176	71	221	11	**	**	
	11%	9%	12%	13%	6%	9%	10%	14%	10%	8%	12%	9%	11%	8%	**	**	
			a	b				adf			df						
Other devices or products you own not working with the new service	234	104	129	202	28	4	93	45	53	43	138	96	210	10	**	**	
	10%	11%	10%	13%	5%	2%	10%	8%	16%	9%	9%	12%	10%	7%	**	**	
				bc					abde			b					
Getting a better deal with your previous provider	232	104	128	189	38	5	116	58	33	23	174	56	205	11	**	**	
	10%	11%	10%	12%	7%	3%	12%	11%	10%	5%	12%	7%	10%	8%	**	**	
				bc	c		df	df	d		df						
Contacting your previous provider	184	87	94	143	36	5	70	66	19	28	135	48	166	15	**	**	
	8%	9%	7%	9%	7%	3%	7%	12%	6%	6%	9%	6%	8%	10%	**	**	
				c				acdf			f						
Resolving billing issues with your previous provider	184	82	98	154	27	3	77	46	21	40	123	60	160	13	**	**	
	8%	9%	7%	10%	5%	2%	8%	8%	6%	8%	8%	8%	8%	9%	**	**	
				bc	c												
Paying the charge to exit your contract early	181	71	107	136	42	3	64	41	29	47	105	75	144	25	**	**	
	8%	7%	8%	8%	8%	2%	7%	8%	9%	10%	7%	9%	7%	18%	**	**	
				c	c									a			

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 70

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	161 7%	71 7%	88 7%	147 9% bc	14 3% c	- -%	72 8%	43 8%	23 7%	23 5%	115 8%	46 6%	140 7%	9 6%	** **	** **	
Setting up a new online account	155 7%	72 8%	82 6%	134 8% bc	20 4% c	1 1%	85 9% cdf	40 7% df	13 4%	16 3%	125 8% cdf	29 4%	142 7% b	3 2%	** **	** **	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	125 5%	56 6%	69 5%	100 6% c	23 4% c	1 1%	53 6% d	36 7% d	23 7% d	13 3%	89 6% d	36 5%	99 5%	24 17% a	** **	** **	
Returning your previous provider's equipment	121 5%	42 4%	79 6%	108 7% bc	11 2%	3 2%	62 7% df	32 6% d	20 6% d	7 2%	94 6% df	27 3%	109 5%	7 5%	** **	** **	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	110 5%	53 6%	57 4%	96 6% b	7 1%	7 4% b	57 6% df	27 5% d	15 5%	11 2%	84 6% df	25 3%	96 5%	7 5%	** **	** **	
Having new equipment installed by the new provider	88 4%	50 5% b	38 3%	59 4%	21 4%	8 5%	47 5% b	14 3%	15 4%	13 3%	60 4%	28 4%	71 4%	8 5%	** **	** **	
Unlocking your handset to take it with you	72 3%	40 4% b	32 2%	65 4% bc	7 1%	- -%	29 3%	21 4%	11 3%	11 2%	50 3%	22 3%	66 3%	6 4%	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 70

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Paying a disconnection charge to your previous provider	67	36	31	54	8	6	44	8	12	3	52	15	55	2	**	**	
	3%	4%	2%	3%	2%	3%	5%	2%	4%	1%	4%	2%	3%	1%	**	**	
							bdf		d		bdf						
Getting the phone line to work	11	5	6	5	4	1	6	3	1	2	8	3	9	*	**	**	
	*%	*%	*%	*%	1%	1%	1%	*%	*%	*%	1%	*%	*%	*%	**	**	
ANY PROCESS DIFFICULTIES (P)	1289	540	737	1046	204	39	563	324	186	207	887	393	1137	80	**	**	
	56%	57%	56%	65%	39%	24%	60%	59%	56%	44%	60%	49%	57%	58%	**	**	
				bc	c		df	df	df		df						
NONE OF THESE	658	295	354	343	227	86	215	134	115	189	349	303	567	41	**	**	
	29%	31%	27%	21%	43%	53%	23%	24%	35%	40%	24%	38%	28%	30%	**	**	
					a	ab			abe	abe		abe					
Mean number of difficulties	3.0	3.0	3.0	3.5	2.0	1.2	3.2	3.2	2.9	2.4	3.2	2.6	3.0	3.0	**	**	
				bc	c		df	df	d		df						
Standard deviation	2.64	2.69	2.61	2.61	2.41	1.78	2.48	2.63	2.81	2.73	2.54	2.78	2.61	2.80	**	**	
Standard error	.06	.11	.08	.08	.11	.14	.09	.12	.17	.14	.08	.11	.07	.26	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 70

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Understanding the relevant steps required to switch provider	689	645	44	279	274
	30%	31%	22%	31%	27%
		b		b	
Arranging the switch so that you always had access to your services (P)	688	646	43	281	277
	30%	31%	22%	32%	27%
		b		b	
Cancelling your previous service (P)	677	639	39	270	295
	29%	30%	20%	30%	29%
		b			
Finding time to research the market	672	635	38	272	284
	29%	30%	19%	30%	28%
		b			
Arranging the switch so that you were not paying for your old and new services at the same time (P)	597	550	47	268	214
	26%	26%	24%	30%	21%
				b	
Contacting your new provider	558	518	40	240	226
	24%	25%	21%	27%	22%
				b	
Keeping/ transferring your phone number	322	296	25	138	128
	14%	14%	13%	16%	12%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Your previous provider trying to persuade you to stay	248	233	15	137	88
	11%	11%	7%	15%	9%
				b	
Getting the switch to happen on the date you wanted (P)	248	235	13	107	106
	11%	11%	7%	12%	10%
		b			
Comparing what different providers are offering	247	227	20	105	108
	11%	11%	10%	12%	10%
Other devices or products you own not working with the new service	234	231	3	103	106
	10%	11%	2%	12%	10%
		b			
Getting a better deal with your previous provider	232	219	13	96	90
	10%	10%	7%	11%	9%
Contacting your previous provider	184	169	14	67	84
	8%	8%	7%	8%	8%
Resolving billing issues with your previous provider	184	180	3	75	68
	8%	9%	2%	8%	7%
		b			
Paying the charge to exit your contract early	181	174	7	81	71
	8%	8%	4%	9%	7%
		b			

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	161 7%	154 7%	7 4%	73 8% b	52 5%
Setting up a new online account	155 7%	149 7% b	5 3%	65 7%	73 7%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	125 5%	123 6% b	2 1%	52 6%	48 5%
Returning your previous provider's equipment	121 5%	116 5%	5 3%	42 5%	57 6%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	110 5%	103 5%	7 4%	37 4%	55 5%
Having new equipment installed by the new provider	88 4%	86 4%	3 1%	51 6% b	34 3%
Unlocking your handset to take it with you	72 3%	65 3%	7 4%	44 5% b	13 1%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 70

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Paying a disconnection charge to your previous provider	67 3%	57 3%	11 5%	31 3%	30 3%
			a		
Getting the phone line to work	11 *%	9 *%	3 1%	5 1%	6 1%
ANY PROCESS DIFFICULTIES (P)	1289 56%	1216 58%	73 38%	538 60%	519 50%
		b		b	
NONE OF THESE	658 29%	574 27%	84 43%	215 24%	343 33%
			a		a
Mean number of difficulties	3.0	3.1 b	2.1	3.3 b	2.7
Standard deviation	2.64	2.63	2.53	2.61	2.67
Standard error	.06	.07	.18	.10	.09
Columns Tested: a,b - a,b					

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 71

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Canceling your previous service (P)	1158	187	809	22	104	**	29	87	61	622	475	146
	50%	40%	46%	21%	54%	**	24%	59%	37%	48%	48%	49%
			a		a			bd	b			
Understanding the relevant steps required to switch provider	1135	155	790	21	79	**	27	70	55	635	501	134
	49%	33%	45%	20%	41%	**	22%	47%	33%	49%	51%	45%
			a		a			bd	b			
Arranging the switch so that you always had access to your services (P)	1120	159	795	23	88	**	27	79	48	637	501	135
	49%	34%	45%	22%	46%	**	22%	53%	29%	50%	51%	46%
			a		a			bd				
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1114	156	785	17	83	**	22	71	56	629	483	147
	48%	33%	45%	16%	43%	**	18%	47%	33%	49%	49%	49%
			a		a			bd	b			
Finding time to research the market	1106	147	762	22	79	**	26	71	46	614	476	139
	48%	32%	44%	21%	41%	**	21%	47%	27%	48%	48%	47%
			a		a			bd				
Contacting your new provider	935	122	636	16	75	**	20	67	30	515	417	97
	41%	26%	36%	16%	39%	**	16%	45%	18%	40%	42%	33%
			a		a			bd	c	c	c	
Keeping/ transferring your phone number	509	18	509	11	7	**	15	-	-	491	491	-
	22%	4%	29%	10%	4%	**	12%	-%	-%	38%	50%	-%
			a	b			cd			c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 71

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Comparing what different providers are offering	419	72	272	9	40	**	10	37	23	200	148	52
	18%	15%	16%	9%	21%	**	9%	25%	14%	16%	15%	18%
					a			bd	b			
Getting a better deal with your previous provider	409	88	283	15	47	**	19	36	27	195	169	26
	18%	19%	16%	14%	24%	**	16%	24%	16%	15%	17%	9%
					a			bd	c	c		
Your previous provider trying to persuade you to stay	402	63	267	10	29	**	12	23	24	204	179	25
	17%	13%	15%	9%	15%	**	10%	15%	14%	16%	18%	8%
										c	c	
Resolving billing issues with your previous provider	388	51	264	9	22	**	9	20	20	213	174	39
	17%	11%	15%	9%	11%	**	7%	13%	12%	17%	18%	13%
			a					b	b			
Getting the switch to happen on the date you wanted (P)	380	59	279	8	32	**	12	26	18	220	174	45
	17%	13%	16%	8%	17%	**	10%	17%	11%	17%	18%	15%
			a		a			b				
Other devices or products you own not working with the new service	378	33	252	3	17	**	4	16	13	219	168	51
	16%	7%	14%	3%	9%	**	3%	11%	8%	17%	17%	17%
			a		a			b	b			
Paying the charge to exit your contract early	320	30	206	4	16	**	4	15	11	176	146	30
	14%	6%	12%	4%	8%	**	4%	10%	6%	14%	15%	10%
			a		a			b			c	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 71

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Contacting your previous provider	303	54	200	6	28	**	9	22	20	146	118	28
	13%	12%	11%	6%	15%	**	7%	15%	12%	11%	12%	10%
					a			b	b			
Setting up a new online account	299	36	224	7	19	**	8	16	11	188	139	48
	13%	8%	13%	6%	10%	**	6%	11%	6%	15%	14%	16%
			a									
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	254	-	254	-	-	**	-	-	-	254	206	49
	11%	-%	15%	-%	-%	**	-%	-%	-%	20%	21%	16%
			a									
Returning your previous provider's equipment	188	59	59	13	30	**	15	25	16	-	-	-
	8%	13%	3%	13%	16%	**	12%	17%	9%	-%	-%	-%
		b						d				
Having new equipment installed by the new provider	186	60	60	10	28	**	11	25	21	-	-	-
	8%	13%	3%	10%	15%	**	9%	17%	13%	-%	-%	-%
		b						b				
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	180	56	56	8	28	**	8	26	20	-	-	-
	8%	12%	3%	8%	14%	**	6%	17%	12%	-%	-%	-%
		b			a			b	b			
Paying a disconnection charge to your previous provider	164	34	34	4	15	**	4	14	15	-	-	-
	7%	7%	2%	4%	8%	**	3%	9%	9%	-%	-%	-%
		b						b	b			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	161 7%	41 9%	41 2%	4 4%	30 16%	** **	4 3%	27 18%	8 4%	- -%	- -%	- -%
Unlocking your handset to take it with you	107 5%	- -%	107 6%	- -%	- -%	** **	- -%	- -%	- -%	107 8%	88 9%	19 6%
Getting the phone line to work	17 1%	17 4%	17 1%	15 14%	2 1%	** **	16 13%	- -%	- -%	- -%	- -%	- -%
ANY PROCESS DIFFICULTIES (P)	1540 67%	253 54%	1107 63%	34 33%	129 67%	** **	44 36%	107 72%	90 54%	854 66%	658 67%	196 66%
NONE OF THESE	558 24%	145 31%	474 27%	45 43%	45 23%	** **	51 42%	30 20%	54 32%	330 26%	251 25%	79 27%
Mean number of difficulties	5.1	3.6	4.5	2.5	4.7	**	2.5	5.2	3.2	4.9	5.1	4.1
Standard deviation	4.15	3.76	3.99	3.67	3.93	**	3.48	3.98	3.33	4.02	4.13	3.50
Standard error	.10	.13	.10	.22	.24	**	.19	.33	.19	.14	.18	.20

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Canceling your previous service (P)	1158	202	74	345	266	79	44	**	327
	50%	59%	25%	54%	54%	54%	46%	**	64%
		bf		b	b	b	b		
Understanding the relevant steps required to switch provider	1135	199	92	344	275	69	49	**	322
	49%	58%	31%	54%	56%	47%	51%	**	63%
		b		b	b	b	b		
Arranging the switch so that you always had access to your services (P)	1120	209	91	337	269	68	48	**	307
	49%	61%	30%	53%	54%	47%	49%	**	60%
		be		b	b	b	b		
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1114	205	84	340	268	72	54	**	307
	48%	59%	28%	53%	54%	50%	56%	**	60%
		b		b	b	b	b		
Finding time to research the market	1106	210	82	322	256	66	54	**	323
	48%	61%	27%	50%	52%	45%	56%	**	63%
		bcde		b	b	b	b		
Contacting your new provider	935	183	48	284	235	50	36	**	282
	41%	53%	16%	44%	47%	34%	37%	**	55%
		bcef		be	be	b	b		
Keeping/ transferring your phone number	509	163	72	256	256	-	-	**	-
	22%	47%	24%	40%	52%	-%	-%	**	-%
		bef	ef	bef	bcef				

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Comparing what different providers are offering	419	65	30	106	78	28	16	**	138
	18%	19%	10%	17%	16%	19%	16%	**	27%
		b		b		b			
Getting a better deal with your previous provider	409	63	23	109	93	16	8	**	118
	18%	18%	8%	17%	19%	11%	9%	**	23%
		bf		bf	bef				
Your previous provider trying to persuade you to stay	402	79	28	97	85	11	11	**	128
	17%	23%	9%	15%	17%	8%	11%	**	25%
		bcef		e	be				
Resolving billing issues with your previous provider	388	75	14	125	103	22	13	**	118
	17%	22%	5%	19%	21%	15%	14%	**	23%
		b		b	b	b	b		
Getting the switch to happen on the date you wanted (P)	380	71	24	125	98	27	14	**	97
	17%	20%	8%	20%	20%	19%	15%	**	19%
		b		b	b	b			
Other devices or products you own not working with the new service	378	90	9	119	91	28	19	**	118
	16%	26%	3%	19%	18%	20%	20%	**	23%
		bcd		b	b	b	b		
Paying the charge to exit your contract early	320	57	11	108	92	16	11	**	107
	14%	17%	4%	17%	19%	11%	11%	**	21%
		b		b	be	b	b		

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Contacting your previous provider	303	45	20	81	63	18	9	**	98
	13%	13%	7%	13%	13%	13%	9%	**	19%
		b		b	b				
Setting up a new online account	299	65	11	112	83	29	16	**	72
	13%	19%	4%	17%	17%	20%	17%	**	14%
		b		b	b	b	b		
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	254	105	20	129	106	23	23	**	-
	11%	31%	7%	20%	21%	16%	23%	**	-%
		bcde		b	b	b	b		
Returning your previous provider's equipment	188	-	-	-	-	-	-	**	123
	8%	-%	-%	-%	-%	-%	-%	**	24%
Having new equipment installed by the new provider	186	-	-	-	-	-	-	**	118
	8%	-%	-%	-%	-%	-%	-%	**	23%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	180	-	-	-	-	-	-	**	118
	8%	-%	-%	-%	-%	-%	-%	**	23%
Paying a disconnection charge to your previous provider	164	-	-	-	-	-	-	**	123
	7%	-%	-%	-%	-%	-%	-%	**	24%

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 71

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	161	-	-	-	-	-	-	**	113
	7%	-%	-%	-%	-%	-%	-%	**	22%
Unlocking your handset to take it with you	107	33	11	63	54	9	8	**	-
	5%	10%	4%	10%	11%	6%	8%	**	-%
		b		b	b				
Getting the phone line to work	17	-	-	-	-	-	-	**	-
	1%	-%	-%	-%	-%	-%	-%	**	-%
ANY PROCESS DIFFICULTIES (P)	1540	261	133	459	356	103	66	**	404
	67%	76%	45%	72%	72%	71%	68%	**	79%
		b		b	b	b	b		
NONE OF THESE	558	64	124	142	107	35	22	**	77
	24%	19%	41%	22%	22%	24%	23%	**	15%
			acdef						
Mean number of difficulties	5.1	6.1	2.5	5.3	5.6	4.3	4.5	**	6.8
		bcef		be	bef	b	b		
Standard deviation	4.15	4.11	2.93	3.95	4.02	3.53	3.62	**	4.28
Standard error	.10	.28	.22	.20	.25	.29	.36	**	.43
Columns Tested: a,b,c,d,e,f - a,b									

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canceling your previous service (P)	1158	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	1135	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you always had access to your services (P)	1120	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1114	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	1106	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your new provider	935	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Keeping/ transferring your phone number	509	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Comparing what different providers are offering	419	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting a better deal with your previous provider	409 18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	402 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	388 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	380 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	378 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying the charge to exit your contract early	320 14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	303 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Setting up a new online account	299 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	254 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Returning your previous provider's equipment	188 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Having new equipment installed by the new provider	186 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	180 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	164 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	161 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Unlocking your handset to take it with you	107 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 71

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the phone line to work	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY PROCESS DIFFICULTIES (P)	1540	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	67%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	558	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of difficulties	5.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	4.15	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.10	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested:		a,b,c,d,e,f,g,h	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 71

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Cancelling your previous service (P)	1158	493	648	950	176	31	526	239	187	194	765	381	1014	70	**	**	
	50%	52%	49%	59%	34%	19%	56%	44%	57%	42%	52%	48%	50%	50%	**	**	
				bc	c		bdf		bdf		bd	d					
Understanding the relevant steps required to switch provider	1135	481	637	934	171	29	534	241	157	195	775	352	999	74	**	**	
	49%	50%	48%	58%	33%	18%	57%	44%	48%	42%	52%	44%	50%	53%	**	**	
				bc	c		bcd				bdf						
Arranging the switch so that you always had access to your services (P)	1120	474	631	919	170	30	505	252	167	189	757	357	975	78	**	**	
	49%	50%	48%	57%	32%	19%	54%	46%	51%	40%	51%	45%	49%	56%	**	**	
				bc	c		bdf		d		df						
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1114	486	612	920	166	26	509	262	167	164	771	331	970	74	**	**	
	48%	51%	46%	57%	32%	16%	54%	48%	51%	35%	52%	42%	48%	53%	**	**	
				bc	c		bdf	df	df		df	d					
Finding time to research the market	1106	488	602	905	179	20	509	253	160	175	763	335	972	64	**	**	
	48%	51%	46%	56%	34%	13%	54%	46%	48%	37%	51%	42%	48%	46%	**	**	
		b		bc	c		bdf	d	d		df						
Contacting your new provider	935	421	497	774	134	27	447	192	132	156	639	288	811	60	**	**	
	41%	44%	38%	48%	26%	17%	48%	35%	40%	33%	43%	36%	40%	43%	**	**	
		b		bc	c		bcd				bdf						
Keeping/ transferring your phone number	509	229	276	401	94	14	219	111	76	102	330	179	435	35	**	**	
	22%	24%	21%	25%	18%	8%	23%	20%	23%	22%	22%	22%	22%	25%	**	**	
				bc	c												

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 71

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Comparing what different providers are offering	419	182	236	348	54	17	187	98	78	54	285	133	374	17	**	**	
	18%	19%	18%	22%	10%	10%	20%	18%	24%	12%	19%	17%	19%	12%	**	**	
				bc			d	d	df		d	d					
Getting a better deal with your previous provider	409	202	201	315	81	13	198	86	70	53	284	123	369	15	**	**	
	18%	21%	15%	20%	16%	8%	21%	16%	21%	11%	19%	15%	18%	11%	**	**	
		b		c	c		bdf		df		df		b				
Your previous provider trying to persuade you to stay	402	186	210	341	41	20	200	95	46	58	295	105	343	32	**	**	
	17%	19%	16%	21%	8%	12%	21%	17%	14%	12%	20%	13%	17%	23%	**	**	
				bc			cdf	d			cdf						
Resolving billing issues with your previous provider	388	178	204	326	58	4	183	71	60	73	254	133	329	33	**	**	
	17%	19%	15%	20%	11%	3%	20%	13%	18%	16%	17%	17%	16%	24%	**	**	
				bc	c		b				b			a			
Getting the switch to happen on the date you wanted (P)	380	158	213	311	62	7	174	97	52	57	271	109	338	14	**	**	
	17%	17%	16%	19%	12%	4%	19%	18%	16%	12%	18%	14%	17%	10%	**	**	
				bc	c		df	d			df						
Other devices or products you own not working with the new service	378	172	203	310	57	10	161	78	80	59	238	139	327	21	**	**	
	16%	18%	15%	19%	11%	6%	17%	14%	24%	13%	16%	17%	16%	15%	**	**	
				bc			d		abdef			d					
Paying the charge to exit your contract early	320	139	178	263	53	3	123	69	52	76	192	128	253	44	**	**	
	14%	15%	13%	16%	10%	2%	13%	13%	16%	16%	13%	16%	13%	31%	**	**	
				bc	c									a			
Contacting your previous provider	303	144	156	241	49	12	135	95	26	47	230	72	258	23	**	**	
	13%	15%	12%	15%	9%	8%	14%	17%	8%	10%	15%	9%	13%	17%	**	**	
				bc			cdf	cdf			cdf						

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 71

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Setting up a new online account	299	142	154	256	36	6	159	66	44	28	224	73	268	10	**	**	
	13%	15%	12%	16%	7%	4%	17%	12%	13%	6%	15%	9%	13%	7%	**	**	
				bc			bdf	d	d		df		b				
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	254	118	134	227	27	-	125	55	39	35	180	74	226	14	**	**	
	11%	12%	10%	14%	5%	-%	13%	10%	12%	7%	12%	9%	11%	10%	**	**	
				bc	c		df				d						
Returning your previous provider's equipment	188	83	103	167	17	3	89	38	35	26	127	61	167	15	**	**	
	8%	9%	8%	10%	3%	2%	9%	7%	11%	6%	9%	8%	8%	10%	**	**	
				bc			d		d		d						
Having new equipment installed by the new provider	186	101	85	145	31	10	92	40	27	27	131	54	165	9	**	**	
	8%	11%	6%	9%	6%	6%	10%	7%	8%	6%	9%	7%	8%	6%	**	**	
		b		b			df				d						
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	180	89	92	142	36	2	95	39	31	16	134	46	151	25	**	**	
	8%	9%	7%	9%	7%	2%	10%	7%	9%	3%	9%	6%	8%	18%	**	**	
				c	c		df	d	d		df			a			
Paying a disconnection charge to your previous provider	164	94	65	143	16	6	97	28	19	20	125	40	138	13	**	**	
	7%	10%	5%	9%	3%	3%	10%	5%	6%	4%	8%	5%	7%	10%	**	**	
		b		bc			bcd				bdf						

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 71

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	161 7%	84 9%	76 6%	140 9%	14 3%	7 4%	76 8%	42 8%	26 8%	18 4%	117 8%	43 5%	145 7%	8 6%	**	**	
		b		bc			d	d	d		df				**	**	
Unlocking your handset to take it with you	107 5%	58 6%	49 4%	98 6%	10 2%	- -%	53 6%	24 4%	15 5%	14 3%	77 5%	30 4%	96 5%	9 6%	**	**	
		b		bc			d								**	**	
Getting the phone line to work	17 1%	7 1%	10 1%	7 *%	7 1%	3 2%	8 1%	5 1%	2 1%	2 1%	13 1%	4 1%	14 1%	1 *%	**	**	
				a	a										**	**	
ANY PROCESS DIFFICULTIES (P)	1540 67%	638 67%	881 67%	1233 77%	254 48%	52 32%	687 73%	367 67%	218 66%	255 55%	1054 71%	474 59%	1355 67%	95 68%	**	**	
				bc	c		bcd	df	d		df				**	**	
NONE OF THESE	558 24%	249 26%	306 23%	271 17%	209 40%	77 48%	177 19%	121 22%	92 28%	165 35%	298 20%	257 32%	477 24%	37 26%	**	**	
				a	a				ae	abce		abe			**	**	
Mean number of difficulties	5.1	5.5	4.8	6.0	3.3	1.9	5.8	4.7	5.3	3.9	5.4	4.5	5.0	5.4	**	**	
		b		bc	c		bdef	d	df		bdf	d			**	**	
Standard deviation	4.15	4.49	3.88	4.03	3.79	2.97	4.11	3.85	4.52	4.05	4.05	4.30	4.11	4.33	**	**	
Standard error	.10	.18	.11	.12	.17	.23	.16	.18	.28	.20	.12	.17	.10	.40	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Cancelling your previous service (P)	1158	1093	65	511	427
	50%	52%	33%	57%	41%
		b		b	
Understanding the relevant steps required to switch provider	1135	1066	69	503	415
	49%	51%	35%	56%	40%
		b		b	
Arranging the switch so that you always had access to your services (P)	1120	1051	70	518	384
	49%	50%	36%	58%	37%
		b		b	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1114	1038	76	541	359
	48%	49%	39%	61%	35%
		b		b	
Finding time to research the market	1106	1047	59	507	395
	48%	50%	30%	57%	38%
		b		b	
Contacting your new provider	935	883	53	448	300
	41%	42%	27%	50%	29%
		b		b	
Keeping/ transferring your phone number	509	475	34	256	163
	22%	23%	17%	29%	16%
				b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 71

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Comparing what different providers are offering	419	393	26	208	153
	18%	19%	13%	23%	15%
				b	
Getting a better deal with your previous provider	409	389	20	182	150
	18%	19%	10%	20%	15%
		b		b	
Your previous provider trying to persuade you to stay	402	383	19	231	126
	17%	18%	10%	26%	12%
		b		b	
Resolving billing issues with your previous provider	388	378	10	207	121
	17%	18%	5%	23%	12%
		b		b	
Getting the switch to happen on the date you wanted (P)	380	367	13	174	142
	17%	17%	7%	20%	14%
		b		b	
Other devices or products you own not working with the new service	378	365	13	199	130
	16%	17%	7%	22%	13%
		b		b	
Paying the charge to exit your contract early	320	307	12	159	120
	14%	15%	6%	18%	12%
		b		b	

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Contacting your previous provider	303	279	24	137	126
	13%	13%	12%	15%	12%
Setting up a new online account	299	283	16	127	118
	13%	13%	8%	14%	11%
		b			
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	254	242	13	128	69
	11%	11%	7%	14%	7%
		b		b	
Returning your previous provider's equipment	188	181	6	88	74
	8%	9%	3%	10%	7%
		b			
Having new equipment installed by the new provider	186	171	15	110	63
	8%	8%	8%	12%	6%
				b	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	180	176	4	80	63
	8%	8%	2%	9%	6%
		b		b	
Paying a disconnection charge to your previous provider	164	152	12	84	53
	7%	7%	6%	9%	5%
				b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	161 7%	152 7%	9 5%	68 8%	69 7%
Unlocking your handset to take it with you	107 5%	96 5%	11 6%	66 7%	18 2%
Getting the phone line to work	17 1%	13 1%	5 3%	7 1%	10 1%
ANY PROCESS DIFFICULTIES (P)	1540 67%	1447 69%	93 48%	671 75%	586 57%
NONE OF THESE	558 24%	489 23%	68 35%	155 17%	324 31%
Mean number of difficulties	5.1	5.2	3.4	6.2	3.9
Standard deviation	4.15	4.16	3.70	4.25	3.88
Standard error	.10	.10	.26	.16	.13

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 72

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Contacting your new provider	1362	344	1114	88	117	**	102	83	137	770	570	199
	59%	74%	64%	84%	61%	**	84%	55%	82%	60%	58%	67%
		b		b			c		c			ab
Finding time to research the market	1191	319	989	83	113	**	96	79	122	670	512	158
	52%	68%	56%	79%	59%	**	79%	53%	73%	52%	52%	53%
		b		b			c		c			
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1184	311	966	88	109	**	100	79	112	655	505	150
	52%	67%	55%	84%	57%	**	82%	53%	67%	51%	51%	51%
		b		b			cd		c			
Arranging the switch so that you always had access to your services (P)	1177	307	955	82	104	**	95	71	119	648	486	161
	51%	66%	55%	78%	54%	**	78%	47%	71%	50%	49%	54%
		b		b			c		c			
Understanding the relevant steps required to switch provider	1162	311	960	84	113	**	96	80	113	649	487	162
	51%	67%	55%	80%	59%	**	78%	53%	67%	51%	49%	55%
		b		b			cd		c			
Cancelling your previous service (P)	1139	279	942	82	88	**	93	62	106	663	512	150
	50%	60%	54%	79%	46%	**	76%	41%	63%	52%	52%	51%
		b		b			cd		c			
Keeping/ transferring your phone number	585	88	585	67	20	**	74	-	-	497	497	-
	25%	19%	33%	64%	10%	**	61%	-%	-%	39%	50%	-%
			a	b			cd			c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 72

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Setting up a new online account	512	126	408	29	43	**	36	28	52	282	210	72
	22%	27%	23%	28%	23%	**	30%	19%	31%	22%	21%	24%
		b					c		c			
Comparing what different providers are offering	498	153	420	37	57	**	47	38	57	267	197	70
	22%	33%	24%	36%	30%	**	38%	25%	34%	21%	20%	24%
		b					c					
Getting the switch to happen on the date you wanted (P)	431	120	334	27	50	**	36	31	43	214	180	34
	19%	26%	19%	25%	26%	**	30%	21%	26%	17%	18%	11%
		b					c			c	c	
Contacting your previous provider	295	80	234	18	30	**	22	21	32	154	119	35
	13%	17%	13%	18%	16%	**	18%	14%	19%	12%	12%	12%
		b										
Having new equipment installed by the new provider	221	128	128	19	50	**	31	28	58	-	-	-
	10%	28%	7%	19%	26%	**	25%	19%	35%	-%	-%	-%
		b			a				bc			
Getting a better deal with your previous provider	221	61	173	16	20	**	19	13	25	112	96	15
	10%	13%	10%	15%	10%	**	16%	9%	15%	9%	10%	5%
		b					c			c	c	
Your previous provider trying to persuade you to stay	210	34	145	11	13	**	12	7	10	111	91	21
	9%	7%	8%	10%	7%	**	10%	5%	6%	9%	9%	7%
Paying the charge to exit your contract early	195	30	134	3	12	**	4	10	15	104	78	26
	8%	6%	8%	3%	6%	**	3%	7%	9%	8%	8%	9%
					a				b			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 72

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	Total	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A c	BBAND S/A d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%												
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Returning your previous provider's equipment	190	120	120	28	42	**	36	23	50	-	-	-
	8%	26%	7%	27%	22%	**	29%	15%	30%	-%	-%	-%
		b					c		c			
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	181	106	106	32	33	**	34	25	41	-	-	-
	8%	23%	6%	30%	17%	**	28%	17%	24%	-%	-%	-%
		b		b			c					
Other devices or products you own not working with the new service	167	14	125	2	7	**	3	5	5	111	84	27
	7%	3%	7%	2%	4%	**	2%	3%	3%	9%	9%	9%
			a									
Resolving billing issues with your previous provider	147	18	100	6	9	**	7	6	3	82	64	18
	6%	4%	6%	6%	4%	**	6%	4%	2%	6%	6%	6%
			a				d					
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	122	-	122	-	-	**	-	-	-	122	89	33
	5%	-%	7%	-%	-%	**	-%	-%	-%	10%	9%	11%
			a									
Paying a disconnection charge to your previous provider	83	24	24	2	10	**	4	7	12	-	-	-
	4%	5%	1%	2%	5%	**	3%	5%	7%	-%	-%	-%
		b							b			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 72

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Getting the phone line to work	78	78	78	56	21	**	66	-	-	-	-	-
	3%	17%	4%	54%	11%	**	54%	-%	-%	-%	-%	-%
		b		b			cd					
Unlocking your handset to take it with you	77	-	77	-	-	**	-	-	-	77	61	16
	3%	-%	4%	-%	-%	**	-%	-%	-%	6%	6%	5%
			a									
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	67	39	39	8	12	**	11	8	19	-	-	-
	3%	8%	2%	8%	6%	**	9%	5%	11%	-%	-%	-%
		b							c			
NONE OF THESE	309	27	166	3	20	**	4	19	4	139	113	26
	13%	6%	9%	3%	10%	**	3%	13%	2%	11%	11%	9%
			a		a			bd				

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Contacting your new provider	1362	162	252	356	261	95	61	**	229
	59%	47%	84%	56%	53%	66%	63%	**	45%
			acdef	a		acd	a		
Finding time to research the market	1191	134	218	318	239	79	43	**	189
	52%	39%	73%	50%	48%	55%	44%	**	37%
			acdef	a	a	a			
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1184	140	215	300	227	73	43	**	204
	52%	41%	72%	47%	46%	50%	44%	**	40%
			acdef						
Arranging the switch so that you always had access to your services (P)	1177	136	209	304	227	77	49	**	204
	51%	39%	70%	47%	46%	53%	51%	**	40%
			acdef			a			
Understanding the relevant steps required to switch provider	1162	145	207	297	220	76	48	**	189
	51%	42%	69%	46%	44%	53%	49%	**	37%
			acdef						
Cancelling your previous service (P)	1139	142	225	296	229	66	53	**	184
	50%	41%	75%	46%	46%	46%	54%	**	36%
			acdef				a		
Keeping/ transferring your phone number	585	84	173	240	240	-	-	**	-
	25%	25%	58%	37%	48%	-%	-%	**	-%
		ef	acef	aef	acef				

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Setting up a new online account	512	56	87	139	96	43	18	**	97
	22%	16%	29%	22%	19%	30%	19%	**	19%
			ad			ad			
Comparing what different providers are offering	498	46	99	122	90	31	22	**	71
	22%	13%	33%	19%	18%	22%	23%	**	14%
			acde			a	a		
Getting the switch to happen on the date you wanted (P)	431	46	73	96	78	17	9	**	92
	19%	13%	24%	15%	16%	12%	9%	**	18%
			acdef						
Contacting your previous provider	295	39	35	80	61	19	13	**	57
	13%	11%	12%	12%	12%	13%	13%	**	11%
Having new equipment installed by the new provider	221	-	-	-	-	-	-	**	87
	10%	-%	-%	-%	-%	-%	-%	**	17%
Getting a better deal with your previous provider	221	29	31	52	45	7	5	**	46
	10%	8%	10%	8%	9%	5%	5%	**	9%
Your previous provider trying to persuade you to stay	210	28	16	67	52	15	5	**	61
	9%	8%	5%	11%	11%	10%	5%	**	12%
				b	b				
Paying the charge to exit your contract early	195	37	11	56	41	15	9	**	56
	8%	11%	4%	9%	8%	10%	9%	**	11%
		b		b	b				

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Returning your previous provider's equipment	190	-	-	-	-	-	-	**	66
	8%	-%	-%	-%	-%	-%	-%	**	13%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	181	-	-	-	-	-	-	**	71
	8%	-%	-%	-%	-%	-%	-%	**	14%
Other devices or products you own not working with the new service	167	26	14	71	54	17	7	**	41
	7%	8%	5%	11% b	11% b	12% b	7%	**	8%
Resolving billing issues with your previous provider	147	26	2	54	40	14	4	**	46
	6%	8% b	1%	9% b	8% b	10% b	4% b	**	9%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	122	29	16	78	59	19	9	**	-
	5%	8%	5%	12% b	12% b	13% b	9%	**	-%
Paying a disconnection charge to your previous provider	83	-	-	-	-	-	-	**	56
	4%	-%	-%	-%	-%	-%	-%	**	11%
Getting the phone line to work	78	-	-	-	-	-	-	**	-
	3%	-%	-%	-%	-%	-%	-%	**	-%

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 72

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Unlocking your handset to take it with you	77 3%	26 7%	14 5%	37 6%	29 6%	8 6%	5 5%	** **	- -%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	67 3%	- -%	- -%	- -%	- -%	- -%	- -%	** **	26 5%
NONE OF THESE	309 13%	61 18%	12 4%	66 10%	56 11%	10 7%	12 13%	** **	138 27%
		bcde		b	b		b		

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contacting your new provider	1362 59%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	1191 52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1184 52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you always had access to your services (P)	1177 51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	1162 51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cancelling your previous service (P)	1139 50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Keeping/ transferring your phone number	585 25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Setting up a new online account	512 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comparing what different providers are offering	498 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	431 19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	295 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Having new equipment installed by the new provider	221 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting a better deal with your previous provider	221 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	210 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying the charge to exit your contract early	195 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Returning your previous provider's equipment	190 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	181 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	167 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	147 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	122 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	83 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting the phone line to work	78 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Unlocking your handset to take it with you	77 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 72

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	67 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	309 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 72

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Contacting your new provider	1362	535	821	836	391	135	488	356	198	312	845	510	1198	79	**	**	
	59%	56%	62%	52%	74%	83%	52%	65%	60%	67%	57%	64%	60%	57%	**	**	
		a	a	ab	a	ab	ae	a	ae	a	ae	ae					
Finding time to research the market	1191	467	717	705	345	141	426	295	170	293	721	463	1037	76	**	**	
	52%	49%	54%	44%	66%	87%	46%	54%	52%	63%	49%	58%	52%	54%	**	**	
		a	a	ab	a	ab	a	a	abce		ae	ae					
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1184	470	706	690	358	136	427	286	163	304	713	466	1039	65	**	**	
	52%	49%	54%	43%	68%	84%	46%	52%	49%	65%	48%	58%	52%	47%	**	**	
					a	ab		a		abcef		abce					
Arranging the switch so that you always had access to your services (P)	1177	481	688	691	354	131	431	296	163	278	727	441	1034	62	**	**	
	51%	50%	52%	43%	68%	81%	46%	54%	49%	60%	49%	55%	51%	44%	**	**	
					a	ab		a		ace		ae					
Understanding the relevant steps required to switch provider	1162	475	681	676	354	133	402	307	173	273	709	445	1010	66	**	**	
	51%	50%	52%	42%	67%	82%	43%	56%	52%	58%	48%	56%	50%	47%	**	**	
					a	ab		ae	a	ae	a	ae					
Cancelling your previous service (P)	1139	462	671	660	348	131	410	310	143	274	720	417	995	69	**	**	
	50%	48%	51%	41%	66%	81%	44%	56%	43%	58%	48%	52%	50%	50%	**	**	
					a	ab		ace		acef		ac					
Keeping/ transferring your phone number	585	227	356	313	190	82	218	153	84	125	372	210	523	24	**	**	
	25%	24%	27%	19%	36%	51%	23%	28%	26%	27%	25%	26%	26%	17%	**	**	
					a	ab							b				

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 72

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Setting up a new online account	512	223	287	302	153	57	199	152	41	118	351	160	446	41	**	**	
	22%	23%	22%	19%	29%	35%	21%	28%	13%	25%	24%	20%	22%	30%	**	**	
				a	a	c	acf	cf	c	c							
Comparing what different providers are offering	498	188	309	293	152	53	205	127	55	110	331	165	447	22	**	**	
	22%	20%	23%	18%	29%	33%	22%	23%	17%	23%	22%	21%	22%	16%	**	**	
				a	a	c				c	c						
Getting the switch to happen on the date you wanted (P)	431	149	282	284	104	44	172	100	63	94	272	158	376	24	**	**	
	19%	16%	21%	18%	20%	27%	18%	18%	19%	20%	18%	20%	19%	17%	**	**	
			a		ab												
Contacting your previous provider	295	129	167	202	70	23	106	82	38	69	188	107	261	12	**	**	
	13%	13%	13%	13%	13%	14%	11%	15%	11%	15%	13%	13%	13%	9%	**	**	
Having new equipment installed by the new provider	221	94	125	138	63	20	94	46	26	53	141	79	196	8	**	**	
	10%	10%	10%	9%	12%	12%	10%	8%	8%	11%	9%	10%	10%	6%	**	**	
				a													
Getting a better deal with your previous provider	221	118	102	146	63	13	99	53	28	40	152	68	190	14	**	**	
	10%	12%	8%	9%	12%	8%	11%	10%	9%	8%	10%	9%	9%	10%	**	**	
		b															
Your previous provider trying to persuade you to stay	210	94	115	150	47	14	91	51	23	44	142	68	180	13	**	**	
	9%	10%	9%	9%	9%	8%	10%	9%	7%	9%	10%	8%	9%	9%	**	**	
Paying the charge to exit your contract early	195	92	103	148	43	4	90	38	25	42	128	67	177	9	**	**	
	8%	10%	8%	9%	8%	3%	10%	7%	8%	9%	9%	8%	9%	6%	**	**	
				c	c												

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 72

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Returning your previous provider's equipment	190	80	110	99	59	32	87	33	21	49	119	71	170	8	**	**	
	8%	8%	8%	6%	11%	20%	9%	6%	6%	11%	8%	9%	8%	6%	**	**	
					a	ab	b			b							
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	181	55	125	128	37	16	58	38	33	51	97	84	155	12	**	**	
	8%	6%	9%	8%	7%	10%	6%	7%	10%	11%	7%	11%	8%	9%	**	**	
			a						ae	abe		abe					
Other devices or products you own not working with the new service	167	73	93	138	22	6	74	38	18	37	112	55	159	2	**	**	
	7%	8%	7%	9%	4%	4%	8%	7%	5%	8%	8%	7%	8%	1%	**	**	
				bc									b				
Resolving billing issues with your previous provider	147	66	81	118	27	2	72	49	5	22	120	27	123	7	**	**	
	6%	7%	6%	7%	5%	2%	8%	9%	2%	5%	8%	3%	6%	5%	**	**	
				c	c		cf	cdf		c	cdf						
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	122	51	71	86	32	4	55	22	20	25	77	45	105	9	**	**	
	5%	5%	5%	5%	6%	2%	6%	4%	6%	5%	5%	6%	5%	6%	**	**	
					c												
Paying a disconnection charge to your previous provider	83	38	45	66	14	3	49	12	2	20	61	22	67	8	**	**	
	4%	4%	3%	4%	3%	2%	5%	2%	1%	4%	4%	3%	3%	6%	**	**	
							bcf			c	c	c					
Getting the phone line to work	78	31	46	32	28	17	27	19	12	20	46	32	66	8	**	**	
	3%	3%	4%	2%	5%	10%	3%	3%	4%	4%	3%	4%	3%	6%	**	**	
					a	ab											

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 72

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Unlocking your handset to take it with you	77	43	33	52	22	3	36	18	4	18	55	22	68	4	**	**	
	3%	4%	2%	3%	4%	2%	4%	3%	1%	4%	4%	3%	3%	3%	**	**	
		b					c			c	c						
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	67	28	37	37	18	11	33	15	8	11	48	19	59	4	**	**	
	3%	3%	3%	2%	3%	7%	3%	3%	2%	2%	3%	2%	3%	3%	**	**	
						a											
NONE OF THESE	309	142	161	253	46	9	150	45	63	48	195	111	255	29	**	**	
	13%	15%	12%	16%	9%	6%	16%	8%	19%	10%	13%	14%	13%	21%	**	**	
				bc			bd		bc		b	b		a			

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Contacting your new provider	1362	1220	142	443	731
	59%	58%	73%	50%	71%
			a		a
Finding time to research the market	1191	1056	136	384	636
	52%	50%	70%	43%	62%
			a		a
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1184	1065	119	349	673
	52%	51%	61%	39%	65%
			a		a
Arranging the switch so that you always had access to your services (P)	1177	1051	125	373	648
	51%	50%	64%	42%	63%
			a		a
Understanding the relevant steps required to switch provider	1162	1036	126	388	617
	51%	49%	65%	44%	60%
			a		a
Cancelling your previous service (P)	1139	1009	130	379	605
	50%	48%	67%	43%	59%
			a		a
Keeping/ transferring your phone number	585	513	72	171	333
	25%	24%	37%	19%	32%
			a		a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Setting up a new online account	512	459	53	167	272
	22%	22%	27%	19%	26%
					a
Comparing what different providers are offering	498	449	48	151	289
	22%	21%	25%	17%	28%
					a
Getting the switch to happen on the date you wanted (P)	431	380	51	149	237
	19%	18%	26%	17%	23%
			a		a
Contacting your previous provider	295	266	29	70	193
	13%	13%	15%	8%	19%
					a
Having new equipment installed by the new provider	221	198	24	76	133
	10%	9%	12%	9%	13%
					a
Getting a better deal with your previous provider	221	195	26	70	126
	10%	9%	13%	8%	12%
					a
Your previous provider trying to persuade you to stay	210	193	17	83	103
	9%	9%	9%	9%	10%
Paying the charge to exit your contract early	195	178	17	77	87
	8%	8%	9%	9%	8%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Returning your previous provider's equipment	190	162	28	66	113
	8%	8%	15%	7%	11%
			a		a
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	181	158	22	56	105
	8%	8%	12%	6%	10%
					a
Other devices or products you own not working with the new service	167	163	4	68	72
	7%	8%	2%	8%	7%
		b			
Resolving billing issues with your previous provider	147	139	8	60	60
	6%	7%	4%	7%	6%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	122	117	6	49	56
	5%	6%	3%	5%	5%
Paying a disconnection charge to your previous provider	83	80	3	19	56
	4%	4%	2%	2%	5%
					a
Getting the phone line to work	78	63	15	25	49
	3%	3%	8%	3%	5%
			a		

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Unlocking your handset to take it with you	77 3%	75 4% b	2 1%	35 4%	30 3%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	67 3%	61 3%	6 3%	20 2%	37 4%
NONE OF THESE	309 13%	291 14%	18 9%	153 17% b	89 9%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 73

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Base	916	225	692	46	97	14	57	75	80	467	345	122
Comparing what different providers are offering	172 19%	15 7%	92 13% a	2 4%	10 10% a	** **	1 2%	** **	4 5%	77 16%	58 17%	19 15%
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297
Understanding the relevant steps required to switch provider	446 19%	46 10%	308 18% a	7 6%	29 15% a	** **	6 5%	28 19% bd	11 6%	262 20%	210 21%	52 18%
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297
Finding time to research the market	434 19%	41 9%	260 15% a	5 5%	27 14% a	** **	5 4%	26 17% bd	9 6%	219 17%	181 18% c	38 13%
Base	598	134	434	25	58	10	31	43	51	300	237	63
Contacting your previous provider	119 20%	19 14%	76 18%	** **	** **	** **	** **	** **	** **	57 19%	47 20%	** **
Base	612	97	412	21	42	8	24	30	34	315	270	46
Your previous provider trying to persuade you to stay	154 25%	22 22%	90 22%	** **	** **	** **	** **	** **	** **	68 22%	52 19%	** **
Base	630	150	456	31	67	10	38	49	52	306	265	41
Getting a better deal with your previous provider	177 28%	45 30%	139 30%	** **	** **	** **	12 31%	** **	** **	93 30%	82 31%	** **

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297
Contacting your new provider	377	38	231	5	25	**	6	24	8	193	160	32
	16%	8%	13%	5%	13%	**	5%	16%	4%	15%	16%	11%
			a		a			bd			c	
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297
Cancelling your previous service (P)	480	63	295	9	34	**	11	29	20	232	170	63
	21%	14%	17%	8%	18%	**	9%	19%	12%	18%	17%	21%
			a		a			bd				
Base	1083	95	1083	71	23	14	81	-	-	988	988	-
Keeping/ transferring your phone number	187	7	187	5	**	**	7	**	**	180	180	**
	17%	8%	17%	7%	**	**	8%	**	**	18%	18%	**
			a									
Base	343	33	231	3	16	1	5	13	14	198	164	34
Paying the charge to exit your contract early	139	**	95	**	**	**	**	**	**	81	**	**
	40%	**	41%	**	**	**	**	**	**	41%	**	**
Base	811	162	632	36	62	11	44	44	63	470	350	120
Setting up a new online account	144	10	93	**	**	**	1	**	3	83	63	20
	18%	6%	15%	**	**	**	2%	**	5%	18%	18%	16%
			a									
Base	184	-	184	-	-	-	-	-	-	184	150	35
Unlocking your handset to take it with you	35	**	35	**	**	**	**	**	**	35	**	**
	19%	**	19%	**	**	**	**	**	**	19%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 73

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Base	811	179	613	35	82	13	48	57	61	434	355	79
Getting the switch to happen on the date you wanted (P)	132	13	99	**	8	**	2	**	3	86	72	**
	16%	7%	16%	**	9%	**	4%	**	6%	20%	20%	**
			a									
Base	407	188	188	30	78	14	42	53	79	-	-	-
Having new equipment installed by the new provider	97	22	22	**	13	**	4	**	6	**	**	**
	24%	12%	12%	**	16%	**	10%	**	7%	**	**	**
Base	361	162	162	40	60	9	41	51	61	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	56	12	12	1	**	**	-	**	3	**	**	**
	15%	7%	7%	1%	**	**	-%	**	5%	**	**	**
									b			
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297
Arranging the switch so that you always had access to your services (P)	432	55	274	9	32	**	10	30	14	220	177	42
	19%	12%	16%	8%	17%	**	8%	20%	9%	17%	18%	14%
			a		a			bd				
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 73

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	~a	b	c	d	a	b	c
Significance Level: 95%												
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Arranging the switch so that you were not paying for your old and new services at the same time (P)	517	59	339	8	31	**	9	28	20	280	239	41
	22%	13%	19%	8%	16%	**	8%	19%	12%	22%	24%	14%
			a		a			b		c	c	
Base	227	81	81	12	42	4	15	35	26	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	51	12	12	**	**	**	**	**	**	**	**	**
	22%	15%	15%	**	**	**	**	**	**	**	**	**
Base	377	-	377	-	-	-	-	-	-	377	295	81
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	93	**	93	**	**	**	**	**	**	93	81	**
	25%	**	25%	**	**	**	**	**	**	25%	27%	**
Base	378	180	180	41	73	15	51	48	65	-	-	-
Returning your previous provider's equipment	67	18	18	5	11	**	5	**	3	**	**	**
	18%	10%	10%	11%	15%	**	10%	**	4%	**	**	**
Base	545	48	377	5	24	3	7	21	18	330	252	77
Other devices or products you own not working with the new service	143	**	88	**	**	**	**	**	**	74	59	**
	26%	**	23%	**	**	**	**	**	**	23%	23%	**
Base	535	69	364	15	31	4	16	26	23	295	238	57

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER	
Significance Level: 95%	a	b	a	b	~a	b	c	d	a	b	c	
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Resolving billing issues with your previous provider	205	21	136	6	9	**	6	7	7	115	101	14
	38%	31%	37%	41%	28%	**	37%	27%	29%	39%	42%	25%
		a	b				cd			c	c	
Base	247	57	57	7	24	2	8	21	27	-	-	-
Paying a disconnection charge to your previous provider	97	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**
Base	95	95	95	71	23	14	81	-	-	-	-	-
Getting the phone line to work	6	6	6	5	**	**	6	**	**	**	**	**
	7%	7%	7%	8%	**	**	7%	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%		a	b	c	d	e	f		
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Base	916	111	129	227	168	59	38	15	210
Comparing what different providers are offering	172	**	**	41	**	**	**	**	**
	19%	**	**	18%	**	**	**	**	**
Base	2297	344	300	640	496	145	97	36	511
Understanding the relevant steps required to switch provider	446	87	29	146	119	27	20	**	133
	19%	25%	10%	23%	24%	18%	21%	**	26%
		b		b	b	b	b		
Base	2297	344	300	640	496	145	97	36	511
Finding time to research the market	434	95	19	105	87	18	14	**	164
	19%	28%	6%	16%	17%	12%	14%	**	32%
		bcdef		b	b	b	b		
Base	598	84	56	161	123	37	22	9	154
Contacting your previous provider	119	**	**	32	**	**	**	**	**
	20%	**	**	20%	**	**	**	**	**
Base	612	108	43	164	138	26	15	11	189
Your previous provider trying to persuade you to stay	154	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**
Base	630	91	54	161	138	23	13	11	164
Getting a better deal with your previous provider	177	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Base	2297	344	300	640	496	145	97	36	511
Contacting your new provider	377	78	19	96	78	17	10	**	139
	16%	23%	6%	15%	16%	12%	10%	**	27%
		bcef		b	b				
Base	2297	344	300	640	496	145	97	36	511
Cancelling your previous service (P)	480	89	22	121	93	28	25	**	179
	21%	26%	7%	19%	19%	19%	26%	**	35%
		bc		b	b	b	b		
Base	1083	247	245	496	496	-	-	-	-
Keeping/ transferring your phone number	187	71	18	91	91	**	**	**	**
	17%	29%	7%	18%	18%	**	**	**	**
		bcd		b	b				
Base	343	70	8	120	101	19	10	4	107
Paying the charge to exit your contract early	139	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**
Base	811	121	98	251	179	72	35	10	169
Setting up a new online account	144	**	**	51	**	**	**	**	**
	18%	**	**	20%	**	**	**	**	**
Base	184	58	26	100	83	17	13	-	-
Unlocking your handset to take it with you	35	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**
Base	811	116	97	220	176	44	23	10	189

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Getting the switch to happen on the date you wanted (P)	132	40	6	39	29	10	3	**	31
	16%	35%	7%	18%	16%	23%	13%	**	16%
		bcdef		b	b	bf			
Base	407	-	-	-	-	-	-	14	205
Having new equipment installed by the new provider	97	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	10	189
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	56	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**
Base	2297	344	300	640	496	145	97	36	511
Arranging the switch so that you always had access to your services (P)	432	76	27	116	98	18	17	**	154
	19%	22%	9%	18%	20%	13%	18%	**	30%
		be		b	b	b			
Base	2297	344	300	640	496	145	97	36	511
Arranging the switch so that you were not paying for your old and new services at the same time (P)	517	101	32	147	131	16	19	**	169
	22%	29%	11%	23%	26%	11%	20%	**	33%
		be		be	be	b			

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Base	227	-	-	-	-	-	-	8	138
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	51 22%	** **	** **	** **	** **	** **	** **	** **	** **
Base	377	134	36	207	165	42	31	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	93 25%	** **	** **	48 23%	** **	** **	** **	** **	** **
Base	378	-	-	-	-	-	-	9	189
Returning your previous provider's equipment	67 18%	** **	** **	** **	** **	** **	** **	** **	** **
Base	545	116	23	190	145	45	27	9	159
Other devices or products you own not working with the new service	143 26%	** **	** **	32 17%	** **	** **	** **	** **	** **
Base	535	101	16	179	143	36	17	7	164
Resolving billing issues with your previous provider	205 38%	** **	** **	62 34%	** **	** **	** **	** **	** **
Base	247	-	-	-	-	-	-	11	179

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Paying a disconnection charge to your previous provider	97	-	-	-	-	-	-	**	82
	39%	-%	-%	-%	-%	-%	-%	**	46%
Base	95	-	-	-	-	-	-	-	-
Getting the phone line to work	6	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	916	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comparing what different providers are offering	172	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	446	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Finding time to research the market	434	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contacting your previous provider	119	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	612	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	154	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	630	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting a better deal with your previous provider	177	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contacting your new provider	377	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cancelling your previous service (P)	480	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	1083	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Keeping/ transferring your phone number	187	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	343	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying the charge to exit your contract early	139	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	811	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Setting up a new online account	144	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	184	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	811	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 73

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted (P)	132 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	407	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Having new equipment installed by the new provider	97 24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	56 15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services (P)	432 19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time (P)	517 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 73

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	227	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	51 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	377	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	93 25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	378	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Returning your previous provider's equipment	67 18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	545	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	143 26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	535	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	205 38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 73

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	247	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	97 39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	95	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the phone line to work	6 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 73

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Base	916	369	545	641	206	69	392	225	133	164	617	298	821	39	31	25	
Comparing what different providers are offering	172	98	73	145	24	**	90	19	45	17	110	62	154	**	**	**	
	19%	26%	13%	23%	12%	**	23%	9%	34%	10%	18%	21%	19%	**	**	**	
		b		b			bd		abdef		bd	bd					
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Understanding the relevant steps required to switch provider	446	207	227	381	54	10	221	97	57	67	318	124	373	47	**	**	
	19%	22%	17%	24%	10%	6%	24%	18%	17%	14%	21%	16%	19%	34%	**	**	
		b		bc			bcdf				df			a			
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Finding time to research the market	434	223	198	353	71	9	217	76	72	65	294	136	369	28	**	**	
	19%	23%	15%	22%	13%	6%	23%	14%	22%	14%	20%	17%	18%	20%	**	**	
		b		bc	c		bdf		bd		bd						
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Contacting your previous provider	119	57	62	98	13	**	65	29	**	**	94	24	92	**	**	**	
	20%	21%	19%	22%	11%	**	27%	17%	**	**	23%	14%	18%	**	**	**	
				b			bf				f						
Base	612	281	326	490	88	34	291	146	70	102	437	172	522	45	31	14	
Your previous provider trying to persuade you to stay	154	74	78	134	**	**	81	**	**	**	104	48	130	**	**	**	
	25%	27%	24%	27%	**	**	28%	**	**	**	24%	28%	25%	**	**	**	
Base	630	320	303	461	144	26	297	139	98	93	436	191	559	30	30	12	
Getting a better deal with your previous provider	177	98	73	126	43	**	82	28	**	**	110	67	164	**	**	**	
	28%	31%	24%	27%	30%	**	28%	20%	**	**	25%	35%	29%	**	**	**	
												be					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 73

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Contacting your new provider	377	187	179	311	61	5	194	52	68	56	247	125	334	30	**	**	
	16%	20%	14%	19%	12%	3%	21%	10%	21%	12%	17%	16%	17%	21%	**	**	
		b		bc	c		bdef		bd		bd	b					
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Cancelling your previous service (P)	480	195	276	407	64	9	231	91	75	81	322	155	430	30	**	**	
	21%	20%	21%	25%	12%	6%	25%	17%	23%	17%	22%	19%	21%	21%	**	**	
				bc	c		bdf		b		b						
Base	1083	451	626	710	278	94	434	260	160	224	695	385	948	58	58	19	
Keeping/ transferring your phone number	187	98	87	157	26	**	86	35	37	28	121	66	159	**	**	**	
	17%	22%	14%	22%	9%	**	20%	14%	23%	13%	17%	17%	17%	**	**	**	
		b		b					bd								
Base	343	166	175	278	59	6	152	64	50	77	215	128	275	45	16	7	
Paying the charge to exit your contract early	139	**	71	127	**	**	**	**	**	**	86	**	109	**	**	**	
	40%	**	41%	46%	**	**	**	**	**	**	40%	**	40%	**	**	**	
Base	811	365	442	558	190	63	358	218	85	147	576	232	714	51	33	12	
Setting up a new online account	144	70	72	123	17	**	73	26	**	13	99	43	126	**	**	**	
	18%	19%	16%	22%	9%	**	20%	12%	**	9%	17%	19%	18%	**	**	**	
				b			bd				d	d					
Base	184	100	82	150	32	3	90	42	19	33	132	52	164	12	6	2	
Unlocking your handset to take it with you	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	811	307	495	594	166	50	346	197	115	152	543	266	714	38	38	20	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 73

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Getting the switch to happen on the date you wanted (P)	132 16%	57 18%	71 14%	119 20%	12 7%	1 2%	73 21%	24 12%	19 17%	17 11%	96 18%	36 13%	114 16%	5 12%	**	**	
		b		bc	c		bdf		d		bdf						
Base	407	194	210	283	94	29	186	86	53	79	272	133	362	17	20	9	
Having new equipment installed by the new provider	97 24%	50 26%	47 22%	86 30%	10 11%	**	45 24%	26 30%	**	**	71 26%	26 19%	95 26%	**	**	**	
				b													
Base	361	144	216	270	73	18	154	77	63	67	231	130	305	37	15	4	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	56 15%	33 23%	23 11%	42 15%	13 17%	**	43 28%	**	**	**	45 20%	10 8%	52 17%	**	**	**	
		b					f				f						
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Arranging the switch so that you always had access to your services (P)	432 19%	202 21%	219 17%	348 22%	70 13%	13 8%	219 23%	77 14%	59 18%	72 15%	297 20%	131 16%	366 18%	37 26%	**	**	
		b		bc			bdf				bd			a			
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	517 22%	260 27%	246 19%	420 26%	84 16%	12 8%	250 27%	95 17%	86 26%	85 18%	344 23%	171 21%	453 23%	30 22%	**	**	
		b		bc	c		bdf		bd		bd						

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 73

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Base	227	113	114	177	33	18	108	57	34	28	165	62	204	12	2	8	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	51	**	**	44	**	**	**	**	**	**	33	**	49	**	**	**	
	22%	**	**	25%	**	**	**	**	**	**	20%	**	24%	**	**	**	
Base	377	169	206	313	60	4	180	77	59	60	257	119	331	23	19	4	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	93	**	46	80	**	**	53	**	**	**	65	**	86	**	**	**	
	25%	**	22%	25%	**	**	29%	**	**	**	25%	**	26%	**	**	**	
Base	378	164	213	266	76	36	175	71	56	75	246	131	337	23	14	4	
Returning your previous provider's equipment	67	42	24	59	7	**	26	**	**	**	33	34	58	**	**	**	
	18%	25%	11%	22%	9%	**	15%	**	**	**	13%	26%	17%	**	**	**	
		b		b								ae					
Base	545	245	296	449	79	17	234	116	98	96	350	194	486	23	23	12	
Other devices or products you own not working with the new service	143	68	73	108	**	**	67	**	**	**	100	43	117	**	**	**	
	26%	28%	25%	24%	**	**	29%	**	**	**	29%	22%	24%	**	**	**	
Base	535	245	285	444	85	7	255	120	65	95	375	160	451	40	25	19	
Resolving billing issues with your previous provider	205	97	105	172	**	**	106	**	**	**	131	73	168	**	**	**	
	38%	40%	37%	39%	**	**	42%	**	**	**	35%	46%	37%	**	**	**	
Base	247	131	111	209	30	8	146	40	21	40	186	61	205	21	14	6	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 73

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG					NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43
Paying a disconnection charge to your previous provider	97	57	34	89	8	-	53	19	7	17	72	24	84	12	**	**
	39%	44%	31%	43%	26%	-%	36%	49%	33%	43%	39%	40%	41%	54%	**	**
		b		bc	c			acef		ac				a		
Base	95	38	57	39	36	20	35	24	14	23	59	36	80	9	6	1
Getting the phone line to work	6	**	4	2	**	**	**	**	**	**	5	**	5	**	**	**
	7%	**	7%	4%	**	**	**	**	**	**	8%	**	6%	**	**	**

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Base	916	842	74	358	442
Comparing what different providers are offering	172	166	**	103	45
	19%	20%	**	29%	10%
				b	
Base	2297	2102	195	891	1032
Understanding the relevant steps required to switch provider	446	421	25	224	140
	19%	20%	13%	25%	14%
		b		b	
Base	2297	2102	195	891	1032
Finding time to research the market	434	412	22	235	111
	19%	20%	11%	26%	11%
		b		b	
Base	598	545	52	207	318
Contacting your previous provider	119	109	**	70	42
	20%	20%	**	34%	13%
				b	
Base	612	576	36	315	229
Your previous provider trying to persuade you to stay	154	149	**	95	38
	25%	26%	**	30%	17%
				b	
Base	630	585	46	251	276

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 73

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Getting a better deal with your previous provider	177 28%	170 29%	7 15%	86 34%	60 22%
		b		b	
Base	2297	2102	195	891	1032
Contacting your new provider	377 16%	365 17%	12 6%	208 23%	74 7%
		b		b	
Base	2297	2102	195	891	1032
Cancelling your previous service (P)	480 21%	454 22%	26 14%	241 27%	133 13%
		b		b	
Base	1083	979	104	422	490
Keeping/ transferring your phone number	187 17%	178 18%	**	117 28%	35 7%
			**	b	
Base	343	323	20	187	108
Paying the charge to exit your contract early	139 40%	133 41%	**	78 42%	**
			**		**
Base	811	742	68	294	390
Setting up a new online account	144 18%	134 18%	**	62 21%	45 12%
			**	b	
Base	184	171	13	101	48

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Unlocking your handset to take it with you	35 19%	31 18%	4 32%	22 22%	5 10%
			a	b	
Base	811	747	64	323	380
Getting the switch to happen on the date you wanted (P)	132 16%	132 18%	**	67 21%	37 10%
			**	b	
Base	407	368	39	186	196
Having new equipment installed by the new provider	97 24%	85 23%	**	58 31%	29 15%
			**	b	
Base	361	335	27	136	167
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	56 15%	53 16%	**	28 21%	15 9%
			**	b	
Base	2297	2102	195	891	1032
Arranging the switch so that you always had access to your services (P)	432 19%	405 19%	27 14%	237 27%	108 10%
			14%	b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL b	YES a	NO b
Significance Level: 95%					
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Base	2297	2102	195	891	1032
Arranging the switch so that you were not paying for your old and new services at the same time (P)	517 22%	488 23% b	29 15%	273 31% b	145 14%
Base	227	212	15	88	106
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	51 22%	49 23%	**	**	**
Base	377	358	18	177	125
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	93 25%	88 24%	**	55 31%	**
Base	378	343	35	154	187
Returning your previous provider's equipment	67 18%	66 19%	**	46 30% b	17 9%
Base	545	527	17	266	202
Other devices or products you own not working with the new service	143 26%	134 25%	**	96 36% b	24 12%

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Base	535	517	18	267	181
Resolving billing issues with your previous provider	205	198	**	133	53
	38%	38%	**	50%	29%
				b	
Base	247	232	15	103	109
Paying a disconnection charge to your previous provider	97	96	**	**	**
	39%	41%	**	**	**
Base	95	76	20	32	58
Getting the phone line to work	6	4	**	**	4
	7%	5%	**	**	7%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 74

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Base	916	225	692	46	97	14	57	75	80	467	345	122
Comparing what different providers are offering	247	57	180	7	30	**	9	**	19	123	90	33
	27%	25%	26%	16%	31%	**	16%	**	24%	26%	26%	27%
					a							
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297
Understanding the relevant steps required to switch provider	689	109	482	14	50	**	20	42	44	373	291	82
	30%	23%	28%	14%	26%	**	16%	28%	26%	29%	29%	28%
			a		a			b	b			
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297
Finding time to research the market	672	107	502	17	52	**	21	45	37	396	294	101
	29%	23%	29%	16%	27%	**	17%	30%	22%	31%	30%	34%
			a		a			b				
Base	598	134	434	25	58	10	31	43	51	300	237	63
Contacting your previous provider	184	35	124	**	**	**	**	**	**	89	71	**
	31%	26%	29%	**	**	**	**	**	**	30%	30%	**
Base	612	97	412	21	42	8	24	30	34	315	270	46
Your previous provider trying to persuade you to stay	248	41	177	**	**	**	**	**	**	136	127	**
	41%	42%	43%	**	**	**	**	**	**	43%	47%	**
Base	630	150	456	31	67	10	38	49	52	306	265	41
Getting a better deal with your previous provider	232	43	144	**	**	**	8	**	**	101	87	**
	37%	29%	32%	**	**	**	20%	**	**	33%	33%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 74

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297
Contacting your new provider	558 24%	84 18%	406 23% a	11 11%	49 26% a	** **	14 11%	43 29% bd	23 14%	322 25%	257 26%	65 22%
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297
Cancelling your previous service (P)	677 29%	124 27%	513 29%	14 13%	69 36% a	** **	18 15%	59 39% bd	41 24% b	390 30%	306 31%	84 28%
Base	1083	95	1083	71	23	14	81	-	-	988	988	-
Keeping/ transferring your phone number	322 30%	10 11%	322 30% a	5 8%	** **	** **	8 10%	** **	** **	311 32%	311 32%	** **
Base	343	33	231	3	16	1	5	13	14	198	164	34
Paying the charge to exit your contract early	181 53%	** **	111 48%	** **	** **	** **	** **	** **	** **	95 48%	** **	** **
Base	811	162	632	36	62	11	44	44	63	470	350	120
Setting up a new online account	155 19%	26 16%	131 21%	** **	** **	** **	7 16%	** **	8 12%	105 22%	77 22%	28 24%
Base	184	-	184	-	-	-	-	-	-	184	150	35
Unlocking your handset to take it with you	72 39%	** **	72 39%	** **	** **	** **	** **	** **	** **	72 39%	** **	** **
Base	811	179	613	35	82	13	48	57	61	434	355	79

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 74

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Getting the switch to happen on the date you wanted (P)	248	46	180	6	25	**	10	19	15	134	102	32
	31%	26%	29%	18%	30%	**	20%	33%	24%	31%	29%	40%
			a		a			bd				ab
Base	407	188	188	30	78	14	42	53	79	-	-	-
Having new equipment installed by the new provider	88	37	37	**	15	**	7	**	16	**	**	**
	22%	20%	20%	**	20%	**	16%	**	20%	**	**	**
Base	361	162	162	40	60	9	41	51	61	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	126	44	45	8	**	**	8	**	17	**	**	**
	35%	27%	28%	19%	**	**	18%	**	28%	**	**	**
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297
Arranging the switch so that you always had access to your services (P)	688	104	521	14	56	**	17	49	34	417	324	93
	30%	22%	30%	14%	29%	**	14%	33%	20%	32%	33%	31%
			a		a			bd	b			
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297
Arranging the switch so that you were not paying for your old and new services at the same time (P)	597	97	446	9	52	**	13	43	36	349	244	106
	26%	21%	25%	8%	27%	**	11%	29%	21%	27%	25%	36%
			a		a			b	b			ab

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 74

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Base	227	81	81	12	42	4	15	35	26	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	110	30	30	**	**	**	**	**	**	**	**	**
	48%	37%	37%	**	**	**	**	**	**	**	**	**
Base	377	-	377	-	-	-	-	-	-	377	295	81
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	161	**	161	**	**	**	**	**	**	161	125	**
	43%	**	43%	**	**	**	**	**	**	43%	42%	**
Base	378	180	180	41	73	15	51	48	65	-	-	-
Returning your previous provider's equipment	121	41	41	9	19	**	10	**	13	**	**	**
	32%	23%	23%	21%	27%	**	20%	**	20%	**	**	**
Base	545	48	377	5	24	3	7	21	18	330	252	77
Other devices or products you own not working with the new service	234	**	164	**	**	**	**	**	**	144	109	**
	43%	**	43%	**	**	**	**	**	**	44%	43%	**
Base	535	69	364	15	31	4	16	26	23	295	238	57
Resolving billing issues with your previous provider	184	30	128	**	**	**	**	**	**	98	74	**
	34%	43%	35%	**	**	**	**	**	**	33%	31%	**
Base	247	57	57	7	24	2	8	21	27	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A c	BBAND S/A d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%												
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Paying a disconnection charge to your previous provider	67	22	22	3	10	**	3	9	10	-	-	-
	27%	39%	39%	47%	39%	**	39%	43%	37%	-%	-%	-%
Base	95	95	95	71	23	14	81	-	-	-	-	-
Getting the phone line to work	11	11	11	9	**	**	10	**	**	**	**	**
	12%	12%	12%	13%	**	**	12%	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 74

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Base	916	111	129	227	168	59	38	15	210
Comparing what different providers are offering	247 27%	** **	** **	65 28%	** **	** **	** **	** **	** **
Base	2297	344	300	640	496	145	97	36	511
Understanding the relevant steps required to switch provider	689 30%	112 32%	63 21%	198 31%	156 32%	42 29%	29 30%	** **	189 37%
Base	2297	344	300	640	496	145	97	36	511
Finding time to research the market	672 29%	115 33%	63 21%	218 34%	170 34%	48 33%	40 41%	** **	158 31%
Base	598	84	56	161	123	37	22	9	154
Contacting your previous provider	184 31%	** **	** **	49 31%	** **	** **	** **	** **	** **
Base	612	108	43	164	138	26	15	11	189
Your previous provider trying to persuade you to stay	248 41%	** **	** **	** **	** **	** **	** **	** **	** **
Base	630	91	54	161	138	23	13	11	164
Getting a better deal with your previous provider	232 37%	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 74

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Base	2297	344	300	640	496	145	97	36	511
Contacting your new provider	558	105	29	189	156	33	26	**	143
	24%	30%	10%	29%	32%	22%	27%	**	28%
		b	b	b	b	b	b		
Base	2297	344	300	640	496	145	97	36	511
Cancelling your previous service (P)	677	113	53	224	173	50	19	**	148
	29%	33%	18%	35%	35%	35%	20%	**	29%
		bf	bf	bf	bf	bf			
Base	1083	247	245	496	496	-	-	-	-
Keeping/ transferring your phone number	322	92	55	164	164	**	**	**	**
	30%	37%	22%	33%	33%	**	**	**	**
		b	b	b	b				
Base	343	70	8	120	101	19	10	4	107
Paying the charge to exit your contract early	181	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**
Base	811	121	98	251	179	72	35	10	169
Setting up a new online account	155	**	**	60	**	**	**	**	**
	19%	**	**	24%	**	**	**	**	**
Base	184	58	26	100	83	17	13	-	-
Unlocking your handset to take it with you	72	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**
Base	811	116	97	220	176	44	23	10	189

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Getting the switch to happen on the date you wanted (P)	248	30	18	86	69	17	11	**	66
	31%	26%	18%	39%	39%	38%	49%	**	35%
				ab	ab	ab	ab		
Base	407	-	-	-	-	-	-	14	205
Having new equipment installed by the new provider	88	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	10	189
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	126	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**
Base	2297	344	300	640	496	145	97	36	511
Arranging the switch so that you always had access to your services (P)	688	133	64	221	171	50	31	**	153
	30%	39%	21%	34%	34%	34%	32%	**	30%
		b	b	b	b	b	b		
Base	2297	344	300	640	496	145	97	36	511
Arranging the switch so that you were not paying for your old and new services at the same time (P)	597	104	52	193	137	56	35	**	138
	26%	30%	18%	30%	28%	39%	36%	**	27%
		b	b	b	b	bd	b		

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Base	227	-	-	-	-	-	-	8	138
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	110	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**
Base	377	134	36	207	165	42	31	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	161	**	**	81	**	**	**	**	**
	43%	**	**	39%	**	**	**	**	**
Base	378	-	-	-	-	-	-	9	189
Returning your previous provider's equipment	121	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**
Base	545	116	23	190	145	45	27	9	159
Other devices or products you own not working with the new service	234	**	**	87	**	**	**	**	**
	43%	**	**	46%	**	**	**	**	**
Base	535	101	16	179	143	36	17	7	164
Resolving billing issues with your previous provider	184	**	**	63	**	**	**	**	**
	34%	**	**	35%	**	**	**	**	**
Base	247	-	-	-	-	-	-	11	179
Columns Tested: a,b,c,d,e,f - a,b									

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 74

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Paying a disconnection charge to your previous provider	67	-	-	-	-	-	-	**	41
	27%	-%	-%	-%	-%	-%	-%	**	23%
Base	95	-	-	-	-	-	-	-	-
Getting the phone line to work	11	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 74

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	916	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comparing what different providers are offering	247	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	689	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Finding time to research the market	672	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contacting your previous provider	184	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	612	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	248	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	630	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting a better deal with your previous provider	232	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contacting your new provider	558	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cancelling your previous service (P)	677	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	1083	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Keeping/ transferring your phone number	322	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	343	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying the charge to exit your contract early	181	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	811	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Setting up a new online account	155	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	184	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	72	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	811	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted (P)	248 31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	407	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Having new equipment installed by the new provider	88 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	126 35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services (P)	688 30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time (P)	597 26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	227	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	110 48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	377	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	161 43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	378	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Returning your previous provider's equipment	121 32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	545	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	234 43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	535	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	184 34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 74

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	247	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	67 27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	95	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the phone line to work	11 12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 74

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Significance Level: 95%																	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Base	916	369	545	641	206	69	392	225	133	164	617	298	821	39	31	25	
Comparing what different providers are offering	247	84	163	203	30	**	97	79	33	38	176	71	221	**	**	**	
	27%	23%	30%	32%	15%	**	25%	35%	25%	23%	29%	24%	27%	**	**	**	
		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Understanding the relevant steps required to switch provider	689	274	410	553	117	19	313	144	100	128	457	228	626	27	**	**	
	30%	29%	31%	34%	22%	12%	33%	26%	30%	27%	31%	29%	31%	19%	**	**	
		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Finding time to research the market	672	266	403	552	109	11	292	177	88	111	469	199	603	36	**	**	
	29%	28%	31%	34%	21%	7%	31%	32%	27%	24%	32%	25%	30%	26%	**	**	
		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Contacting your previous provider	184	87	94	143	36	**	70	66	**	**	135	48	166	**	**	**	
	31%	32%	29%	32%	30%	**	29%	37%	**	**	32%	27%	32%	**	**	**	
		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Base	612	281	326	490	88	34	291	146	70	102	437	172	522	45	31	14	
Your previous provider trying to persuade you to stay	248	112	132	206	**	**	119	**	**	**	191	56	212	**	**	**	
	41%	40%	41%	42%	**	**	41%	**	**	**	44%	33%	41%	**	**	**	
		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Base	630	320	303	461	144	26	297	139	98	93	436	191	559	30	30	12	
Getting a better deal with your previous provider	232	104	128	189	38	**	116	58	**	**	174	56	205	**	**	**	
	37%	33%	42%	41%	27%	**	39%	42%	**	**	40%	29%	37%	**	**	**	
		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 74

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Contacting your new provider	558 24%	233 24%	318 24%	463 29% bc	73 14%	22 14%	253 27% cdf	140 25%	64 19%	100 21%	393 26% cdf	164 20%	477 24%	30 22%	** **	** **	
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Cancelling your previous service (P)	677 29%	298 31%	372 28%	544 34% bc	112 21% c	21 13%	295 32% d	148 27%	112 34% bd	114 24%	443 30% d	226 28%	584 29%	40 29%	** **	** **	
Base	1083	451	626	710	278	94	434	260	160	224	695	385	948	58	58	19	
Keeping/ transferring your phone number	322 30%	131 29%	189 30%	244 34% b	68 24%	** **	133 31%	75 29%	39 24%	74 33%	209 30%	113 29%	275 29%	** **	** **	** **	
Base	343	166	175	278	59	6	152	64	50	77	215	128	275	45	16	7	
Paying the charge to exit your contract early	181 53%	** **	107 61%	136 49%	** **	** **	** **	** **	** **	** **	105 49%	** **	144 53%	** **	** **	** **	
Base	811	365	442	558	190	63	358	218	85	147	576	232	714	51	33	12	
Setting up a new online account	155 19%	72 20%	82 19%	134 24% b	20 10%	** **	85 24% df	40 18%	** **	16 11%	125 22% df	29 13%	142 20%	** **	** **	** **	
Base	184	100	82	150	32	3	90	42	19	33	132	52	164	12	6	2	
Unlocking your handset to take it with you	72 39%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	
Base	811	307	495	594	166	50	346	197	115	152	543	266	714	38	38	20	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 74

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Getting the switch to happen on the date you wanted (P)	248 31%	102 33%	143 29%	192 32%	50 30%	6 11%	101 29%	74 37%	33 28%	40 27%	175 32%	73 27%	224 31%	10 26%	**	**	
				c	c			acdef			df						
Base	407	194	210	283	94	29	186	86	53	79	272	133	362	17	20	9	
Having new equipment installed by the new provider	88 22%	50 26%	38 18%	59 21%	21 22%	**	47 25%	14 16%	**	**	60 22%	28 21%	71 20%	**	**	**	
Base	361	144	216	270	73	18	154	77	63	67	231	130	305	37	15	4	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	126 35%	56 39%	69 32%	101 38%	23 32%	**	53 34%	**	**	**	89 38%	37 28%	100 33%	**	**	**	
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Arranging the switch so that you always had access to your services (P)	688 30%	272 28%	412 31%	571 35%	100 19%	17 11%	285 30%	175 32%	108 33%	118 25%	460 31%	226 28%	609 30%	41 29%	**	**	
				bc	c			d	d		d						
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	597 26%	226 24%	366 28%	501 31%	83 16%	14 8%	259 28%	168 31%	81 25%	79 17%	427 29%	161 20%	517 26%	44 32%	**	**	
				bc	c		df	df	d		df						

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 74

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Base	227	113	114	177	33	18	108	57	34	28	165	62	204	12	2	8	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	110	**	**	96	**	**	**	**	**	**	84	**	96	**	**	**	
	48%	**	**	54%	**	**	**	**	**	**	51%	**	47%	**	**	**	
Base	377	169	206	313	60	4	180	77	59	60	257	119	331	23	19	4	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	161	**	88	147	**	**	72	**	**	**	115	**	140	**	**	**	
	43%	**	43%	47%	**	**	40%	**	**	**	45%	**	42%	**	**	**	
Base	378	164	213	266	76	36	175	71	56	75	246	131	337	23	14	4	
Returning your previous provider's equipment	121	42	79	108	11	**	62	**	**	**	94	27	109	**	**	**	
	32%	26%	37%	41%	14%	**	36%	**	**	**	38%	20%	32%	**	**	**	
			a	b			f				f						
Base	545	245	296	449	79	17	234	116	98	96	350	194	486	23	23	12	
Other devices or products you own not working with the new service	234	104	129	202	**	**	93	**	**	**	138	96	210	**	**	**	
	43%	43%	44%	45%	**	**	40%	**	**	**	40%	49%	43%	**	**	**	
Base	535	245	285	444	85	7	255	120	65	95	375	160	451	40	25	19	
Resolving billing issues with your previous provider	184	82	98	154	**	**	77	**	**	**	123	60	160	**	**	**	
	34%	33%	35%	35%	**	**	30%	**	**	**	33%	38%	35%	**	**	**	
Base	247	131	111	209	30	8	146	40	21	40	186	61	205	21	14	6	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

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Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG					NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43
Paying a disconnection charge to your previous provider	67	36	31	54	8	6	44	8	12	3	52	15	55	2	**	**
	27%	28%	28%	26%	28%	68%	30%	21%	57%	8%	28%	25%	27%	8%	**	**
						ab	bdf	d	abdef		bd	d	b			
Base	95	38	57	39	36	20	35	24	14	23	59	36	80	9	6	1
Getting the phone line to work	11	**	6	5	**	**	**	**	**	**	8	**	9	**	**	**
	12%	**	11%	14%	**	**	**	**	**	**	14%	**	12%	**	**	**

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL b	YES a	NO b
Significance Level: 95%					
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Base	916	842	74	358	442
Comparing what different providers are offering	247	227	**	105	108
	27%	27%	**	29%	24%
Base	2297	2102	195	891	1032
Understanding the relevant steps required to switch provider	689	645	44	279	274
	30%	31%	22%	31%	27%
		b		b	
Base	2297	2102	195	891	1032
Finding time to research the market	672	635	38	272	284
	29%	30%	19%	30%	28%
		b			
Base	598	545	52	207	318
Contacting your previous provider	184	169	**	67	84
	31%	31%	**	33%	26%
Base	612	576	36	315	229
Your previous provider trying to persuade you to stay	248	233	**	137	88
	41%	41%	**	43%	39%
Base	630	585	46	251	276
Getting a better deal with your previous provider	232	219	**	96	90
	37%	37%	**	38%	33%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Base	2297	2102	195	891	1032
Contacting your new provider	558	518	40	240	226
	24%	25%	21%	27%	22%
				b	
Base	2297	2102	195	891	1032
Cancelling your previous service (P)	677	639	39	270	295
	29%	30%	20%	30%	29%
		b			
Base	1083	979	104	422	490
Keeping/ transferring your phone number	322	296	**	138	128
	30%	30%	**	33%	26%
Base	343	323	20	187	108
Paying the charge to exit your contract early	181	174	**	81	**
	53%	54%	**	43%	**
Base	811	742	68	294	390
Setting up a new online account	155	149	**	65	73
	19%	20%	**	22%	19%
Base	184	171	13	101	48
Unlocking your handset to take it with you	72	65	**	**	**
	39%	38%	**	**	**
Base	811	747	64	323	380

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Getting the switch to happen on the date you wanted (P)	248 31%	235 31%	13 20%	107 33%	106 28%
		b		b	
Base	407	368	39	186	196
Having new equipment installed by the new provider	88 22%	86 23%	**	51 28%	34 17%
			**	b	
Base	361	335	27	136	167
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	126 35%	124 37%	**	52 38%	49 29%
			**		
Base	2297	2102	195	891	1032
Arranging the switch so that you always had access to your services (P)	688 30%	646 31%	43 22%	281 32%	277 27%
		b		b	
Base	2297	2102	195	891	1032
Arranging the switch so that you were not paying for your old and new services at the same time (P)	597 26%	550 26%	47 24%	268 30%	214 21%
				b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Base	227	212	15	88	106
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	110 48%	103 48%	**	**	**
Base	377	358	18	177	125
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	161 43%	154 43%	**	73 41%	**
Base	378	343	35	154	187
Returning your previous provider's equipment	121 32%	116 34%	**	42 27%	57 30%
Base	545	527	17	266	202
Other devices or products you own not working with the new service	234 43%	231 44%	**	103 38%	106 52%
Base	535	517	18	267	181
Resolving billing issues with your previous provider	184 34%	180 35%	**	75 28%	68 38%
Base	247	232	15	103	109

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Paying a disconnection charge to your previous provider	67 27%	57 24%	11 72%	31 30%	30 28%
			a		
Base	95	76	20	32	58
Getting the phone line to work	11 12%	9 11%	**	**	6 10%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 75

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Base	916	225	692	46	97	14	57	75	80	467	345	122
Comparing what different providers are offering	419	72	272	9	40	**	10	**	23	200	148	52
	46%	32%	39%	20%	41%	**	18%	**	29%	43%	43%	43%
			a		a				b			
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297
Understanding the relevant steps required to switch provider	1135	155	790	21	79	**	27	70	55	635	501	134
	49%	33%	45%	20%	41%	**	22%	47%	33%	49%	51%	45%
			a		a			bd	b			
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297
Finding time to research the market	1106	147	762	22	79	**	26	71	46	614	476	139
	48%	32%	44%	21%	41%	**	21%	47%	27%	48%	48%	47%
			a		a			bd				
Base	598	134	434	25	58	10	31	43	51	300	237	63
Contacting your previous provider	303	54	200	**	**	**	**	**	**	146	118	**
	51%	40%	46%	**	**	**	**	**	**	49%	50%	**
Base	612	97	412	21	42	8	24	30	34	315	270	46
Your previous provider trying to persuade you to stay	402	63	267	**	**	**	**	**	**	204	179	**
	66%	65%	65%	**	**	**	**	**	**	65%	66%	**
Base	630	150	456	31	67	10	38	49	52	306	265	41
Getting a better deal with your previous provider	409	88	283	**	**	**	19	**	**	195	169	**
	65%	59%	62%	**	**	**	51%	**	**	64%	64%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297
Contacting your new provider	935	122	636	16	75	**	20	67	30	515	417	97
	41%	26%	36%	16%	39%	**	16%	45%	18%	40%	42%	33%
			a		a			bd		c	c	
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297
Cancelling your previous service (P)	1158	187	809	22	104	**	29	87	61	622	475	146
	50%	40%	46%	21%	54%	**	24%	59%	37%	48%	48%	49%
			a		a			bd	b			
Base	1083	95	1083	71	23	14	81	-	-	988	988	-
Keeping/ transferring your phone number	509	18	509	11	**	**	15	**	**	491	491	**
	47%	19%	47%	15%	**	**	18%	**	**	50%	50%	**
			a									
Base	343	33	231	3	16	1	5	13	14	198	164	34
Paying the charge to exit your contract early	320	**	206	**	**	**	**	**	**	176	**	**
	93%	**	89%	**	**	**	**	**	**	89%	**	**
Base	811	162	632	36	62	11	44	44	63	470	350	120
Setting up a new online account	299	36	224	**	**	**	8	**	11	188	139	48
	37%	22%	35%	**	**	**	17%	**	17%	40%	40%	40%
			a									
Base	184	-	184	-	-	-	-	-	-	184	150	35
Unlocking your handset to take it with you	107	**	107	**	**	**	**	**	**	107	**	**
	58%	**	58%	**	**	**	**	**	**	58%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 75

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Base	811	179	613	35	82	13	48	57	61	434	355	79
Getting the switch to happen on the date you wanted (P)	380	59	279	**	32	**	12	**	18	220	174	**
	47%	33%	45%	**	39%	**	24%	**	30%	51%	49%	**
			a									
Base	407	188	188	30	78	14	42	53	79	-	-	-
Having new equipment installed by the new provider	186	60	60	**	28	**	11	**	21	**	**	**
	46%	32%	32%	**	36%	**	26%	**	27%	**	**	**
Base	361	162	162	40	60	9	41	51	61	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	181	56	57	8	**	**	8	**	20	**	**	**
	50%	35%	35%	20%	**	**	18%	**	33%	**	**	**
									b			
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297
Arranging the switch so that you always had access to your services (P)	1120	159	795	23	88	**	27	79	48	637	501	135
	49%	34%	45%	22%	46%	**	22%	53%	29%	50%	51%	46%
			a		a			bd				
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 75

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1114	156	785	17	83	**	22	71	56	629	483	147
	48%	33%	45%	16%	43%	**	18%	47%	33%	49%	49%	49%
			a		a			bd	b			
Base	227	81	81	12	42	4	15	35	26	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	161	41	41	**	**	**	**	**	**	**	**	**
	71%	51%	51%	**	**	**	**	**	**	**	**	**
Base	377	-	377	-	-	-	-	-	-	377	295	81
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	254	**	254	**	**	**	**	**	**	254	206	**
	68%	**	68%	**	**	**	**	**	**	68%	70%	**
Base	378	180	180	41	73	15	51	48	65	-	-	-
Returning your previous provider's equipment	188	59	59	13	30	**	15	**	16	**	**	**
	50%	33%	33%	32%	42%	**	30%	**	24%	**	**	**
Base	545	48	377	5	24	3	7	21	18	330	252	77
Other devices or products you own not working with the new service	378	**	252	**	**	**	**	**	**	219	168	**
	69%	**	67%	**	**	**	**	**	**	66%	67%	**
Base	535	69	364	15	31	4	16	26	23	295	238	57

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	Total	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A c	BBAND S/A d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%												
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Resolving billing issues with your previous provider	388	51	264	9	22	**	9	20	20	213	174	39
	72%	74%	72%	61%	72%	**	55%	77%	85%	72%	73%	68%
Base	247	57	57	7	24	2	8	21	27	-	-	-
Paying a disconnection charge to your previous provider	164	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**	**
Base	95	95	95	71	23	14	81	-	-	-	-	-
Getting the phone line to work	17	17	17	15	**	**	16	**	**	**	**	**
	18%	18%	18%	21%	**	**	19%	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Base	916	111	129	227	168	59	38	15	210
Comparing what different providers are offering	419	**	**	106	**	**	**	**	**
	46%	**	**	47%	**	**	**	**	**
Base	2297	344	300	640	496	145	97	36	511
Understanding the relevant steps required to switch provider	1135	199	92	344	275	69	49	**	322
	49%	58%	31%	54%	56%	47%	51%	**	63%
		b	b	b	b	b	b		
Base	2297	344	300	640	496	145	97	36	511
Finding time to research the market	1106	210	82	322	256	66	54	**	323
	48%	61%	27%	50%	52%	45%	56%	**	63%
		bcde	b	b	b	b	b		
Base	598	84	56	161	123	37	22	9	154
Contacting your previous provider	303	**	**	81	**	**	**	**	**
	51%	**	**	50%	**	**	**	**	**
Base	612	108	43	164	138	26	15	11	189
Your previous provider trying to persuade you to stay	402	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**
Base	630	91	54	161	138	23	13	11	164
Getting a better deal with your previous provider	409	**	**	**	**	**	**	**	**
	65%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Base	2297	344	300	640	496	145	97	36	511
Contacting your new provider	935	183	48	284	235	50	36	**	282
	41%	53%	16%	44%	47%	34%	37%	**	55%
		bcef		be	be	b	b		
Base	2297	344	300	640	496	145	97	36	511
Cancelling your previous service (P)	1158	202	74	345	266	79	44	**	327
	50%	59%	25%	54%	54%	54%	46%	**	64%
		bf		b	b	b	b		
Base	1083	247	245	496	496	-	-	-	-
Keeping/ transferring your phone number	509	163	72	256	256	**	**	**	**
	47%	66%	30%	52%	52%	**	**	**	**
		bcd		b	b				
Base	343	70	8	120	101	19	10	4	107
Paying the charge to exit your contract early	320	**	**	**	**	**	**	**	**
	93%	**	**	**	**	**	**	**	**
Base	811	121	98	251	179	72	35	10	169
Setting up a new online account	299	**	**	112	**	**	**	**	**
	37%	**	**	45%	**	**	**	**	**
Base	184	58	26	100	83	17	13	-	-
Unlocking your handset to take it with you	107	**	**	**	**	**	**	**	**
	58%	**	**	**	**	**	**	**	**
Base	811	116	97	220	176	44	23	10	189

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%		a	b	c	d	e	f		
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Getting the switch to happen on the date you wanted (P)	380	71	24	125	98	27	14	**	97
	47%	61%	25%	57%	56%	61%	61%	**	51%
		b	b	b	b	b	b		
Base	407	-	-	-	-	-	-	14	205
Having new equipment installed by the new provider	186	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	10	189
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	181	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**
Base	2297	344	300	640	496	145	97	36	511
Arranging the switch so that you always had access to your services (P)	1120	209	91	337	269	68	48	**	307
	49%	61%	30%	53%	54%	47%	49%	**	60%
		be	b	b	b	b	b		
Base	2297	344	300	640	496	145	97	36	511
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1114	205	84	340	268	72	54	**	307
	48%	59%	28%	53%	54%	50%	56%	**	60%
		b	b	b	b	b	b		

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Base	227	-	-	-	-	-	-	8	138
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	161 71%	** **	** **	** **	** **	** **	** **	** **	** **
Base	377	134	36	207	165	42	31	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	254 68%	** **	** **	129 62%	** **	** **	** **	** **	** **
Base	378	-	-	-	-	-	-	9	189
Returning your previous provider's equipment	188 50%	** **	** **	** **	** **	** **	** **	** **	** **
Base	545	116	23	190	145	45	27	9	159
Other devices or products you own not working with the new service	378 69%	** **	** **	119 63%	** **	** **	** **	** **	** **
Base	535	101	16	179	143	36	17	7	164
Resolving billing issues with your previous provider	388 72%	** **	** **	125 70%	** **	** **	** **	** **	** **
Base	247	-	-	-	-	-	-	11	179
Columns Tested: a,b,c,d,e,f - a,b									

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS			
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Paying a disconnection charge to your previous provider	164	-	-	-	-	-	-	**	123
	66%	-%	-%	-%	-%	-%	-%	**	69%
Base	95	-	-	-	-	-	-	-	-
Getting the phone line to work	17	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	916	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comparing what different providers are offering	419	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	1135	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Finding time to research the market	1106	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contacting your previous provider	303	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	612	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	402	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	630	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting a better deal with your previous provider	409	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	65%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contacting your new provider	935	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cancelling your previous service (P)	1158	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	1083	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Keeping/ transferring your phone number	509	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	343	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying the charge to exit your contract early	320	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	93%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	811	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Setting up a new online account	299	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	184	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	107	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	58%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	811	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 75

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted (P)	380 47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	407	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Having new equipment installed by the new provider	186 46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	181 50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services (P)	1120 49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1114 48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	227	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	161	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	71%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	377	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	254	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	68%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	378	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Returning your previous provider's equipment	188	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	545	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	378	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	69%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	535	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	388	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	72%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 75

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	247	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	164	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	95	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the phone line to work	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 75

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Base	916	369	545	641	206	69	392	225	133	164	617	298	821	39	31	25	
Comparing what different providers are offering	419	182	236	348	54	**	187	98	78	54	285	133	374	**	**	**	
	46%	49%	43%	54%	26%	**	48%	44%	59%	33%	46%	45%	46%	**	**	**	
				b			d	d	bdef		d	d					
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Understanding the relevant steps required to switch provider	1135	481	637	934	171	29	534	241	157	195	775	352	999	74	**	**	
	49%	50%	48%	58%	33%	18%	57%	44%	48%	42%	52%	44%	50%	53%	**	**	
				bc	c		bcd	ef			bdf						
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Finding time to research the market	1106	488	602	905	179	20	509	253	160	175	763	335	972	64	**	**	
	48%	51%	46%	56%	34%	13%	54%	46%	48%	37%	51%	42%	48%	46%	**	**	
		b		bc	c		bdf	d	d		df						
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Contacting your previous provider	303	144	156	241	49	**	135	95	**	**	230	72	258	**	**	**	
	51%	53%	48%	54%	41%	**	56%	54%	**	**	55%	40%	50%	**	**	**	
				b			f	f			f						
Base	612	281	326	490	88	34	291	146	70	102	437	172	522	45	31	14	
Your previous provider trying to persuade you to stay	402	186	210	341	**	**	200	**	**	**	295	105	343	**	**	**	
	66%	66%	65%	69%	**	**	69%	**	**	**	68%	61%	66%	**	**	**	
Base	630	320	303	461	144	26	297	139	98	93	436	191	559	30	30	12	
Getting a better deal with your previous provider	409	202	201	315	81	**	198	86	**	**	284	123	369	**	**	**	
	65%	63%	66%	68%	57%	**	67%	62%	**	**	65%	64%	66%	**	**	**	
				b													

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 75

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Contacting your new provider	935	421	497	774	134	27	447	192	132	156	639	288	811	60	**	**	
	41%	44%	38%	48%	26%	17%	48%	35%	40%	33%	43%	36%	40%	43%	**	**	
		b		bc	c		bcd				bdf						
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Cancelling your previous service (P)	1158	493	648	950	176	31	526	239	187	194	765	381	1014	70	**	**	
	50%	52%	49%	59%	34%	19%	56%	44%	57%	42%	52%	48%	50%	50%	**	**	
				bc	c		bdf		bdf		bd	d					
Base	1083	451	626	710	278	94	434	260	160	224	695	385	948	58	58	19	
Keeping/ transferring your phone number	509	229	276	401	94	**	219	111	76	102	330	179	435	**	**	**	
	47%	51%	44%	56%	34%	**	50%	42%	48%	46%	47%	46%	46%	**	**	**	
				b													
Base	343	166	175	278	59	6	152	64	50	77	215	128	275	45	16	7	
Paying the charge to exit your contract early	320	**	178	263	**	**	**	**	**	**	192	**	253	**	**	**	
	93%	**	102%	95%	**	**	**	**	**	**	89%	**	92%	**	**	**	
Base	811	365	442	558	190	63	358	218	85	147	576	232	714	51	33	12	
Setting up a new online account	299	142	154	256	36	**	159	66	**	28	224	73	268	**	**	**	
	37%	39%	35%	46%	19%	**	44%	30%	**	19%	39%	31%	38%	**	**	**	
				b			bdf	d			bd	d					
Base	184	100	82	150	32	3	90	42	19	33	132	52	164	12	6	2	
Unlocking your handset to take it with you	107	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	58%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	811	307	495	594	166	50	346	197	115	152	543	266	714	38	38	20	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Getting the switch to happen on the date you wanted (P)	380 47%	158 52%	213 43%	311 52%	62 38%	7 14%	174 50%	97 49%	52 45%	57 38%	271 50%	109 41%	338 47%	14 38%	**	**	
		b		bc	c		df	df			df		b				
Base	407	194	210	283	94	29	186	86	53	79	272	133	362	17	20	9	
Having new equipment installed by the new provider	186 46%	101 52%	85 40%	145 51%	31 33%	**	92 49%	40 46%	**	**	131 48%	54 41%	165 46%	**	**	**	
		b		b													
Base	361	144	216	270	73	18	154	77	63	67	231	130	305	37	15	4	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	181 50%	89 62%	92 43%	143 53%	36 49%	**	95 62%	**	**	**	134 58%	47 36%	152 50%	**	**	**	
		b					f				f						
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Arranging the switch so that you always had access to your services (P)	1120 49%	474 50%	631 48%	919 57%	170 32%	30 19%	505 54%	252 46%	167 51%	189 40%	757 51%	357 45%	975 49%	78 56%	**	**	
				bc	c		bdf		d		df						
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1114 48%	486 51%	612 46%	920 57%	166 32%	26 16%	509 54%	262 48%	167 51%	164 35%	771 52%	331 42%	970 48%	74 53%	**	**	
				bc	c		bdf	df	df		df	d					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 75

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Base	227	113	114	177	33	18	108	57	34	28	165	62	204	12	2	8	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	161 71%	** **	** **	140 79%	** **	** **	** **	** **	** **	** **	117 71%	** **	145 71%	** **	** **	** **	
Base	377	169	206	313	60	4	180	77	59	60	257	119	331	23	19	4	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	254 68%	** **	134 65%	227 72%	** **	** **	125 69%	** **	** **	** **	180 70%	** **	226 68%	** **	** **	** **	
Base	378	164	213	266	76	36	175	71	56	75	246	131	337	23	14	4	
Returning your previous provider's equipment	188 50%	83 51%	103 48%	167 63%	17 22%	** **	89 51%	** **	** **	** **	127 52%	61 46%	167 50%	** **	** **	** **	
Base	545	245	296	449	79	17	234	116	98	96	350	194	486	23	23	12	
Other devices or products you own not working with the new service	378 69%	172 70%	203 68%	310 69%	** **	** **	161 69%	** **	** **	** **	238 68%	139 72%	327 67%	** **	** **	** **	
Base	535	245	285	444	85	7	255	120	65	95	375	160	451	40	25	19	
Resolving billing issues with your previous provider	388 72%	178 73%	204 72%	326 73%	** **	** **	183 72%	** **	** **	** **	254 68%	133 83%	329 73%	** **	** **	** **	
Base	247	131	111	209	30	8	146	40	21	40	186	61	205	21	14	6	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 75

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Paying a disconnection charge to your previous provider	164	94	65	143	16	6	97	28	19	20	125	40	138	13	**	**	
	66%	71%	59%	68%	54%	68%	66%	70%	90%	51%	67%	65%	67%	62%	**	**	
		b		b		b	d	d	abdef		d	d					
Base	95	38	57	39	36	20	35	24	14	23	59	36	80	9	6	1	
Getting the phone line to work	17	**	10	7	**	**	**	**	**	**	13	**	14	**	**	**	
	18%	**	18%	18%	**	**	**	**	**	**	23%	**	18%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Base	916	842	74	358	442
Comparing what different providers are offering	419	393	**	208	153
	46%	47%	**	58%	35%
				b	
Base	2297	2102	195	891	1032
Understanding the relevant steps required to switch provider	1135	1066	69	503	415
	49%	51%	35%	56%	40%
		b		b	
Base	2297	2102	195	891	1032
Finding time to research the market	1106	1047	59	507	395
	48%	50%	30%	57%	38%
		b		b	
Base	598	545	52	207	318
Contacting your previous provider	303	279	**	137	126
	51%	51%	**	66%	39%
				b	
Base	612	576	36	315	229
Your previous provider trying to persuade you to stay	402	383	**	231	126
	66%	66%	**	74%	55%
				b	
Base	630	585	46	251	276

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 75

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Getting a better deal with your previous provider	409	389	20	182	150
	65%	67%	44%	72%	54%
		b		b	
Base	2297	2102	195	891	1032
Contacting your new provider	935	883	53	448	300
	41%	42%	27%	50%	29%
		b		b	
Base	2297	2102	195	891	1032
Cancelling your previous service (P)	1158	1093	65	511	427
	50%	52%	33%	57%	41%
		b		b	
Base	1083	979	104	422	490
Keeping/ transferring your phone number	509	475	**	256	163
	47%	48%	**	61%	33%
				b	
Base	343	323	20	187	108
Paying the charge to exit your contract early	320	307	**	159	**
	93%	95%	**	85%	**
Base	811	742	68	294	390
Setting up a new online account	299	283	**	127	118
	37%	38%	**	43%	30%
				b	
Base	184	171	13	101	48

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 75

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Unlocking your handset to take it with you	107	96	11	66	18
	58%	56%	86%	65%	38%
			a	b	
Base	811	747	64	323	380
Getting the switch to happen on the date you wanted (P)	380	367	**	174	142
	47%	49%	**	54%	37%
				b	
Base	407	368	39	186	196
Having new equipment installed by the new provider	186	171	**	110	63
	46%	46%	**	59%	32%
				b	
Base	361	335	27	136	167
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	181	177	**	80	64
	50%	53%	**	59%	38%
				b	
Base	2297	2102	195	891	1032
Arranging the switch so that you always had access to your services (P)	1120	1051	70	518	384
	49%	50%	36%	58%	37%
		b		b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL b	YES a	NO b
Significance Level: 95%					
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Base	2297	2102	195	891	1032
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1114 48%	1038 49%	76 39%	541 61%	359 35%
		b		b	
Base	227	212	15	88	106
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	161 71%	152 71%	**	**	**
Base	377	358	18	177	125
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	254 68%	242 67%	**	128 73%	**
Base	378	343	35	154	187
Returning your previous provider's equipment	188 50%	181 53%	**	88 57%	74 40%
				b	
Base	545	527	17	266	202
Other devices or products you own not working with the new service	378 69%	365 69%	**	199 75%	130 64%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL b	YES a	NO b
Significance Level: 95%					
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Base	535	517	18	267	181
Resolving billing issues with your previous provider	388	378	**	207	121
	72%	73%	**	78%	67%
				b	
Base	247	232	15	103	109
Paying a disconnection charge to your previous provider	164	152	**	**	**
	66%	66%	**	**	**
Base	95	76	20	32	58
Getting the phone line to work	17	13	**	**	10
	18%	17%	**	**	17%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 76

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Base	916	225	692	46	97	14	57	75	80	467	345	122
Comparing what different providers are offering	498	153	420	37	57	**	47	**	57	267	197	70
	54%	68%	61%	80%	59%	**	82%	**	71%	57%	57%	57%
		b	b	b			d					
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297
Understanding the relevant steps required to switch provider	1162	311	960	84	113	**	96	80	113	649	487	162
	51%	67%	55%	80%	59%	**	78%	53%	67%	51%	49%	55%
		b	b	b			cd		c			
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297
Finding time to research the market	1191	319	989	83	113	**	96	79	122	670	512	158
	52%	68%	56%	79%	59%	**	79%	53%	73%	52%	52%	53%
		b	b	b			c		c			
Base	598	134	434	25	58	10	31	43	51	300	237	63
Contacting your previous provider	295	80	234	**	**	**	**	**	**	154	119	**
	49%	60%	54%	**	**	**	**	**	**	51%	50%	**
Base	612	97	412	21	42	8	24	30	34	315	270	46
Your previous provider trying to persuade you to stay	210	34	145	**	**	**	**	**	**	111	91	**
	34%	35%	35%	**	**	**	**	**	**	35%	34%	**
Base	630	150	456	31	67	10	38	49	52	306	265	41
Getting a better deal with your previous provider	221	61	173	**	**	**	19	**	**	112	96	**
	35%	41%	38%	**	**	**	49%	**	**	36%	36%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 76

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297
Contacting your new provider	1362	344	1114	88	117	**	102	83	137	770	570	199
	59%	74%	64%	84%	61%	**	84%	55%	82%	60%	58%	67%
		b		b			c		c			ab
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297
Cancelling your previous service (P)	1139	279	942	82	88	**	93	62	106	663	512	150
	50%	60%	54%	79%	46%	**	76%	41%	63%	52%	52%	51%
		b		b			cd		c			
Base	1083	95	1083	71	23	14	81	-	-	988	988	-
Keeping/ transferring your phone number	585	88	585	67	**	**	74	**	**	497	497	**
	54%	92%	54%	94%	**	**	91%	**	**	50%	50%	**
		b										
Base	343	33	231	3	16	1	5	13	14	198	164	34
Paying the charge to exit your contract early	195	**	134	**	**	**	**	**	**	104	**	**
	57%	**	58%	**	**	**	**	**	**	53%	**	**
Base	811	162	632	36	62	11	44	44	63	470	350	120
Setting up a new online account	512	126	408	**	**	**	36	**	52	282	210	72
	63%	78%	65%	**	**	**	83%	**	83%	60%	60%	60%
		b										
Base	184	-	184	-	-	-	-	-	-	184	150	35
Unlocking your handset to take it with you	77	**	77	**	**	**	**	**	**	77	**	**
	42%	**	42%	**	**	**	**	**	**	42%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 76

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Base	811	179	613	35	82	13	48	57	61	434	355	79
Getting the switch to happen on the date you wanted (P)	431	120	334	**	50	**	36	**	43	214	180	**
	53%	67%	55%	**	61%	**	76%	**	70%	49%	51%	**
		b										
Base	407	188	188	30	78	14	42	53	79	-	-	-
Having new equipment installed by the new provider	221	128	128	**	50	**	31	**	58	**	**	**
	54%	68%	68%	**	64%	**	74%	**	73%	**	**	**
Base	361	162	162	40	60	9	41	51	61	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	181	106	106	32	**	**	34	**	41	**	**	**
	50%	65%	65%	80%	**	**	82%	**	67%	**	**	**
							d					
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297
Arranging the switch so that you always had access to your services (P)	1177	307	955	82	104	**	95	71	119	648	486	161
	51%	66%	55%	78%	54%	**	78%	47%	71%	50%	49%	54%
		b		b			c		c			
Base	2297	466	1751	104	192	27	122	149	168	1284	988	297

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 76

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1184	311	966	88	109	**	100	79	112	655	505	150
	52%	67%	55%	84%	57%	**	82%	53%	67%	51%	51%	51%
		b		b			cd		c			
Base	227	81	81	12	42	4	15	35	26	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	67	39	39	**	**	**	**	**	**	**	**	**
	29%	49%	49%	**	**	**	**	**	**	**	**	**
Base	377	-	377	-	-	-	-	-	-	377	295	81
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	122	**	122	**	**	**	**	**	**	122	89	**
	32%	**	32%	**	**	**	**	**	**	32%	30%	**
Base	378	180	180	41	73	15	51	48	65	-	-	-
Returning your previous provider's equipment	190	120	120	28	42	**	36	**	50	**	**	**
	50%	67%	67%	68%	58%	**	70%	**	76%	**	**	**
Base	545	48	377	5	24	3	7	21	18	330	252	77
Other devices or products you own not working with the new service	167	**	125	**	**	**	**	**	**	111	84	**
	31%	**	33%	**	**	**	**	**	**	34%	33%	**
Base	535	69	364	15	31	4	16	26	23	295	238	57

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	Total	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A c	BBAND S/A d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%												
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Resolving billing issues with your previous provider	147	18	100	6	9	**	7	6	3	82	64	18
	28%	26%	28%	39%	28%	**	45%	23%	15%	28%	27%	32%
				b			cd	d				
Base	247	57	57	7	24	2	8	21	27	-	-	-
Paying a disconnection charge to your previous provider	83	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**
Base	95	95	95	71	23	14	81	-	-	-	-	-
Getting the phone line to work	78	78	78	56	**	**	66	**	**	**	**	**
	82%	82%	82%	79%	**	**	81%	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Base	916	111	129	227	168	59	38	15	210
Comparing what different providers are offering	498	**	**	122	**	**	**	**	**
	54%	**	**	53%	**	**	**	**	**
Base	2297	344	300	640	496	145	97	36	511
Understanding the relevant steps required to switch provider	1162	145	207	297	220	76	48	**	189
	51%	42%	69%	46%	44%	53%	49%	**	37%
			acdef						
Base	2297	344	300	640	496	145	97	36	511
Finding time to research the market	1191	134	218	318	239	79	43	**	189
	52%	39%	73%	50%	48%	55%	44%	**	37%
			acdef	a	a	a			
Base	598	84	56	161	123	37	22	9	154
Contacting your previous provider	295	**	**	80	**	**	**	**	**
	49%	**	**	50%	**	**	**	**	**
Base	612	108	43	164	138	26	15	11	189
Your previous provider trying to persuade you to stay	210	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**
Base	630	91	54	161	138	23	13	11	164
Getting a better deal with your previous provider	221	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Base	2297	344	300	640	496	145	97	36	511
Contacting your new provider	1362	162	252	356	261	95	61	**	229
	59%	47%	84%	56%	53%	66%	63%	**	45%
			acdef	a	acd	a			
Base	2297	344	300	640	496	145	97	36	511
Cancelling your previous service (P)	1139	142	225	296	229	66	53	**	184
	50%	41%	75%	46%	46%	46%	54%	**	36%
			acdef			a			
Base	1083	247	245	496	496	-	-	-	-
Keeping/ transferring your phone number	585	84	173	240	240	**	**	**	**
	54%	34%	70%	48%	48%	**	**	**	**
			acd	a	a				
Base	343	70	8	120	101	19	10	4	107
Paying the charge to exit your contract early	195	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**
Base	811	121	98	251	179	72	35	10	169
Setting up a new online account	512	**	**	139	**	**	**	**	**
	63%	**	**	55%	**	**	**	**	**
Base	184	58	26	100	83	17	13	-	-
Unlocking your handset to take it with you	77	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**
Base	811	116	97	220	176	44	23	10	189

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Getting the switch to happen on the date you wanted (P)	431	46	73	96	78	17	9	**	92
	53%	39%	75%	43%	44%	39%	39%	**	49%
			acdef						
Base	407	-	-	-	-	-	-	14	205
Having new equipment installed by the new provider	221	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	10	189
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	181	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**
Base	2297	344	300	640	496	145	97	36	511
Arranging the switch so that you always had access to your services (P)	1177	136	209	304	227	77	49	**	204
	51%	39%	70%	47%	46%	53%	51%	**	40%
			acdef			a			
Base	2297	344	300	640	496	145	97	36	511
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1184	140	215	300	227	73	43	**	204
	52%	41%	72%	47%	46%	50%	44%	**	40%
			acdef						

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Base	227	-	-	-	-	-	-	8	138
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	67	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**
Base	377	134	36	207	165	42	31	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	122	**	**	78	**	**	**	**	**
	32%	**	**	38%	**	**	**	**	**
Base	378	-	-	-	-	-	-	9	189
Returning your previous provider's equipment	190	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**
Base	545	116	23	190	145	45	27	9	159
Other devices or products you own not working with the new service	167	**	**	71	**	**	**	**	**
	31%	**	**	37%	**	**	**	**	**
Base	535	101	16	179	143	36	17	7	164
Resolving billing issues with your previous provider	147	**	**	54	**	**	**	**	**
	28%	**	**	30%	**	**	**	**	**
Base	247	-	-	-	-	-	-	11	179

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Paying a disconnection charge to your previous provider	83	-	-	-	-	-	-	**	56
	34%	-%	-%	-%	-%	-%	-%	**	31%
Base	95	-	-	-	-	-	-	-	-
Getting the phone line to work	78	**	**	**	**	**	**	**	**
	82%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	916	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comparing what different providers are offering	498	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	1162	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Finding time to research the market	1191	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contacting your previous provider	295	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	612	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	210	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	630	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting a better deal with your previous provider	221	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contacting your new provider	1362	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cancelling your previous service (P)	1139	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	1083	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Keeping/ transferring your phone number	585	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	343	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying the charge to exit your contract early	195	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	811	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Setting up a new online account	512	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	63%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	184	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	77	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	811	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 76

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted (P)	431 53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	407	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Having new equipment installed by the new provider	221 54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	181 50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services (P)	1177 51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1184 52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 76

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	227	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	67 29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	377	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	122 32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	378	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Returning your previous provider's equipment	190 50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	545	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	167 31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	535	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	147 28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 76

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	247	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	83 34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	95	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the phone line to work	78 82%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 76

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Base	916	369	545	641	206	69	392	225	133	164	617	298	821	39	31	25	
Comparing what different providers are offering	498	188	309	293	152	**	205	127	55	110	331	165	447	**	**	**	
	54%	51%	57%	46%	74%	**	52%	56%	41%	67%	54%	55%	54%	**	**	**	
				a	a		c	c	abcef	c	c						
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Understanding the relevant steps required to switch provider	1162	475	681	676	354	133	402	307	173	273	709	445	1010	66	**	**	
	51%	50%	52%	42%	67%	82%	43%	56%	52%	58%	48%	56%	50%	47%	**	**	
				a	ab	ae	a	ae	a	ae	a	ae					
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Finding time to research the market	1191	467	717	705	345	141	426	295	170	293	721	463	1037	76	**	**	
	52%	49%	54%	44%	66%	87%	46%	54%	52%	63%	49%	58%	52%	54%	**	**	
			a	a	ab	a	a			abce	ae						
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Contacting your previous provider	295	129	167	202	70	**	106	82	**	**	188	107	261	**	**	**	
	49%	47%	52%	46%	59%	**	44%	46%	**	**	45%	60%	50%	**	**	**	
				a	a							abe					
Base	612	281	326	490	88	34	291	146	70	102	437	172	522	45	31	14	
Your previous provider trying to persuade you to stay	210	94	115	150	**	**	91	**	**	**	142	68	180	**	**	**	
	34%	34%	35%	31%	**	**	31%	**	**	**	32%	39%	34%	**	**	**	
Base	630	320	303	461	144	26	297	139	98	93	436	191	559	30	30	12	
Getting a better deal with your previous provider	221	118	102	146	63	**	99	53	**	**	152	68	190	**	**	**	
	35%	37%	34%	32%	43%	**	33%	38%	**	**	35%	36%	34%	**	**	**	
				a													

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 76

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Contacting your new provider	1362	535	821	836	391	135	488	356	198	312	845	510	1198	79	**	**	
	59%	56%	62%	52%	74%	83%	52%	65%	60%	67%	57%	64%	60%	57%	**	**	
			a		a	ab		ae	a	ae	a	ae					
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Cancelling your previous service (P)	1139	462	671	660	348	131	410	310	143	274	720	417	995	69	**	**	
	50%	48%	51%	41%	66%	81%	44%	56%	43%	58%	48%	52%	50%	50%	**	**	
					a	ab		ace		acef		ac					
Base	1083	451	626	710	278	94	434	260	160	224	695	385	948	58	58	19	
Keeping/ transferring your phone number	585	227	356	313	190	**	218	153	84	125	372	210	523	**	**	**	
	54%	50%	57%	44%	68%	**	50%	59%	53%	56%	54%	55%	55%	**	**	**	
					a												
Base	343	166	175	278	59	6	152	64	50	77	215	128	275	45	16	7	
Paying the charge to exit your contract early	195	**	103	148	**	**	**	**	**	**	128	**	177	**	**	**	
	57%	**	59%	53%	**	**	**	**	**	**	59%	**	64%	**	**	**	
Base	811	365	442	558	190	63	358	218	85	147	576	232	714	51	33	12	
Setting up a new online account	512	223	287	302	153	**	199	152	**	118	351	160	446	**	**	**	
	63%	61%	65%	54%	81%	**	56%	70%	**	81%	61%	69%	62%	**	**	**	
					a			ae		abef		a					
Base	184	100	82	150	32	3	90	42	19	33	132	52	164	12	6	2	
Unlocking your handset to take it with you	77	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	811	307	495	594	166	50	346	197	115	152	543	266	714	38	38	20	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 76

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Getting the switch to happen on the date you wanted (P)	431	149	282	284	104	44	172	100	63	94	272	158	376	24	**	**	
	53%	48%	57%	48%	62%	86%	50%	51%	55%	62%	50%	59%	53%	62%	**	**	
			a		a	ab				abe		abe		a			
Base	407	194	210	283	94	29	186	86	53	79	272	133	362	17	20	9	
Having new equipment installed by the new provider	221	94	125	138	63	**	94	46	**	**	141	79	196	**	**	**	
	54%	48%	60%	49%	67%	**	51%	54%	**	**	52%	59%	54%	**	**	**	
			a		a												
Base	361	144	216	270	73	18	154	77	63	67	231	130	305	37	15	4	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	181	55	125	128	37	**	58	**	**	**	97	84	155	**	**	**	
	50%	38%	58%	47%	51%	**	38%	**	**	**	42%	65%	51%	**	**	**	
			a									ae					
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Arranging the switch so that you always had access to your services (P)	1177	481	688	691	354	131	431	296	163	278	727	441	1034	62	**	**	
	51%	50%	52%	43%	68%	81%	46%	54%	49%	60%	49%	55%	51%	44%	**	**	
					a	ab		a		ace		ae					
Base	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1184	470	706	690	358	136	427	286	163	304	713	466	1039	65	**	**	
	52%	49%	54%	43%	68%	84%	46%	52%	49%	65%	48%	58%	52%	47%	**	**	
					a	ab		a		abcef		abce					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Base	227	113	114	177	33	18	108	57	34	28	165	62	204	12	2	8	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	67	**	**	37	**	**	**	**	**	**	48	**	59	**	**	**	
	29%	**	**	21%	**	**	**	**	**	**	29%	**	29%	**	**	**	
Base	377	169	206	313	60	4	180	77	59	60	257	119	331	23	19	4	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	122	**	71	86	**	**	55	**	**	**	77	**	105	**	**	**	
	32%	**	35%	28%	**	**	31%	**	**	**	30%	**	32%	**	**	**	
Base	378	164	213	266	76	36	175	71	56	75	246	131	337	23	14	4	
Returning your previous provider's equipment	190	80	110	99	59	**	87	**	**	**	119	71	170	**	**	**	
	50%	49%	52%	37%	78%	**	49%	**	**	**	48%	54%	50%	**	**	**	
Base	545	245	296	449	79	17	234	116	98	96	350	194	486	23	23	12	
Other devices or products you own not working with the new service	167	73	93	138	**	**	74	**	**	**	112	55	159	**	**	**	
	31%	30%	32%	31%	**	**	31%	**	**	**	32%	28%	33%	**	**	**	
Base	535	245	285	444	85	7	255	120	65	95	375	160	451	40	25	19	
Resolving billing issues with your previous provider	147	66	81	118	**	**	72	**	**	**	120	27	123	**	**	**	
	28%	27%	28%	27%	**	**	28%	**	**	**	32%	17%	27%	**	**	**	
Base	247	131	111	209	30	8	146	40	21	40	186	61	205	21	14	6	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 76

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Paying a disconnection charge to your previous provider	83	38	45	66	14	3	49	12	2	20	61	22	67	8	**	**	
	34%	29%	41%	32%	46%	32%	34%	30%	10%	49%	33%	35%	33%	38%	**	**	
			a		ac		c	c		abcef	c	c					
Base	95	38	57	39	36	20	35	24	14	23	59	36	80	9	6	1	
Getting the phone line to work	78	**	46	32	**	**	**	**	**	**	46	**	66	**	**	**	
	82%	**	82%	82%	**	**	**	**	**	**	77%	**	82%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Base	916	842	74	358	442
Comparing what different providers are offering	498	449	**	151	289
	54%	53%	**	42%	65%
					a
Base	2297	2102	195	891	1032
Understanding the relevant steps required to switch provider	1162	1036	126	388	617
	51%	49%	65%	44%	60%
			a		a
Base	2297	2102	195	891	1032
Finding time to research the market	1191	1056	136	384	636
	52%	50%	70%	43%	62%
			a		a
Base	598	545	52	207	318
Contacting your previous provider	295	266	**	70	193
	49%	49%	**	34%	61%
					a
Base	612	576	36	315	229
Your previous provider trying to persuade you to stay	210	193	**	83	103
	34%	34%	**	26%	45%
					a
Base	630	585	46	251	276

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 76

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Getting a better deal with your previous provider	221	195	26	70	126
	35%	33%	56%	28%	46%
			a		a
Base	2297	2102	195	891	1032
Contacting your new provider	1362	1220	142	443	731
	59%	58%	73%	50%	71%
			a		a
Base	2297	2102	195	891	1032
Cancelling your previous service (P)	1139	1009	130	379	605
	50%	48%	67%	43%	59%
			a		a
Base	1083	979	104	422	490
Keeping/ transferring your phone number	585	513	**	171	333
	54%	52%	**	41%	68%
					a
Base	343	323	20	187	108
Paying the charge to exit your contract early	195	178	**	77	**
	57%	55%	**	41%	**
Base	811	742	68	294	390
Setting up a new online account	512	459	**	167	272
	63%	62%	**	57%	70%
					a
Base	184	171	13	101	48

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Unlocking your handset to take it with you	77	75	2	35	30
	42%	44%	14%	35%	62%
		b			a
Base	811	747	64	323	380
Getting the switch to happen on the date you wanted (P)	431	380	**	149	237
	53%	51%	**	46%	63%
					a
Base	407	368	39	186	196
Having new equipment installed by the new provider	221	198	**	76	133
	54%	54%	**	41%	68%
					a
Base	361	335	27	136	167
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	181	158	**	56	105
	50%	47%	**	41%	63%
					a
Base	2297	2102	195	891	1032
Arranging the switch so that you always had access to your services (P)	1177	1051	125	373	648
	51%	50%	64%	42%	63%
			a		a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Base	2297	2102	195	891	1032
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1184	1065	119	349	673
	52%	51%	61%	39%	65%
			a		a
Base	227	212	15	88	106
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	67	61	**	**	**
	29%	29%	**	**	**
Base	377	358	18	177	125
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	122	117	**	49	**
	32%	33%	**	27%	**
Base	378	343	35	154	187
Returning your previous provider's equipment	190	162	**	66	113
	50%	47%	**	43%	60%
					a
Base	545	527	17	266	202
Other devices or products you own not working with the new service	167	163	**	68	72
	31%	31%	**	25%	36%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Base	535	517	18	267	181
Resolving billing issues with your previous provider	147	139	**	60	60
	28%	27%	**	22%	33%
					a
Base	247	232	15	103	109
Paying a disconnection charge to your previous provider	83	80	**	**	**
	34%	34%	**	**	**
Base	95	76	20	32	58
Getting the phone line to work	78	63	**	**	49
	82%	83%	**	**	83%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 77

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Arranging the switch so that you were not paying for your old and new services at the same time (P)	144 24%	14 10%	90 21% a	** **	** **	** **	** **	** **	** **	76 25%	67 28%	** **
Understanding the relevant steps required to switch provider	137 23%	13 10%	89 21% a	** **	** **	** **	** **	** **	** **	76 25%	63 26%	** **
Finding time to research the market	136 23%	15 11%	71 16%	** **	** **	** **	** **	** **	** **	56 19%	46 19%	** **
Cancelling your previous service (P)	133 22%	22 17%	85 20%	** **	** **	** **	** **	** **	** **	63 21%	46 19%	** **
Arranging the switch so that you always had access to your services (P)	130 22%	16 12%	83 19% a	** **	** **	** **	** **	** **	** **	67 22%	59 25%	** **
Contacting your previous provider	119 20%	19 14%	76 18%	** **	** **	** **	** **	** **	** **	57 19%	47 20%	** **
Contacting your new provider	93 16%	11 8%	50 12%	** **	** **	** **	** **	** **	** **	39 13%	33 14%	** **

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Resolving billing issues with your previous provider	56 9%	6 5%	34 8%	** **	** **	** **	** **	** **	** **	28 9%	24 10%	** **
Getting a better deal with your previous provider	51 9%	20 15%	46 11%	** **	** **	** **	** **	** **	** **	26 9%	22 9%	** **
Setting up a new online account	47 8%	5 4%	32 7%	** **	** **	** **	** **	** **	** **	26 9%	20 8%	** **
Keeping/ transferring your phone number	46 8%	2 1%	46 11% a	** **	** **	** **	** **	** **	** **	44 15%	44 19%	** **
Other devices or products you own not working with the new service	45 8%	10 7%	39 9%	** **	** **	** **	** **	** **	** **	29 10%	24 10%	** **
Having new equipment installed by the new provider	44 7%	8 6%	8 2% b	** **	** **	** **	** **	** **	** **	- -%	- -%	** **
Paying the charge to exit your contract early	44 7%	5 4%	29 7%	** **	** **	** **	** **	** **	** **	23 8%	21 9%	** **
Getting the switch to happen on the date you wanted (P)	41 7%	4 3%	35 8% a	** **	** **	** **	** **	** **	** **	31 10%	28 12%	** **

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 77

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Comparing what different providers are offering	38	4	23	**	**	**	**	**	**	19	12	**
	6%	3%	5%	**	**	**	**	**	**	6%	5%	**
Paying a disconnection charge to your previous provider	36	4	4	**	**	**	**	**	**	-	-	**
	6%	3%	1%	**	**	**	**	**	**	-%	-%	**
		b										
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	35	-	35	**	**	**	**	**	**	35	30	**
	6%	-%	8%	**	**	**	**	**	**	12%	13%	**
			a									
Your previous provider trying to persuade you to stay	30	8	19	**	**	**	**	**	**	11	9	**
	5%	6%	4%	**	**	**	**	**	**	4%	4%	**
Returning your previous provider's equipment	29	3	3	**	**	**	**	**	**	-	-	**
	5%	2%	1%	**	**	**	**	**	**	-%	-%	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	19	7	7	**	**	**	**	**	**	-	-	**
	3%	5%	2%	**	**	**	**	**	**	-%	-%	**
		b										

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 77

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	14 2%	4 3%	4 1%	** **	** **	** **	** **	** **	** **	- -%	- -%	** **
Unlocking your handset to take it with you	4 1%	- -%	4 1%	** **	** **	** **	** **	** **	** **	4 1%	2 1%	** **
Getting the phone line to work	1 *%	1 1%	1 *%	** **	** **	** **	** **	** **	** **	- -%	- -%	** **
ANY PROCESS DIFFICULTIES (P)	262 44%	39 29%	176 41%	** **	** **	** **	** **	** **	** **	137 46%	111 47%	** **
NONE OF THESE	240 40%	72 54%	190 44%	** **	** **	** **	** **	** **	** **	118 39%	89 38%	** **
Mean number of difficulties	2.5	1.5	2.1	**	**	**	**	**	**	2.4	2.5	**
Standard deviation	2.91	2.32	2.64	**	**	**	**	**	**	2.73	2.81	**
Standard error	.13	.15	.13	**	**	**	**	**	**	.20	.25	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Arranging the switch so that you were not paying for your old and new services at the same time (P)	144 24%	** **	** **	38 24%	** **	** **	** **	** **	** **
Understanding the relevant steps required to switch provider	137 23%	** **	** **	44 28%	** **	** **	** **	** **	** **
Finding time to research the market	136 23%	** **	** **	36 22%	** **	** **	** **	** **	** **
Cancelling your previous service (P)	133 22%	** **	** **	43 26%	** **	** **	** **	** **	** **
Arranging the switch so that you always had access to your services (P)	130 22%	** **	** **	35 22%	** **	** **	** **	** **	** **
Contacting your previous provider	119 20%	** **	** **	32 20%	** **	** **	** **	** **	** **
Contacting your new provider	93 16%	** **	** **	21 13%	** **	** **	** **	** **	** **
Resolving billing issues with your previous provider	56 9%	** **	** **	18 11%	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Getting a better deal with your previous provider	51 9%	** **	** **	17 10%	** **	** **	** **	** **	** **
Setting up a new online account	47 8%	** **	** **	17 10%	** **	** **	** **	** **	** **
Keeping/ transferring your phone number	46 8%	** **	** **	24 15%	** **	** **	** **	** **	** **
Other devices or products you own not working with the new service	45 8%	** **	** **	13 8%	** **	** **	** **	** **	** **
Having new equipment installed by the new provider	44 7%	** **	** **	- -%	** **	** **	** **	** **	** **
Paying the charge to exit your contract early	44 7%	** **	** **	17 11%	** **	** **	** **	** **	** **
Getting the switch to happen on the date you wanted (P)	41 7%	** **	** **	14 9%	** **	** **	** **	** **	** **
Comparing what different providers are offering	38 6%	** **	** **	6 4%	** **	** **	** **	** **	** **
Paying a disconnection charge to your previous provider	36 6%	** **	** **	- -%	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	35 6%	** **	** **	10 6%	** **	** **	** **	** **	** **
Your previous provider trying to persuade you to stay	30 5%	** **	** **	5 3%	** **	** **	** **	** **	** **
Returning your previous provider's equipment	29 5%	** **	** **	- -%	** **	** **	** **	** **	** **
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	19 3%	** **	** **	- -%	** **	** **	** **	** **	** **
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	14 2%	** **	** **	- -%	** **	** **	** **	** **	** **
Unlocking your handset to take it with you	4 1%	** **	** **	3 2%	** **	** **	** **	** **	** **
Getting the phone line to work	1 *%	** **	** **	- -%	** **	** **	** **	** **	** **
ANY PROCESS DIFFICULTIES (P)	262 44%	** **	** **	76 48%	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
NONE OF THESE	240	**	**	60	**	**	**	**	**
	40%	**	**	38%	**	**	**	**	**
Mean number of difficulties	2.5	**	**	2.4	**	**	**	**	**
Standard deviation	2.91	**	**	2.70	**	**	**	**	**
Standard error	.13	**	**	.27	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time (P)	144 24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	137 23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	136 23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cancelling your previous service (P)	133 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you always had access to your services (P)	130 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	119 20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your new provider	93 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	56 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting a better deal with your previous provider	51 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Setting up a new online account	47 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Keeping/ transferring your phone number	46 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	45 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Having new equipment installed by the new provider	44 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying the charge to exit your contract early	44 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	41 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comparing what different providers are offering	38 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	36 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	35 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	30 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Returning your previous provider's equipment	29 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	19 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	14 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Unlocking your handset to take it with you	4 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting the phone line to work	1 *%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY PROCESS DIFFICULTIES (P)	262 44%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	240 40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of difficulties	2.5	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	2.91	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.13	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 77

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	144	77	67	123	15	**	62	52	**	**	113	31	121	**	**	**	
	24%	28%	21%	28%	13%	**	26%	29%	**	**	27%	17%	23%	**	**	**	
				b				f			f						
Understanding the relevant steps required to switch provider	137	70	65	114	18	**	64	42	**	**	106	31	112	**	**	**	
	23%	26%	20%	26%	15%	**	27%	24%	**	**	25%	17%	22%	**	**	**	
				b			f				f						
Finding time to research the market	136	77	57	110	21	**	58	39	**	**	97	39	118	**	**	**	
	23%	28%	18%	25%	17%	**	24%	22%	**	**	23%	22%	23%	**	**	**	
				b													
Cancelling your previous service (P)	133	63	70	100	26	**	62	38	**	**	101	32	121	**	**	**	
	22%	23%	22%	23%	22%	**	26%	22%	**	**	24%	18%	23%	**	**	**	
Arranging the switch so that you always had access to your services (P)	130	65	63	103	20	**	62	34	**	**	96	34	104	**	**	**	
	22%	24%	19%	23%	17%	**	26%	19%	**	**	23%	19%	20%	**	**	**	
Contacting your previous provider	119	57	62	98	13	**	65	29	**	**	94	24	92	**	**	**	
	20%	21%	19%	22%	11%	**	27%	17%	**	**	23%	14%	18%	**	**	**	
				b			bf				f						
Contacting your new provider	93	54	37	81	12	**	53	14	**	**	67	27	82	**	**	**	
	16%	20%	12%	18%	10%	**	22%	8%	**	**	16%	15%	16%	**	**	**	
				b			b				b						

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 77

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Resolving billing issues with your previous provider	56 9%	24 9%	31 10%	47 11%	7 6%	** **	23 9%	6 4%	** **	** **	29 7%	26 14%	48 9%	** **	** **	** **	
							b				be						
Getting a better deal with your previous provider	51 9%	26 10%	25 8%	33 7%	14 12%	** **	18 7%	17 10%	** **	** **	35 8%	16 9%	47 9%	** **	** **	** **	
Setting up a new online account	47 8%	26 10%	21 6%	39 9%	3 3%	** **	21 9%	7 4%	** **	** **	28 7%	19 11%	33 6%	** **	** **	** **	
				b							b						
Keeping/ transferring your phone number	46 8%	29 11%	15 5%	35 8%	10 9%	** **	27 11%	12 7%	** **	** **	39 9%	7 4%	38 7%	** **	** **	** **	
		b					f				f						
Other devices or products you own not working with the new service	45 8%	13 5%	30 9%	32 7%	7 6%	** **	19 8%	10 6%	** **	** **	29 7%	16 9%	31 6%	** **	** **	** **	
Having new equipment installed by the new provider	44 7%	33 12%	12 4%	43 10%	1 *%	** **	19 8%	14 8%	** **	** **	32 8%	12 7%	43 8%	** **	** **	** **	
		b		b													
Paying the charge to exit your contract early	44 7%	20 7%	24 7%	43 10%	1 1%	** **	17 7%	12 7%	** **	** **	29 7%	15 8%	33 6%	** **	** **	** **	
				b													
Getting the switch to happen on the date you wanted (P)	41 7%	22 8%	19 6%	34 8%	7 6%	** **	22 9%	9 5%	** **	** **	32 8%	9 5%	31 6%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 77

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Comparing what different providers are offering	38 6%	25 9%	13 4%	37 8%	1 1%	** **	25 10%	7 4%	** **	** **	32 8%	6 3%	28 5%	** **	** **	** **	
		b		b			bf										
Paying a disconnection charge to your previous provider	36 6%	28 10%	8 2%	36 8%	* *%	** **	13 5%	18 10%	** **	** **	31 7%	5 3%	31 6%	** **	** **	** **	
		b		b				f			f						
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	35 6%	18 7%	17 5%	29 6%	6 5%	** **	22 9%	5 3%	** **	** **	27 7%	7 4%	29 6%	** **	** **	** **	
							b										
Your previous provider trying to persuade you to stay	30 5%	18 6%	12 4%	27 6%	2 2%	** **	11 4%	7 4%	** **	** **	17 4%	12 7%	23 4%	** **	** **	** **	
Returning your previous provider's equipment	29 5%	22 8%	6 2%	26 6%	2 2%	** **	10 4%	1 1%	** **	** **	11 3%	17 10%	28 5%	** **	** **	** **	
		b					b					be					
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	19 3%	10 4%	9 3%	17 4%	1 1%	** **	14 6%	1 1%	** **	** **	16 4%	3 2%	17 3%	** **	** **	** **	
							bf										

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	14 2%	13 5%	1 *	13 3%	1 1%	** **	2 1%	7 4%	** **	** **	9 2%	5 3%	14 3%	** **	** **	** **	
		b						a									
Unlocking your handset to take it with you	4 1%	- -%	4 1%	4 1%	- -%	** **	4 1%	- -%	** **	** **	4 1%	- -%	3 1%	** **	** **	** **	
Getting the phone line to work	1 *%	1 *%	* *%	* *%	* *%	** **	1 *%	1 *%	** **	** **	1 *%	- -%	1 *%	** **	** **	** **	
ANY PROCESS DIFFICULTIES (P)	262 44%	137 50%	123 38%	212 48%	43 36%	** **	115 48%	84 48%	** **	** **	199 48%	63 35%	223 43%	** **	** **	** **	
		b		b			f	f			f						
NONE OF THESE	240 40%	100 37%	140 43%	157 35%	61 51%	** **	81 33%	71 40%	** **	** **	152 36%	88 49%	209 40%	** **	** **	** **	
					a						ae						
Mean number of difficulties	2.5	2.9	2.1	2.8	1.6	**	2.9	2.2	**	**	2.6	2.2	2.4	**	**	**	
		b		b			bf										
Standard deviation	2.91	3.20	2.58	2.99	2.35	**	2.96	2.39	**	**	2.75	3.25	2.78	**	**	**	
Standard error	.13	.25	.15	.17	.22	**	.22	.21	**	**	.15	.26	.14	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 77

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Arranging the switch so that you were not paying for your old and new services at the same time (P)	144 24%	136 25%	**	70 34% b	54 17%
Understanding the relevant steps required to switch provider	137 23%	124 23%	**	68 33% b	49 15%
Finding time to research the market	136 23%	122 22%	**	65 31% b	59 18%
Cancelling your previous service (P)	133 22%	118 22%	**	70 34% b	44 14%
Arranging the switch so that you always had access to your services (P)	130 22%	117 21%	**	61 29% b	48 15%
Contacting your previous provider	119 20%	109 20%	**	70 34% b	42 13%
Contacting your new provider	93 16%	92 17%	**	55 27% b	25 8%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Resolving billing issues with your previous provider	56 9%	53 10%	**	32 16%	15 5%
				b	
Getting a better deal with your previous provider	51 9%	49 9%	**	19 9%	24 7%
Setting up a new online account	47 8%	40 7%	**	22 11%	16 5%
				b	
Keeping/ transferring your phone number	46 8%	42 8%	**	29 14%	9 3%
				b	
Other devices or products you own not working with the new service	45 8%	36 7%	**	28 13%	11 3%
				b	
Having new equipment installed by the new provider	44 7%	44 8%	**	19 9%	20 6%
Paying the charge to exit your contract early	44 7%	42 8%	**	23 11%	17 5%
				b	
Getting the switch to happen on the date you wanted (P)	41 7%	41 7%	**	23 11%	12 4%
				b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Comparing what different providers are offering	38 6%	38 7%	**	28 13% b	9 3%
Paying a disconnection charge to your previous provider	36 6%	36 7%	**	17 8%	14 5%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	35 6%	31 6%	**	23 11% b	7 2%
Your previous provider trying to persuade you to stay	30 5%	29 5%	**	19 9% b	10 3%
Returning your previous provider's equipment	29 5%	29 5%	**	22 11% b	7 2%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	19 3%	17 3%	**	9 4%	8 3%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	14 2%	13 2%	**	11 5% b	2 1%
Unlocking your handset to take it with you	4 1%	4 1%	**	3 1%	- -%
Getting the phone line to work	1 *%	1 *%	**	- -%	1 *%
ANY PROCESS DIFFICULTIES (P)	262 44%	244 45%	**	129 62% b	96 30%
NONE OF THESE	240 40%	215 39%	**	46 22%	165 52% a
Mean number of difficulties	2.5	2.5	**	3.8 b	1.6
Standard deviation	2.91	2.92	**	3.35	2.19
Standard error	.13	.14	**	.26	.14
Columns Tested: a,b - a,b					

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 78

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Arranging the switch so that you always had access to your services (P)	192 32%	26 19%	138 32% a	** **	** **	** **	** **	** **	** **	112 37%	90 38%	** **
Understanding the relevant steps required to switch provider	185 31%	33 24%	131 30%	** **	** **	** **	** **	** **	** **	98 33%	80 34%	** **
Cancelling your previous service (P)	185 31%	37 27%	135 31%	** **	** **	** **	** **	** **	** **	98 33%	77 33%	** **
Contacting your previous provider	184 31%	35 26%	124 29%	** **	** **	** **	** **	** **	** **	89 30%	71 30%	** **
Arranging the switch so that you were not paying for your old and new services at the same time (P)	180 30%	31 23%	126 29%	** **	** **	** **	** **	** **	** **	95 32%	70 30%	** **
Finding time to research the market	173 29%	30 22%	136 31% a	** **	** **	** **	** **	** **	** **	106 35%	87 37%	** **
Contacting your new provider	166 28%	24 18%	117 27% a	** **	** **	** **	** **	** **	** **	93 31%	75 32%	** **

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 78

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Getting the switch to happen on the date you wanted (P)	80 13%	17 13%	59 14%	** **	** **	** **	** **	** **	** **	42 14%	34 14%	** **
Keeping/ transferring your phone number	79 13%	3 2%	79 18% a	** **	** **	** **	** **	** **	** **	77 26%	77 32%	** **
Comparing what different providers are offering	74 12%	15 12%	46 11%	** **	** **	** **	** **	** **	** **	31 10%	27 11%	** **
Other devices or products you own not working with the new service	74 12%	6 5%	46 11% a	** **	** **	** **	** **	** **	** **	40 13%	29 12%	** **
Your previous provider trying to persuade you to stay	58 10%	18 14%	47 11%	** **	** **	** **	** **	** **	** **	29 10%	26 11%	** **
Paying the charge to exit your contract early	54 9%	9 6%	37 8%	** **	** **	** **	** **	** **	** **	28 9%	25 11%	** **
Getting a better deal with your previous provider	52 9%	15 11%	36 8%	** **	** **	** **	** **	** **	** **	22 7%	19 8%	** **
Setting up a new online account	50 8%	8 6%	33 8%	** **	** **	** **	** **	** **	** **	25 8%	19 8%	** **

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 78

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	44	-	44	**	**	**	**	**	**	44	37	**
	7%	-%	10%	**	**	**	**	**	**	15%	15%	**
			a									
Resolving billing issues with your previous provider	38	9	27	**	**	**	**	**	**	17	12	**
	6%	7%	6%	**	**	**	**	**	**	6%	5%	**
Having new equipment installed by the new provider	33	12	12	**	**	**	**	**	**	-	-	**
	6%	9%	3%	**	**	**	**	**	**	-%	-%	**
		b										
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	33	11	11	**	**	**	**	**	**	-	-	**
	6%	8%	2%	**	**	**	**	**	**	-%	-%	**
		b										
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	32	15	15	**	**	**	**	**	**	-	-	**
	5%	11%	3%	**	**	**	**	**	**	-%	-%	**
		b										
Paying a disconnection charge to your previous provider	23	7	7	**	**	**	**	**	**	-	-	**
	4%	5%	2%	**	**	**	**	**	**	-%	-%	**
		b										

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Unlocking your handset to take it with you	20	-	20	**	**	**	**	**	**	20	16	**
	3%	-%	5%	**	**	**	**	**	**	7%	7%	**
			a									
Returning your previous provider's equipment	20	14	14	**	**	**	**	**	**	-	-	**
	3%	11%	3%	**	**	**	**	**	**	-%	-%	**
		b										
Getting the phone line to work	3	3	3	**	**	**	**	**	**	-	-	**
	*%	2%	1%	**	**	**	**	**	**	-%	-%	**
ANY PROCESS DIFFICULTIES (P)	371	65	271	**	**	**	**	**	**	206	163	**
	62%	49%	62%	**	**	**	**	**	**	69%	69%	**
			a									
NONE OF THESE	135	41	87	**	**	**	**	**	**	46	33	**
	23%	31%	20%	**	**	**	**	**	**	15%	14%	**
		b										
Mean number of difficulties	3.4	2.8	3.3	**	**	**	**	**	**	3.5	3.7	**
			a									
Standard deviation	2.60	2.84	2.56	**	**	**	**	**	**	2.39	2.37	**
Standard error	.12	.18	.12	**	**	**	**	**	**	.18	.21	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Arranging the switch so that you always had access to your services (P)	192 32%	** **	** **	63 39%	** **	** **	** **	** **	** **
Understanding the relevant steps required to switch provider	185 31%	** **	** **	51 32%	** **	** **	** **	** **	** **
Cancelling your previous service (P)	185 31%	** **	** **	56 35%	** **	** **	** **	** **	** **
Contacting your previous provider	184 31%	** **	** **	49 31%	** **	** **	** **	** **	** **
Arranging the switch so that you were not paying for your old and new services at the same time (P)	180 30%	** **	** **	51 32%	** **	** **	** **	** **	** **
Finding time to research the market	173 29%	** **	** **	53 33%	** **	** **	** **	** **	** **
Contacting your new provider	166 28%	** **	** **	58 36%	** **	** **	** **	** **	** **
Getting the switch to happen on the date you wanted (P)	80 13%	** **	** **	32 20%	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Keeping/ transferring your phone number	79 13%	**	**	37 23%	**	**	**	**	**
Comparing what different providers are offering	74 12%	**	**	14 9%	**	**	**	**	**
Other devices or products you own not working with the new service	74 12%	**	**	27 17%	**	**	**	**	**
Your previous provider trying to persuade you to stay	58 10%	**	**	17 11%	**	**	**	**	**
Paying the charge to exit your contract early	54 9%	**	**	17 11%	**	**	**	**	**
Getting a better deal with your previous provider	52 9%	**	**	12 7%	**	**	**	**	**
Setting up a new online account	50 8%	**	**	12 7%	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	44 7%	**	**	27 17%	**	**	**	**	**
Resolving billing issues with your previous provider	38 6%	**	**	9 6%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Having new equipment installed by the new provider	33 6%	** **	** **	- -%	** **	** **	** **	** **	** **
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	33 6%	** **	** **	- -%	** **	** **	** **	** **	** **
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	32 5%	** **	** **	- -%	** **	** **	** **	** **	** **
Paying a disconnection charge to your previous provider	23 4%	** **	** **	- -%	** **	** **	** **	** **	** **
Unlocking your handset to take it with you	20 3%	** **	** **	12 7%	** **	** **	** **	** **	** **
Returning your previous provider's equipment	20 3%	** **	** **	- -%	** **	** **	** **	** **	** **
Getting the phone line to work	3 *%	** **	** **	- -%	** **	** **	** **	** **	** **
ANY PROCESS DIFFICULTIES (P)	371 62%	** **	** **	113 70%	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
NONE OF THESE	135	**	**	25	**	**	**	**	**
	23%	**	**	16%	**	**	**	**	**
Mean number of difficulties	3.4	**	**	3.7	**	**	**	**	**
Standard deviation	2.60	**	**	2.47	**	**	**	**	**
Standard error	.12	**	**	.25	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 78

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services (P)	192 32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	185 31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cancelling your previous service (P)	185 31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	184 31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	180 30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	173 29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your new provider	166 28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 78

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted (P)	80 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Keeping/ transferring your phone number	79 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Comparing what different providers are offering	74 12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	74 12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	58 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying the charge to exit your contract early	54 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting a better deal with your previous provider	52 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Setting up a new online account	50 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	44 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	38 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Having new equipment installed by the new provider	33 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	33 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	32 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	23 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 78

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	20 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Returning your previous provider's equipment	20 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting the phone line to work	3 *%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY PROCESS DIFFICULTIES (P)	371 62%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	135 23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of difficulties	3.4	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	2.60	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.12	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 78

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Arranging the switch so that you always had access to your services (P)	192 32%	90 33%	101 31%	159 36% b	27 23%	** **	85 35%	54 30%	** **	** **	139 33%	53 30%	173 33%	** **	** **	** **	
Understanding the relevant steps required to switch provider	185 31%	81 30%	105 32%	144 33%	36 30%	** **	80 33%	54 30%	** **	** **	134 32%	51 28%	170 33%	** **	** **	** **	
Cancelling your previous service (P)	185 31%	96 35%	89 27%	153 34% b	27 23%	** **	82 34%	51 29%	** **	** **	133 32%	51 28%	158 30%	** **	** **	** **	
Contacting your previous provider	184 31%	87 32%	94 29%	143 32%	36 30%	** **	70 29%	66 37%	** **	** **	135 32%	48 27%	166 32%	** **	** **	** **	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	180 30%	82 30%	97 30%	146 33%	32 26%	** **	81 34%	52 30%	** **	** **	133 32%	46 26%	162 31%	** **	** **	** **	
Finding time to research the market	173 29%	78 29%	95 30%	144 33%	28 23%	** **	77 32%	53 30%	** **	** **	130 31%	43 24%	154 30%	** **	** **	** **	
Contacting your new provider	166 28%	81 30%	84 26%	136 31% b	22 18%	** **	68 28%	56 32%	** **	** **	124 30%	42 23%	143 28%	** **	** **	** **	
Getting the switch to happen on the date you wanted (P)	80 13%	30 11%	49 15%	64 14%	13 11%	** **	28 12%	27 15%	** **	** **	55 13%	24 14%	74 14%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 78

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Keeping/ transferring your phone number	79 13%	18 6%	62 19%	63 14%	15 12%	** **	28 12%	21 12%	** **	** **	49 12%	30 17%	72 14%	** **	** **	** **	
Comparing what different providers are offering	74 12%	29 11%	45 14%	59 13%	8 6%	** **	30 12%	25 14%	** **	** **	55 13%	18 10%	65 12%	** **	** **	** **	
Other devices or products you own not working with the new service	74 12%	47 17%	27 8%	63 14%	10 9%	** **	37 15%	16 9%	** **	** **	53 13%	21 11%	70 13%	** **	** **	** **	
Your previous provider trying to persuade you to stay	58 10%	26 10%	30 9%	37 8%	12 10%	** **	28 12%	19 11%	** **	** **	47 11%	10 6%	45 9%	** **	** **	** **	
Paying the charge to exit your contract early	54 9%	23 9%	28 9%	42 9%	12 10%	** **	15 6%	15 8%	** **	** **	30 7%	24 13%	48 9%	** **	** **	** **	
Getting a better deal with your previous provider	52 9%	25 9%	27 8%	45 10%	4 3%	** **	17 7%	22 12%	** **	** **	39 9%	13 7%	42 8%	** **	** **	** **	
Setting up a new online account	50 8%	24 9%	26 8%	43 10%	6 5%	** **	31 13%	11 6%	** **	** **	42 10%	7 4%	47 9%	** **	** **	** **	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	44 7%	14 5%	27 8%	39 9%	4 3%	** **	14 6%	17 10%	** **	** **	32 8%	12 7%	37 7%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 78

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Resolving billing issues with your previous provider	38 6%	21 8%	17 5%	32 7%	6 5%	** **	11 5%	13 8%	** **	** **	24 6%	14 8%	34 6%	** **	** **	** **	
Having new equipment installed by the new provider	33 6%	23 8% b	10 3%	25 6%	7 6%	** **	18 8% b	3 2%	** **	** **	21 5%	12 7% b	27 5%	** **	** **	** **	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	33 6%	18 6%	15 5%	24 5%	3 3%	** **	12 5%	13 7%	** **	** **	25 6%	8 5%	27 5%	** **	** **	** **	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	32 5%	19 7%	13 4%	25 6%	6 5%	** **	15 6% f	13 8% f	** **	** **	29 7% f	3 2%	19 4%	** **	** **	** **	
Paying a disconnection charge to your previous provider	23 4%	10 4%	13 4%	16 4%	2 1%	** **	15 6% b	1 1%	** **	** **	16 4%	7 4%	18 3%	** **	** **	** **	
Unlocking your handset to take it with you	20 3%	9 3%	11 3%	17 4%	3 3%	** **	13 5%	4 2%	** **	** **	17 4%	3 2%	20 4%	** **	** **	** **	
Returning your previous provider's equipment	20 3%	5 2%	15 5%	15 3%	4 3%	** **	7 3%	8 5%	** **	** **	15 4%	5 3%	18 3%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 78

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Getting the phone line to work	3 *%	1 *%	2 1%	2 *%	* *%	**	2 1%	* *%	**	**	2 *%	1 *%	3 1%	**	**	**	
ANY PROCESS DIFFICULTIES (P)	371 62%	180 66%	188 58%	298 67% b	62 52%	**	159 66% f	114 65%	**	**	273 65% f	97 54%	328 63%	**	**	**	
NONE OF THESE	135 23%	66 24%	69 21%	82 19%	39 33% a	**	47 19%	29 16%	**	**	76 18%	59 33% abe	116 22%	**	**	**	
Mean number of difficulties	3.4	3.4	3.4	3.7 b	2.7	**	3.6	3.5	**	**	3.5	3.0	3.4	**	**	**	
Standard deviation	2.60	2.67	2.54	2.56	2.61	**	2.48	2.35	**	**	2.43	2.93	2.62	**	**	**	
Standard error	.12	.20	.15	.14	.25	**	.18	.20	**	**	.14	.23	.13	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 78

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Arranging the switch so that you always had access to your services (P)	192 32%	182 33%	**	73 35%	93 29%
Understanding the relevant steps required to switch provider	185 31%	170 31%	**	64 31%	98 31%
Cancelling your previous service (P)	185 31%	177 33%	**	74 36%	87 27%
Contacting your previous provider	184 31%	169 31%	**	67 33%	84 26%
Arranging the switch so that you were not paying for your old and new services at the same time (P)	180 30%	165 30%	**	78 38%	75 23%
Finding time to research the market	173 29%	163 30%	**	66 32%	81 25%
Contacting your new provider	166 28%	153 28%	**	56 27%	88 28%
Getting the switch to happen on the date you wanted (P)	80 13%	74 14%	**	37 18%	36 11%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Keeping/ transferring your phone number	79 13%	74 14%	**	31 15%	36 11%
Comparing what different providers are offering	74 12%	64 12%	**	31 15%	38 12%
Other devices or products you own not working with the new service	74 12%	74 14%	**	35 17%	32 10%
Your previous provider trying to persuade you to stay	58 10%	50 9%	**	31 15%	20 6%
Paying the charge to exit your contract early	54 9%	53 10%	**	18 9%	31 10%
Getting a better deal with your previous provider	52 9%	49 9%	**	18 9%	24 8%
Setting up a new online account	50 8%	47 9%	**	22 11%	25 8%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	44 7%	44 8%	**	23 11%	10 3%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 78

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Resolving billing issues with your previous provider	38 6%	38 7%	**	19 9%	17 5%
Having new equipment installed by the new provider	33 6%	33 6%	**	19 9%	14 4%
				b	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	33 6%	27 5%	**	14 7%	18 6%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	32 5%	31 6%	**	15 7%	12 4%
Paying a disconnection charge to your previous provider	23 4%	17 3%	**	13 6%	10 3%
Unlocking your handset to take it with you	20 3%	20 4%	**	11 5%	5 1%
				b	
Returning your previous provider's equipment	20 3%	19 4%	**	4 2%	16 5%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Getting the phone line to work	3 *%	3 *%	**	1 1%	2 1%
ANY PROCESS DIFFICULTIES (P)	371 62%	350 64%	**	147 71%	177 56%
				b	
NONE OF THESE	135 23%	119 22%	**	30 14%	89 28%
				a	
Mean number of difficulties	3.4	3.5	**	4.0	3.0
				b	
Standard deviation	2.60	2.60	**	2.47	2.62
Standard error	.12	.13	**	.19	.16
Columns Tested: a,b - a,b					

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Arranging the switch so that you were not paying for your old and new services at the same time (P)	324	45	215	**	**	**	**	**	**	171	137	**
	54%	33%	50%	**	**	**	**	**	**	57%	58%	**
			a									
Understanding the relevant steps required to switch provider	322	46	220	**	**	**	**	**	**	174	143	**
	54%	34%	51%	**	**	**	**	**	**	58%	60%	**
			a									
Arranging the switch so that you always had access to your services (P)	322	42	221	**	**	**	**	**	**	179	149	**
	54%	31%	51%	**	**	**	**	**	**	60%	63%	**
			a									
Cancelling your previous service (P)	318	59	220	**	**	**	**	**	**	161	123	**
	53%	44%	51%	**	**	**	**	**	**	54%	52%	**
			a									
Finding time to research the market	309	45	207	**	**	**	**	**	**	162	132	**
	52%	34%	48%	**	**	**	**	**	**	54%	56%	**
			a									
Contacting your previous provider	303	54	200	**	**	**	**	**	**	146	118	**
	51%	40%	46%	**	**	**	**	**	**	49%	50%	**
			a									
Contacting your new provider	259	35	168	**	**	**	**	**	**	133	107	**
	43%	26%	39%	**	**	**	**	**	**	44%	45%	**
			a									

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Keeping/ transferring your phone number	126 21%	5 4%	126 29% a	**	**	**	**	**	**	121 40%	121 51%	**
Getting the switch to happen on the date you wanted (P)	121 20%	21 15%	94 22%	**	**	**	**	**	**	73 24%	62 26%	**
Other devices or products you own not working with the new service	119 20%	16 12%	85 20% a	**	**	**	**	**	**	70 23%	53 22%	**
Comparing what different providers are offering	112 19%	19 14%	69 16%	**	**	**	**	**	**	50 17%	39 16%	**
Getting a better deal with your previous provider	104 17%	35 26% b	82 19%	**	**	**	**	**	**	47 16%	42 18%	**
Paying the charge to exit your contract early	98 16%	14 10%	65 15%	**	**	**	**	**	**	52 17%	46 19%	**
Setting up a new online account	97 16%	14 10%	65 15%	**	**	**	**	**	**	51 17%	39 16%	**
Resolving billing issues with your previous provider	93 16%	16 12%	61 14%	**	**	**	**	**	**	45 15%	35 15%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 79

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Your previous provider trying to persuade you to stay	88 15%	27 20%	66 15%	** **	** **	** **	** **	** **	** **	40 13%	36 15%	** **
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	78 13%	- -%	78 18% a	** **	** **	** **	** **	** **	** **	78 26%	67 28%	** **
Having new equipment installed by the new provider	77 13%	20 15% b	20 5%	** **	** **	** **	** **	** **	** **	- -%	- -%	** **
Paying a disconnection charge to your previous provider	59 10%	11 9% b	11 3%	** **	** **	** **	** **	** **	** **	- -%	- -%	** **
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	50 8%	22 16% b	22 5%	** **	** **	** **	** **	** **	** **	- -%	- -%	** **
Returning your previous provider's equipment	48 8%	17 13% b	17 4%	** **	** **	** **	** **	** **	** **	- -%	- -%	** **

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	48	14	14	**	**	**	**	**	**	-	-	**
	8%	11%	3%	**	**	**	**	**	**	-%	-%	**
		b										
Unlocking your handset to take it with you	24	-	24	**	**	**	**	**	**	24	18	**
	4%	-%	5%	**	**	**	**	**	**	8%	7%	**
			a									
Getting the phone line to work	4	4	4	**	**	**	**	**	**	-	-	**
	1%	3%	1%	**	**	**	**	**	**	-%	-%	**
		b										
ANY PROCESS DIFFICULTIES (P)	429	75	303	**	**	**	**	**	**	229	181	**
	72%	56%	70%	**	**	**	**	**	**	76%	76%	**
			a									
NONE OF THESE	113	35	75	**	**	**	**	**	**	40	31	**
	19%	26%	17%	**	**	**	**	**	**	13%	13%	**
		b										
Mean number of difficulties	5.9	4.3	5.4	**	**	**	**	**	**	5.9	6.2	**
			a									
Standard deviation	4.32	4.15	4.14	**	**	**	**	**	**	4.05	4.13	**
Standard error	.20	.27	.20	**	**	**	**	**	**	.30	.37	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Arranging the switch so that you were not paying for your old and new services at the same time (P)	324	**	**	89	**	**	**	**	**
	54%	**	**	56%	**	**	**	**	**
Understanding the relevant steps required to switch provider	322	**	**	96	**	**	**	**	**
	54%	**	**	59%	**	**	**	**	**
Arranging the switch so that you always had access to your services (P)	322	**	**	98	**	**	**	**	**
	54%	**	**	61%	**	**	**	**	**
Cancelling your previous service (P)	318	**	**	98	**	**	**	**	**
	53%	**	**	61%	**	**	**	**	**
Finding time to research the market	309	**	**	89	**	**	**	**	**
	52%	**	**	56%	**	**	**	**	**
Contacting your previous provider	303	**	**	81	**	**	**	**	**
	51%	**	**	50%	**	**	**	**	**
Contacting your new provider	259	**	**	79	**	**	**	**	**
	43%	**	**	49%	**	**	**	**	**
Keeping/ transferring your phone number	126	**	**	61	**	**	**	**	**
	21%	**	**	38%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Getting the switch to happen on the date you wanted (P)	121	**	**	46	**	**	**	**	**
	20%	**	**	29%	**	**	**	**	**
Other devices or products you own not working with the new service	119	**	**	40	**	**	**	**	**
	20%	**	**	25%	**	**	**	**	**
Comparing what different providers are offering	112	**	**	20	**	**	**	**	**
	19%	**	**	12%	**	**	**	**	**
Getting a better deal with your previous provider	104	**	**	28	**	**	**	**	**
	17%	**	**	18%	**	**	**	**	**
Paying the charge to exit your contract early	98	**	**	34	**	**	**	**	**
	16%	**	**	21%	**	**	**	**	**
Setting up a new online account	97	**	**	28	**	**	**	**	**
	16%	**	**	18%	**	**	**	**	**
Resolving billing issues with your previous provider	93	**	**	27	**	**	**	**	**
	16%	**	**	17%	**	**	**	**	**
Your previous provider trying to persuade you to stay	88	**	**	23	**	**	**	**	**
	15%	**	**	14%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	78 13%	** **	** **	37 23%	** **	** **	** **	** **	** **
Having new equipment installed by the new provider	77 13%	** **	** **	- -%	** **	** **	** **	** **	** **
Paying a disconnection charge to your previous provider	59 10%	** **	** **	- -%	** **	** **	** **	** **	** **
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	50 8%	** **	** **	- -%	** **	** **	** **	** **	** **
Returning your previous provider's equipment	48 8%	** **	** **	- -%	** **	** **	** **	** **	** **
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	48 8%	** **	** **	- -%	** **	** **	** **	** **	** **
Unlocking your handset to take it with you	24 4%	** **	** **	14 9%	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Getting the phone line to work	4	**	**	-	**	**	**	**	**
	1%	**	**	-%	**	**	**	**	**
ANY PROCESS DIFFICULTIES (P)	429	**	**	125	**	**	**	**	**
	72%	**	**	78%	**	**	**	**	**
NONE OF THESE	113	**	**	23	**	**	**	**	**
	19%	**	**	14%	**	**	**	**	**
Mean number of difficulties	5.9	**	**	6.2	**	**	**	**	**
Standard deviation	4.32	**	**	4.03	**	**	**	**	**
Standard error	.20	**	**	.40	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time (P)	324 54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	322 54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you always had access to your services (P)	322 54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cancelling your previous service (P)	318 53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	309 52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	303 51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your new provider	259 43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Keeping/ transferring your phone number	126 21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted (P)	121 20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	119 20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Comparing what different providers are offering	112 19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting a better deal with your previous provider	104 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying the charge to exit your contract early	98 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Setting up a new online account	97 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	93 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	88 15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	78	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Having new equipment installed by the new provider	77	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	59	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	50	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Returning your previous provider's equipment	48	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	48	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	24 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting the phone line to work	4 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY PROCESS DIFFICULTIES (P)	429 72%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	113 19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of difficulties	5.9	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	4.32	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.20	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b															

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 79

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	324	159	163	269	47	**	143	104	**	**	247	77	282	**	**	**	
	54%	58%	51%	61%	39%	**	59%	59%	**	**	59%	43%	54%	**	**	**	
				b			f	f			f						
Understanding the relevant steps required to switch provider	322	151	170	258	53	**	145	95	**	**	240	82	282	**	**	**	
	54%	55%	53%	58%	45%	**	60%	54%	**	**	58%	46%	54%	**	**	**	
				b			f				f						
Arranging the switch so that you always had access to your services (P)	322	155	164	262	47	**	147	88	**	**	235	87	277	**	**	**	
	54%	57%	51%	59%	40%	**	61%	50%	**	**	56%	49%	53%	**	**	**	
				b			bf										
Cancelling your previous service (P)	318	159	158	253	53	**	145	89	**	**	234	83	279	**	**	**	
	53%	58%	49%	57%	44%	**	60%	51%	**	**	56%	46%	54%	**	**	**	
				b			f				f						
Finding time to research the market	309	155	152	254	48	**	135	92	**	**	227	82	272	**	**	**	
	52%	57%	47%	57%	40%	**	56%	52%	**	**	54%	46%	52%	**	**	**	
		b		b													
Contacting your previous provider	303	144	156	241	49	**	135	95	**	**	230	72	258	**	**	**	
	51%	53%	48%	54%	41%	**	56%	54%	**	**	55%	40%	50%	**	**	**	
				b			f	f			f						
Contacting your new provider	259	135	121	217	34	**	121	70	**	**	191	68	225	**	**	**	
	43%	50%	38%	49%	28%	**	50%	40%	**	**	46%	38%	43%	**	**	**	
		b		b			f										

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 79

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Keeping/ transferring your phone number	126	46	77	99	25	**	55	33	**	**	88	37	110	**	**	**	
	21%	17%	24%	22%	21%	**	23%	19%	**	**	21%	21%	21%	**	**	**	
Getting the switch to happen on the date you wanted (P)	121	53	68	97	19	**	51	36	**	**	86	34	105	**	**	**	
	20%	19%	21%	22%	16%	**	21%	20%	**	**	21%	19%	20%	**	**	**	
Other devices or products you own not working with the new service	119	60	57	95	17	**	55	27	**	**	82	37	101	**	**	**	
	20%	22%	18%	21%	14%	**	23%	15%	**	**	20%	20%	19%	**	**	**	
Comparing what different providers are offering	112	55	58	96	9	**	54	33	**	**	87	24	93	**	**	**	
	19%	20%	18%	22%	7%	**	23%	19%	**	**	21%	14%	18%	**	**	**	
				b			f										
Getting a better deal with your previous provider	104	51	52	79	18	**	34	39	**	**	73	30	89	**	**	**	
	17%	19%	16%	18%	15%	**	14%	22%	**	**	18%	17%	17%	**	**	**	
Paying the charge to exit your contract early	98	43	52	84	13	**	32	27	**	**	59	39	81	**	**	**	
	16%	16%	16%	19%	11%	**	13%	15%	**	**	14%	22%	16%	**	**	**	
											ae						
Setting up a new online account	97	50	46	82	10	**	52	18	**	**	70	26	80	**	**	**	
	16%	18%	14%	18%	8%	**	21%	10%	**	**	17%	15%	15%	**	**	**	
				b			b										
Resolving billing issues with your previous provider	93	45	48	80	13	**	34	20	**	**	54	39	82	**	**	**	
	16%	16%	15%	18%	11%	**	14%	11%	**	**	13%	22%	16%	**	**	**	
											be						

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 79

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Your previous provider trying to persuade you to stay	88 15%	44 16%	42 13%	64 14%	15 12%	** **	39 16%	26 15%	** **	** **	65 15%	22 13%	68 13%	** **	** **	** **	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	78 13%	32 12%	44 14%	68 15%	10 8%	** **	37 15%	22 13%	** **	** **	59 14%	19 11%	67 13%	** **	** **	** **	
Having new equipment installed by the new provider	77 13%	55 20% b	22 7%	68 15% b	8 7%	** **	37 15%	17 9%	** **	** **	54 13%	24 13%	70 13%	** **	** **	** **	
Paying a disconnection charge to your previous provider	59 10%	39 14% b	21 6%	53 12% b	2 1%	** **	28 12%	19 11%	** **	** **	47 11%	12 7%	49 9%	** **	** **	** **	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	50 8%	29 11%	21 7%	42 9%	7 6%	** **	30 12% f	15 8%	** **	** **	44 11% f	6 3%	36 7%	** **	** **	** **	
Returning your previous provider's equipment	48 8%	27 10%	21 7%	41 9%	6 5%	** **	17 7%	9 5%	** **	** **	27 6%	22 12% be	46 9%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 79

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	48 8%	31 11% b	17 5%	38 8%	4 4%	** **	14 6%	20 12%	** **	** **	34 8%	13 8%	41 8%	** **	** **	** **	
Unlocking your handset to take it with you	24 4%	9 3%	14 4%	20 5%	3 3%	** **	16 7% f	4 2%	** **	** **	20 5%	3 2%	23 4%	** **	** **	** **	
Getting the phone line to work	4 1%	2 1%	2 1%	2 *%	1 *%	** **	3 1%	1 1%	** **	** **	3 1%	1 *%	4 1%	** **	** **	** **	
ANY PROCESS DIFFICULTIES (P)	429 72%	205 75%	222 69%	344 78% b	69 58%	** **	186 77% f	135 77% f	** **	** **	321 77% f	108 60%	379 73%	** **	** **	** **	
NONE OF THESE	113 19%	51 19%	61 19%	66 15%	37 31% a	** **	36 15%	27 15%	** **	** **	63 15%	50 28% abe	95 18%	** **	** **	** **	
Mean number of difficulties	5.9	6.3 b	5.4	6.5 b	4.3	**	6.5 f	5.7	**	**	6.1 f	5.3	5.8	**	**	**	
Standard deviation	4.32	4.52	4.10	4.26	3.91	**	4.19	3.97	**	**	4.11	4.74	4.20	**	**	**	
Standard error	.20	.35	.23	.24	.37	**	.31	.34	**	**	.23	.38	.21	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 79

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Arranging the switch so that you were not paying for your old and new services at the same time (P)	324	300	**	148	129
	54%	55%	**	72%	41%
				b	
Understanding the relevant steps required to switch provider	322	294	**	132	147
	54%	54%	**	64%	46%
				b	
Arranging the switch so that you always had access to your services (P)	322	299	**	133	140
	54%	55%	**	64%	44%
				b	
Cancelling your previous service (P)	318	296	**	144	131
	53%	54%	**	70%	41%
				b	
Finding time to research the market	309	286	**	131	139
	52%	52%	**	63%	44%
				b	
Contacting your previous provider	303	279	**	137	126
	51%	51%	**	66%	39%
				b	
Contacting your new provider	259	245	**	111	113
	43%	45%	**	54%	35%
				b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Keeping/ transferring your phone number	126 21%	116 21%	**	60 29%	45 14%
				b	
Getting the switch to happen on the date you wanted (P)	121 20%	114 21%	**	60 29%	48 15%
				b	
Other devices or products you own not working with the new service	119 20%	109 20%	**	63 30%	43 13%
				b	
Comparing what different providers are offering	112 19%	102 19%	**	59 29%	47 15%
				b	
Getting a better deal with your previous provider	104 17%	98 18%	**	37 18%	48 15%
Paying the charge to exit your contract early	98 16%	95 17%	**	41 20%	47 15%
Setting up a new online account	97 16%	88 16%	**	44 21%	40 13%
				b	
Resolving billing issues with your previous provider	93 16%	91 17%	**	52 25%	32 10%
				b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 79

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Your previous provider trying to persuade you to stay	88 15%	78 14%	**	51 24% b	29 9%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	78 13%	75 14%	**	46 22% b	17 5%
Having new equipment installed by the new provider	77 13%	77 14%	**	38 18% b	34 11%
Paying a disconnection charge to your previous provider	59 10%	54 10%	**	30 14% b	24 8%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	50 8%	48 9%	**	23 11%	20 6%
Returning your previous provider's equipment	48 8%	48 9%	**	26 12%	22 7%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	48 8%	41 7%	** **	26 12% b	20 6%
Unlocking your handset to take it with you	24 4%	24 4%	** **	14 7% b	5 1%
Getting the phone line to work	4 1%	4 1%	** **	1 1%	3 1%
ANY PROCESS DIFFICULTIES (P)	429 72%	400 73%	** **	178 86% b	199 62%
NONE OF THESE	113 19%	99 18%	** **	17 8%	82 26% a
Mean number of difficulties	5.9	6.0	**	7.8 b	4.6
Standard deviation	4.32	4.31	**	4.10	4.05
Standard error	.20	.21	**	.32	.25

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 80

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Contacting your new provider	338	99	266	**	**	**	**	**	**	167	130	**
	57%	74%	61%	**	**	**	**	**	**	56%	55%	**
Contacting your previous provider	295	80	234	**	**	**	**	**	**	154	119	**
	49%	60%	54%	**	**	**	**	**	**	51%	50%	**
Finding time to research the market	289	89	227	**	**	**	**	**	**	138	105	**
	48%	66%	52%	**	**	**	**	**	**	46%	44%	**
Cancelling your previous service (P)	280	75	215	**	**	**	**	**	**	139	114	**
	47%	56%	49%	**	**	**	**	**	**	46%	48%	**
Arranging the switch so that you always had access to your services (P)	276	92	214	**	**	**	**	**	**	121	88	**
	46%	69%	49%	**	**	**	**	**	**	40%	37%	**
Understanding the relevant steps required to switch provider	275	89	214	**	**	**	**	**	**	126	94	**
	46%	66%	49%	**	**	**	**	**	**	42%	40%	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	273	89	219	**	**	**	**	**	**	130	100	**
	46%	67%	50%	**	**	**	**	**	**	43%	42%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 80

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Setting up a new online account	164	47	116	**	**	**	**	**	**	69	51	**
	27%	35%	27%	**	**	**	**	**	**	23%	22%	**
		b										
Keeping/ transferring your phone number	139	23	139	**	**	**	**	**	**	116	116	**
	23%	17%	32%	**	**	**	**	**	**	39%	49%	**
		a										
Comparing what different providers are offering	136	46	104	**	**	**	**	**	**	58	47	**
	23%	34%	24%	**	**	**	**	**	**	19%	20%	**
		b										
Getting the switch to happen on the date you wanted (P)	133	44	116	**	**	**	**	**	**	72	58	**
	22%	33%	27%	**	**	**	**	**	**	24%	24%	**
Having new equipment installed by the new provider	94	46	46	**	**	**	**	**	**	-	-	**
	16%	35%	11%	**	**	**	**	**	**	-%	-%	**
		b										
Your previous provider trying to persuade you to stay	69	13	47	**	**	**	**	**	**	34	27	**
	11%	10%	11%	**	**	**	**	**	**	11%	11%	**
Returning your previous provider's equipment	67	40	40	**	**	**	**	**	**	-	-	**
	11%	30%	9%	**	**	**	**	**	**	-%	-%	**
		b										
Other devices or products you own not working with the new service	67	5	47	**	**	**	**	**	**	42	29	**
	11%	4%	11%	**	**	**	**	**	**	14%	12%	**
		a										

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 80

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Getting a better deal with your previous provider	62	20	52	**	**	**	**	**	**	32	25	**
	10%	15%	12%	**	**	**	**	**	**	11%	11%	**
Paying the charge to exit your contract early	61	9	44	**	**	**	**	**	**	35	26	**
	10%	7%	10%	**	**	**	**	**	**	12%	11%	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	58	31	31	**	**	**	**	**	**	-	-	**
	10%	23%	7%	**	**	**	**	**	**	-%	-%	**
		b										
Resolving billing issues with your previous provider	56	4	41	**	**	**	**	**	**	37	28	**
	9%	3%	9%	**	**	**	**	**	**	12%	12%	**
			a									
Paying a disconnection charge to your previous provider	30	9	9	**	**	**	**	**	**	-	-	**
	5%	7%	2%	**	**	**	**	**	**	-%	-%	**
		b										
Unlocking your handset to take it with you	27	-	27	**	**	**	**	**	**	27	16	**
	5%	-%	6%	**	**	**	**	**	**	9%	7%	**
			a									
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	27	-	27	**	**	**	**	**	**	27	19	**
	5%	-%	6%	**	**	**	**	**	**	9%	8%	**
			a									

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 80

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%	a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	304	65	68	21	79	43	87	170	121	60
Total	598	434	25	58	10	31	43	51	300	237	63
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	26	14	**	**	**	**	**	**	-	-	**
	4%	11%	**	**	**	**	**	**	-%	-%	**
		b									
Getting the phone line to work	21	21	**	**	**	**	**	**	-	-	**
	4%	16%	**	**	**	**	**	**	-%	-%	**
		b									
NONE OF THESE	76	8	**	**	**	**	**	**	27	21	**
	13%	6%	**	**	**	**	**	**	9%	9%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Contacting your new provider	338	**	**	82	**	**	**	**	**
	57%	**	**	51%	**	**	**	**	**
Contacting your previous provider	295	**	**	80	**	**	**	**	**
	49%	**	**	50%	**	**	**	**	**
Finding time to research the market	289	**	**	71	**	**	**	**	**
	48%	**	**	44%	**	**	**	**	**
Cancelling your previous service (P)	280	**	**	62	**	**	**	**	**
	47%	**	**	39%	**	**	**	**	**
Arranging the switch so that you always had access to your services (P)	276	**	**	63	**	**	**	**	**
	46%	**	**	39%	**	**	**	**	**
Understanding the relevant steps required to switch provider	275	**	**	65	**	**	**	**	**
	46%	**	**	41%	**	**	**	**	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	273	**	**	71	**	**	**	**	**
	46%	**	**	44%	**	**	**	**	**
Setting up a new online account	164	**	**	40	**	**	**	**	**
	27%	**	**	25%	**	**	**	**	**
Keeping/ transferring your phone number	139	**	**	63	**	**	**	**	**
	23%	**	**	39%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Comparing what different providers are offering	136	**	**	33	**	**	**	**	**
	23%	**	**	20%	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	133	**	**	40	**	**	**	**	**
	22%	**	**	25%	**	**	**	**	**
Having new equipment installed by the new provider	94	**	**	-	**	**	**	**	**
	16%	**	**	-%	**	**	**	**	**
Your previous provider trying to persuade you to stay	69	**	**	21	**	**	**	**	**
	11%	**	**	13%	**	**	**	**	**
Returning your previous provider's equipment	67	**	**	-	**	**	**	**	**
	11%	**	**	-%	**	**	**	**	**
Other devices or products you own not working with the new service	67	**	**	32	**	**	**	**	**
	11%	**	**	20%	**	**	**	**	**
Getting a better deal with your previous provider	62	**	**	19	**	**	**	**	**
	10%	**	**	12%	**	**	**	**	**
Paying the charge to exit your contract early	61	**	**	21	**	**	**	**	**
	10%	**	**	13%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	58 10%	** **	** **	- -%	** **	** **	** **	** **	** **
Resolving billing issues with your previous provider	56 9%	** **	** **	25 16%	** **	** **	** **	** **	** **
Paying a disconnection charge to your previous provider	30 5%	** **	** **	- -%	** **	** **	** **	** **	** **
Unlocking your handset to take it with you	27 5%	** **	** **	16 10%	** **	** **	** **	** **	** **
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	27 5%	** **	** **	16 10%	** **	** **	** **	** **	** **
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	26 4%	** **	** **	- -%	** **	** **	** **	** **	** **
Getting the phone line to work	21 4%	** **	** **	- -%	** **	** **	** **	** **	** **
NONE OF THESE	76 13%	** **	** **	9 6%	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contacting your new provider	338	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	295	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	289	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cancelling your previous service (P)	280	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you always had access to your services (P)	276	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	275	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	273	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Setting up a new online account	164	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Keeping/ transferring your phone number	139	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Comparing what different providers are offering	136	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	133	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Having new equipment installed by the new provider	94	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	69	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Returning your previous provider's equipment	67	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	67	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting a better deal with your previous provider	62	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying the charge to exit your contract early	61 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	58 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	56 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	30 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Unlocking your handset to take it with you	27 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	27 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 80

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	26 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting the phone line to work	21 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	76 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 80

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Contacting your new provider	338	137	201	226	86	**	120	107	**	**	227	110	295	**	**	**	
	57%	50%	62%	51%	72%	**	50%	60%	**	**	54%	62%	57%	**	**	**	
		a	a	a	a						a	a					
Contacting your previous provider	295	129	167	202	70	**	106	82	**	**	188	107	261	**	**	**	
	49%	47%	52%	46%	59%	**	44%	46%	**	**	45%	60%	50%	**	**	**	
		a	a	a	a						abe	abe					
Finding time to research the market	289	118	170	189	71	**	106	84	**	**	191	97	248	**	**	**	
	48%	43%	53%	43%	60%	**	44%	48%	**	**	46%	54%	48%	**	**	**	
		a	a	a	a												
Cancelling your previous service (P)	280	113	164	190	66	**	96	87	**	**	184	96	241	**	**	**	
	47%	42%	51%	43%	56%	**	40%	49%	**	**	44%	54%	46%	**	**	**	
		a	a	a	a						ae	ae					
Arranging the switch so that you always had access to your services (P)	276	118	158	181	72	**	94	89	**	**	183	92	242	**	**	**	
	46%	43%	49%	41%	60%	**	39%	50%	**	**	44%	51%	47%	**	**	**	
		a	a	a	a			a			a	a					
Understanding the relevant steps required to switch provider	275	122	153	185	66	**	96	81	**	**	177	97	238	**	**	**	
	46%	45%	47%	42%	55%	**	40%	46%	**	**	42%	54%	46%	**	**	**	
		a	a	a	a						ae	ae					
Arranging the switch so that you were not paying for your old and new services at the same time (P)	273	114	159	174	73	**	98	73	**	**	171	102	237	**	**	**	
	46%	42%	49%	39%	61%	**	41%	41%	**	**	41%	57%	46%	**	**	**	
		a	a	a	a						abe	abe					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 80

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Setting up a new online account	164	82	82	107	45	**	52	58	**	**	110	55	146	**	**	**	
	27%	30%	25%	24%	38%	**	22%	33%	**	**	26%	31%	28%	**	**	**	
					a			a									
Keeping/ transferring your phone number	139	43	96	89	36	**	55	46	**	**	102	37	122	**	**	**	
	23%	16%	30%	20%	31%	**	23%	26%	**	**	24%	21%	23%	**	**	**	
			a		a												
Comparing what different providers are offering	136	47	89	84	39	**	53	36	**	**	88	47	125	**	**	**	
	23%	17%	28%	19%	33%	**	22%	20%	**	**	21%	26%	24%	**	**	**	
			a		a												
Getting the switch to happen on the date you wanted (P)	133	46	87	91	27	**	45	44	**	**	89	43	120	**	**	**	
	22%	17%	27%	20%	22%	**	19%	25%	**	**	21%	24%	23%	**	**	**	
			a														
Having new equipment installed by the new provider	94	45	49	63	26	**	39	20	**	**	59	34	85	**	**	**	
	16%	17%	15%	14%	22%	**	16%	11%	**	**	14%	19%	16%	**	**	**	
Your previous provider trying to persuade you to stay	69	36	33	45	19	**	30	18	**	**	48	21	58	**	**	**	
	11%	13%	10%	10%	16%	**	12%	10%	**	**	11%	12%	11%	**	**	**	
Returning your previous provider's equipment	67	38	29	43	15	**	26	12	**	**	38	28	61	**	**	**	
	11%	14%	9%	10%	12%	**	11%	7%	**	**	9%	16%	12%	**	**	**	
												be					
Other devices or products you own not working with the new service	67	36	31	57	10	**	34	20	**	**	55	13	64	**	**	**	
	11%	13%	10%	13%	9%	**	14%	12%	**	**	13%	7%	12%	**	**	**	
							f										

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 80

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Getting a better deal with your previous provider	62 10%	32 12%	30 9%	45 10%	11 9%	** **	24 10%	13 8%	** **	** **	37 9%	24 13%	53 10%	** **	** **	** **	
Paying the charge to exit your contract early	61 10%	37 14% b	24 8%	49 11%	12 10%	** **	25 10%	11 6%	** **	** **	36 9%	26 14% b	52 10%	** **	** **	** **	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	58 10%	27 10%	31 10%	43 10%	7 6%	** **	18 8%	12 7%	** **	** **	30 7%	28 16% abe	54 10%	** **	** **	** **	
Resolving billing issues with your previous provider	56 9%	38 14% b	18 6%	40 9%	15 12%	** **	23 10%	20 11%	** **	** **	43 10%	13 7%	43 8%	** **	** **	** **	
Paying a disconnection charge to your previous provider	30 5%	21 8% b	9 3%	21 5%	8 7%	** **	20 8% b	2 1%	** **	** **	22 5% b	8 5%	28 5%	** **	** **	** **	
Unlocking your handset to take it with you	27 5%	13 5%	12 4%	20 5%	7 6%	** **	11 5%	12 7%	** **	** **	23 5%	5 3%	22 4%	** **	** **	** **	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	27 5%	9 3%	18 5%	16 4%	11 9% a	** **	9 4%	5 3%	** **	** **	14 3%	13 7%	24 5%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 80

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	26	11	15	14	8	**	17	4	**	**	20	5	23	**	**	**	
	4%	4%	5%	3%	7%	**	7%	2%	**	**	5%	3%	4%	**	**	**	
Getting the phone line to work	21	8	13	10	6	**	8	4	**	**	12	9	17	**	**	**	
	4%	3%	4%	2%	5%	**	3%	2%	**	**	3%	5%	3%	**	**	**	
NONE OF THESE	76	43	33	63	8	**	41	17	**	**	59	17	60	**	**	**	
	13%	16%	10%	14%	7%	**	17%	10%	**	**	14%	10%	11%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Contacting your new provider	338	300	**	96	205
	57%	55%	**	46%	65%
					a
Contacting your previous provider	295	266	**	70	193
	49%	49%	**	34%	61%
					a
Finding time to research the market	289	260	**	76	179
	48%	48%	**	37%	56%
					a
Cancelling your previous service (P)	280	250	**	63	187
	47%	46%	**	30%	59%
					a
Arranging the switch so that you always had access to your services (P)	276	247	**	74	178
	46%	45%	**	36%	56%
					a
Understanding the relevant steps required to switch provider	275	251	**	75	171
	46%	46%	**	36%	54%
					a
Arranging the switch so that you were not paying for your old and new services at the same time (P)	273	245	**	59	189
	46%	45%	**	28%	59%
					a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Setting up a new online account	164	145	**	55	93
	27%	27%	**	27%	29%
Keeping/ transferring your phone number	139	120	**	41	86
	23%	22%	**	20%	27%
Comparing what different providers are offering	136	124	**	31	96
	23%	23%	**	15%	30%
					a
Getting the switch to happen on the date you wanted (P)	133	111	**	36	84
	22%	20%	**	18%	26%
					a
Having new equipment installed by the new provider	94	87	**	19	75
	16%	16%	**	9%	23%
					a
Your previous provider trying to persuade you to stay	69	64	**	18	44
	11%	12%	**	9%	14%
Returning your previous provider's equipment	67	55	**	17	50
	11%	10%	**	8%	16%
					a
Other devices or products you own not working with the new service	67	66	**	16	43
	11%	12%	**	8%	14%

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Getting a better deal with your previous provider	62 10%	56 10%	**	17 8%	44 14%
Paying the charge to exit your contract early	61 10%	56 10%	**	16 8%	39 12%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	58 10%	54 10%	**	16 8%	40 13%
Resolving billing issues with your previous provider	56 9%	54 10%	**	14 7%	28 9%
Paying a disconnection charge to your previous provider	30 5%	29 5%	**	* *%	29 9%
Unlocking your handset to take it with you	27 5%	26 5%	**	11 5%	14 5%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	27 5%	25 5%	**	9 4%	15 5%

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	26 4%	24 4%	**	4 2%	20 6% a
Getting the phone line to work	21 4%	18 3%	**	6 3%	14 4%
NONE OF THESE	76 13%	70 13%	**	34 16% b	30 10%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Base	248	65	173	12	24	6	16	15	28	108	85	22
Comparing what different providers are offering	38	4	23	**	**	**	**	**	**	**	**	**
	15%	6%	13%	**	**	**	**	**	**	**	**	**
			a									
Base	598	134	434	25	58	10	31	43	51	300	237	63
Understanding the relevant steps required to switch provider	137	13	89	**	**	**	**	**	**	76	63	**
	23%	10%	21%	**	**	**	**	**	**	25%	26%	**
			a									
Base	598	134	434	25	58	10	31	43	51	300	237	63
Finding time to research the market	136	15	71	**	**	**	**	**	**	56	46	**
	23%	11%	16%	**	**	**	**	**	**	19%	19%	**
Base	598	134	434	25	58	10	31	43	51	300	237	63
Contacting your previous provider	119	19	76	**	**	**	**	**	**	57	47	**
	20%	14%	18%	**	**	**	**	**	**	19%	20%	**
Base	156	40	113	9	12	3	10	8	19	73	63	11
Your previous provider trying to persuade you to stay	30	**	19	**	**	**	**	**	**	**	**	**
	19%	**	17%	**	**	**	**	**	**	**	**	**
Base	166	55	134	12	21	5	16	11	22	79	67	12
Getting a better deal with your previous provider	51	20	46	**	**	**	**	**	**	**	**	**
	31%	37%	34%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Significance Level: 95%												
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Base	598	134	434	25	58	10	31	43	51	300	237	63
Contacting your new provider	93	11	50	**	**	**	**	**	**	39	33	**
	16%	8%	12%	**	**	**	**	**	**	13%	14%	**
Base	598	134	434	25	58	10	31	43	51	300	237	63
Cancelling your previous service (P)	133	22	85	**	**	**	**	**	**	63	46	**
	22%	17%	20%	**	**	**	**	**	**	21%	19%	**
Base	263	26	263	18	7	4	22	-	-	237	237	-
Keeping/ transferring your phone number	46	**	46	**	**	**	**	**	**	44	44	**
	18%	**	18%	**	**	**	**	**	**	19%	19%	**
Base	110	13	79	2	7	1	2	6	4	66	56	10
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base	261	60	181	12	23	6	15	14	25	120	90	30
Setting up a new online account	47	5	32	**	**	**	**	**	**	**	**	**
	18%	9%	17%	**	**	**	**	**	**	**	**	**
			a									
Base	51	-	51	-	-	-	-	-	-	51	34	17
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base	253	65	210	11	30	5	16	21	23	145	120	25

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Getting the switch to happen on the date you wanted (P)	41	4	35	**	**	**	**	**	**	31	28	**
	16%	6%	17%	**	**	**	**	**	**	22%	24%	**
			a									
Base	172	66	66	7	32	6	12	20	28	-	-	-
Having new equipment installed by the new provider	44	8	8	**	**	**	**	**	**	**	**	**
	26%	12%	12%	**	**	**	**	**	**	**	**	**
Base	108	53	53	13	19	3	12	17	20	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	19	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**
Base	598	134	434	25	58	10	31	43	51	300	237	63
Arranging the switch so that you always had access to your services (P)	130	16	83	**	**	**	**	**	**	67	59	**
	22%	12%	19%	**	**	**	**	**	**	22%	25%	**
			a									
Base	598	134	434	25	58	10	31	43	51	300	237	63
Arranging the switch so that you were not paying for your old and new services at the same time (P)	144	14	90	**	**	**	**	**	**	76	67	**
	24%	10%	21%	**	**	**	**	**	**	25%	28%	**
			a									

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 81

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Base	73	29	29	5	12	2	6	9	12	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base	105	-	105	-	-	-	-	-	-	105	86	19
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base	116	57	57	13	20	7	16	11	24	-	-	-
Returning your previous provider's equipment	29	3	3	**	**	**	**	**	**	**	**	**
	25%	5%	5%	**	**	**	**	**	**	**	**	**
Base	186	21	132	3	8	1	3	7	9	111	83	29
Other devices or products you own not working with the new service	45	**	39	**	**	**	**	**	**	**	**	**
	24%	**	30%	**	**	**	**	**	**	**	**	**
Base	150	20	102	5	7	1	4	6	8	82	64	18
Resolving billing issues with your previous provider	56	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**
Base	90	21	21	3	8	1	3	7	10	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%	a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	304	65	68	21	79	43	87	170	121	60
Total	598	434	25	58	10	31	43	51	300	237	63
Paying a disconnection charge to your previous provider	36	4	4	**	**	**	**	**	-	-	**
	41%	20%	20%	**	**	**	**	**	-%	-%	**
Base	26	26	26	18	7	4	22	-	-	-	-
Getting the phone line to work	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 81

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Base	248	27	29	53	38	15	5	4	72
Comparing what different providers are offering	38	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Understanding the relevant steps required to switch provider	137	**	**	44	**	**	**	**	**
	23%	**	**	28%	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Finding time to research the market	136	**	**	36	**	**	**	**	**
	23%	**	**	22%	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Contacting your previous provider	119	**	**	32	**	**	**	**	**
	20%	**	**	20%	**	**	**	**	**
Base	156	17	13	44	36	8	2	2	41
Your previous provider trying to persuade you to stay	30	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**
Base	166	17	14	47	38	9	2	1	31
Getting a better deal with your previous provider	51	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Contacting your new provider	93	**	**	21	**	**	**	**	**
	16%	**	**	13%	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Cancelling your previous service (P)	133	**	**	43	**	**	**	**	**
	22%	**	**	26%	**	**	**	**	**
Base	263	62	52	123	123	-	-	-	-
Keeping/ transferring your phone number	46	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**
Base	110	20	4	42	38	4	6	*	31
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	261	31	21	68	46	22	5	3	77
Setting up a new online account	47	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**
Base	51	15	7	30	20	10	6	-	-
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	253	38	21	86	68	18	5	2	41
Getting the switch to happen on the date you wanted (P)	41	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Base	172	-	-	-	-	-	-	3	103
Having new equipment installed by the new provider	44	**	**	**	**	**	**	**	**
26%	26%	**	**	**	**	**	**	**	**
Base	108	-	-	-	-	-	-	4	51
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	19	**	**	**	**	**	**	**	**
17%	17%	**	**	**	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Arranging the switch so that you always had access to your services (P)	130	**	**	35	**	**	**	**	**
22%	22%	**	**	22%	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Arranging the switch so that you were not paying for your old and new services at the same time (P)	144	**	**	38	**	**	**	**	**
24%	24%	**	**	24%	**	**	**	**	**
Base	73	-	-	-	-	-	-	3	41

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	14 20%	**	**	-	**	**	**	**	**
Base	105	43	9	53	41	11	7	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**
Base	116	-	-	-	-	-	-	2	57
Returning your previous provider's equipment	29 25%	**	**	**	**	**	**	**	**
Base	186	34	5	72	55	17	11	3	51
Other devices or products you own not working with the new service	45 24%	**	**	**	**	**	**	**	**
Base	150	25	4	52	40	12	5	2	46
Resolving billing issues with your previous provider	56 37%	**	**	**	**	**	**	**	**
Base	90	-	-	-	-	-	-	2	67
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 81

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS	
	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Total	~a	~b	c	~d	~e	~f	~a	~b
Significance Level: 95%								
Unweighted total	478	53	32	100	64	36	22	30
Effective Weighted Sample	252	47	31	92	63	35	21	30
Total	598	84	56	161	123	37	22	154
Base	26	-	-	-	-	-	-	-
Getting the phone line to work	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	248	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comparing what different providers are offering	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	137	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Finding time to research the market	136	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contacting your previous provider	119	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	156	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	30	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	166	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting a better deal with your previous provider	51 31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contacting your new provider	93 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cancelling your previous service (P)	133 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	263	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Keeping/ transferring your phone number	46 18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	110	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying the charge to exit your contract early	** **	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	261	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Setting up a new online account	47 18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	51	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 81

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	4 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	253	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted (P)	41 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	172	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Having new equipment installed by the new provider	44 26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	108	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	19 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services (P)	130 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 81

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time (P)	144	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	73	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	105	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	116	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Returning your previous provider's equipment	29	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	186	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	45	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	150	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	56	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	90	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	26	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the phone line to work	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 81

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Base	248	102	146	180	48	21	107	68	23	48	176	71	218	10	11	9	
Comparing what different providers are offering	38	**	13	37	**	**	**	**	**	**	32	**	28	**	**	**	
	15%	**	9%	21%	**	**	**	**	**	**	18%	**	13%	**	**	**	
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Understanding the relevant steps required to switch provider	137	70	65	114	18	**	64	42	**	**	106	31	112	**	**	**	
	23%	26%	20%	26%	15%	**	27%	24%	**	**	25%	17%	22%	**	**	**	
				b			f			f							
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Finding time to research the market	136	77	57	110	21	**	58	39	**	**	97	39	118	**	**	**	
	23%	28%	18%	25%	17%	**	24%	22%	**	**	23%	22%	23%	**	**	**	
		b															
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Contacting your previous provider	119	57	62	98	13	**	65	29	**	**	94	24	92	**	**	**	
	20%	21%	19%	22%	11%	**	27%	17%	**	**	23%	14%	18%	**	**	**	
				b			bf			f							
Base	156	80	75	109	34	14	68	44	13	30	112	43	126	11	13	7	
Your previous provider trying to persuade you to stay	30	**	**	**	**	**	**	**	**	**	**	**	23	**	**	**	
	19%	**	**	**	**	**	**	**	**	**	**	**	18%	**	**	**	
Base	166	84	82	123	29	13	58	52	20	34	110	54	142	13	8	2	
Getting a better deal with your previous provider	51	**	25	33	**	**	**	**	**	**	35	**	47	**	**	**	
	31%	**	30%	27%	**	**	**	**	**	**	31%	**	33%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Contacting your new provider	93	54	37	81	12	**	53	14	**	**	67	27	82	**	**	**	
	16%	20%	12%	18%	10%	**	22%	8%	**	**	16%	15%	16%	**	**	**	
		b		b			b				b						
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Cancelling your previous service (P)	133	63	70	100	26	**	62	38	**	**	101	32	121	**	**	**	
	22%	23%	22%	23%	22%	**	26%	22%	**	**	24%	18%	23%	**	**	**	
Base	263	88	173	188	60	15	111	78	26	48	189	74	229	11	19	3	
Keeping/ transferring your phone number	46	**	15	35	**	**	**	**	**	**	39	**	38	**	**	**	
	18%	**	9%	19%	**	**	**	**	**	**	21%	**	17%	**	**	**	
Base	110	60	48	94	16	-	42	25	12	31	67	43	89	14	4	4	
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	261	132	129	189	55	17	104	76	28	53	180	81	227	15	11	8	
Setting up a new online account	47	**	21	39	**	**	**	**	**	**	28	**	33	**	**	**	
	18%	**	16%	20%	**	**	**	**	**	**	16%	**	15%	**	**	**	
Base	51	23	26	40	11	-	27	16	3	5	43	8	45	2	2	2	
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	253	99	154	188	46	19	96	79	27	50	175	77	225	12	14	2	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 81

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Getting the switch to happen on the date you wanted (P)	41 16%	22 23% b	19 12%	34 18%	7 15%	** **	22 23% bf	9 12%	** **	** **	32 18%	9 12%	31 14%	** **	** **	** **	
Base	172	101	71	131	34	7	76	37	16	42	113	58	155	9	8	-	
Having new equipment installed by the new provider	44 26%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	43 28%	** **	** **	** **	
Base	108	56	53	85	14	9	48	27	19	15	74	34	90	15	2	2	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	19 17%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Arranging the switch so that you always had access to your services (P)	130 22%	65 24%	63 19%	103 23%	20 17%	** **	62 26%	34 19%	** **	** **	96 23%	34 19%	104 20%	** **	** **	** **	
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	144 24%	77 28%	67 21%	123 28% b	15 13%	** **	62 26%	52 29% f	** **	** **	113 27% f	31 17%	121 23%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 81

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Base	73	41	32	52	13	9	30	24	1	17	54	19	64	2	1	6	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	105	41	62	84	21	-	46	28	10	21	73	32	91	4	8	2	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	116	65	51	84	21	11	43	22	14	36	65	50	107	5	3	2	
Returning your previous provider's equipment	29	**	**	**	**	**	**	**	**	**	**	**	28	**	**	**	
	25%	**	**	**	**	**	**	**	**	**	**	**	26%	**	**	**	
Base	186	96	88	152	27	7	90	47	17	33	137	49	165	5	6	10	
Other devices or products you own not working with the new service	45	**	**	**	**	**	**	**	**	**	**	**	31	**	**	**	
	24%	**	**	**	**	**	**	**	**	**	**	**	19%	**	**	**	
Base	150	83	67	120	28	2	57	40	13	39	97	53	125	13	10	2	
Resolving billing issues with your previous provider	56	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	90	60	30	74	10	6	48	21	5	15	69	20	77	7	1	5	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Paying a disconnection charge to your previous provider	36	28	8	36	*	**	13	18	**	**	31	5	31	**	**	**	
	41%	48%	27%	49%	3%	**	27%	85%	**	**	45%	25%	40%	**	**	**	
		b		b				aef			af						
Base	26	11	15	12	7	7	11	5	3	7	15	10	21	3	*	1	
Getting the phone line to work	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Base	248	226	22	91	144
Comparing what different providers are offering	38	38	**	**	9
	15%	17%	**	**	6%
Base	598	545	52	207	318
Understanding the relevant steps required to switch provider	137	124	**	68	49
	23%	23%	**	33%	15%
				b	
Base	598	545	52	207	318
Finding time to research the market	136	122	**	65	59
	23%	22%	**	31%	18%
				b	
Base	598	545	52	207	318
Contacting your previous provider	119	109	**	70	42
	20%	20%	**	34%	13%
				b	
Base	156	142	14	68	74
Your previous provider trying to persuade you to stay	30	29	**	**	**
	19%	20%	**	**	**
Base	166	154	11	53	92
Getting a better deal with your previous provider	51	49	**	**	24
	31%	32%	**	**	26%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Base	598	545	52	207	318
Contacting your new provider	93	92	**	55	25
	16%	17%	**	27%	8%
				b	
Base	598	545	52	207	318
Cancelling your previous service (P)	133	118	**	70	44
	22%	22%	**	34%	14%
				b	
Base	263	234	29	100	129
Keeping/ transferring your phone number	46	42	**	**	9
	18%	18%	**	**	7%
Base	110	107	3	45	53
Paying the charge to exit your contract early	**	**	**	**	**
	**	**	**	**	**
Base	261	233	28	100	133
Setting up a new online account	47	40	**	**	16
	18%	17%	**	**	12%
Base	51	49	2	24	19
Unlocking your handset to take it with you	**	**	**	**	**
	**	**	**	**	**
Base	253	226	28	97	133

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 81

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Getting the switch to happen on the date you wanted (P)	41 16%	41 18%	**	23 24%	12 9%
				b	
Base	172	164	7	57	108
Having new equipment installed by the new provider	44 26%	44 27%	**	**	**
Base	108	102	7	39	60
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	19 17%	17 17%	**	**	**
Base	598	545	52	207	318
Arranging the switch so that you always had access to your services (P)	130 22%	117 21%	**	61 29%	48 15%
				b	
Base	598	545	52	207	318
Arranging the switch so that you were not paying for your old and new services at the same time (P)	144 24%	136 25%	**	70 34%	54 17%
				b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Base	73	65	8	30	41
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	**	**	**	**	**
	**	**	**	**	**
Base	105	100	5	55	31
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**
	**	**	**	**	**
Base	116	102	13	43	72
Returning your previous provider's equipment	29	29	**	**	**
	25%	28%	**	**	**
Base	186	176	10	79	86
Other devices or products you own not working with the new service	45	36	**	**	**
	24%	20%	**	**	**
Base	150	145	5	66	60
Resolving billing issues with your previous provider	56	**	**	**	**
	37%	**	**	**	**
Base	90	82	7	30	53

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Paying a disconnection charge to your previous provider	36 41%	36 44%	**	17 56%	14 27%
				b	
Base	26	21	4	7	17
Getting the phone line to work	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 82

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Base	248	65	173	12	24	6	16	15	28	108	85	22
Comparing what different providers are offering	74	15	46	**	**	**	**	**	**	**	**	**
	30%	24%	27%	**	**	**	**	**	**	**	**	**
Base	598	134	434	25	58	10	31	43	51	300	237	63
Understanding the relevant steps required to switch provider	185	33	131	**	**	**	**	**	**	98	80	**
	31%	24%	30%	**	**	**	**	**	**	33%	34%	**
Base	598	134	434	25	58	10	31	43	51	300	237	63
Finding time to research the market	173	30	136	**	**	**	**	**	**	106	87	**
	29%	22%	31%	**	**	**	**	**	**	35%	37%	**
			a									
Base	598	134	434	25	58	10	31	43	51	300	237	63
Contacting your previous provider	184	35	124	**	**	**	**	**	**	89	71	**
	31%	26%	29%	**	**	**	**	**	**	30%	30%	**
Base	156	40	113	9	12	3	10	8	19	73	63	11
Your previous provider trying to persuade you to stay	58	**	47	**	**	**	**	**	**	**	**	**
	37%	**	42%	**	**	**	**	**	**	**	**	**
Base	166	55	134	12	21	5	16	11	22	79	67	12
Getting a better deal with your previous provider	52	15	36	**	**	**	**	**	**	**	**	**
	32%	27%	27%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Base	598	134	434	25	58	10	31	43	51	300	237	63
Contacting your new provider	166	24	117	**	**	**	**	**	**	93	75	**
	28%	18%	27%	**	**	**	**	**	**	31%	32%	**
			a									
Base	598	134	434	25	58	10	31	43	51	300	237	63
Cancelling your previous service (P)	185	37	135	**	**	**	**	**	**	98	77	**
	31%	27%	31%	**	**	**	**	**	**	33%	33%	**
Base	263	26	263	18	7	4	22	-	-	237	237	-
Keeping/ transferring your phone number	79	**	79	**	**	**	**	**	**	77	77	**
	30%	**	30%	**	**	**	**	**	**	32%	32%	**
Base	110	13	79	2	7	1	2	6	4	66	56	10
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base	261	60	181	12	23	6	15	14	25	120	90	30
Setting up a new online account	50	8	33	**	**	**	**	**	**	**	**	**
	19%	14%	18%	**	**	**	**	**	**	**	**	**
Base	51	-	51	-	-	-	-	-	-	51	34	17
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base	253	65	210	11	30	5	16	21	23	145	120	25

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 82

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Getting the switch to happen on the date you wanted (P)	80	17	59	**	**	**	**	**	**	42	34	**
	32%	26%	28%	**	**	**	**	**	**	29%	28%	**
Base	172	66	66	7	32	6	12	20	28	-	-	-
Having new equipment installed by the new provider	33	12	12	**	**	**	**	**	**	**	**	**
	19%	18%	18%	**	**	**	**	**	**	**	**	**
Base	108	53	53	13	19	3	12	17	20	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	32	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**
Base	598	134	434	25	58	10	31	43	51	300	237	63
Arranging the switch so that you always had access to your services (P)	192	26	138	**	**	**	**	**	**	112	90	**
	32%	19%	32%	**	**	**	**	**	**	37%	38%	**
		a										
Base	598	134	434	25	58	10	31	43	51	300	237	63
Arranging the switch so that you were not paying for your old and new services at the same time (P)	180	31	126	**	**	**	**	**	**	95	70	**
	30%	23%	29%	**	**	**	**	**	**	32%	30%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 82

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Base	73	29	29	5	12	2	6	9	12	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	**	**	**	**	**	**	**	**	**	**	**	**
Base	105	-	105	-	-	-	-	-	-	105	86	19
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**
Base	116	57	57	13	20	7	16	11	24	-	-	-
Returning your previous provider's equipment	20	14	14	**	**	**	**	**	**	**	**	**
	17%	25%	25%	**	**	**	**	**	**	**	**	**
Base	186	21	132	3	8	1	3	7	9	111	83	29
Other devices or products you own not working with the new service	74	**	46	**	**	**	**	**	**	**	**	**
	40%	**	35%	**	**	**	**	**	**	**	**	**
Base	150	20	102	5	7	1	4	6	8	82	64	18
Resolving billing issues with your previous provider	38	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**
Base	90	21	21	3	8	1	3	7	10	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%	a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	304	65	68	21	79	43	87	170	121	60
Total	598	434	25	58	10	31	43	51	300	237	63
Paying a disconnection charge to your previous provider	23	7	**	**	**	**	**	**	-	-	**
	26%	35%	**	**	**	**	**	**	-%	-%	**
Base	26	26	18	7	4	22	-	-	-	-	-
Getting the phone line to work	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Base	248	27	29	53	38	15	5	4	72
Comparing what different providers are offering	74	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Understanding the relevant steps required to switch provider	185	**	**	51	**	**	**	**	**
	31%	**	**	32%	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Finding time to research the market	173	**	**	53	**	**	**	**	**
	29%	**	**	33%	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Contacting your previous provider	184	**	**	49	**	**	**	**	**
	31%	**	**	31%	**	**	**	**	**
Base	156	17	13	44	36	8	2	2	41
Your previous provider trying to persuade you to stay	58	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**
Base	166	17	14	47	38	9	2	1	31
Getting a better deal with your previous provider	52	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Contacting your new provider	166	**	**	58	**	**	**	**	**
	28%	**	**	36%	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Canceling your previous service (P)	185	**	**	56	**	**	**	**	**
	31%	**	**	35%	**	**	**	**	**
Base	263	62	52	123	123	-	-	-	-
Keeping/ transferring your phone number	79	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**
Base	110	20	4	42	38	4	6	*	31
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	261	31	21	68	46	22	5	3	77
Setting up a new online account	50	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**
Base	51	15	7	30	20	10	6	-	-
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	253	38	21	86	68	18	5	2	41
Getting the switch to happen on the date you wanted (P)	80	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Base	172	-	-	-	-	-	-	3	103
Having new equipment installed by the new provider	33	**	**	**	**	**	**	**	**
19%		**	**	**	**	**	**	**	**
Base	108	-	-	-	-	-	-	4	51
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	32	**	**	**	**	**	**	**	**
29%		**	**	**	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Arranging the switch so that you always had access to your services (P)	192	**	**	63	**	**	**	**	**
32%		**	**	39%	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Arranging the switch so that you were not paying for your old and new services at the same time (P)	180	**	**	51	**	**	**	**	**
30%		**	**	32%	**	**	**	**	**
Base	73	-	-	-	-	-	-	3	41

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	33 45%	** **	** **	- -%	** **	** **	** **	** **	** **
Base	105	43	9	53	41	11	7	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	116	-	-	-	-	-	-	2	57
Returning your previous provider's equipment	20 17%	** **	** **	** **	** **	** **	** **	** **	** **
Base	186	34	5	72	55	17	11	3	51
Other devices or products you own not working with the new service	74 40%	** **	** **	** **	** **	** **	** **	** **	** **
Base	150	25	4	52	40	12	5	2	46
Resolving billing issues with your previous provider	38 25%	** **	** **	** **	** **	** **	** **	** **	** **
Base	90	-	-	-	-	-	-	2	67
Paying a disconnection charge to your previous provider	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Base	26	-	-	-	-	-	-	-	-
Getting the phone line to work	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	248	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comparing what different providers are offering	74	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	185	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Finding time to research the market	173	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contacting your previous provider	184	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	156	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	58	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	166	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting a better deal with your previous provider	52 32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contacting your new provider	166 28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cancelling your previous service (P)	185 31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	263	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Keeping/ transferring your phone number	79 30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	110	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying the charge to exit your contract early	** **	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	261	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Setting up a new online account	50 19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	51	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	253	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted (P)	80	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	172	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Having new equipment installed by the new provider	33	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	108	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	32	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services (P)	192	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time (P)	180 30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	73	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	105	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	116	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Returning your previous provider's equipment	20 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	186	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 82

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	74	**	**	**	**	**	**	**	**	**	**	**	**	**	**
40%		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	150	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**
25%		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	90	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	26	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the phone line to work	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**		**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 82

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Base	248	102	146	180	48	21	107	68	23	48	176	71	218	10	11	9	
Comparing what different providers are offering	74	**	45	59	**	**	**	**	**	**	55	**	65	**	**	**	
	30%	**	30%	33%	**	**	**	**	**	**	31%	**	30%	**	**	**	
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Understanding the relevant steps required to switch provider	185	81	105	144	36	**	80	54	**	**	134	51	170	**	**	**	
	31%	30%	32%	33%	30%	**	33%	30%	**	**	32%	28%	33%	**	**	**	
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Finding time to research the market	173	78	95	144	28	**	77	53	**	**	130	43	154	**	**	**	
	29%	29%	30%	33%	23%	**	32%	30%	**	**	31%	24%	30%	**	**	**	
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Contacting your previous provider	184	87	94	143	36	**	70	66	**	**	135	48	166	**	**	**	
	31%	32%	29%	32%	30%	**	29%	37%	**	**	32%	27%	32%	**	**	**	
Base	156	80	75	109	34	14	68	44	13	30	112	43	126	11	13	7	
Your previous provider trying to persuade you to stay	58	**	**	**	**	**	**	**	**	**	**	**	45	**	**	**	
	37%	**	**	**	**	**	**	**	**	**	**	**	36%	**	**	**	
Base	166	84	82	123	29	13	58	52	20	34	110	54	142	13	8	2	
Getting a better deal with your previous provider	52	**	27	45	**	**	**	**	**	**	39	**	42	**	**	**	
	32%	**	33%	37%	**	**	**	**	**	**	35%	**	29%	**	**	**	
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 82

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Contacting your new provider	166	81	84	136	22	**	68	56	**	**	124	42	143	**	**	**	
	28%	30%	26%	31%	18%	**	28%	32%	**	**	30%	23%	28%	**	**	**	
				b													
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Canceling your previous service (P)	185	96	89	153	27	**	82	51	**	**	133	51	158	**	**	**	
	31%	35%	27%	34%	23%	**	34%	29%	**	**	32%	28%	30%	**	**	**	
				b													
Base	263	88	173	188	60	15	111	78	26	48	189	74	229	11	19	3	
Keeping/ transferring your phone number	79	**	62	63	**	**	**	**	**	**	49	**	72	**	**	**	
	30%	**	36%	34%	**	**	**	**	**	**	26%	**	31%	**	**	**	
Base	110	60	48	94	16	-	42	25	12	31	67	43	89	14	4	4	
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	261	132	129	189	55	17	104	76	28	53	180	81	227	15	11	8	
Setting up a new online account	50	**	26	43	**	**	**	**	**	**	42	**	47	**	**	**	
	19%	**	20%	23%	**	**	**	**	**	**	24%	**	21%	**	**	**	
Base	51	23	26	40	11	-	27	16	3	5	43	8	45	2	2	2	
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	253	99	154	188	46	19	96	79	27	50	175	77	225	12	14	2	
Getting the switch to happen on the date you wanted (P)	80	**	49	64	**	**	**	**	**	**	55	**	74	**	**	**	
	32%	**	32%	34%	**	**	**	**	**	**	31%	**	33%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 82

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Base	172	101	71	131	34	7	76	37	16	42	113	58	155	9	8	-	
Having new equipment installed by the new provider	33	**	**	**	**	**	**	**	**	**	**	**	27	**	**	**	
	19%	**	**	**	**	**	**	**	**	**	**	**	17%	**	**	**	
Base	108	56	53	85	14	9	48	27	19	15	74	34	90	15	2	2	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	32	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Arranging the switch so that you always had access to your services (P)	192	90	101	159	27	**	85	54	**	**	139	53	173	**	**	**	
	32%	33%	31%	36%	23%	**	35%	30%	**	**	33%	30%	33%	**	**	**	
				b													
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	180	82	97	146	32	**	81	52	**	**	133	46	162	**	**	**	
	30%	30%	30%	33%	26%	**	34%	30%	**	**	32%	26%	31%	**	**	**	
Base	73	41	32	52	13	9	30	24	1	17	54	19	64	2	1	6	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 82

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	33	18	15	24	3	**	12	13	**	**	25	8	27	**	**	**	
	45%	43%	49%	47%	25%	**	39%	54%	**	**	45%	45%	42%	**	**	**	
				b			a										
Base	105	41	62	84	21	-	46	28	10	21	73	32	91	4	8	2	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	116	65	51	84	21	11	43	22	14	36	65	50	107	5	3	2	
Returning your previous provider's equipment	20	**	**	**	**	**	**	**	**	**	**	**	18	**	**	**	
	17%	**	**	**	**	**	**	**	**	**	**	**	17%	**	**	**	
Base	186	96	88	152	27	7	90	47	17	33	137	49	165	5	6	10	
Other devices or products you own not working with the new service	74	**	**	**	**	**	**	**	**	**	**	**	70	**	**	**	
	40%	**	**	**	**	**	**	**	**	**	**	**	42%	**	**	**	
Base	150	83	67	120	28	2	57	40	13	39	97	53	125	13	10	2	
Resolving billing issues with your previous provider	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	90	60	30	74	10	6	48	21	5	15	69	20	77	7	1	5	
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 82

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Base	26	11	15	12	7	7	11	5	3	7	15	10	21	3	*	1	
Getting the phone line to work	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Base	248	226	22	91	144
Comparing what different providers are offering	74	64	**	**	38
	30%	28%	**	**	27%
Base	598	545	52	207	318
Understanding the relevant steps required to switch provider	185	170	**	64	98
	31%	31%	**	31%	31%
Base	598	545	52	207	318
Finding time to research the market	173	163	**	66	81
	29%	30%	**	32%	25%
Base	598	545	52	207	318
Contacting your previous provider	184	169	**	67	84
	31%	31%	**	33%	26%
Base	156	142	14	68	74
Your previous provider trying to persuade you to stay	58	50	**	**	**
	37%	35%	**	**	**
Base	166	154	11	53	92
Getting a better deal with your previous provider	52	49	**	**	24
	32%	32%	**	**	26%
Base	598	545	52	207	318

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Contacting your new provider	166	153	**	56	88
	28%	28%	**	27%	28%
Base	598	545	52	207	318
Cancelling your previous service (P)	185	177	**	74	87
	31%	33%	**	36%	27%
Base	263	234	29	100	129
Keeping/ transferring your phone number	79	74	**	**	36
	30%	31%	**	**	28%
Base	110	107	3	45	53
Paying the charge to exit your contract early	**	**	**	**	**
	**	**	**	**	**
Base	261	233	28	100	133
Setting up a new online account	50	47	**	**	25
	19%	20%	**	**	18%
Base	51	49	2	24	19
Unlocking your handset to take it with you	**	**	**	**	**
	**	**	**	**	**
Base	253	226	28	97	133
Getting the switch to happen on the date you wanted (P)	80	74	**	**	36
	32%	33%	**	**	27%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Base	172	164	7	57	108
Having new equipment installed by the new provider	33	33	**	**	**
	19%	20%	**	**	**
Base	108	102	7	39	60
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	32	31	**	**	**
	29%	30%	**	**	**
Base	598	545	52	207	318
Arranging the switch so that you always had access to your services (P)	192	182	**	73	93
	32%	33%	**	35%	29%
Base	598	545	52	207	318
Arranging the switch so that you were not paying for your old and new services at the same time (P)	180	165	**	78	75
	30%	30%	**	38%	23%
				b	
Base	73	65	8	30	41

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	33 45%	27 42%	**	14 48%	18 45%
Base	105	100	5	55	31
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	** **	** **	** **	** **	** **
Base	116	102	13	43	72
Returning your previous provider's equipment	20 17%	19 19%	**	**	**
Base	186	176	10	79	86
Other devices or products you own not working with the new service	74 40%	74 42%	**	**	**
Base	150	145	5	66	60
Resolving billing issues with your previous provider	38 25%	**	**	**	**
Base	90	82	7	30	53
Paying a disconnection charge to your previous provider	** **	** **	** **	** **	** **

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Base	26	21	4	7	17
Getting the phone line to work	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 83

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Base	248	65	173	12	24	6	16	15	28	108	85	22
Comparing what different providers are offering	112	19	69	**	**	**	**	**	**	**	**	**
	45%	30%	40%	**	**	**	**	**	**	**	**	**
Base	598	134	434	25	58	10	31	43	51	300	237	63
Understanding the relevant steps required to switch provider	322	46	220	**	**	**	**	**	**	174	143	**
	54%	34%	51%	**	**	**	**	**	**	58%	60%	**
			a									
Base	598	134	434	25	58	10	31	43	51	300	237	63
Finding time to research the market	309	45	207	**	**	**	**	**	**	162	132	**
	52%	34%	48%	**	**	**	**	**	**	54%	56%	**
			a									
Base	598	134	434	25	58	10	31	43	51	300	237	63
Contacting your previous provider	303	54	200	**	**	**	**	**	**	146	118	**
	51%	40%	46%	**	**	**	**	**	**	49%	50%	**
Base	156	40	113	9	12	3	10	8	19	73	63	11
Your previous provider trying to persuade you to stay	88	**	66	**	**	**	**	**	**	**	**	**
	56%	**	59%	**	**	**	**	**	**	**	**	**
Base	166	55	134	12	21	5	16	11	22	79	67	12
Getting a better deal with your previous provider	104	35	82	**	**	**	**	**	**	**	**	**
	63%	63%	61%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Base	598	134	434	25	58	10	31	43	51	300	237	63
Contacting your new provider	259 43%	35 26%	168 39%	** **	** **	** **	** **	** **	** **	133 44%	107 45%	** **
Base	598	134	434	25	58	10	31	43	51	300	237	63
Cancelling your previous service (P)	318 53%	59 44%	220 51%	** **	** **	** **	** **	** **	** **	161 54%	123 52%	** **
Base	263	26	263	18	7	4	22	-	-	237	237	-
Keeping/ transferring your phone number	126 48%	** **	126 48%	** **	** **	** **	** **	** **	** **	121 51%	121 51%	** **
Base	110	13	79	2	7	1	2	6	4	66	56	10
Paying the charge to exit your contract early	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	261	60	181	12	23	6	15	14	25	120	90	30
Setting up a new online account	97 37%	14 22%	65 36%	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	51	-	51	-	-	-	-	-	-	51	34	17
Unlocking your handset to take it with you	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	253	65	210	11	30	5	16	21	23	145	120	25

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 83

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Getting the switch to happen on the date you wanted (P)	121	21	94	**	**	**	**	**	**	73	62	**
	48%	32%	45%	**	**	**	**	**	**	51%	52%	**
			a									
Base	172	66	66	7	32	6	12	20	28	-	-	-
Having new equipment installed by the new provider	77	20	20	**	**	**	**	**	**	**	**	**
	45%	30%	30%	**	**	**	**	**	**	**	**	**
Base	108	53	53	13	19	3	12	17	20	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	50	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**
Base	598	134	434	25	58	10	31	43	51	300	237	63
Arranging the switch so that you always had access to your services (P)	322	42	221	**	**	**	**	**	**	179	149	**
	54%	31%	51%	**	**	**	**	**	**	60%	63%	**
			a									
Base	598	134	434	25	58	10	31	43	51	300	237	63
Arranging the switch so that you were not paying for your old and new services at the same time (P)	324	45	215	**	**	**	**	**	**	171	137	**
	54%	33%	50%	**	**	**	**	**	**	57%	58%	**
			a									

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 83

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Base	73	29	29	5	12	2	6	9	12	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	**	**	**	**	**	**	**	**	**	**	**	**
Base	105	-	105	-	-	-	-	-	-	105	86	19
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**
Base	116	57	57	13	20	7	16	11	24	-	-	-
Returning your previous provider's equipment	48	17	17	**	**	**	**	**	**	**	**	**
	42%	30%	30%	**	**	**	**	**	**	**	**	**
Base	186	21	132	3	8	1	3	7	9	111	83	29
Other devices or products you own not working with the new service	119	**	85	**	**	**	**	**	**	**	**	**
	64%	**	65%	**	**	**	**	**	**	**	**	**
Base	150	20	102	5	7	1	4	6	8	82	64	18
Resolving billing issues with your previous provider	93	**	**	**	**	**	**	**	**	**	**	**
	62%	**	**	**	**	**	**	**	**	**	**	**
Base	90	21	21	3	8	1	3	7	10	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%	a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Total	478	427	67	81	25	81	43	93	185	123	62
Unweighted total	252	304	65	68	21	79	43	87	170	121	60
Effective Weighted Sample	598	434	25	58	10	31	43	51	300	237	63
Paying a disconnection charge to your previous provider	59	11	11	**	**	**	**	**	-	-	**
	66%	55%	55%	**	**	**	**	**	-%	-%	**
Base	26	26	26	18	7	4	22	-	-	-	-
Getting the phone line to work	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Base	248	27	29	53	38	15	5	4	72
Comparing what different providers are offering	112	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Understanding the relevant steps required to switch provider	322	**	**	96	**	**	**	**	**
	54%	**	**	59%	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Finding time to research the market	309	**	**	89	**	**	**	**	**
	52%	**	**	56%	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Contacting your previous provider	303	**	**	81	**	**	**	**	**
	51%	**	**	50%	**	**	**	**	**
Base	156	17	13	44	36	8	2	2	41
Your previous provider trying to persuade you to stay	88	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**
Base	166	17	14	47	38	9	2	1	31
Getting a better deal with your previous provider	104	**	**	**	**	**	**	**	**
	63%	**	**	**	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Contacting your new provider	259	**	**	79	**	**	**	**	**
	43%	**	**	49%	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Cancelling your previous service (P)	318	**	**	98	**	**	**	**	**
	53%	**	**	61%	**	**	**	**	**
Base	263	62	52	123	123	-	-	-	-
Keeping/ transferring your phone number	126	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**
Base	110	20	4	42	38	4	6	*	31
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	261	31	21	68	46	22	5	3	77
Setting up a new online account	97	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**
Base	51	15	7	30	20	10	6	-	-
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	253	38	21	86	68	18	5	2	41
Getting the switch to happen on the date you wanted (P)	121	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Base	172	-	-	-	-	-	-	3	103
Having new equipment installed by the new provider	77	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**
Base	108	-	-	-	-	-	-	4	51
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	50	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Arranging the switch so that you always had access to your services (P)	322	**	**	98	**	**	**	**	**
	54%	**	**	61%	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Arranging the switch so that you were not paying for your old and new services at the same time (P)	324	**	**	89	**	**	**	**	**
	54%	**	**	56%	**	**	**	**	**
Base	73	-	-	-	-	-	-	3	41

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	48 65%	** **	** **	- -%	** **	** **	** **	** **	** **
Base	105	43	9	53	41	11	7	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	116	-	-	-	-	-	-	2	57
Returning your previous provider's equipment	48 42%	** **	** **	** **	** **	** **	** **	** **	** **
Base	186	34	5	72	55	17	11	3	51
Other devices or products you own not working with the new service	119 64%	** **	** **	** **	** **	** **	** **	** **	** **
Base	150	25	4	52	40	12	5	2	46
Resolving billing issues with your previous provider	93 62%	** **	** **	** **	** **	** **	** **	** **	** **
Base	90	-	-	-	-	-	-	2	67
Paying a disconnection charge to your previous provider	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		
	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	
Significance Level: 95%	~a	~b	c	~d	~e	~f	~a	~b	
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Base	26	-	-	-	-	-	-	-	-
Getting the phone line to work	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	248	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comparing what different providers are offering	112	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	322	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Finding time to research the market	309	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contacting your previous provider	303	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	156	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	88	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	166	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting a better deal with your previous provider	104	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	63%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contacting your new provider	259	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cancelling your previous service (P)	318	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	263	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Keeping/ transferring your phone number	126	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	110	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	261	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Setting up a new online account	97	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	51	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

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Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	253	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted (P)	121	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	172	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Having new equipment installed by the new provider	77	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	108	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	50	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services (P)	322	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

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Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time (P)	324 54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	73	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	105	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	116	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Returning your previous provider's equipment	48 42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	186	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	119 64%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	150	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	93 62%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	90	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	26	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the phone line to work	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 83

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Base	248	102	146	180	48	21	107	68	23	48	176	71	218	10	11	9	
Comparing what different providers are offering	112	**	58	96	**	**	**	**	**	**	87	**	93	**	**	**	
	45%	**	39%	53%	**	**	**	**	**	**	50%	**	43%	**	**	**	
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Understanding the relevant steps required to switch provider	322	151	170	258	53	**	145	95	**	**	240	82	282	**	**	**	
	54%	55%	53%	58%	45%	**	60%	54%	**	**	58%	46%	54%	**	**	**	
				b			f	f			f						
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Finding time to research the market	309	155	152	254	48	**	135	92	**	**	227	82	272	**	**	**	
	52%	57%	47%	57%	40%	**	56%	52%	**	**	54%	46%	52%	**	**	**	
		b		b													
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Contacting your previous provider	303	144	156	241	49	**	135	95	**	**	230	72	258	**	**	**	
	51%	53%	48%	54%	41%	**	56%	54%	**	**	55%	40%	50%	**	**	**	
				b			f	f			f						
Base	156	80	75	109	34	14	68	44	13	30	112	43	126	11	13	7	
Your previous provider trying to persuade you to stay	88	**	**	**	**	**	**	**	**	**	**	**	68	**	**	**	
	56%	**	**	**	**	**	**	**	**	**	**	**	54%	**	**	**	
Base	166	84	82	123	29	13	58	52	20	34	110	54	142	13	8	2	
Getting a better deal with your previous provider	104	**	52	79	**	**	**	**	**	**	73	**	89	**	**	**	
	63%	**	63%	64%	**	**	**	**	**	**	66%	**	63%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 83

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Contacting your new provider	259	135	121	217	34	**	121	70	**	**	191	68	225	**	**	**	
	43%	50%	38%	49%	28%	**	50%	40%	**	**	46%	38%	43%	**	**	**	
		b		b			f										
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Cancelling your previous service (P)	318	159	158	253	53	**	145	89	**	**	234	83	279	**	**	**	
	53%	58%	49%	57%	44%	**	60%	51%	**	**	56%	46%	54%	**	**	**	
				b			f				f						
Base	263	88	173	188	60	15	111	78	26	48	189	74	229	11	19	3	
Keeping/ transferring your phone number	126	**	77	99	**	**	**	**	**	**	88	**	110	**	**	**	
	48%	**	45%	53%	**	**	**	**	**	**	47%	**	48%	**	**	**	
Base	110	60	48	94	16	-	42	25	12	31	67	43	89	14	4	4	
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	261	132	129	189	55	17	104	76	28	53	180	81	227	15	11	8	
Setting up a new online account	97	**	46	82	**	**	**	**	**	**	70	**	80	**	**	**	
	37%	**	36%	43%	**	**	**	**	**	**	39%	**	35%	**	**	**	
Base	51	23	26	40	11	-	27	16	3	5	43	8	45	2	2	2	
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	253	99	154	188	46	19	96	79	27	50	175	77	225	12	14	2	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 83

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Getting the switch to happen on the date you wanted (P)	121 48%	53 53% b	68 44%	97 52%	19 42%	** **	51 53%	36 45%	** **	** **	86 49%	34 44%	105 47%	** **	** **	** **	
Base	172	101	71	131	34	7	76	37	16	42	113	58	155	9	8	-	
Having new equipment installed by the new provider	77 45%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	70 45%	** **	** **	** **	
Base	108	56	53	85	14	9	48	27	19	15	74	34	90	15	2	2	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	50 46%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Arranging the switch so that you always had access to your services (P)	322 54%	155 57%	164 51%	262 59% b	47 40%	** **	147 61% bf	88 50%	** **	** **	235 56%	87 49%	277 53%	** **	** **	** **	
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	324 54%	159 58%	163 51%	269 61% b	47 39%	** **	143 59% f	104 59% f	** **	** **	247 59% f	77 43%	282 54%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 83

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Base	73	41	32	52	13	9	30	24	1	17	54	19	64	2	1	6	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	105	41	62	84	21	-	46	28	10	21	73	32	91	4	8	2	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	116	65	51	84	21	11	43	22	14	36	65	50	107	5	3	2	
Returning your previous provider's equipment	48	**	**	**	**	**	**	**	**	**	**	**	46	**	**	**	
	42%	**	**	**	**	**	**	**	**	**	**	**	43%	**	**	**	
Base	186	96	88	152	27	7	90	47	17	33	137	49	165	5	6	10	
Other devices or products you own not working with the new service	119	**	**	**	**	**	**	**	**	**	**	**	101	**	**	**	
	64%	**	**	**	**	**	**	**	**	**	**	**	61%	**	**	**	
Base	150	83	67	120	28	2	57	40	13	39	97	53	125	13	10	2	
Resolving billing issues with your previous provider	93	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	62%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	90	60	30	74	10	6	48	21	5	15	69	20	77	7	1	5	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 83

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Paying a disconnection charge to your previous provider	59	39	21	53	2	**	28	19	**	**	47	12	49	**	**	**	
	66%	65%	69%	71%	18%	**	59%	90%	**	**	68%	59%	63%	**	**	**	
				b				aef			af						
Base	26	11	15	12	7	7	11	5	3	7	15	10	21	3	*	1	
Getting the phone line to work	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Base	248	226	22	91	144
Comparing what different providers are offering	112	102	**	**	47
	45%	45%	**	**	33%
Base	598	545	52	207	318
Understanding the relevant steps required to switch provider	322	294	**	132	147
	54%	54%	**	64%	46%
				b	
Base	598	545	52	207	318
Finding time to research the market	309	286	**	131	139
	52%	52%	**	63%	44%
				b	
Base	598	545	52	207	318
Contacting your previous provider	303	279	**	137	126
	51%	51%	**	66%	39%
				b	
Base	156	142	14	68	74
Your previous provider trying to persuade you to stay	88	78	**	**	**
	56%	55%	**	**	**
Base	166	154	11	53	92
Getting a better deal with your previous provider	104	98	**	**	48
	63%	63%	**	**	52%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Base	598	545	52	207	318
Contacting your new provider	259	245	**	111	113
	43%	45%	**	54%	35%
				b	
Base	598	545	52	207	318
Cancelling your previous service (P)	318	296	**	144	131
	53%	54%	**	70%	41%
				b	
Base	263	234	29	100	129
Keeping/ transferring your phone number	126	116	**	**	45
	48%	50%	**	**	34%
Base	110	107	3	45	53
Paying the charge to exit your contract early	**	**	**	**	**
	**	**	**	**	**
Base	261	233	28	100	133
Setting up a new online account	97	88	**	**	40
	37%	38%	**	**	30%
Base	51	49	2	24	19
Unlocking your handset to take it with you	**	**	**	**	**
	**	**	**	**	**
Base	253	226	28	97	133

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Getting the switch to happen on the date you wanted (P)	121 48%	114 51%	**	60 62%	48 36%
				b	
Base	172	164	7	57	108
Having new equipment installed by the new provider	77 45%	77 47%	**	**	**
Base	108	102	7	39	60
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	50 46%	48 47%	**	**	**
Base	598	545	52	207	318
Arranging the switch so that you always had access to your services (P)	322 54%	299 55%	**	133 64%	140 44%
				b	
Base	598	545	52	207	318
Arranging the switch so that you were not paying for your old and new services at the same time (P)	324 54%	300 55%	**	148 72%	129 41%
				b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Base	73	65	8	30	41
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	**	**	**	**	**
	**	**	**	**	**
Base	105	100	5	55	31
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**
	**	**	**	**	**
Base	116	102	13	43	72
Returning your previous provider's equipment	48	48	**	**	**
	42%	47%	**	**	**
Base	186	176	10	79	86
Other devices or products you own not working with the new service	119	109	**	**	**
	64%	62%	**	**	**
Base	150	145	5	66	60
Resolving billing issues with your previous provider	93	**	**	**	**
	62%	**	**	**	**
Base	90	82	7	30	53

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Paying a disconnection charge to your previous provider	59 66%	54 65%	**	30 99%	24 46%
				b	
Base	26	21	4	7	17
Getting the phone line to work	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Base	248	65	173	12	24	6	16	15	28	108	85	22
Comparing what different providers are offering	136	46	104	**	**	**	**	**	**	**	**	**
	55%	70%	60%	**	**	**	**	**	**	**	**	**
Base	598	134	434	25	58	10	31	43	51	300	237	63
Understanding the relevant steps required to switch provider	275	89	214	**	**	**	**	**	**	126	94	**
	46%	66%	49%	**	**	**	**	**	**	42%	40%	**
		b										
Base	598	134	434	25	58	10	31	43	51	300	237	63
Finding time to research the market	289	89	227	**	**	**	**	**	**	138	105	**
	48%	66%	52%	**	**	**	**	**	**	46%	44%	**
		b										
Base	598	134	434	25	58	10	31	43	51	300	237	63
Contacting your previous provider	295	80	234	**	**	**	**	**	**	154	119	**
	49%	60%	54%	**	**	**	**	**	**	51%	50%	**
Base	156	40	113	9	12	3	10	8	19	73	63	11
Your previous provider trying to persuade you to stay	69	**	47	**	**	**	**	**	**	**	**	**
	44%	**	41%	**	**	**	**	**	**	**	**	**
Base	166	55	134	12	21	5	16	11	22	79	67	12
Getting a better deal with your previous provider	62	20	52	**	**	**	**	**	**	**	**	**
	37%	37%	39%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 84

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Base	598	134	434	25	58	10	31	43	51	300	237	63
Contacting your new provider	338	99	266	**	**	**	**	**	**	167	130	**
	57%	74%	61%	**	**	**	**	**	**	56%	55%	**
		b										
Base	598	134	434	25	58	10	31	43	51	300	237	63
Cancelling your previous service (P)	280	75	215	**	**	**	**	**	**	139	114	**
	47%	56%	49%	**	**	**	**	**	**	46%	48%	**
Base	263	26	263	18	7	4	22	-	-	237	237	-
Keeping/ transferring your phone number	139	**	139	**	**	**	**	**	**	116	116	**
	53%	**	53%	**	**	**	**	**	**	49%	49%	**
Base	110	13	79	2	7	1	2	6	4	66	56	10
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base	261	60	181	12	23	6	15	14	25	120	90	30
Setting up a new online account	164	47	116	**	**	**	**	**	**	**	**	**
	63%	78%	64%	**	**	**	**	**	**	**	**	**
		b										
Base	51	-	51	-	-	-	-	-	-	51	34	17
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base	253	65	210	11	30	5	16	21	23	145	120	25

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 84

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Getting the switch to happen on the date you wanted (P)	133	44	116	**	**	**	**	**	**	72	58	**
	52%	68%	55%	**	**	**	**	**	**	49%	48%	**
Base	172	66	66	7	32	6	12	20	28	-	-	-
Having new equipment installed by the new provider	94	46	46	**	**	**	**	**	**	**	**	**
	55%	70%	70%	**	**	**	**	**	**	**	**	**
Base	108	53	53	13	19	3	12	17	20	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	58	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**
Base	598	134	434	25	58	10	31	43	51	300	237	63
Arranging the switch so that you always had access to your services (P)	276	92	214	**	**	**	**	**	**	121	88	**
	46%	69%	49%	**	**	**	**	**	**	40%	37%	**
Base	598	134	434	25	58	10	31	43	51	300	237	63
Arranging the switch so that you were not paying for your old and new services at the same time (P)	273	89	219	**	**	**	**	**	**	130	100	**
	46%	67%	50%	**	**	**	**	**	**	43%	42%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 84

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	242	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	202	304	65	68	21	79	43	87	170	121	60
Total	598	134	434	25	58	10	31	43	51	300	237	63
Base	73	29	29	5	12	2	6	9	12	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base	105	-	105	-	-	-	-	-	-	105	86	19
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base	116	57	57	13	20	7	16	11	24	-	-	-
Returning your previous provider's equipment	67	40	40	**	**	**	**	**	**	**	**	**
	58%	70%	70%	**	**	**	**	**	**	**	**	**
Base	186	21	132	3	8	1	3	7	9	111	83	29
Other devices or products you own not working with the new service	67	**	47	**	**	**	**	**	**	**	**	**
	36%	**	35%	**	**	**	**	**	**	**	**	**
Base	150	20	102	5	7	1	4	6	8	82	64	18
Resolving billing issues with your previous provider	56	**	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**	**
Base	90	21	21	3	8	1	3	7	10	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%	a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	478	427	67	81	25	81	43	93	185	123	62
Effective Weighted Sample	252	304	65	68	21	79	43	87	170	121	60
Total	598	434	25	58	10	31	43	51	300	237	63
Paying a disconnection charge to your previous provider	30	9	9	**	**	**	**	**	-	-	**
	34%	45%	45%	**	**	**	**	**	-%	-%	**
Base	26	26	26	18	7	4	22	-	-	-	-
Getting the phone line to work	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Base	248	27	29	53	38	15	5	4	72
Comparing what different providers are offering	136	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Understanding the relevant steps required to switch provider	275	**	**	65	**	**	**	**	**
	46%	**	**	41%	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Finding time to research the market	289	**	**	71	**	**	**	**	**
	48%	**	**	44%	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Contacting your previous provider	295	**	**	80	**	**	**	**	**
	49%	**	**	50%	**	**	**	**	**
Base	156	17	13	44	36	8	2	2	41
Your previous provider trying to persuade you to stay	69	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**
Base	166	17	14	47	38	9	2	1	31
Getting a better deal with your previous provider	62	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Contacting your new provider	338	**	**	82	**	**	**	**	**
	57%	**	**	51%	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Cancelling your previous service (P)	280	**	**	62	**	**	**	**	**
	47%	**	**	39%	**	**	**	**	**
Base	263	62	52	123	123	-	-	-	-
Keeping/ transferring your phone number	139	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**
Base	110	20	4	42	38	4	6	*	31
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	261	31	21	68	46	22	5	3	77
Setting up a new online account	164	**	**	**	**	**	**	**	**
	63%	**	**	**	**	**	**	**	**
Base	51	15	7	30	20	10	6	-	-
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	253	38	21	86	68	18	5	2	41
Getting the switch to happen on the date you wanted (P)	133	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 84

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Base	172	-	-	-	-	-	-	3	103
Having new equipment installed by the new provider	94	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**
Base	108	-	-	-	-	-	-	4	51
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	58	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Arranging the switch so that you always had access to your services (P)	276	**	**	63	**	**	**	**	**
	46%	**	**	39%	**	**	**	**	**
Base	598	84	56	161	123	37	22	9	154
Arranging the switch so that you were not paying for your old and new services at the same time (P)	273	**	**	71	**	**	**	**	**
	46%	**	**	44%	**	**	**	**	**
Base	73	-	-	-	-	-	-	3	41

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	478	53	32	100	64	36	22	21	30
Effective Weighted Sample	252	47	31	92	63	35	21	21	30
Total	598	84	56	161	123	37	22	9	154
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	26 35%	**	**	-	**	**	**	**	**
Base	105	43	9	53	41	11	7	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**
Base	116	-	-	-	-	-	-	2	57
Returning your previous provider's equipment	67 58%	**	**	**	**	**	**	**	**
Base	186	34	5	72	55	17	11	3	51
Other devices or products you own not working with the new service	67 36%	**	**	**	**	**	**	**	**
Base	150	25	4	52	40	12	5	2	46
Resolving billing issues with your previous provider	56 38%	**	**	**	**	**	**	**	**
Base	90	-	-	-	-	-	-	2	67
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 84

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS	
	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Total	~a	~b	c	~d	~e	~f	~a	~b
Significance Level: 95%								
Unweighted total	478	53	32	100	64	36	22	30
Effective Weighted Sample	252	47	31	92	63	35	21	30
Total	598	84	56	161	123	37	22	154
Base	26	-	-	-	-	-	-	-
Getting the phone line to work	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	248	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comparing what different providers are offering	136	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	275	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Finding time to research the market	289	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contacting your previous provider	295	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	156	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	69	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	166	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting a better deal with your previous provider	62 37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contacting your new provider	338 57%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cancelling your previous service (P)	280 47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	263	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Keeping/ transferring your phone number	139 53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	110	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying the charge to exit your contract early	** **	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	261	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Setting up a new online account	164 63%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	51	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	253	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted (P)	133	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	172	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Having new equipment installed by the new provider	94	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	108	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	58	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services (P)	276	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 84

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time (P)	273 46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	73	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	105	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	116	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Returning your previous provider's equipment	67 58%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	186	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 84

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	478	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	252	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	67 36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	150	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	56 38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	90	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	26	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the phone line to work	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 84

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Base	248	102	146	180	48	21	107	68	23	48	176	71	218	10	11	9	
Comparing what different providers are offering	136	**	89	84	**	**	**	**	**	**	88	**	125	**	**	**	
	55%	**	61%	47%	**	**	**	**	**	**	50%	**	57%	**	**	**	
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Understanding the relevant steps required to switch provider	275	122	153	185	66	**	96	81	**	**	177	97	238	**	**	**	
	46%	45%	47%	42%	55%	**	40%	46%	**	**	42%	54%	46%	**	**	**	
					a						ae						
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Finding time to research the market	289	118	170	189	71	**	106	84	**	**	191	97	248	**	**	**	
	48%	43%	53%	43%	60%	**	44%	48%	**	**	46%	54%	48%	**	**	**	
			a		a												
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Contacting your previous provider	295	129	167	202	70	**	106	82	**	**	188	107	261	**	**	**	
	49%	47%	52%	46%	59%	**	44%	46%	**	**	45%	60%	50%	**	**	**	
					a							abe					
Base	156	80	75	109	34	14	68	44	13	30	112	43	126	11	13	7	
Your previous provider trying to persuade you to stay	69	**	**	**	**	**	**	**	**	**	**	**	58	**	**	**	
	44%	**	**	**	**	**	**	**	**	**	**	**	46%	**	**	**	
Base	166	84	82	123	29	13	58	52	20	34	110	54	142	13	8	2	
Getting a better deal with your previous provider	62	**	30	45	**	**	**	**	**	**	37	**	53	**	**	**	
	37%	**	37%	36%	**	**	**	**	**	**	34%	**	37%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 84

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Contacting your new provider	338	137	201	226	86	**	120	107	**	**	227	110	295	**	**	**	
	57%	50%	62%	51%	72%	**	50%	60%	**	**	54%	62%	57%	**	**	**	
			a		a						a						
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Cancelling your previous service (P)	280	113	164	190	66	**	96	87	**	**	184	96	241	**	**	**	
	47%	42%	51%	43%	56%	**	40%	49%	**	**	44%	54%	46%	**	**	**	
					a						ae						
Base	263	88	173	188	60	15	111	78	26	48	189	74	229	11	19	3	
Keeping/ transferring your phone number	139	**	96	89	**	**	**	**	**	**	102	**	122	**	**	**	
	53%	**	56%	48%	**	**	**	**	**	**	54%	**	53%	**	**	**	
Base	110	60	48	94	16	-	42	25	12	31	67	43	89	14	4	4	
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	261	132	129	189	55	17	104	76	28	53	180	81	227	15	11	8	
Setting up a new online account	164	**	82	107	**	**	**	**	**	**	110	**	146	**	**	**	
	63%	**	64%	57%	**	**	**	**	**	**	61%	**	65%	**	**	**	
Base	51	23	26	40	11	-	27	16	3	5	43	8	45	2	2	2	
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	253	99	154	188	46	19	96	79	27	50	175	77	225	12	14	2	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 84

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Getting the switch to happen on the date you wanted (P)	133	46	87	91	27	**	45	44	**	**	89	43	120	**	**	**	
	52%	47%	56%	48%	58%	**	47%	55%	**	**	51%	56%	53%	**	**	**	
			a														
Base	172	101	71	131	34	7	76	37	16	42	113	58	155	9	8	-	
Having new equipment installed by the new provider	94	**	**	**	**	**	**	**	**	**	**	**	85	**	**	**	
	55%	**	**	**	**	**	**	**	**	**	**	**	55%	**	**	**	
Base	108	56	53	85	14	9	48	27	19	15	74	34	90	15	2	2	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	58	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Arranging the switch so that you always had access to your services (P)	276	118	158	181	72	**	94	89	**	**	183	92	242	**	**	**	
	46%	43%	49%	41%	60%	**	39%	50%	**	**	44%	51%	47%	**	**	**	
			a		a			a				a					
Base	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	273	114	159	174	73	**	98	73	**	**	171	102	237	**	**	**	
	46%	42%	49%	39%	61%	**	41%	41%	**	**	41%	57%	46%	**	**	**	
				a								abe					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 84

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Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Base	73	41	32	52	13	9	30	24	1	17	54	19	64	2	1	6	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	105	41	62	84	21	-	46	28	10	21	73	32	91	4	8	2	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	116	65	51	84	21	11	43	22	14	36	65	50	107	5	3	2	
Returning your previous provider's equipment	67	**	**	**	**	**	**	**	**	**	**	**	61	**	**	**	
	58%	**	**	**	**	**	**	**	**	**	**	**	57%	**	**	**	
Base	186	96	88	152	27	7	90	47	17	33	137	49	165	5	6	10	
Other devices or products you own not working with the new service	67	**	**	**	**	**	**	**	**	**	**	**	64	**	**	**	
	36%	**	**	**	**	**	**	**	**	**	**	**	39%	**	**	**	
Base	150	83	67	120	28	2	57	40	13	39	97	53	125	13	10	2	
Resolving billing issues with your previous provider	56	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Base	90	60	30	74	10	6	48	21	5	15	69	20	77	7	1	5	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 84

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	478	171	305	322	110	46	183	136	60	96	319	156	413	34	22	9	
Effective Weighted Sample	252	93	170	176	59	23	101	72	33	47	173	78	219	15	14	4	
Total	598	273	323	443	119	36	241	176	63	116	417	179	520	35	31	12	
Paying a disconnection charge to your previous provider	30	21	9	21	8	**	20	2	**	**	22	8	28	**	**	**	
	34%	35%	31%	29%	82%	**	41%	10%	**	**	32%	41%	37%	**	**	**	
				a			be				b	be					
Base	26	11	15	12	7	7	11	5	3	7	15	10	21	3	*	1	
Getting the phone line to work	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 84

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Base	248	226	22	91	144
Comparing what different providers are offering	136	124	**	**	96
	55%	55%	**	**	67%
Base	598	545	52	207	318
Understanding the relevant steps required to switch provider	275	251	**	75	171
	46%	46%	**	36%	54%
					a
Base	598	545	52	207	318
Finding time to research the market	289	260	**	76	179
	48%	48%	**	37%	56%
					a
Base	598	545	52	207	318
Contacting your previous provider	295	266	**	70	193
	49%	49%	**	34%	61%
					a
Base	156	142	14	68	74
Your previous provider trying to persuade you to stay	69	64	**	**	**
	44%	45%	**	**	**
Base	166	154	11	53	92
Getting a better deal with your previous provider	62	56	**	**	44
	37%	37%	**	**	48%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Base	598	545	52	207	318
Contacting your new provider	338	300	**	96	205
	57%	55%	**	46%	65%
					a
Base	598	545	52	207	318
Cancelling your previous service (P)	280	250	**	63	187
	47%	46%	**	30%	59%
					a
Base	263	234	29	100	129
Keeping/ transferring your phone number	139	120	**	**	86
	53%	51%	**	**	66%
Base	110	107	3	45	53
Paying the charge to exit your contract early	**	**	**	**	**
	**	**	**	**	**
Base	261	233	28	100	133
Setting up a new online account	164	145	**	**	93
	63%	62%	**	**	70%
Base	51	49	2	24	19
Unlocking your handset to take it with you	**	**	**	**	**
	**	**	**	**	**
Base	253	226	28	97	133

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Getting the switch to happen on the date you wanted (P)	133	111	**	36	84
	52%	49%	**	38%	64%
					a
Base	172	164	7	57	108
Having new equipment installed by the new provider	94	87	**	**	**
	55%	53%	**	**	**
Base	108	102	7	39	60
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	58	54	**	**	**
	54%	53%	**	**	**
Base	598	545	52	207	318
Arranging the switch so that you always had access to your services (P)	276	247	**	74	178
	46%	45%	**	36%	56%
					a
Base	598	545	52	207	318
Arranging the switch so that you were not paying for your old and new services at the same time (P)	273	245	**	59	189
	46%	45%	**	28%	59%
					a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Base	73	65	8	30	41
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	**	**	**	**	**
	**	**	**	**	**
Base	105	100	5	55	31
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**
	**	**	**	**	**
Base	116	102	13	43	72
Returning your previous provider's equipment	67	55	**	**	**
	58%	53%	**	**	**
Base	186	176	10	79	86
Other devices or products you own not working with the new service	67	66	**	**	**
	36%	38%	**	**	**
Base	150	145	5	66	60
Resolving billing issues with your previous provider	56	**	**	**	**
	38%	**	**	**	**
Base	90	82	7	30	53

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	478	431	47	162	264
Effective Weighted Sample	252	228	25	90	131
Total	598	545	52	207	318
Paying a disconnection charge to your previous provider	30 34%	29 35%	**	* 1%	29 54%
					a
Base	26	21	4	7	17
Getting the phone line to work	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%												
Unweighted total	841	319	719	78	125	22	99	82	116	400	258	142
Effective Weighted Sample	473	264	538	76	107	20	97	82	108	361	253	138
Total	1229	188	843	29	96	7	36	81	63	655	514	140
Arranging the switch so that you were not paying for your old and new services at the same time	144 12%	19 10%	102 12%	** **	11 11%	** **	** **	** **	7 10%	83 13%	71 14%	12 9%
Cancelling your previous service	133 11%	21 11%	87 10%	** **	11 11%	** **	** **	** **	8 12%	67 10%	36 7%	30 21% ab
Arranging the switch so that you always had access to your services	127 10%	13 7%	80 9%	** **	6 6%	** **	** **	** **	5 8%	66 10%	57 11%	9 7%
Understanding the relevant steps required to switch provider	97 8%	11 6%	76 9%	** **	6 7%	** **	** **	** **	3 5%	65 10%	49 10%	15 11%
Finding time to research the market	92 8%	9 5%	58 7%	** **	3 3%	** **	** **	** **	3 5%	49 7%	39 8%	9 7%
Resolving billing issues with your previous provider	66 5%	8 4%	39 5%	** **	2 2%	** **	** **	** **	3 4%	31 5%	26 5%	5 4%
Getting a better deal with your previous provider	61 5%	28 15% b	60 7%	** **	13 14%	** **	** **	** **	10 16%	32 5%	29 6%	3 2%
Contacting your new provider	56 5%	11 6%	49 6%	** **	7 7%	** **	** **	** **	3 5%	38 6%	33 6%	6 4%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 85

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	d	a	b	c
Unweighted total	841	319	719	78	125	22	99	82	116	400	258	142
Effective Weighted Sample	473	264	538	76	107	20	97	82	108	361	253	138
Total	1229	188	843	29	96	7	36	81	63	655	514	140
Your previous provider trying to persuade you to stay	48 4%	9 5%	28 3%	** **	6 6%	** **	** **	** **	2 3%	20 3%	14 3%	5 4%
Keeping/ transferring your phone number	45 4%	2 1%	45 5% a	** **	1 1%	** **	** **	** **	- -%	43 7% c	43 8% c	- -%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	34 3%	2 1%	2 *%	** **	1 1%	** **	** **	** **	1 2%	- -%	- -%	- -%
Paying the charge to exit your contract early	32 3%	2 1%	22 3%	** **	- -%	** **	** **	** **	1 2%	20 3%	15 3%	5 4%
Comparing what different providers are offering	31 2%	6 3%	25 3%	** **	5 5%	** **	** **	** **	1 2%	19 3%	13 3%	5 4%
Other devices or products you own not working with the new service	26 2%	4 2%	20 2%	** **	* *%	** **	** **	** **	3 4%	17 3%	15 3%	2 1%
Having new equipment installed by the new provider	26 2%	8 4% b	8 1%	** **	3 3%	** **	** **	** **	3 5%	- -%	- -%	- -%
Getting the switch to happen on the date you wanted	25 2%	4 2%	18 2%	** **	2 2%	** **	** **	** **	1 2%	14 2%	10 2%	4 3%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	d	a	b	c
Unweighted total	841	319	719	78	125	22	99	82	116	400	258	142
Effective Weighted Sample	473	264	538	76	107	20	97	82	108	361	253	138
Total	1229	188	843	29	96	7	36	81	63	655	514	140
Contacting your previous provider	24 2%	5 3%	19 2%	** **	3 3%	** **	** **	** **	2 3%	14 2%	9 2%	5 4%
Setting up a new online account	23 2%	2 1%	18 2%	** **	2 2%	** **	** **	** **	- -	16 2%	12 2%	4 3%
Returning your previous provider's equipment	22 2%	6 3%	6 1%	** **	4 4%	** **	** **	** **	* 1%	- -	- -	- -
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	21 2%	- -	21 2%	** **	- -	** **	** **	** **	- -	21 3%	15 3%	5 4%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	13 1%	1 1%	1 *%	** **	1 1%	** **	** **	** **	- -	- -	- -	- -
Paying a disconnection charge to your previous provider	4 *%	4 2%	4 *%	** **	1 1%	** **	** **	** **	2 3%	- -	- -	- -
Unlocking your handset to take it with you	2 *%	- -	2 *%	** **	- -	** **	** **	** **	- -	2 *%	2 *%	- -
Getting the phone line to work	2 *%	2 1%	2 *%	** **	1 1%	** **	** **	** **	- -	- -	- -	- -

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	Total	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%												
Unweighted total	841	319	719	78	125	22	99	82	116	400	258	142
Effective Weighted Sample	473	264	538	76	107	20	97	82	108	361	253	138
Total	1229	188	843	29	96	7	36	81	63	655	514	140
ANY MAIN DIFFICULTY	1157	176	793	**	89	**	**	**	60	617	490	126
	94%	94%	94%	**	93%	**	**	**	95%	94%	95%	90%
											c	
ANY PROCESS (P)	429	57	287	**	30	**	**	**	20	230	175	56
	35%	30%	34%	**	31%	**	**	**	32%	35%	34%	40%
None of these stood out as a main difficulty	41	8	30	**	4	**	**	**	3	22	16	6
	3%	4%	4%	**	4%	**	**	**	5%	3%	3%	5%
Can't remember	31	4	20	**	3	**	**	**	*	16	8	8
	3%	2%	2%	**	3%	**	**	**	1%	2%	2%	5%
												b

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	841	135	52	213	139	74	50	51	71
Effective Weighted Sample	473	121	48	192	136	72	49	51	71
Total	1229	223	83	349	277	72	50	22	363
Arranging the switch so that you were not paying for your old and new services at the same time	144 12%	32 14%	** **	42 12%	38 14%	** **	** **	** **	** **
Cancelling your previous service	133 11%	23 10%	** **	34 10%	22 8%	** **	** **	** **	** **
Arranging the switch so that you always had access to your services	127 10%	20 9%	** **	40 11%	36 13%	** **	** **	** **	** **
Understanding the relevant steps required to switch provider	97 8%	16 7%	** **	38 11%	26 9%	** **	** **	** **	** **
Finding time to research the market	92 8%	11 5%	** **	31 9%	22 8%	** **	** **	** **	** **
Resolving billing issues with your previous provider	66 5%	15 7%	** **	14 4%	11 4%	** **	** **	** **	** **
Getting a better deal with your previous provider	61 5%	12 5%	** **	14 4%	11 4%	** **	** **	** **	** **
Contacting your new provider	56 5%	14 6%	** **	23 6%	19 7%	** **	** **	** **	** **
Your previous provider trying to persuade you to stay	48 4%	7 3%	** **	10 3%	6 2%	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	~b	c	d	~e	~f	~a	~b
Unweighted total	841	135	52	213	139	74	50	51	71
Effective Weighted Sample	473	121	48	192	136	72	49	51	71
Total	1229	223	83	349	277	72	50	22	363
Keeping/ transferring your phone number	45 4%	15 7%	** **	21 6%	21 8%	** **	** **	** **	** **
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	34 3%	- -%	** **	- -%	- -%	** **	** **	** **	** **
Paying the charge to exit your contract early	32 3%	7 3%	** **	12 3%	8 3%	** **	** **	** **	** **
Comparing what different providers are offering	31 2%	6 3%	** **	10 3%	6 2%	** **	** **	** **	** **
Other devices or products you own not working with the new service	26 2%	11 5%	** **	5 1%	5 2%	** **	** **	** **	** **
Having new equipment installed by the new provider	26 2%	- -%	** **	- -%	- -%	** **	** **	** **	** **
Getting the switch to happen on the date you wanted	25 2%	1 1%	** **	11 3%	8 3%	** **	** **	** **	** **
Contacting your previous provider	24 2%	5 2%	** **	7 2%	5 2%	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	841	135	52	213	139	74	50	51	71
Effective Weighted Sample	473	121	48	192	136	72	49	51	71
Total	1229	223	83	349	277	72	50	22	363
Setting up a new online account	23 2%	5 2%	** **	9 3%	8 3%	** **	** **	** **	** **
Returning your previous provider's equipment	22 2%	- -%	** **	- -%	- -%	** **	** **	** **	** **
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	21 2%	6 3%	** **	14 4%	14 5%	** **	** **	** **	** **
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	13 1%	- -%	** **	- -%	- -%	** **	** **	** **	** **
Paying a disconnection charge to your previous provider	4 *%	- -%	** **	- -%	- -%	** **	** **	** **	** **
Unlocking your handset to take it with you	2 *%	- -%	** **	- -%	- -%	** **	** **	** **	** **
Getting the phone line to work	2 *%	- -%	** **	- -%	- -%	** **	** **	** **	** **
ANY MAIN DIFFICULTY	1157 94%	207 93%	** **	333 95%	265 96%	** **	** **	** **	** **
ANY PROCESS (P)	429 35%	77 34%	** **	127 36%	103 37%	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	841	135	52	213	139	74	50	51	71
Effective Weighted Sample	473	121	48	192	136	72	49	51	71
Total	1229	223	83	349	277	72	50	22	363
None of these stood out as a main difficulty	41 3%	12 5%	**	7 2%	6 2%	**	**	**	**
Can't remember	31 3%	4 2%	**	9 3%	6 2%	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	841	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	473	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	1229	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	144 12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cancelling your previous service	133 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you always had access to your services	127 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	97 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	92 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	66 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting a better deal with your previous provider	61 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your new provider	56 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	841	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	473	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	1229	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	48 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Keeping/ transferring your phone number	45 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	34 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying the charge to exit your contract early	32 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Comparing what different providers are offering	31 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	26 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Having new equipment installed by the new provider	26 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	841	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	473	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	1229	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	25 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	24 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Setting up a new online account	23 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Returning your previous provider's equipment	22 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	21 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	13 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	4 *0%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Unlocking your handset to take it with you	2 *0%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	841	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	473	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	1229	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the phone line to work	2 *%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY MAIN DIFFICULTY	1157 94%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY PROCESS (P)	429 35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
None of these stood out as a main difficulty	41 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	31 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 85

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	841	292	534	644	155	41	376	181	120	153	557	273	730	57	35	19	
Effective Weighted Sample	473	184	284	375	82	20	214	99	68	87	313	154	412	30	24	12	
Total	1229	520	689	1005	190	33	567	267	178	205	834	383	1079	83	38	28	
Arranging the switch so that you were not paying for your old and new services at the same time	144 12%	72 14%	72 10%	114 11%	22 11%	** **	60 11%	25 9%	33 18% abe	27 13%	85 10%	60 16% e	125 12%	** **	** **	** **	
Cancelling your previous service	133 11%	47 9%	81 12%	115 11%	17 9%	** **	66 12%	27 10%	15 8%	24 12%	92 11%	39 10%	128 12%	** **	** **	** **	
Arranging the switch so that you always had access to your services	127 10%	53 10%	73 11%	101 10%	23 12%	** **	78 14% bc	12 4%	10 6%	27 13% bc	90 11% b	38 10% b	110 10%	** **	** **	** **	
Understanding the relevant steps required to switch provider	97 8%	37 7%	59 9%	81 8%	16 8%	** **	47 8%	30 11% cf	6 3%	15 7%	76 9% c	21 6%	91 8%	** **	** **	** **	
Finding time to research the market	92 8%	50 10%	42 6%	72 7%	20 11%	** **	37 7%	24 9%	9 5%	22 11%	61 7%	31 8%	72 7%	** **	** **	** **	
Resolving billing issues with your previous provider	66 5%	31 6%	32 5%	56 6%	8 4%	** **	36 6%	13 5%	5 3%	12 6%	49 6%	17 4%	53 5%	** **	** **	** **	
Getting a better deal with your previous provider	61 5%	26 5%	35 5%	39 4%	15 8% a	** **	24 4%	20 8%	7 4%	10 5%	45 5%	17 4%	59 5%	** **	** **	** **	
Contacting your new provider	56 5%	15 3%	38 5%	41 4%	13 7%	** **	23 4%	11 4%	12 7%	7 3%	35 4%	19 5%	51 5%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 85

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	841	292	534	644	155	41	376	181	120	153	557	273	730	57	35	19	
Effective Weighted Sample	473	184	284	375	82	20	214	99	68	87	313	154	412	30	24	12	
Total	1229	520	689	1005	190	33	567	267	178	205	834	383	1079	83	38	28	
Your previous provider trying to persuade you to stay	48 4%	12 2%	36 5%	46 5%	3 1%	** **	12 2%	13 5%	18 10%	5 3%	25 3%	23 6%	41 4%	** **	** **	** **	
			a						ade			ae					
Keeping/ transferring your phone number	45 4%	17 3%	28 4%	39 4%	6 3%	** **	20 4%	8 3%	5 3%	12 6%	28 3%	17 4%	36 3%	** **	** **	** **	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	34 3%	16 3%	18 3%	28 3%	5 3%	** **	28 5%	1 1%	5 3%	- -%	29 4%	5 1%	34 3%	** **	** **	** **	
							bdf		d		bd						
Paying the charge to exit your contract early	32 3%	18 4%	14 2%	28 3%	5 3%	** **	15 3%	12 4%	3 1%	3 2%	27 3%	6 1%	23 2%	** **	** **	** **	
Comparing what different providers are offering	31 2%	18 3%	13 2%	27 3%	1 1%	** **	16 3%	4 2%	4 2%	6 3%	20 2%	11 3%	31 3%	** **	** **	** **	
Other devices or products you own not working with the new service	26 2%	12 2%	14 2%	22 2%	4 2%	** **	11 2%	12 4%	3 2%	1 *%	22 3%	4 1%	22 2%	** **	** **	** **	
								df									
Having new equipment installed by the new provider	26 2%	14 3%	12 2%	22 2%	3 1%	** **	6 1%	11 4%	7 4%	1 *%	17 2%	8 2%	24 2%	** **	** **	** **	
								ad	ad								
Getting the switch to happen on the date you wanted	25 2%	9 2%	15 2%	20 2%	3 2%	** **	17 3%	4 1%	2 1%	1 1%	21 3%	4 1%	20 2%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 85

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	841	292	534	644	155	41	376	181	120	153	557	273	730	57	35	19	
Effective Weighted Sample	473	184	284	375	82	20	214	99	68	87	313	154	412	30	24	12	
Total	1229	520	689	1005	190	33	567	267	178	205	834	383	1079	83	38	28	
Contacting your previous provider	24 2%	8 2%	16 2%	21 2%	3 2%	** **	16 3%	4 1%	3 2%	2 1%	20 2%	5 1%	21 2%	** **	** **	** **	
Setting up a new online account	23 2%	12 2%	10 1%	23 2%	- -%	** **	8 1%	4 1%	10 5% abde	- -%	12 1%	10 3% d	21 2%	** **	** **	** **	
Returning your previous provider's equipment	22 2%	13 3%	8 1%	22 2%	- -%	** **	12 2%	2 1%	2 1%	7 3%	14 2%	9 2%	21 2%	** **	** **	** **	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	21 2%	8 2%	12 2%	17 2%	4 2%	** **	5 1%	4 1%	7 4% ae	5 3%	9 1%	12 3% ae	18 2%	** **	** **	** **	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	13 1%	1 *%	11 2%	13 1%	- -%	** **	8 1%	5 2% f	- -%	- -%	13 2% f	- -%	12 1%	** **	** **	** **	
Paying a disconnection charge to your previous provider	4 *%	1 *%	3 *%	4 *%	1 *%	** **	2 *%	1 *%	* *% *	* *% *	3 *% *	1 *% *	3 *% *	** **	** **	** **	
Unlocking your handset to take it with you	2 *%	2 *%	- -%	2 *%	- -%	** **	2 *%	- -%	- -%	- -%	2 *% *	- -%	2 *% *	** **	** **	** **	
Getting the phone line to work	2 *%	1 *%	1 *%	* *%	* *%	** **	1 *%	* *%	- -%	* *%	1 *% *	* *% *	2 *% *	** **	** **	** **	
ANY MAIN DIFFICULTY	1157 94%	496 95%	644 94%	954 95% b	171 90%	** **	549 97% bdf	245 92%	167 94%	189 92%	794 95%	357 93%	1018 94%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 85

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	841	292	534	644	155	41	376	181	120	153	557	273	730	57	35	19	
Effective Weighted Sample	473	184	284	375	82	20	214	99	68	87	313	154	412	30	24	12	
Total	1229	520	689	1005	190	33	567	267	178	205	834	383	1079	83	38	28	
ANY PROCESS (P)	429	181	241	350	65	**	220	68	60	80	288	140	382	**	**	**	
	35%	35%	35%	35%	34%	**	39%	25%	34%	39%	34%	37%	35%	**	**	**	
None of these stood out as a main difficulty	41	17	24	27	13	**	11	11	6	12	22	18	37	**	**	**	
	3%	3%	3%	3%	7%	**	2%	4%	3%	6%	3%	5%	3%	**	**	**	
					a				a								
Can't remember	31	7	21	24	5	**	7	11	4	4	18	9	24	**	**	**	
	3%	1%	3%	2%	3%	**	1%	4%	3%	2%	2%	2%	2%	**	**	**	
								a									

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	841	779	62	386	316
Effective Weighted Sample	473	440	34	224	163
Total	1229	1155	74	589	417
Arranging the switch so that you were not paying for your old and new services at the same time	144 12%	135 12%	** **	72 12%	44 11%
Cancelling your previous service	133 11%	126 11%	** **	40 7%	49 12% a
Arranging the switch so that you always had access to your services	127 10%	123 11%	** **	73 12%	39 9%
Understanding the relevant steps required to switch provider	97 8%	93 8%	** **	46 8%	40 10%
Finding time to research the market	92 8%	83 7%	** **	55 9% b	21 5%
Resolving billing issues with your previous provider	66 5%	63 5%	** **	40 7%	23 6%
Getting a better deal with your previous provider	61 5%	59 5%	** **	20 3%	33 8% a
Contacting your new provider	56 5%	55 5%	** **	25 4%	18 4%

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	841	779	62	386	316
Effective Weighted Sample	473	440	34	224	163
Total	1229	1155	74	589	417
Your previous provider trying to persuade you to stay	48 4%	47 4%	**	28 5%	13 3%
Keeping/ transferring your phone number	45 4%	40 3%	**	25 4%	16 4%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	34 3%	33 3%	**	13 2%	11 3%
Paying the charge to exit your contract early	32 3%	29 3%	**	15 3%	15 4%
Comparing what different providers are offering	31 2%	31 3%	**	18 3%	10 2%
Other devices or products you own not working with the new service	26 2%	25 2%	**	22 4%	2 1%
Having new equipment installed by the new provider	26 2%	20 2%	**	14 2%	5 1%
Getting the switch to happen on the date you wanted	25 2%	24 2%	**	16 3%	3 1%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	841	779	62	386	316
Effective Weighted Sample	473	440	34	224	163
Total	1229	1155	74	589	417
Contacting your previous provider	24 2%	23 2%	**	8 1%	15 4%
					a
Setting up a new online account	23 2%	21 2%	**	4 1%	12 3%
					a
Returning your previous provider's equipment	22 2%	22 2%	**	12 2%	8 2%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	21 2%	20 2%	**	12 2%	8 2%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	13 1%	13 1%	**	* *%	7 2%
					a
Paying a disconnection charge to your previous provider	4 *%	4 *%	**	2 *%	2 *%
Unlocking your handset to take it with you	2 *%	2 *%	**	2 *%	- -%
Getting the phone line to work	2 *%	1 *%	**	- -%	2 *%

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	841	779	62	386	316
Effective Weighted Sample	473	440	34	224	163
Total	1229	1155	74	589	417
ANY MAIN DIFFICULTY	1157	1091	**	563	398
	94%	95%	**	96%	95%
ANY PROCESS (P)	429	408	**	202	134
	35%	35%	**	34%	32%
None of these stood out as a main difficulty	41	36	**	21	13
	3%	3%	**	4%	3%
Can't remember	31	28	**	5	6
	3%	2%	**	1%	2%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 86

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Arranging the switch so that you were not paying for your old and new services at the same time	144 6%	19 4%	102 6%	2 2%	11 5% a	** **	3 2%	10 7% b	7 4%	83 6%	71 7%	12 4%
Cancelling your previous service	133 6%	21 4%	87 5%	2 2%	11 6% a	** **	4 3%	8 5%	8 5%	67 5%	36 4%	30 10% ab
Arranging the switch so that you always had access to your services	127 6%	13 3%	80 5% a	2 2%	6 3%	** **	3 2%	6 4%	5 3%	66 5%	57 6%	9 3%
Understanding the relevant steps required to switch provider	97 4%	11 2%	76 4% a	1 1%	6 3%	** **	1 1%	6 4% b	3 2%	65 5%	49 5%	15 5%
Finding time to research the market	92 4%	9 2%	58 3% a	2 2%	3 2%	** **	2 2%	3 2%	3 2%	49 4%	39 4%	9 3%
Resolving billing issues with your previous provider	66 3%	8 2%	39 2%	3 3%	2 1%	** **	3 3%	1 1%	3 2%	31 2%	26 3%	5 2%
Getting a better deal with your previous provider	61 3%	28 6% b	60 3%	4 4%	13 7%	** **	7 6%	8 5%	10 6%	32 3%	29 3%	3 1%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 86

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Contacting your new provider	56 2%	11 2%	49 3%	* *%	7 4%	** **	* *%	7 5%	3 2%	38 3%	33 3%	6 2%
Your previous provider trying to persuade you to stay	48 2%	9 2%	28 2%	* *%	6 3%	** **	1 1%	5 3%	2 1%	20 2%	14 1%	5 2%
Keeping/ transferring your phone number	45 2%	2 *%	45 3%	2 2%	1 *%	** **	2 2%	- -%	- -%	43 3%	43 4%	- -%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	34 1%	2 1%	2 *%	- -%	1 1%	** **	- -%	1 1%	1 1%	- -%	- -%	- -%
Paying the charge to exit your contract early	32 1%	2 *%	22 1%	1 1%	- -%	** **	1 1%	- -%	1 1%	20 2%	15 1%	5 2%
Comparing what different providers are offering	31 1%	6 1%	25 1%	- -%	5 3%	** **	- -%	5 3%	1 1%	19 1%	13 1%	5 2%
Other devices or products you own not working with the new service	26 1%	4 1%	20 1%	1 1%	* *%	** **	1 1%	- -%	3 2%	17 1%	15 1%	2 1%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Having new equipment installed by the new provider	26 1%	8 2%	8 *%	1 1%	3 2%	** **	1 1%	3 2%	3 2%	- -%	- -%	- -%
Getting the switch to happen on the date you wanted	25 1%	4 1%	18 1%	1 1%	2 1%	** **	1 1%	2 1%	1 1%	14 1%	10 1%	4 1%
Contacting your previous provider	24 1%	5 1%	19 1%	* *%	3 2%	** **	1 1%	3 2%	2 1%	14 1%	9 1%	5 2%
Setting up a new online account	23 1%	2 1%	18 1%	* *%	2 1%	** **	* *%	2 1%	- -%	16 1%	12 1%	4 1%
Returning your previous provider's equipment	22 1%	6 1%	6 *%	2 2%	4 2%	** **	2 2%	3 2%	* *%	- -%	- -%	- -%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	21 1%	- -%	21 1%	- -%	- -%	** **	- -%	- -%	- -%	21 2%	15 2%	5 2%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	13 1%	1 *%	1 *%	* *%	1 1%	** **	* *%	1 1%	- -%	- -%	- -%	- -%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 86

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Paying a disconnection charge to your previous provider	4 *% b	4 1% b	4 *% b	1 *% b	1 1% b	** ** b	- -% b	1 1% b	2 1% b	- -% b	- -% b	- -% b
Unlocking your handset to take it with you	2 *% b	- -% b	2 *% b	- -% b	- -% b	** ** b	- -% b	- -% b	- -% b	2 *% b	2 *% b	- -% b
Getting the phone line to work	2 *% b	2 *% b	2 *% b	1 1% b	1 *% b	** ** b	1 1% b	- -% b	- -% b	- -% b	- -% b	- -% b
ANY MAIN DIFFICULTY	1157 50%	176 38%	793 45% a	27 26%	89 47% a	** ** b	35 28%	75 50% bd	60 36%	617 48%	490 50%	126 43%
ANY PROCESS (P)	429 19%	57 12%	287 16% a	7 7%	30 15% a	** ** b	10 8%	26 17% b	20 12%	230 18%	175 18%	56 19%
None of these stood out as a main difficulty	41 2%	8 2%	30 2%	1 1%	4 2%	** ** b	1 1%	4 3%	3 2%	22 2%	16 2%	6 2%
Can't remember	31 1%	4 1%	20 1%	1 1%	3 2%	** ** b	1 1%	3 2%	* *% c	16 1%	8 1%	8 3%
NO MAJOR DIFFICULTIES	1069 47%	278 60% b	907 52%	76 72% b	96 50%	** ** cd	86 70% cd	68 45%	104 62% c	630 49%	473 48%	156 53%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Your previous provider trying to persuade you to stay	48 2%	7 2%	2 1%	10 2%	6 1%	4 3%	1 1%	** **	20 4%
Keeping/ transferring your phone number	45 2%	15 4% ef	7 2%	21 3% e	21 4% ef	- -%	- -%	** **	- -%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	34 1%	- -%	- -%	- -%	- -%	- -%	- -%	** **	31 6%
Paying the charge to exit your contract early	32 1%	7 2%	1 *%	12 2%	8 2%	3 2%	1 1%	** **	10 2%
Comparing what different providers are offering	31 1%	6 2%	3 1%	10 2%	6 1%	3 2%	1 1%	** **	5 1%
Other devices or products you own not working with the new service	26 1%	11 3% bce	1 *%	5 1%	5 1%	- -%	1 1%	** **	5 1%
Having new equipment installed by the new provider	26 1%	- -%	- -%	- -%	- -%	- -%	- -%	** **	15 3%
Getting the switch to happen on the date you wanted	25 1%	1 *%	2 1%	11 2%	8 2%	3 2%	1 1%	** **	5 1%

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Contacting your previous provider	24 1%	5 1%	2 1%	7 1%	5 1%	2 1%	3 3%	** **	5 1%
Setting up a new online account	23 1%	5 1%	2 1%	9 1%	8 2%	1 1%	3 3%	** **	5 1%
Returning your previous provider's equipment	22 1%	- -%	- -%	- -%	- -%	- -%	- -%	** **	15 3%
Moving your content from one cloud storage to another - e.g. from O2 Cloud to iCloud	21 1%	6 2%	- -%	14 2%	14 3%	1 1%	5 5%	** **	- -%
				b	b		be		
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	13 1%	- -%	- -%	- -%	- -%	- -%	- -%	** **	10 2%
Paying a disconnection charge to your previous provider	4 *%	- -%	- -%	- -%	- -%	- -%	- -%	** **	- -%
Unlocking your handset to take it with you	2 *%	- -%	2 1%	- -%	- -%	- -%	- -%	** **	- -%
Getting the phone line to work	2 *%	- -%	- -%	- -%	- -%	- -%	- -%	** **	- -%
ANY MAIN DIFFICULTY	1157 50%	207 60%	77 26%	333 52%	265 53%	68 47%	44 45%	** **	343 67%
		bef		b	b	b	b		

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
		a	b	c	d	e	f	~a	b
Significance Level: 95%									
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
ANY PROCESS (P)	429	77	27	127	103	24	24	**	138
	19%	22%	9%	20%	21%	16%	25%	**	27%
		b		b	b	b	b		
None of these stood out as a main difficulty	41	12	4	7	6	1	3	**	10
	2%	3%	1%	1%	1%	1%	4%	**	2%
		c							
Can't remember	31	4	2	9	6	3	3	**	10
	1%	1%	1%	1%	1%	2%	3%	**	2%
NO MAJOR DIFFICULTIES	1069	121	217	292	219	73	47	**	148
	47%	35%	72%	46%	44%	50%	49%	**	29%
			acdef	a	a	a	a		

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	144 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cancelling your previous service	133 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you always had access to your services	127 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	97 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	92 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	66 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting a better deal with your previous provider	61 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your new provider	56 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	48 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Keeping/ transferring your phone number	45 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	34 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying the charge to exit your contract early	32 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Comparing what different providers are offering	31 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	26 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Having new equipment installed by the new provider	26 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	25 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	24 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Setting up a new online account	23 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Returning your previous provider's equipment	22 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	21 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	13 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	4 *0%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Unlocking your handset to take it with you	2 *0%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Getting the phone line to work	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY MAIN DIFFICULTY	1157	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY PROCESS (P)	429	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
None of these stood out as a main difficulty	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NO MAJOR DIFFICULTIES	1069	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 86

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Arranging the switch so that you were not paying for your old and new services at the same time	144 6%	72 8%	72 5%	114 7% b	22 4%	9 6%	60 6%	25 5%	33 10% be	27 6%	85 6%	60 7% b	125 6%	7 5%	** **	** **	
Cancelling your previous service	133 6%	47 5%	81 6%	115 7% bc	17 3%	1 1%	66 7%	27 5%	15 5%	24 5%	92 6%	39 5%	128 6%	3 2%	** **	** **	
Arranging the switch so that you always had access to your services	127 6%	53 6%	73 6%	101 6% c	23 4%	3 2%	78 8% bcf	12 2%	10 3%	27 6% b	90 6% b	38 5% b	110 5%	8 6%	** **	** **	
Understanding the relevant steps required to switch provider	97 4%	37 4%	59 4%	81 5% c	16 3% c	- -%	47 5% cf	30 5% cf	6 2%	15 3%	76 5% cf	21 3%	91 5%	6 5%	** **	** **	
Finding time to research the market	92 4%	50 5% b	42 3%	72 4% c	20 4% c	* **	37 4%	24 4%	9 3%	22 5%	61 4%	31 4%	72 4%	10 7%	** **	** **	
Resolving billing issues with your previous provider	66 3%	31 3%	32 2%	56 3% b	8 2%	1 1%	36 4%	13 2%	5 2%	12 2%	49 3%	17 2%	53 3%	9 7% a	** **	** **	
Getting a better deal with your previous provider	61 3%	26 3%	35 3%	39 2%	15 3%	7 4%	24 3%	20 4%	7 2%	10 2%	45 3%	17 2%	59 3%	1 1%	** **	** **	
Contacting your new provider	56 2%	15 2%	38 3%	41 3%	13 3%	1 1%	23 2%	11 2%	12 4%	7 2%	35 2%	19 2%	51 3%	3 2%	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 86

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Your previous provider trying to persuade you to stay	48 2%	12 1%	36 3%	46 3%	3 *%	- -%	12 1%	13 2%	18 5%	5 1%	25 2%	23 3%	41 2%	7 5%	** **	** **	
			a	bc					abde			a		a			
Keeping/ transferring your phone number	45 2%	17 2%	28 2%	39 2%	6 1%	1 *%	20 2%	8 1%	5 2%	12 3%	28 2%	17 2%	36 2%	7 5%	** **	** **	
														a			
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	34 1%	16 2%	18 1%	28 2%	5 1%	1 1%	28 3%	1 *%	5 2%	- -%	29 2%	5 1%	34 2%	- -%	** **	** **	
							bdf		d		bdf						
Paying the charge to exit your contract early	32 1%	18 2%	14 1%	28 2%	5 1%	- -%	15 2%	12 2%	3 1%	3 1%	27 2%	6 1%	23 1%	5 4%	** **	** **	
								f						a			
Comparing what different providers are offering	31 1%	18 2%	13 1%	27 2%	1 *%	2 1%	16 2%	4 1%	4 1%	6 1%	20 1%	11 1%	31 2%	- -%	** **	** **	
				b													
Other devices or products you own not working with the new service	26 1%	12 1%	14 1%	22 1%	4 1%	1 *%	11 1%	12 2%	3 1%	1 *%	22 2%	4 *%	22 1%	3 2%	** **	** **	
								df			df						
Having new equipment installed by the new provider	26 1%	14 1%	12 1%	22 1%	3 1%	1 *%	6 1%	11 2%	7 2%	1 *%	17 1%	8 1%	24 1%	- -%	** **	** **	
								ad	ad								

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 86

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Getting the switch to happen on the date you wanted	25 1%	9 1%	15 1%	20 1%	3 1%	1 1%	17 2% df	4 1%	2 1%	1 *%	21 1%	4 *%	20 1%	1 1%	**	**	
Contacting your previous provider	24 1%	8 1%	16 1%	21 1%	3 1%	* *%	16 2% f	4 1%	3 1%	2 *%	20 1%	5 1%	21 1%	2 1%	**	**	
Setting up a new online account	23 1%	12 1%	10 1%	23 1% b	- -%	- -%	8 1%	4 1%	10 3% abde	- -%	12 1%	10 1% d	21 1%	- -%	**	**	
Returning your previous provider's equipment	22 1%	13 1%	8 1%	22 1% b	- -%	1 *%	12 1%	2 *%	2 1%	7 1%	14 1%	9 1%	21 1%	* *%	**	**	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	21 1%	8 1%	12 1%	17 1%	4 1%	- -%	5 1%	4 1%	7 2% ae	5 1%	9 1%	12 2% e	18 1%	3 2%	**	**	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	13 1%	1 *%	11 1%	13 1%	- -%	- -%	8 1% f	5 1% f	- -%	- -%	13 1% f	- -%	12 1%	* *%	**	**	
Paying a disconnection charge to your previous provider	4 *%	1 *%	3 *%	4 *%	1 *%	- -%	2 *%	1 *%	* *%	* *%	3 *%	1 *%	3 *%	1 *%	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 86

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Unlocking your handset to take it with you	2 *%	2 *%	- -%	2 *%	- -%	- -%	2 *%	- -%	- -%	- -%	2 *%	- -%	2 *%	- -%	**	**	
Getting the phone line to work	2 *%	1 *%	1 *%	* *%	* *%	1 1%	1 *%	* *%	- -%	* *%	1 *%	* *%	2 *%	- -%	**	**	
ANY MAIN DIFFICULTY	1157 50%	496 52%	644 49%	954 59%	171 33%	32 20%	549 59%	245 45%	167 51%	189 40%	794 53%	357 45%	1018 51%	78 56%	**	**	
ANY PROCESS (P)	429 19%	181 19%	241 18%	350 22%	65 12%	14 9%	220 23%	68 12%	60 18%	80 17%	288 19%	140 18%	382 19%	20 14%	**	**	
None of these stood out as a main difficulty	41 2%	17 2%	24 2%	27 2%	13 3%	1 1%	11 1%	11 2%	6 2%	12 3%	22 2%	18 2%	37 2%	4 3%	**	**	
Can't remember	31 1%	7 1%	21 2%	24 1%	5 1%	* *%	7 1%	11 2%	4 1%	4 1%	18 1%	9 1%	24 1%	2 1%	**	**	
NO MAJOR DIFFICULTIES	1069 47%	435 46%	629 48%	605 38%	334 64%	129 80%	369 39%	281 51%	152 46%	262 56%	650 44%	415 52%	930 46%	56 40%	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Arranging the switch so that you were not paying for your old and new services at the same time	144 6%	135 6%	10 5%	72 8% b	44 4%
Cancelling your previous service	133 6%	126 6%	7 4%	40 5%	49 5%
Arranging the switch so that you always had access to your services	127 6%	123 6% b	4 2%	73 8% b	39 4%
Understanding the relevant steps required to switch provider	97 4%	93 4%	4 2%	46 5%	40 4%
Finding time to research the market	92 4%	83 4%	9 5%	55 6% b	21 2%
Resolving billing issues with your previous provider	66 3%	63 3%	3 2%	40 4% b	23 2%
Getting a better deal with your previous provider	61 3%	59 3%	2 1%	20 2%	33 3%
Contacting your new provider	56 2%	55 3%	1 1%	25 3%	18 2%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Your previous provider trying to persuade you to stay	48 2%	47 2%	1 1%	28 3% b	13 1%
Keeping/ transferring your phone number	45 2%	40 2%	6 3%	25 3%	16 2%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	34 1%	33 2%	1 1%	13 1%	11 1%
Paying the charge to exit your contract early	32 1%	29 1%	3 2%	15 2%	15 1%
Comparing what different providers are offering	31 1%	31 1%	- -%	18 2%	10 1%
Other devices or products you own not working with the new service	26 1%	25 1%	1 1%	22 2% b	2 *%
Having new equipment installed by the new provider	26 1%	20 1%	6 3% a	14 2% b	5 *%
Getting the switch to happen on the date you wanted	25 1%	24 1%	* *%	16 2% b	3 *%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Contacting your previous provider	24 1%	23 1%	2 1%	8 1%	15 1%
Setting up a new online account	23 1%	21 1%	2 1%	4 *%	12 1%
Returning your previous provider's equipment	22 1%	22 1%	* *%	12 1%	8 1%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	21 1%	20 1%	1 *%	12 1%	8 1%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	13 1%	13 1%	- -%	* *%	7 a
Paying a disconnection charge to your previous provider	4 *%	4 *%	- -%	2 *%	2 *%
Unlocking your handset to take it with you	2 *%	2 *%	- -%	2 *%	- -%
Getting the phone line to work	2 *%	1 *%	* *%	- -%	2 *%
ANY MAIN DIFFICULTY	1157 50%	1091 52%	65 33%	563 63%	398 39%
		b		b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
ANY PROCESS (P)	429	408	21	202	134
	19%	19%	11%	23%	13%
		b		b	
None of these stood out as a main difficulty	41	36	5	21	13
	2%	2%	3%	2%	1%
Can't remember	31	28	3	5	6
	1%	1%	2%	1%	1%
NO MAJOR DIFFICULTIES	1069	948	121	301	615
	47%	45%	62%	34%	60%
			a		a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 87

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. Before you switched, were you aware that there might be a period of time during which you would be unable to make or receive calls using your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	500	-	500	-	-	-	-	-	-	500	500	-
Effective Weighted Sample	491	-	491	-	-	-	-	-	-	491	491	-
Total	988	-	988	-	-	-	-	-	-	988	988	-
Yes – my previous provider told me	243	**	243	**	**	**	**	**	**	243	243	**
	25%	**	25%	**	**	**	**	**	**	25%	25%	**
Yes – my new provider told me	363	**	363	**	**	**	**	**	**	363	363	**
	37%	**	37%	**	**	**	**	**	**	37%	37%	**
Yes – I knew already	226	**	226	**	**	**	**	**	**	226	226	**
	23%	**	23%	**	**	**	**	**	**	23%	23%	**
TOTAL AWARE	832	**	832	**	**	**	**	**	**	832	832	**
	84%	**	84%	**	**	**	**	**	**	84%	84%	**
No, I wasn't aware	114	**	114	**	**	**	**	**	**	114	114	**
	12%	**	12%	**	**	**	**	**	**	12%	12%	**
Can't remember	42	**	42	**	**	**	**	**	**	42	42	**
	4%	**	4%	**	**	**	**	**	**	4%	4%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. Before you switched, were you aware that there might be a period of time during which you would be unable to make or receive calls using your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	~e	~f	~a	~b
Unweighted total	500	123	125	252	252	-	-	-	-
Effective Weighted Sample	491	121	123	247	247	-	-	-	-
Total	988	247	245	496	496	-	-	-	-
Yes – my previous provider told me	243	97	29	116	116	**	**	**	**
	25%	39%	12%	24%	24%	**	**	**	**
		bcd		b	b				
Yes – my new provider told me	363	92	82	189	189	**	**	**	**
	37%	37%	33%	38%	38%	**	**	**	**
Yes – I knew already	226	32	68	126	126	**	**	**	**
	23%	13%	28%	25%	25%	**	**	**	**
			a	a	a				
TOTAL AWARE	832	222	179	431	431	**	**	**	**
	84%	90%	73%	87%	87%	**	**	**	**
		b		b	b				
No, I wasn't aware	114	18	50	46	46	**	**	**	**
	12%	7%	20%	9%	9%	**	**	**	**
			acd						
Can't remember	42	8	16	18	18	**	**	**	**
	4%	3%	7%	4%	4%	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. Before you switched, were you aware that there might be a period of time during which you would be unable to make or receive calls using your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	500	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	491	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	988	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes – my previous provider told me	243 25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes – my new provider told me	363 37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes – I knew already	226 23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL AWARE	832 84%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No, I wasn't aware	114 12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	42 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 87

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. Before you switched, were you aware that there might be a period of time during which you would be unable to make or receive calls using your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	~d
Significance Level: 95%		a	b	a	b	~c	a	b	~c	d	e	f	a	~b	~c	~d	
Unweighted total	500	176	321	340	124	36	200	120	73	105	320	178	439	25	27	9	
Effective Weighted Sample	491	176	321	334	122	35	196	118	72	103	314	175	431	25	27	9	
Total	988	413	569	671	243	74	400	236	147	202	636	348	868	49	52	18	
Yes – my previous provider told me	243	124	117	194	44	**	115	44	**	51	159	84	212	**	**	**	
	25%	30%	21%	29%	18%	**	29%	18%	**	25%	25%	24%	24%	**	**	**	
		b		b			b										
Yes – my new provider told me	363	150	211	257	84	**	149	91	**	65	240	123	317	**	**	**	
	37%	36%	37%	38%	35%	**	37%	39%	**	32%	38%	35%	36%	**	**	**	
Yes – I knew already	226	82	144	147	61	**	85	64	**	46	148	77	212	**	**	**	
	23%	20%	25%	22%	25%	**	21%	27%	**	23%	23%	22%	24%	**	**	**	
TOTAL AWARE	832	356	472	598	189	**	349	198	**	162	548	284	741	**	**	**	
	84%	86%	83%	89%	78%	**	87%	84%	**	80%	86%	82%	85%	**	**	**	
				b													
No, I wasn't aware	114	45	69	45	46	**	35	31	**	31	65	47	92	**	**	**	
	12%	11%	12%	7%	19%	**	9%	13%	**	15%	10%	13%	11%	**	**	**	
				a													
Can't remember	42	12	28	28	8	**	16	7	**	9	23	18	35	**	**	**	
	4%	3%	5%	4%	3%	**	4%	3%	**	5%	4%	5%	4%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. Before you switched, were you aware that there might be a period of time during which you would be unable to make or receive calls using your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	500	457	43	195	218
Effective Weighted Sample	491	448	42	191	214
Total	988	903	84	390	432
Yes – my previous provider told me	243	228	**	110	98
	25%	25%	**	28%	23%
Yes – my new provider told me	363	335	**	147	160
	37%	37%	**	38%	37%
Yes – I knew already	226	206	**	98	85
	23%	23%	**	25%	20%
TOTAL AWARE	832	768	**	355	343
	84%	85%	**	91%	79%
				b	
No, I wasn't aware	114	97	**	24	67
	12%	11%	**	6%	16%
					a
Can't remember	42	38	**	11	22
	4%	4%	**	3%	5%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Were you aware that you would be given a SIM card with a temporary number that would allow you to use the new provider's service while your number was being transferred from (OLD PROVIDER) to (NEW PROVIDER)?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	500	-	500	-	-	-	-	-	-	500	500	-
Effective Weighted Sample	491	-	491	-	-	-	-	-	-	491	491	-
Total	988	-	988	-	-	-	-	-	-	988	988	-
Yes – my previous provider told me	210	**	210	**	**	**	**	**	**	210	210	**
	21%	**	21%	**	**	**	**	**	**	21%	21%	**
Yes – my new provider told me	361	**	361	**	**	**	**	**	**	361	361	**
	37%	**	37%	**	**	**	**	**	**	37%	37%	**
Yes – I knew already	232	**	232	**	**	**	**	**	**	232	232	**
	24%	**	24%	**	**	**	**	**	**	24%	24%	**
TOTAL AWARE	804	**	804	**	**	**	**	**	**	804	804	**
	81%	**	81%	**	**	**	**	**	**	81%	81%	**
No, I wasn't aware	140	**	140	**	**	**	**	**	**	140	140	**
	14%	**	14%	**	**	**	**	**	**	14%	14%	**
Can't remember	44	**	44	**	**	**	**	**	**	44	44	**
	4%	**	4%	**	**	**	**	**	**	4%	4%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Were you aware that you would be given a SIM card with a temporary number that would allow you to use the new provider's service while your number was being transferred from (OLD PROVIDER) to (NEW PROVIDER)?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	~e	~f	~a	~b
Unweighted total	500	123	125	252	252	-	-	-	-
Effective Weighted Sample	491	121	123	247	247	-	-	-	-
Total	988	247	245	496	496	-	-	-	-
Yes – my previous provider told me	210	92	25	94	94	**	**	**	**
	21%	37%	10%	19%	19%	**	**	**	**
		bcd		b	b				
Yes – my new provider told me	361	87	99	175	175	**	**	**	**
	37%	35%	40%	35%	35%	**	**	**	**
Yes – I knew already	232	34	49	150	150	**	**	**	**
	24%	14%	20%	30%	30%	**	**	**	**
				ab	ab				
TOTAL AWARE	804	213	173	418	418	**	**	**	**
	81%	86%	70%	84%	84%	**	**	**	**
		b		b	b				
No, I wasn't aware	140	28	51	61	61	**	**	**	**
	14%	11%	21%	12%	12%	**	**	**	**
			acd						
Can't remember	44	6	22	17	17	**	**	**	**
	4%	2%	9%	3%	3%	**	**	**	**
			acd						

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 88

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Were you aware that you would be given a SIM card with a temporary number that would allow you to use the new provider's service while your number was being transferred from (OLD PROVIDER) to (NEW PROVIDER)?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	500	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	491	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	988	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes – my previous provider told me	210	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes – my new provider told me	361	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes – I knew already	232	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL AWARE	804	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	81%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No, I wasn't aware	140	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	44	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 88

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Were you aware that you would be given a SIM card with a temporary number that would allow you to use the new provider's service while your number was being transferred from (OLD PROVIDER) to (NEW PROVIDER)?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	d	e	f	a	~b	~c	~d	
Unweighted total	500	176	321	340	124	36	200	120	73	105	320	178	439	25	27	9	
Effective Weighted Sample	491	176	321	334	122	35	196	118	72	103	314	175	431	25	27	9	
Total	988	413	569	671	243	74	400	236	147	202	636	348	868	49	52	18	
Yes – my previous provider told me	210	105	101	168	34	**	89	37	**	43	126	84	169	**	**	**	
	21%	26%	18%	25%	14%	**	22%	16%	**	21%	20%	24%	19%	**	**	**	
		b		b													
Yes – my new provider told me	361	164	197	248	88	**	151	85	**	74	236	125	327	**	**	**	
	37%	40%	35%	37%	36%	**	38%	36%	**	37%	37%	36%	38%	**	**	**	
Yes – I knew already	232	87	145	161	55	**	102	64	**	43	167	65	211	**	**	**	
	24%	21%	26%	24%	23%	**	26%	27%	**	21%	26%	19%	24%	**	**	**	
TOTAL AWARE	804	356	443	578	178	**	342	187	**	160	529	275	707	**	**	**	
	81%	86%	78%	86%	73%	**	86%	79%	**	79%	83%	79%	81%	**	**	**	
		b		b													
No, I wasn't aware	140	42	98	70	54	**	45	37	**	32	83	55	124	**	**	**	
	14%	10%	17%	10%	22%	**	11%	16%	**	16%	13%	16%	14%	**	**	**	
			a		a												
Can't remember	44	14	28	23	12	**	12	12	**	9	24	18	37	**	**	**	
	4%	3%	5%	3%	5%	**	3%	5%	**	5%	4%	5%	4%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Were you aware that you would be given a SIM card with a temporary number that would allow you to use the new provider's service while your number was being transferred from (OLD PROVIDER) to (NEW PROVIDER)?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	500	457	43	195	218
Effective Weighted Sample	491	448	42	191	214
Total	988	903	84	390	432
Yes – my previous provider told me	210	199	**	112	71
	21%	22%	**	29%	16%
				b	
Yes – my new provider told me	361	341	**	147	166
	37%	38%	**	38%	38%
Yes – I knew already	232	206	**	86	100
	24%	23%	**	22%	23%
TOTAL AWARE	804	745	**	345	337
	81%	83%	**	89%	78%
				b	
No, I wasn't aware	140	120	**	30	77
	14%	13%	**	8%	18%
					a
Can't remember	44	38	**	15	18
	4%	4%	**	4%	4%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. When you switched, did you experience any period of time that you were unable to make or receive calls or text messages (IF PAC - using your number - so the number you were taking with you from (OLD PROVIDER) to (NEW PROVIDER))?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	~d	a	b	c
Unweighted total	800	-	800	-	-	-	-	-	-	800	500	300
Effective Weighted Sample	721	-	721	-	-	-	-	-	-	721	491	292
Total	1284	-	1284	-	-	-	-	-	-	1284	988	297
Yes (IF PAC- I was unable to use my number for a period of time	571	**	571	**	**	**	**	**	**	571	485	86
	44%	**	44%	**	**	**	**	**	**	44%	49%	29%
										c	c	
No (IF PAC - I was able to use my number the whole time	586	**	586	**	**	**	**	**	**	586	394	191
	46%	**	46%	**	**	**	**	**	**	46%	40%	64%
										b		ab
Can't remember	128	**	128	**	**	**	**	**	**	128	108	20
	10%	**	10%	**	**	**	**	**	**	10%	11%	7%
											c	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. When you switched, did you experience any period of time that you were unable to make or receive calls or text messages (IF PAC - using your number - so the number you were taking with you from (OLD PROVIDER) to (NEW PROVIDER))?

Base : Those interviewed about switching their mobile phone service in the last six months

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	~b
Unweighted total	800	223	178	399	252	147	100	-	-
Effective Weighted Sample	721	197	164	360	247	143	98	-	-
Total	1284	344	300	640	496	145	97	-	-
Yes (IF PAC- I was unable to use my number for a period of time	571	178	113	281	234	47	28	**	**
	44%	52%	38%	44%	47%	32%	29%	**	**
		bef		ef	ef				
No (IF PAC - I was able to use my number the whole time	586	135	150	301	209	92	65	**	**
	46%	39%	50%	47%	42%	64%	67%	**	**
			a			abcd	abcd		
Can't remember	128	32	37	59	53	6	4	**	**
	10%	9%	12%	9%	11%	4%	4%	**	**
			ef		ef				

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. When you switched, did you experience any period of time that you were unable to make or receive calls or text messages (IF PAC - using your number - so the number you were taking with you from (OLD PROVIDER) to (NEW PROVIDER))?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	800	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	721	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	1284	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes (IF PAC- I was unable to use my number for a period of time	571 44%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No (IF PAC - I was able to use my number the whole time	586 46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	128 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. When you switched, did you experience any period of time that you were unable to make or receive calls or text messages (IF PAC - using your number - so the number you were taking with you from (OLD PROVIDER) to (NEW PROVIDER))?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	800	276	515	574	177	49	292	189	119	191	481	310	700	46	38	16	
Effective Weighted Sample	721	256	471	513	163	45	267	170	107	170	437	277	631	41	35	14	
Total	1284	534	738	900	297	87	494	303	193	284	797	477	1128	70	62	24	
Yes (IF PAC- I was unable to use my number for a period of time	571	251	318	429	120	**	251	126	82	111	377	193	501	**	**	**	
	44%	47%	43%	48%	40%	**	51%	42%	43%	39%	47%	40%	44%	**	**	**	
							bdf										
No (IF PAC - I was able to use my number the whole time	586	231	348	385	150	**	210	149	80	141	360	221	515	**	**	**	
	46%	43%	47%	43%	51%	**	43%	49%	41%	50%	45%	46%	46%	**	**	**	
Can't remember	128	52	72	86	27	**	32	28	31	32	60	63	111	**	**	**	
	10%	10%	10%	10%	9%	**	6%	9%	16%	11%	8%	13%	10%	**	**	**	
									ae			ae					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. When you switched, did you experience any period of time that you were unable to make or receive calls or text messages (IF PAC - using your number - so the number you were taking with you from (OLD PROVIDER) to (NEW PROVIDER))?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	800	740	60	318	332
Effective Weighted Sample	721	666	55	284	302
Total	1284	1184	100	510	547
Yes (IF PAC- I was unable to use my number for a period of time	571	517	**	269	233
	44%	44%	**	53%	43%
				b	
No (IF PAC - I was able to use my number the whole time	586	550	**	200	270
	46%	46%	**	39%	49%
				a	
Can't remember	128	118	**	42	44
	10%	10%	**	8%	8%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 90

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Which of these applied?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	331	-	331	-	-	-	-	-	-	331	244	87
Effective Weighted Sample	305	-	305	-	-	-	-	-	-	305	239	85
Total	571	-	571	-	-	-	-	-	-	571	485	86
I was unable to receive calls (IF PAC - to my number)	300	**	300	**	**	**	**	**	**	300	251	**
	53%	**	53%	**	**	**	**	**	**	53%	52%	**
I was unable to make calls (IF PAC - from my number)	269	**	269	**	**	**	**	**	**	269	217	**
	47%	**	47%	**	**	**	**	**	**	47%	45%	**
I was unable to send text messages (IF PAC - from my number)	248	**	248	**	**	**	**	**	**	248	199	**
	43%	**	43%	**	**	**	**	**	**	43%	41%	**
I was unable to receive text messages (IF PAC - to my number)	140	**	140	**	**	**	**	**	**	140	109	**
	24%	**	24%	**	**	**	**	**	**	24%	22%	**
Can't remember	52	**	52	**	**	**	**	**	**	52	46	**
	9%	**	9%	**	**	**	**	**	**	9%	9%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Which of these applied?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	331	102	64	165	118	47	29	-	-
Effective Weighted Sample	305	93	61	151	116	46	28	-	-
Total	571	178	113	281	234	47	28	-	-
I was unable to receive calls (IF PAC - to my number)	300 53%	82 46%	** **	148 53%	117 50%	** **	** **	** **	** **
I was unable to make calls (IF PAC - from my number)	269 47%	101 57%	** ** cd	95 34%	71 30%	** **	** **	** **	** **
I was unable to send text messages (IF PAC - from my number)	248 43%	63 35%	** **	131 47%	106 45%	** **	** **	** **	** **
I was unable to receive text messages (IF PAC - to my number)	140 24%	31 17%	** **	56 20%	42 18%	** **	** **	** **	** **
Can't remember	52 9%	3 1%	** **	31 11%	28 12%	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Which of these applied?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	331	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	305	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	571	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I was unable to receive calls (IF PAC - to my number)	300 53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was unable to make calls (IF PAC - from my number)	269 47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was unable to send text messages (IF PAC - from my number)	248 43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was unable to receive text messages (IF PAC - to my number)	140 24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	52 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b															

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 90

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Which of these applied?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	~b	~c	a	~b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	331	121	209	252	66	13	142	73	46	69	215	115	290	17	15	9	
Effective Weighted Sample	305	115	195	230	62	12	131	67	42	63	199	105	267	16	14	8	
Total	571	251	318	429	120	22	251	126	82	111	377	193	501	29	27	14	
I was unable to receive calls (IF PAC - to my number)	300	146	152	228	**	**	137	**	**	**	203	97	262	**	**	**	
	53%	58%	48%	53%	**	**	54%	**	**	**	54%	50%	52%	**	**	**	
I was unable to make calls (IF PAC - from my number)	269	105	163	197	**	**	118	**	**	**	178	91	235	**	**	**	
	47%	42%	51%	46%	**	**	47%	**	**	**	47%	47%	47%	**	**	**	
I was unable to send text messages (IF PAC - from my number)	248	96	152	173	**	**	94	**	**	**	160	88	222	**	**	**	
	43%	38%	48%	40%	**	**	37%	**	**	**	42%	45%	44%	**	**	**	
I was unable to receive text messages (IF PAC - to my number)	140	38	102	89	**	**	54	**	**	**	88	51	130	**	**	**	
	24%	15%	32%	21%	**	**	21%	**	**	**	23%	26%	26%	**	**	**	
			a														
Can't remember	52	14	38	32	**	**	23	**	**	**	36	16	50	**	**	**	
	9%	6%	12%	7%	**	**	9%	**	**	**	9%	9%	10%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Which of these applied?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	331	299	32	157	131
Effective Weighted Sample	305	275	29	143	123
Total	571	517	54	269	233
I was unable to receive calls (IF PAC - to my number)	300	268	**	140	139
	53%	52%	**	52%	60%
I was unable to make calls (IF PAC - from my number)	269	238	**	108	130
	47%	46%	**	40%	56%
					a
I was unable to send text messages (IF PAC - from my number)	248	215	**	125	106
	43%	42%	**	47%	45%
I was unable to receive text messages (IF PAC - to my number)	140	121	**	49	83
	24%	23%	**	18%	36%
					a
Can't remember	52	47	**	13	27
	9%	9%	**	5%	11%
					a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. How long were you without a service?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	331	-	331	-	-	-	-	-	-	331	244	87
Effective Weighted Sample	305	-	305	-	-	-	-	-	-	305	239	85
Total	571	-	571	-	-	-	-	-	-	571	485	86
A few minutes	(0.1)	84	84	**	**	**	**	**	**	84	75	**
	15%	**	15%	**	**	**	**	**	**	15%	16%	**
About an hour	(1.0)	139	139	**	**	**	**	**	**	139	121	**
	24%	**	24%	**	**	**	**	**	**	24%	25%	**
A few hours	(3.0)	176	176	**	**	**	**	**	**	176	152	**
	31%	**	31%	**	**	**	**	**	**	31%	31%	**
About a day	(14.0)	83	83	**	**	**	**	**	**	83	68	**
	15%	**	15%	**	**	**	**	**	**	15%	14%	**
More than a day	(36.0)	70	70	**	**	**	**	**	**	70	52	**
	12%	**	12%	**	**	**	**	**	**	12%	11%	**
Can't remember	19	**	19	**	**	**	**	**	**	19	17	**
	3%	**	3%	**	**	**	**	**	**	3%	3%	**
Mean number of hours	7.9	**	7.9	**	**	**	**	**	**	7.9	7.3	**
Standard deviation	11.62	**	11.62	**	**	**	**	**	**	11.62	11.11	**
Standard error	.65	**	.65	**	**	**	**	**	**	.65	.72	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. How long were you without a service?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	331	102	64	165	118	47	29	-	-
Effective Weighted Sample	305	93	61	151	116	46	28	-	-
Total	571	178	113	281	234	47	28	-	-
A few minutes	(0.1)	84 15%	42 24%	** c **	36 13%	32 14%	** **	** **	** **
About an hour	(1.0)	139 24%	50 28%	** **	65 23%	55 24%	** **	** **	** **
A few hours	(3.0)	176 31%	42 23%	** **	108 38%	94 40%	** **	** **	** **
About a day	(14.0)	83 15%	21 12%	** **	41 14%	30 13%	** **	** **	** **
More than a day	(36.0)	70 12%	19 11%	** **	28 10%	21 9%	** **	** **	** **
Can't remember		19 3%	3 1%	** **	4 1%	2 1%	** **	** **	** **
Mean number of hours	7.9	6.7	**	7.1	6.5	**	**	**	**
Standard deviation	11.62	11.20	**	10.62	10.14	**	**	**	**
Standard error	.65	1.12	**	.83	.94	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. How long were you without a service?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	331	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	305	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	571	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A few minutes (0.1)	84 15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
About an hour (1.0)	139 24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A few hours (3.0)	176 31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
About a day (14.0)	83 15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than a day (36.0)	70 12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	19 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of hours	7.9	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	11.62	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.65	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. How long were you without a service?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	~b	~c	a	~b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	331	121	209	252	66	13	142	73	46	69	215	115	290	17	15	9	
Effective Weighted Sample	305	115	195	230	62	12	131	67	42	63	199	105	267	16	14	8	
Total	571	251	318	429	120	22	251	126	82	111	377	193	501	29	27	14	
A few minutes	(0.1)	84	42	42	71	**	46	**	**	**	62	22	74	**	**	**	
		15%	17%	13%	17%	**	18%	**	**	**	16%	12%	15%	**	**	**	
About an hour	(1.0)	139	81	57	102	**	66	**	**	**	90	48	115	**	**	**	
		24%	32%	18%	24%	**	26%	**	**	**	24%	25%	23%	**	**	**	
			b														
A few hours	(3.0)	176	67	107	134	**	77	**	**	**	123	53	164	**	**	**	
		31%	27%	34%	31%	**	31%	**	**	**	33%	27%	33%	**	**	**	
About a day	(14.0)	83	24	59	72	**	34	**	**	**	56	27	74	**	**	**	
		15%	9%	19%	17%	**	14%	**	**	**	15%	14%	15%	**	**	**	
			a														
More than a day	(36.0)	70	33	37	41	**	22	**	**	**	36	34	59	**	**	**	
		12%	13%	12%	10%	**	9%	**	**	**	10%	18%	12%	**	**	**	
											ae						
Can't remember		19	4	16	9	**	7	**	**	**	10	9	16	**	**	**	
		3%	1%	5%	2%	**	3%	**	**	**	3%	5%	3%	**	**	**	
Mean number of hours		7.9	7.3	8.4	7.1	**	6.4	**	**	**	7.0	9.8	7.8	**	**	**	
											ae						
Standard deviation		11.62	11.91	11.41	10.63	**	10.23	**	**	**	10.63	13.23	11.42	**	**	**	
Standard error		.65	1.09	.81	.68	**	.87	**	**	**	.74	1.27	.68	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. How long were you without a service?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	331	299	32	157	131
Effective Weighted Sample	305	275	29	143	123
Total	571	517	54	269	233
A few minutes	(0.1)	84 15%	82 16%	** 16%	42 15%
About an hour	(1.0)	139 24%	129 25%	** 28%	74 20%
A few hours	(3.0)	176 31%	154 30%	** 28%	77 32%
About a day	(14.0)	83 15%	77 15%	** 13%	34 17%
More than a day	(36.0)	70 12%	57 11%	** 13%	35 12%
Can't remember		19 3%	18 3%	** 2%	7 5%
Mean number of hours	7.9	7.5	**	7.8	8.2
Standard deviation	11.62	11.18	**	11.92	11.55
Standard error	.65	.66	**	.97	1.03

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. During the period when you were unable to use your mobile number fully, were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who experienced any loss of service with their number

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	244	-	244	-	-	-	-	-	-	244	244	-
Effective Weighted Sample	239	-	239	-	-	-	-	-	-	239	239	-
Total	485	-	485	-	-	-	-	-	-	485	485	-
Yes – and I used it	269	**	269	**	**	**	**	**	**	269	269	**
	55%	**	55%	**	**	**	**	**	**	55%	55%	**
Yes – but I didn't use it	149	**	149	**	**	**	**	**	**	149	149	**
	31%	**	31%	**	**	**	**	**	**	31%	31%	**
TOTAL YES	418	**	418	**	**	**	**	**	**	418	418	**
	86%	**	86%	**	**	**	**	**	**	86%	86%	**
No – I didn't have access to a temporary number	58	**	58	**	**	**	**	**	**	58	58	**
	12%	**	12%	**	**	**	**	**	**	12%	12%	**
Can't remember	9	**	9	**	**	**	**	**	**	9	9	**
	2%	**	2%	**	**	**	**	**	**	2%	2%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. During the period when you were unable to use your mobile number fully, were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who experienced any loss of service with their number

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	244	73	53	118	118	-	-	-	-
Effective Weighted Sample	239	72	52	116	116	-	-	-	-
Total	485	150	102	234	234	-	-	-	-
Yes – and I used it	269	**	**	119	119	**	**	**	**
	55%	**	**	51%	51%	**	**	**	**
Yes – but I didn't use it	149	**	**	82	82	**	**	**	**
	31%	**	**	35%	35%	**	**	**	**
TOTAL YES	418	**	**	201	201	**	**	**	**
	86%	**	**	86%	86%	**	**	**	**
No – I didn't have access to a temporary number	58	**	**	29	29	**	**	**	**
	12%	**	**	12%	12%	**	**	**	**
Can't remember	9	**	**	4	4	**	**	**	**
	2%	**	**	2%	2%	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. During the period when you were unable to use your mobile number fully, were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who experienced any loss of service with their number

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	244	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	239	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	485	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes – and I used it	269	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes – but I didn't use it	149	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL YES	418	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	86%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – I didn't have access to a temporary number	58	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. During the period when you were unable to use your mobile number fully, were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who experienced any loss of service with their number

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	b	a	~b	~c	a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	244	92	151	180	55	9	107	55	35	47	162	82	213	13	13	5	
Effective Weighted Sample	239	92	151	177	54	9	105	54	34	46	159	80	209	13	13	5	
Total	485	216	268	359	108	18	216	108	72	90	324	161	424	25	25	10	
Yes – and I used it	269	**	140	220	**	**	129	**	**	**	181	**	231	**	**	**	
	55%	**	52%	61%	**	**	60%	**	**	**	56%	**	54%	**	**	**	
Yes – but I didn't use it	149	**	82	109	**	**	58	**	**	**	104	**	135	**	**	**	
	31%	**	30%	30%	**	**	27%	**	**	**	32%	**	32%	**	**	**	
TOTAL YES	418	**	222	329	**	**	187	**	**	**	285	**	367	**	**	**	
	86%	**	83%	92%	**	**	87%	**	**	**	88%	**	86%	**	**	**	
No – I didn't have access to a temporary number	58	**	39	27	**	**	25	**	**	**	34	**	48	**	**	**	
	12%	**	15%	7%	**	**	12%	**	**	**	10%	**	11%	**	**	**	
Can't remember	9	**	7	4	**	**	4	**	**	**	5	**	9	**	**	**	
	2%	**	3%	1%	**	**	2%	**	**	**	2%	**	2%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. During the period when you were unable to use your mobile number fully, were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who experienced any loss of service with their number

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	244	221	23	108	106
Effective Weighted Sample	239	217	23	106	104
Total	485	439	46	220	209
Yes – and I used it	269	251	**	123	104
	55%	57%	**	56%	50%
Yes – but I didn't use it	149	133	**	74	64
	31%	30%	**	34%	31%
TOTAL YES	418	385	**	197	168
	86%	88%	**	90%	80%
No – I didn't have access to a temporary number	58	45	**	17	37
	12%	10%	**	8%	18%
					a
Can't remember	9	9	**	6	4
	2%	2%	**	3%	2%

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who did not experience any loss of service with their number

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	256	-	256	-	-	-	-	-	-	256	256	-
Effective Weighted Sample	251	-	251	-	-	-	-	-	-	251	251	-
Total	502	-	502	-	-	-	-	-	-	502	502	-
Yes – and I used it	101	**	101	**	**	**	**	**	**	101	101	**
	20%	**	20%	**	**	**	**	**	**	20%	20%	**
Yes – but I didn't use it	147	**	147	**	**	**	**	**	**	147	147	**
	29%	**	29%	**	**	**	**	**	**	29%	29%	**
TOTAL YES	248	**	248	**	**	**	**	**	**	248	248	**
	49%	**	49%	**	**	**	**	**	**	49%	49%	**
No – I didn't have access to a temporary number	196	**	196	**	**	**	**	**	**	196	196	**
	39%	**	39%	**	**	**	**	**	**	39%	39%	**
Can't remember	59	**	59	**	**	**	**	**	**	59	59	**
	12%	**	12%	**	**	**	**	**	**	12%	12%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who did not experience any loss of service with their number

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	256	50	72	134	134	-	-	-	-
Effective Weighted Sample	251	49	71	132	132	-	-	-	-
Total	502	97	143	262	262	-	-	-	-
Yes – and I used it	101	**	**	62	62	**	**	**	**
	20%	**	**	24%	24%	**	**	**	**
Yes – but I didn't use it	147	**	**	75	75	**	**	**	**
	29%	**	**	29%	29%	**	**	**	**
TOTAL YES	248	**	**	137	137	**	**	**	**
	49%	**	**	52%	52%	**	**	**	**
No – I didn't have access to a temporary number	196	**	**	103	103	**	**	**	**
	39%	**	**	39%	39%	**	**	**	**
Can't remember	59	**	**	21	21	**	**	**	**
	12%	**	**	8%	8%	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who did not experience any loss of service with their number

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	256	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	251	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	502	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes – and I used it	101 20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes – but I didn't use it	147 29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL YES	248 49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – I didn't have access to a temporary number	196 39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	59 12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who did not experience any loss of service with their number

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	b	a	~b	~c	~a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	256	84	170	160	69	27	93	65	38	58	158	96	226	12	14	4	
Effective Weighted Sample	251	84	170	157	68	26	91	64	37	57	155	94	222	12	14	4	
Total	502	197	301	312	135	56	184	128	75	112	312	187	444	24	27	8	
Yes – and I used it	101	**	51	79	**	**	**	**	**	**	71	**	93	**	**	**	
	20%	**	17%	25%	**	**	**	**	**	**	23%	**	21%	**	**	**	
Yes – but I didn't use it	147	**	82	91	**	**	**	**	**	**	95	**	125	**	**	**	
	29%	**	27%	29%	**	**	**	**	**	**	31%	**	28%	**	**	**	
TOTAL YES	248	**	133	170	**	**	**	**	**	**	167	**	218	**	**	**	
	49%	**	44%	55%	**	**	**	**	**	**	53%	**	49%	**	**	**	
No – I didn't have access to a temporary number	196	**	126	101	**	**	**	**	**	**	115	**	174	**	**	**	
	39%	**	42%	32%	**	**	**	**	**	**	37%	**	39%	**	**	**	
Can't remember	59	**	43	41	**	**	**	**	**	**	30	**	51	**	**	**	
	12%	**	14%	13%	**	**	**	**	**	**	10%	**	12%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who did not experience any loss of service with their number

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	b
Unweighted total	256	236	20	87	112
Effective Weighted Sample	251	232	20	85	110
Total	502	464	39	170	223
Yes – and I used it	101 20%	97 21%	**	**	46 21%
Yes – but I didn't use it	147 29%	137 30%	**	**	71 32%
TOTAL YES	248 49%	234 50%	**	**	117 52%
No – I didn't have access to a temporary number	196 39%	181 39%	**	**	93 42%
Can't remember	59 12%	50 11%	**	**	13 6%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 94

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. When you switched, did you experience any period of time without one or more of your services?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A c	BBAND S/A d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1027	846	846	279	262	75	321	150	300	-	-	-
Effective Weighted Sample	349	706	706	272	222	64	315	150	279	-	-	-
Total	1013	466	466	104	192	27	122	149	168	-	-	-
Yes	338 33%	86 18%	86 18%	17 16%	35 18%	** **	19 15%	30 20%	34 20%	** **	** **	** **
No	631 62%	359 77%	359 77%	85 81%	144 75%	** **	100 81%	108 73%	128 76%	** **	** **	** **
Can't remember	43 4%	21 4%	21 4%	3 3%	12 6%	** **	4 3%	11 7%	6 3%	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. When you switched, did you experience any period of time without one or more of your services?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1027	-	-	-	-	-	-	81	100
Effective Weighted Sample	349	-	-	-	-	-	-	81	100
Total	1013	-	-	-	-	-	-	36	511
Yes	338 33%	**	**	**	**	**	**	**	241 47%
No	631 62%	**	**	**	**	**	**	**	250 49%
Can't remember	43 4%	**	**	**	**	**	**	**	20 4%

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 94

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. When you switched, did you experience any period of time without one or more of your services?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1027	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	349	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	1013	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	338 33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	631 62%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	43 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 94

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. When you switched, did you experience any period of time without one or more of your services?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1027	365	652	597	304	124	401	255	149	215	656	364	877	74	59	17	
Effective Weighted Sample	349	142	203	214	106	60	143	86	49	70	228	119	301	24	20	6	
Total	1013	421	580	710	227	74	442	246	137	183	688	321	881	69	44	19	
Yes	338 33%	158 37%	173 30%	281 40%	36 16%	21 29%	167 38%	70 29%	53 39%	48 26%	238 35%	100 31%	294 33%	**	**	**	
		b		bc		b	bd		bd		d						
No	631 62%	250 59%	378 65%	401 56%	178 79%	51 69%	260 59%	161 66%	80 59%	126 69%	421 61%	206 64%	554 63%	**	**	**	
				ac		a			ac								
Can't remember	43 4%	14 3%	29 5%	28 4%	12 5%	2 2%	14 3%	14 6%	4 3%	10 5%	28 4%	14 4%	34 4%	**	**	**	
														**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. When you switched, did you experience any period of time without one or more of your services?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1027	891	136	365	554
Effective Weighted Sample	349	307	47	123	186
Total	1013	918	95	381	485
Yes	338 33%	317 35% b	21 22%	185 48% b	122 25%
No	631 62%	561 61%	71 74% a	189 50%	348 72% a
Can't remember	43 4%	40 4%	4 4%	7 2%	15 3%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Which service or services did you lose for a period of time?

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%	a	b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	222	149	44	46	10	50	30	59	-	-	-
Effective Weighted Sample	88	125	43	39	9	49	30	55	-	-	-
Total	338	86	17	35	3	19	30	34	-	-	-
Pay TV Service	155 46%	33 38%	33 38%	**	**	**	**	**	**	**	**
Landline phone service	113 33%	14 17%	14 17%	**	**	**	**	**	**	**	**
Fixed broadband	94 28%	53 62%	53 62%	**	**	**	**	**	**	**	**
Can't remember	* *%	* *%	* *%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Which service or services did you lose for a period of time?

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	222	-	-	-	-	-	-	26	47
Effective Weighted Sample	88	-	-	-	-	-	-	26	47
Total	338	-	-	-	-	-	-	11	241
Pay TV Service	155 46%	**	**	**	**	**	**	**	**
Landline phone service	113 33%	**	**	**	**	**	**	**	**
Fixed broadband	94 28%	**	**	**	**	**	**	**	**
Can't remember	* *%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Which service or services did you lose for a period of time?

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	222	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	88	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	338	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pay TV Service	155 46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone service	113 33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband	94 28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	* *%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Which service or services did you lose for a period of time?

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	b	a	~b	~c	~a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	222	82	136	156	44	22	98	54	34	36	152	70	198	16	6	2	
Effective Weighted Sample	88	39	48	69	15	8	42	20	13	13	62	26	78	7	3	1	
Total	338	158	173	281	36	21	167	70	53	48	238	100	294	26	12	6	
Pay TV Service	155	**	87	139	**	**	**	**	**	**	115	**	133	**	**	**	
	46%	**	50%	49%	**	**	**	**	**	**	48%	**	45%	**	**	**	
Landline phone service	113	**	51	91	**	**	**	**	**	**	68	**	95	**	**	**	
	33%	**	29%	33%	**	**	**	**	**	**	29%	**	32%	**	**	**	
Fixed broadband	94	**	50	71	**	**	**	**	**	**	64	**	89	**	**	**	
	28%	**	29%	25%	**	**	**	**	**	**	27%	**	30%	**	**	**	
Can't remember	*	**	*	*	**	**	**	**	**	**	*	**	*	**	**	**	
	*%	**	*%	*%	**	**	**	**	**	**	*%	**	*%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Which service or services did you lose for a period of time?

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	~b
Unweighted total	222	207	15	104	96
Effective Weighted Sample	88	83	5	45	35
Total	338	317	21	185	122
Pay TV Service	155	149	**	75	**
	46%	47%	**	40%	**
Landline phone service	113	105	**	83	**
	33%	33%	**	45%	**
Fixed broadband	94	86	**	39	**
	28%	27%	**	21%	**
Can't remember	*	*	**	-	**
	*%	*%	**	-%	**

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q31. When you lost access to your broadband service did you also lose your landline service?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed broadband but not their fixed landline service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	19	19	19	13	6	2	17	-	-	-	-	-
Effective Weighted Sample	18	18	18	13	5	2	17	-	-	-	-	-
Total	7	7	7	5	2	1	6	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - 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.

Q31. When you lost access to your broadband service did you also lose your landline service?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed broadband but not their fixed landline service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	19	-	-	-	-	-	-	-	-
Effective Weighted Sample	18	-	-	-	-	-	-	-	-
Total	7	-	-	-	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q31. When you lost access to your broadband service did you also lose your landline service?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed broadband but not their fixed landline service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	19	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	18	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q31. When you lost access to your broadband service did you also lose your landline service?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed broadband but not their fixed landline service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Unweighted total	19	5	14	14	3	2	7	5	3	4	12	7	16	2	1	-	
Effective Weighted Sample	18	5	14	14	3	2	6	5	3	4	11	7	15	2	1	-	
Total	7	2	5	5	1	1	3	2	1	2	5	3	6	1	*	-	
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No – definitely not	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q31. When you lost access to your broadband service did you also lose your landline service?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed broadband but not their fixed landline service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~a	~b
Unweighted total	19	17	2	8	11
Effective Weighted Sample	18	16	2	7	11
Total	7	7	1	3	4
Yes	**	**	**	**	**
	**	**	**	**	**
No – I don't think so	**	**	**	**	**
	**	**	**	**	**
No – definitely not	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. When you lost access to your landline phone service did you also lose your broadband service?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed landline but not their fixed broadband service

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	Total	ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	6	6	6	5	1	-	6	-	-	-	-	-
Effective Weighted Sample	6	6	6	5	1	-	6	-	-	-	-	-
Total	2	2	2	2	*	-	2	-	-	-	-	-
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - 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.

Q32. When you lost access to your landline phone service did you also lose your broadband service?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed landline but not their fixed broadband service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS			
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	6	-	-	-	-	-	-	-	-
Effective Weighted Sample	6	-	-	-	-	-	-	-	-
Total	2	-	-	-	-	-	-	-	-
No – I don't think so	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. When you lost access to your landline phone service did you also lose your broadband service?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed landline but not their fixed broadband service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. When you lost access to your landline phone service did you also lose your broadband service?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed landline but not their fixed broadband service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Unweighted total	6	4	2	-	3	3	2	2	1	1	4	2	6	-	-	-	
Effective Weighted Sample	6	4	2	-	3	3	2	2	1	1	4	2	6	-	-	-	
Total	2	2	1	-	1	1	1	1	*	*	2	1	2	-	-	-	
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No – definitely not	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. When you lost access to your landline phone service did you also lose your broadband service?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed landline but not their fixed broadband service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~a	~b
Unweighted total	6	4	2	1	5
Effective Weighted Sample	6	4	2	1	5
Total	2	2	1	*	2
No – I don't think so	**	**	**	**	**
	**	**	**	**	**
No – definitely not	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. How long were you without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	81	38	38	28	10	6	32	-	-	-	-	-
Effective Weighted Sample	28	37	37	27	10	6	31	-	-	-	-	-
Total	113	14	14	11	3	2	12	-	-	-	-	-
Under one hour (0.1)	**	**	**	**	**	**	**	**	**	**	**	**
Up to half a day (0.5)	**	**	**	**	**	**	**	**	**	**	**	**
1 day (1.0)	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days (2.5)	**	**	**	**	**	**	**	**	**	**	**	**
4-7 days (5.5)	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks (10.0)	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks (25.0)	**	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks (39.0)	**	**	**	**	**	**	**	**	**	**	**	**
More than 6 weeks (50.0)	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. How long were you without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	81	-	-	-	-	-	-	26	17
Effective Weighted Sample	28	-	-	-	-	-	-	26	17
Total	113	-	-	-	-	-	-	11	87
Under one hour	(0.1)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
Up to half a day	(0.5)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
1 day	(1.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
2-3 days	(2.5)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
4-7 days	(5.5)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
Don't know		**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
ONE DAY OR LESS		**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
ONE WEEK OR LESS		**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
UP TO 4 WEEKS		**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
Mean number of days		**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. How long were you without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	81	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	28	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	113	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Under one hour	(0.1)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know		**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS		**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. How long were you without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	81	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	28	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	113	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean number of days	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. How long were you without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	GENDER		AGE			SEG					NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	
		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	81	33	47	49	23	9	34	18	15	14	52	29	71	7	2	1
Effective Weighted Sample	28	14	14	21	6	2	13	5	5	6	17	11	24	2	1	1
Total	113	62	51	91	14	8	56	12	20	24	68	45	95	8	6	5
Under one hour	(0.1)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. How long were you without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	81	74	7	42	32
Effective Weighted Sample	28	26	2	19	9
Total	113	105	8	83	22
Under one hour	(0.1)	**	**	**	**
		**	**	**	**
Up to half a day	(0.5)	**	**	**	**
		**	**	**	**
1 day	(1.0)	**	**	**	**
		**	**	**	**
2-3 days	(2.5)	**	**	**	**
		**	**	**	**
4-7 days	(5.5)	**	**	**	**
		**	**	**	**
1-2 weeks	(10.0)	**	**	**	**
		**	**	**	**
3-4 weeks	(25.0)	**	**	**	**
		**	**	**	**
5-6 weeks	(39.0)	**	**	**	**
		**	**	**	**
More than 6 weeks	(50.0)	**	**	**	**
		**	**	**	**
Don't know		**	**	**	**
		**	**	**	**
ONE DAY OR LESS		**	**	**	**
		**	**	**	**
ONE WEEK OR LESS		**	**	**	**
		**	**	**	**
UP TO 4 WEEKS		**	**	**	**
		**	**	**	**
Mean number of days		**	**	**	**
Standard deviation		**	**	**	**
Standard error		**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone service when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	81	38	38	28	10	6	32	-	-	-	-	-
Effective Weighted Sample	28	37	37	27	10	6	31	-	-	-	-	-
Total	113	14	14	11	3	2	12	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR LANDLINE	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone service when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	81	-	-	-	-	-	-	26	17
Effective Weighted Sample	28	-	-	-	-	-	-	26	17
Total	113	-	-	-	-	-	-	11	87
Yes	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR LANDLINE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone service when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	81	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	28	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	113	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR LANDLINE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 99

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone service when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Unweighted total	81	33	47	49	23	9	34	18	15	14	52	29	71	7	2	1	
Effective Weighted Sample	28	14	14	21	6	2	13	5	5	6	17	11	24	2	1	1	
Total	113	62	51	91	14	8	56	12	20	24	68	45	95	8	6	5	
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
ANY BREAK IN SERVICE FOR LANDLINE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone service when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	81	74	7	42	32
Effective Weighted Sample	28	26	2	19	9
Total	113	105	8	83	22
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Can't remember	**	**	**	**	**
	**	**	**	**	**
ANY BREAK IN SERVICE FOR LANDLINE	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 100

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone service when you switched?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	511	395	395	279	111	75	320	-	-	-	-	-
Effective Weighted Sample	133	378	378	272	101	64	314	-	-	-	-	-
Total	369	149	149	104	42	27	122	-	-	-	-	-
Yes	73 20%	1 *%	1 *%	1 1%	- -%	** **	* *%	** **	** **	** **	** **	** **
No	38 10%	13 9%	13 9%	10 10%	3 7%	** **	11 9%	** **	** **	** **	** **	** **
Can't remember	2 1%	1 *%	1 *%	* *%	* 1%	** **	1 1%	** **	** **	** **	** **	** **
ANY BREAK IN SERVICE FOR LANDLINE	113 31%	14 10%	14 10%	11 11%	3 7%	** **	12 10%	** **	** **	** **	** **	** **
NO BREAK IN SERVICE FOR LANDLINE	256 69%	135 90%	135 90%	93 89%	39 93%	** **	110 90%	** **	** **	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone service when you switched?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	511	-	-	-	-	-	-	80	36
Effective Weighted Sample	133	-	-	-	-	-	-	80	36
Total	369	-	-	-	-	-	-	35	185
Yes	73 20%	**	**	**	**	**	**	**	**
No	38 10%	**	**	**	**	**	**	**	**
Can't remember	2 1%	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR LANDLINE	113 31%	**	**	**	**	**	**	**	**
NO BREAK IN SERVICE FOR LANDLINE	256 69%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 100

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone service when you switched?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	511	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	133	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	369	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	73 20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	38 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	2 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR LANDLINE	113 31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NO BREAK IN SERVICE FOR LANDLINE	256 69%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 100

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone service when you switched?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	d	e	f	a	~b	~c	~d	
Unweighted total	511	195	314	251	181	78	195	124	76	116	319	192	424	48	32	7	
Effective Weighted Sample	133	58	78	67	48	33	52	32	20	31	83	50	111	13	9	3	
Total	369	186	182	220	113	36	148	85	53	83	233	136	312	28	17	12	
Yes	73 20%	43 23%	30 17%	67 31%	6 5%	**	39 27%	6 7%	**	15 19%	45 20%	28 20%	62 20%	**	**	**	
				b			b			b	b	b					
No	38 10%	18 10%	19 10%	22 10%	7 7%	**	16 11%	6 7%	**	9 10%	22 9%	16 12%	31 10%	**	**	**	
Can't remember	2 1%	1 *%	1 1%	2 1%	* *%	**	* *%	* *%	**	* *%	1 *%	1 1%	2 1%	**	**	**	
ANY BREAK IN SERVICE FOR LANDLINE	113 31%	62 33%	51 28%	91 41%	14 12%	**	56 38%	12 14%	**	24 29%	68 29%	45 33%	95 30%	**	**	**	
				b			be			b	b	b					
NO BREAK IN SERVICE FOR LANDLINE	256 69%	124 67%	131 72%	129 59%	99 88%	**	91 62%	73 86%	**	59 71%	165 71%	91 67%	217 70%	**	**	**	
					a			adef			a						

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone service when you switched?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	511	427	84	198	279
Effective Weighted Sample	133	112	28	53	79
Total	369	327	42	168	154
Yes	73 20%	73 22%	**	60 36% b	8 5%
No	38 10%	31 9%	**	22 13%	14 9%
Can't remember	2 1%	2 1%	**	1 1%	* *%
ANY BREAK IN SERVICE FOR LANDLINE	113 31%	105 32%	**	83 49% b	22 14%
NO BREAK IN SERVICE FOR LANDLINE	256 69%	221 68%	**	85 51%	132 86% a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	81	38	38	28	10	6	32	-	-	-	-	-
Effective Weighted Sample	28	37	37	27	10	6	31	-	-	-	-	-
Total	113	14	14	11	3	2	12	-	-	-	-	-
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 101

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	81	38	28	10	6	32	-	-	-	-	-
Effective Weighted Sample	28	37	27	10	6	31	-	-	-	-	-
Total	113	14	11	3	2	12	-	-	-	-	-
Don't know	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	81	-	-	-	-	-	-	26	17
Effective Weighted Sample	28	-	-	-	-	-	-	26	17
Total	113	-	-	-	-	-	-	11	87
A fault with the line	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	81	-	-	-	-	-	-	26	17
Effective Weighted Sample	28	-	-	-	-	-	-	26	17
Total	113	-	-	-	-	-	-	11	87
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	81	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	28	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	113	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 101

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	81	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	28	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	113	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	GENDER		AGE			SEG					NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d
Unweighted total	81	33	47	49	23	9	34	18	15	14	52	29	71	7	2	1
Effective Weighted Sample	28	14	14	21	6	2	13	5	5	6	17	11	24	2	1	1
Total	113	62	51	91	14	8	56	12	20	24	68	45	95	8	6	5
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Unweighted total	81	33	47	49	23	9	34	18	15	14	52	29	71	7	2	1	
Effective Weighted Sample	28	14	14	21	6	2	13	5	5	6	17	11	24	2	1	1	
Total	113	62	51	91	14	8	56	12	20	24	68	45	95	8	6	5	
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	81	74	7	42	32
Effective Weighted Sample	28	26	2	19	9
Total	113	105	8	83	22
A fault with the line	**	**	**	**	**
	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**
	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**
	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**
	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**
	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**
	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**
	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**
	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**
	**	**	**	**	**
Other reasons	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~a	~b
Unweighted total	81	74	7	42	32
Effective Weighted Sample	28	26	2	19	9
Total	113	105	8	83	22
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	53	36	36	26	10	5	31	-	-	-	-	-
Effective Weighted Sample	14	35	35	26	10	5	30	-	-	-	-	-
Total	40	14	14	10	3	2	12	-	-	-	-	-
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - 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.

Q35A. Why did you have a period without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	53	36	36	26	10	5	31	-	-	-	-	-
Effective Weighted Sample	14	35	35	26	10	5	30	-	-	-	-	-
Total	40	14	14	10	3	2	12	-	-	-	-	-
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	53	-	-	-	-	-	-	13	4
Effective Weighted Sample	14	-	-	-	-	-	-	13	4
Total	40	-	-	-	-	-	-	6	20
A fault with the line	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	53	-	-	-	-	-	-	13	4
Effective Weighted Sample	14	-	-	-	-	-	-	13	4
Total	40	-	-	-	-	-	-	6	20
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	53	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	14	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	40	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 102

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	53	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	14	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	40	-	-	-	-	-	-	-	-	-	-	-	-	-	-
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Unweighted total	53	22	30	24	20	9	19	15	8	11	34	19	48	4	-	1	
Effective Weighted Sample	14	6	7	7	19	2	5	15	2	3	9	5	13	4	-	1	
Total	40	19	20	24	8	8	17	6	8	9	23	17	33	2	-	5	
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	GENDER		AGE			SEG						NATION				N	
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND		
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d		
Unweighted total	53	22	30	24	20	9	19	15	8	11	34	19	48	4	-	1		
Effective Weighted Sample	14	6	7	7	19	2	5	15	2	3	9	5	13	4	-	1		
Total	40	19	20	24	8	8	17	6	8	9	23	17	33	2	-	5		
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	53	47	6	23	25
Effective Weighted Sample	14	12	2	7	7
Total	40	33	7	23	14
A fault with the line	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**
Other reasons	**	**	**	**	**

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~a	~b
Unweighted total	53	47	6	23	25
Effective Weighted Sample	14	12	2	7	7
Total	40	33	7	23	14
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER	
		a	b	~a	~b	~a	~b	~c	~d	~a	~b	~c	
Significance Level: 95%													
Unweighted total	118	110	110	36	15	8	43	-	59	-	-	-	
Effective Weighted Sample	37	99	99	35	14	7	42	-	55	-	-	-	
Total	94	53	53	14	5	3	16	-	34	-	-	-	
Under one hour	(0.1)	3	3	3	**	**	**	**	**	**	**	**	**
	4%	6%	6%	**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	6	6	6	**	**	**	**	**	**	**	**	**
	6%	10%	10%	**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	9	9	9	**	**	**	**	**	**	**	**	**
	10%	17%	17%	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	18	13	13	**	**	**	**	**	**	**	**	**
	20%	25%	25%	**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	20	9	9	**	**	**	**	**	**	**	**	**
	21%	18%	18%	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	20	5	5	**	**	**	**	**	**	**	**	**
	22%	9%	9%	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	9	4	4	**	**	**	**	**	**	**	**	**
	10%	8%	8%	**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	1	1	1	**	**	**	**	**	**	**	**	**
	1%	1%	1%	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	6	1	1	**	**	**	**	**	**	**	**	**
	6%	2%	2%	**	**	**	**	**	**	**	**	**	**
Don't know		2	2	2	**	**	**	**	**	**	**	**	**
	2%	3%	3%	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS		18	18	18	**	**	**	**	**	**	**	**	**
	19%	34%	34%	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		56	41	41	**	**	**	**	**	**	**	**	**
	60%	77%	77%	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		85	50	50	**	**	**	**	**	**	**	**	**
	91%	94%	94%	**	**	**	**	**	**	**	**	**	**
Mean number of days	10.0	6.2	6.2	**	**	**	**	**	**	**	**	**	**
Standard deviation	12.92	9.70	9.70	**	**	**	**	**	**	**	**	**	**
Standard error	1.21	.94	.94	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	118	-	-	-	-	-	-	-	8
Effective Weighted Sample	37	-	-	-	-	-	-	-	8
Total	94	-	-	-	-	-	-	-	41
Under one hour	(0.1)	3	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	6	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**
1 day	(1.0)	9	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**
2-3 days	(2.5)	18	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**
4-7 days	(5.5)	20	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	20	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	9	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	1	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	6	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**
Don't know		2	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**
ONE DAY OR LESS		18	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		56	**	**	**	**	**	**	**
	60%	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		85	**	**	**	**	**	**	**
	91%	**	**	**	**	**	**	**	**
Mean number of days	10.0	**	**	**	**	**	**	**	**
Standard deviation	12.92	**	**	**	**	**	**	**	**
Standard error	1.21	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE BBAND S/A	YES	NO	YES	NO	YES	NO		
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b	
Significance Level: 95%																
Unweighted total	118	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	37	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	94	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Under one hour	(0.1)	3 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	6 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	9 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	18 20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	20 21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	20 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	9 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	1 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	6 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know		2 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS		18 19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		56 60%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		85 91%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Unweighted total	118	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	37	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	94	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean number of days	10.0	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	12.92	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	1.21	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	a	~b	~c	~d	
Significance Level: 95%																	
Unweighted total	118	38	78	73	33	12	42	39	15	22	81	37	108	6	3	1	
Effective Weighted Sample	37	15	22	22	29	11	18	12	4	7	27	11	34	6	3	1	
Total	94	38	50	71	17	6	26	38	16	15	64	30	89	2	2	1	
Under one hour	(0.1)	3	**	**	**	**	**	**	**	**	**	**	3	**	**	**	
		4%	**	**	**	**	**	**	**	**	**	**	4%	**	**	**	
Up to half a day	(0.5)	6	**	**	**	**	**	**	**	**	**	**	6	**	**	**	
		6%	**	**	**	**	**	**	**	**	**	**	6%	**	**	**	
1 day	(1.0)	9	**	**	**	**	**	**	**	**	**	**	8	**	**	**	
		10%	**	**	**	**	**	**	**	**	**	**	9%	**	**	**	
2-3 days	(2.5)	18	**	**	**	**	**	**	**	**	**	**	18	**	**	**	
		20%	**	**	**	**	**	**	**	**	**	**	20%	**	**	**	
4-7 days	(5.5)	20	**	**	**	**	**	**	**	**	**	**	18	**	**	**	
		21%	**	**	**	**	**	**	**	**	**	**	21%	**	**	**	
1-2 weeks	(10.0)	20	**	**	**	**	**	**	**	**	**	**	19	**	**	**	
		22%	**	**	**	**	**	**	**	**	**	**	22%	**	**	**	
3-4 weeks	(25.0)	9	**	**	**	**	**	**	**	**	**	**	9	**	**	**	
		10%	**	**	**	**	**	**	**	**	**	**	10%	**	**	**	
5-6 weeks	(39.0)	1	**	**	**	**	**	**	**	**	**	**	*	**	**	**	
		1%	**	**	**	**	**	**	**	**	**	**	%	**	**	**	
More than 6 weeks	(50.0)	6	**	**	**	**	**	**	**	**	**	**	6	**	**	**	
		6%	**	**	**	**	**	**	**	**	**	**	7%	**	**	**	
Don't know		2	**	**	**	**	**	**	**	**	**	**	2	**	**	**	
		2%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**	
ONE DAY OR LESS		18	**	**	**	**	**	**	**	**	**	**	17	**	**	**	
		19%	**	**	**	**	**	**	**	**	**	**	19%	**	**	**	
ONE WEEK OR LESS		56	**	**	**	**	**	**	**	**	**	**	53	**	**	**	
		60%	**	**	**	**	**	**	**	**	**	**	59%	**	**	**	
UP TO 4 WEEKS		85	**	**	**	**	**	**	**	**	**	**	81	**	**	**	
		91%	**	**	**	**	**	**	**	**	**	**	91%	**	**	**	
Mean number of days	10.0	**	**	**	**	**	**	**	**	**	**	**	10.1	**	**	**	
Standard deviation	12.92	**	**	**	**	**	**	**	**	**	**	**	13.01	**	**	**	
Standard error	1.21	**	**	**	**	**	**	**	**	**	**	**	1.28	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	~b
Unweighted total	118	111	7	53	56
Effective Weighted Sample	37	35	2	17	18
Total	94	86	8	39	46
Under one hour	(0.1)	3	3	**	**
		4%	3%	**	**
Up to half a day	(0.5)	6	6	**	**
		6%	6%	**	**
1 day	(1.0)	9	8	**	**
		10%	10%	**	**
2-3 days	(2.5)	18	18	**	**
		20%	21%	**	**
4-7 days	(5.5)	20	19	**	**
		21%	22%	**	**
1-2 weeks	(10.0)	20	20	**	**
		22%	23%	**	**
3-4 weeks	(25.0)	9	9	**	**
		10%	10%	**	**
5-6 weeks	(39.0)	1	*	**	**
		1%	*%	**	**
More than 6 weeks	(50.0)	6	1	**	**
		6%	1%	**	**
Don't know		2	2	**	**
		2%	2%	**	**
ONE DAY OR LESS		18	16	**	**
		19%	19%	**	**
ONE WEEK OR LESS		56	54	**	**
		60%	63%	**	**
UP TO 4 WEEKS		85	83	**	**
		91%	96%	**	**
Mean number of days	10.0	7.6	**	**	**
Standard deviation	12.92	8.54	**	**	**
Standard error	1.21	.83	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	118	110	110	36	15	8	43	-	59	-	-	-
Effective Weighted Sample	37	99	99	35	14	7	42	-	55	-	-	-
Total	94	53	53	14	5	3	16	-	34	-	-	-
Yes	30 31%	9 17%	9 17%	** **	** **	** **	** **	** **	** **	** **	** **	** **
No	54 58%	39 73%	39 73%	** **	** **	** **	** **	** **	** **	** **	** **	** **
Can't remember	10 11%	5 9%	5 9%	** **	** **	** **	** **	** **	** **	** **	** **	** **
ANY BREAK IN SERVICE FOR FIXED BROADBAND	94 100%	53 100%	53 100%	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	118	-	-	-	-	-	-	-	8
Effective Weighted Sample	37	-	-	-	-	-	-	-	8
Total	94	-	-	-	-	-	-	-	41
Yes	30 31%	**	**	**	**	**	**	**	**
No	54 58%	**	**	**	**	**	**	**	**
Can't remember	10 11%	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR FIXED BROADBAND	94 100%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 104

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	118	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	37	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	94	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	30 31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	54 58%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	10 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR FIXED BROADBAND	94 100%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 104

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	a	~b	~c	~d	
Unweighted total	118	38	78	73	33	12	42	39	15	22	81	37	108	6	3	1	
Effective Weighted Sample	37	15	22	22	29	11	18	12	4	7	27	11	34	6	3	1	
Total	94	38	50	71	17	6	26	38	16	15	64	30	89	2	2	1	
Yes	30	**	**	**	**	**	**	**	**	**	**	**	28	**	**	**	
	31%	**	**	**	**	**	**	**	**	**	**	**	32%	**	**	**	
No	54	**	**	**	**	**	**	**	**	**	**	**	51	**	**	**	
	58%	**	**	**	**	**	**	**	**	**	**	**	57%	**	**	**	
Can't remember	10	**	**	**	**	**	**	**	**	**	**	**	10	**	**	**	
	11%	**	**	**	**	**	**	**	**	**	**	**	11%	**	**	**	
ANY BREAK IN SERVICE FOR FIXED BROADBAND	94	**	**	**	**	**	**	**	**	**	**	**	89	**	**	**	
	100%	**	**	**	**	**	**	**	**	**	**	**	100%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	~b
Unweighted total	118	111	7	53	56
Effective Weighted Sample	37	35	2	17	18
Total	94	86	8	39	46
Yes	30	30	**	**	**
	31%	34%	**	**	**
No	54	47	**	**	**
	58%	55%	**	**	**
Can't remember	10	9	**	**	**
	11%	11%	**	**	**
ANY BREAK IN SERVICE FOR FIXED BROADBAND	94	86	**	**	**
	100%	100%	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	BBAND S/A d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	731	695	695	279	111	75	320	-	300	-	-	-
Effective Weighted Sample	234	629	629	272	101	64	314	-	279	-	-	-
Total	482	317	317	104	42	27	122	-	168	-	-	-
Yes	30 6%	9 3%	9 3%	2 1%	* 1%	** **	2 1%	** **	7 4% b	** **	** **	** **
No	54 11%	39 12%	39 12%	11 11%	4 11%	** **	13 11%	** **	23 14%	** **	** **	** **
Can't remember	10 2%	5 2%	5 2%	1 1%	* 1%	** **	1 1%	** **	4 2%	** **	** **	** **
ANY BREAK IN SERVICE FOR FIXED BROADBAND	94 19%	53 17%	53 17%	14 13%	5 12%	** **	16 13%	** **	34 20% b	** **	** **	** **
NO BREAK IN SERVICE FOR FIXED BROADBAND	388 81%	264 83%	264 83%	91 87%	37 88%	** **	106 87% d	** **	134 80%	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	731	-	-	-	-	-	-	4	32
Effective Weighted Sample	234	-	-	-	-	-	-	4	32
Total	482	-	-	-	-	-	-	2	163
Yes	30 6%	**	**	**	**	**	**	**	**
No	54 11%	**	**	**	**	**	**	**	**
Can't remember	10 2%	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR FIXED BROADBAND	94 19%	**	**	**	**	**	**	**	**
NO BREAK IN SERVICE FOR FIXED BROADBAND	388 81%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	731	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	234	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	482	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	30 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	54 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	10 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR FIXED BROADBAND	94 19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NO BREAK IN SERVICE FOR FIXED BROADBAND	388 81%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 105

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	731	239	487	373	247	110	260	189	103	175	449	278	623	47	50	11	
Effective Weighted Sample	234	97	137	108	101	61	85	59	34	55	144	89	198	14	21	3	
Total	482	185	290	285	139	57	184	121	58	116	306	174	415	29	28	10	
Yes	30 6%	10 6%	14 5%	27 10%	2 1%	* 1%	8 4%	7 6%	12 21%	2 2%	15 5%	15 9%	28 7%	**	**	**	
				bc					abdef			ade					
No	54 11%	21 12%	32 11%	35 12%	14 10%	5 9%	16 9%	24 20%	3 6%	10 9%	41 13%	14 8%	51 12%	**	**	**	
								acdef			cf			**	**	**	
Can't remember	10 2%	6 3%	4 1%	9 3%	1 1%	1 1%	2 1%	7 6%	- -	2 1%	8 3%	2 1%	10 2%	**	**	**	
				b				acdf						**	**	**	
ANY BREAK IN SERVICE FOR FIXED BROADBAND	94 19%	38 21%	50 17%	71 25%	17 12%	6 11%	26 14%	38 31%	16 27%	15 13%	64 21%	30 17%	89 22%	**	**	**	
				bc				adef	adf		ad			**	**	**	
NO BREAK IN SERVICE FOR FIXED BROADBAND	388 81%	147 79%	240 83%	214 75%	123 88%	51 89%	158 86%	84 69%	42 73%	102 87%	242 79%	144 83%	325 78%	**	**	**	
					a	a	bce			bce	b	bc		**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	731	614	117	251	423
Effective Weighted Sample	234	194	42	84	141
Total	482	416	66	148	269
Yes	30 6%	30 7% b	- -%	10 7%	14 5%
No	54 11%	47 11%	7 11%	27 18% b	25 9%
Can't remember	10 2%	9 2%	1 1%	2 1%	8 3%
ANY BREAK IN SERVICE FOR FIXED BROADBAND	94 19%	86 21% b	8 12%	39 26% b	46 17%
NO BREAK IN SERVICE FOR FIXED BROADBAND	388 81%	329 79%	58 88% a	109 74%	223 83% a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER	
	a	b	~a	~b	~a	~b	~c	~d	~a	~b	~c	
Significance Level: 95%												
Unweighted total	118	110	36	15	8	43	-	59	-	-	-	
Effective Weighted Sample	37	99	35	14	7	42	-	55	-	-	-	
Total	94	53	14	5	3	16	-	34	-	-	-	
Delay in installation/ activation	27	17	**	**	**	**	**	**	**	**	**	**
	28%	31%	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	21	11	**	**	**	**	**	**	**	**	**	**
	22%	20%	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	18	7	**	**	**	**	**	**	**	**	**	**
	19%	14%	**	**	**	**	**	**	**	**	**	**
A fault with the line	14	9	**	**	**	**	**	**	**	**	**	**
	15%	18%	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	12	7	**	**	**	**	**	**	**	**	**	**
	13%	14%	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	11	11	**	**	**	**	**	**	**	**	**	**
	11%	20%	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	10	4	**	**	**	**	**	**	**	**	**	**
	10%	8%	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	6	6	**	**	**	**	**	**	**	**	**	**
	6%	11%	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	5	5	**	**	**	**	**	**	**	**	**	**
	5%	9%	**	**	**	**	**	**	**	**	**	**
Other reasons	5	5	**	**	**	**	**	**	**	**	**	**
	5%	9%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 106

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	Total	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	118	110	110	36	15	8	43	-	59	-	-	-
Effective Weighted Sample	37	99	99	35	14	7	42	-	55	-	-	-
Total	94	53	53	14	5	3	16	-	34	-	-	-
Don't know	3	3	3	**	**	**	**	**	**	**	**	**
	3%	6%	6%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	118	-	-	-	-	-	-	-	8
Effective Weighted Sample	37	-	-	-	-	-	-	-	8
Total	94	-	-	-	-	-	-	-	41
Delay in installation/ activation	27 28%	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	21 22%	**	**	**	**	**	**	**	**
Delay in delivery of equipment	18 19%	**	**	**	**	**	**	**	**
A fault with the line	14 15%	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	12 13%	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	11 11%	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	10 10%	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	6 6%	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	5 5%	**	**	**	**	**	**	**	**
Other reasons	5 5%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 106

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	118	-	-	-	-	-	-	-	8
Effective Weighted Sample	37	-	-	-	-	-	-	-	8
Total	94	-	-	-	-	-	-	-	41
Don't know	3	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	118	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	37	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	94	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Delay in installation/ activation	27 28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	21 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	18 19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	14 15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	12 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	11 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	10 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	6 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	5 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 106

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Unweighted total	118	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	37	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	94	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other reasons	5 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	3 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 106

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	a	~b	~c	~d	
Unweighted total	118	38	78	73	33	12	42	39	15	22	81	37	108	6	3	1	
Effective Weighted Sample	37	15	22	22	29	11	18	12	4	7	27	11	34	6	3	1	
Total	94	38	50	71	17	6	26	38	16	15	64	30	89	2	2	1	
Delay in installation/ activation	27	**	**	**	**	**	**	**	**	**	**	**	25	**	**	**	
	28%	**	**	**	**	**	**	**	**	**	**	**	28%	**	**	**	
Problems/ a fault with the equipment provided	21	**	**	**	**	**	**	**	**	**	**	**	19	**	**	**	
	22%	**	**	**	**	**	**	**	**	**	**	**	21%	**	**	**	
Delay in delivery of equipment	18	**	**	**	**	**	**	**	**	**	**	**	16	**	**	**	
	19%	**	**	**	**	**	**	**	**	**	**	**	18%	**	**	**	
A fault with the line	14	**	**	**	**	**	**	**	**	**	**	**	14	**	**	**	
	15%	**	**	**	**	**	**	**	**	**	**	**	16%	**	**	**	
To switch on a particular date that I wanted	12	**	**	**	**	**	**	**	**	**	**	**	11	**	**	**	
	13%	**	**	**	**	**	**	**	**	**	**	**	13%	**	**	**	
The new provider gave me a starting date that was after the end of my previous contract	11	**	**	**	**	**	**	**	**	**	**	**	9	**	**	**	
	11%	**	**	**	**	**	**	**	**	**	**	**	10%	**	**	**	
The wrong equipment was provided/ needed something extra	10	**	**	**	**	**	**	**	**	**	**	**	10	**	**	**	
	10%	**	**	**	**	**	**	**	**	**	**	**	11%	**	**	**	
I cancelled my previous service before arranging the new one	6	**	**	**	**	**	**	**	**	**	**	**	5	**	**	**	
	6%	**	**	**	**	**	**	**	**	**	**	**	6%	**	**	**	
Previous service not cancelled correctly	5	**	**	**	**	**	**	**	**	**	**	**	5	**	**	**	
	5%	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**	
Other reasons	5	**	**	**	**	**	**	**	**	**	**	**	5	**	**	**	
	5%	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	a	~b	~c	~d	
Unweighted total	118	38	78	73	33	12	42	39	15	22	81	37	108	6	3	1	
Effective Weighted Sample	37	15	22	22	29	11	18	12	4	7	27	11	34	6	3	1	
Total	94	38	50	71	17	6	26	38	16	15	64	30	89	2	2	1	
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**	
	3%	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	~b
Unweighted total	118	111	7	53	56
Effective Weighted Sample	37	35	2	17	18
Total	94	86	8	39	46
Delay in installation/ activation	27 28%	20 23%	**	**	**
Problems/ a fault with the equipment provided	21 22%	20 23%	**	**	**
Delay in delivery of equipment	18 19%	18 20%	**	**	**
A fault with the line	14 15%	14 16%	**	**	**
To switch on a particular date that I wanted	12 13%	11 13%	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	11 11%	10 12%	**	**	**
The wrong equipment was provided/ needed something extra	10 10%	10 11%	**	**	**
I cancelled my previous service before arranging the new one	6 6%	6 7%	**	**	**
Previous service not cancelled correctly	5 5%	5 6%	**	**	**
Other reasons	5 5%	4 5%	**	**	**

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	~b
Unweighted total	118	111	7	53	56
Effective Weighted Sample	37	35	2	17	18
Total	94	86	8	39	46
Don't know	3	3	**	**	**
	3%	4%	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	97	93	93	32	14	7	39	-	47	-	-	-
Effective Weighted Sample	32	84	84	32	13	6	38	-	44	-	-	-
Total	64	44	44	12	5	3	14	-	27	-	-	-
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 107

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	97	93	93	32	14	7	39	-	47	-	-	-
Effective Weighted Sample	32	84	84	32	13	6	38	-	44	-	-	-
Total	64	44	44	12	5	3	14	-	27	-	-	-
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	97	-	-	-	-	-	-	-	4
Effective Weighted Sample	32	-	-	-	-	-	-	-	4
Total	64	-	-	-	-	-	-	-	20
Delay in installation/ activation	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	97	-	-	-	-	-	-	-	4
Effective Weighted Sample	32	-	-	-	-	-	-	-	4
Total	64	-	-	-	-	-	-	-	20
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE BBAND S/A	YES	NO	YES	NO	YES	NO	
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	97	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	32	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	64	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 107

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	97	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	32	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	64	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Unweighted total	97	29	67	56	30	11	37	35	8	17	72	25	89	5	2	1	
Effective Weighted Sample	32	12	21	16	27	10	33	11	8	5	25	8	30	5	2	1	
Total	64	28	36	44	15	6	18	31	3	12	49	15	61	2	1	1	
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d																	

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Unweighted total	97	29	67	56	30	11	37	35	8	17	72	25	89	5	2	1	
Effective Weighted Sample	32	12	21	16	27	10	33	11	8	5	25	8	30	5	2	1	
Total	64	28	36	44	15	6	18	31	3	12	49	15	61	2	1	1	
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	97	90	7	42	48
Effective Weighted Sample	32	32	2	13	16
Total	64	57	8	29	33
Delay in installation/ activation	**	**	**	**	**
	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**
	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**
	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**
	**	**	**	**	**
A fault with the line	**	**	**	**	**
	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**
	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**
	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**
	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**
	**	**	**	**	**
Other reasons	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~a	~b
Unweighted total	97	90	7	42	48
Effective Weighted Sample	32	32	2	13	16
Total	64	57	8	29	33
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C. How long were you without your Pay TV service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	63	39	39	3	36	9	-	30	-	-	-	-
Effective Weighted Sample	37	35	35	3	33	9	-	30	-	-	-	-
Total	155	33	33	1	32	3	-	30	-	-	-	-
Under one hour	(0.1)	**	**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	**	**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	**	**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	**	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	**	**	**	**	**	**	**	**	**	**	**
Don't know		**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS		**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**
Mean number of days		**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C. How long were you without your Pay TV service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	63	-	-	-	-	-	-	-	24
Effective Weighted Sample	37	-	-	-	-	-	-	-	24
Total	155	-	-	-	-	-	-	-	123
Under one hour	(0.1)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
Up to half a day	(0.5)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
1 day	(1.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
2-3 days	(2.5)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
4-7 days	(5.5)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
Don't know		**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
ONE DAY OR LESS		**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
ONE WEEK OR LESS		**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
UP TO 4 WEEKS		**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
Mean number of days		**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C. How long were you without your Pay TV service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	63	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	37	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	155	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Under one hour	(0.1)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know		**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS		**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C. How long were you without your Pay TV service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	63	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	37	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	155	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean number of days	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C. How long were you without your Pay TV service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Significance Level: 95%																	
Unweighted total	63	22	40	51	6	6	33	11	8	11	44	19	57	5	1	-	
Effective Weighted Sample	37	15	22	32	3	5	21	6	5	5	27	10	32	4	1	-	
Total	155	67	87	139	13	4	89	26	23	17	115	40	133	17	5	-	
Under one hour	(0.1)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Up to half a day	(0.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
1 day	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-3 days	(2.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-7 days	(5.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
3-4 weeks	(25.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
5-6 weeks	(39.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
More than 6 weeks	(50.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
ONE DAY OR LESS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
ONE WEEK OR LESS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
UP TO 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Mean number of days		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Standard error		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C. How long were you without your Pay TV service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	63	60	3	29	27
Effective Weighted Sample	37	35	1	17	16
Total	155	149	6	75	66
Under one hour	(0.1)	**	**	**	**
		**	**	**	**
Up to half a day	(0.5)	**	**	**	**
		**	**	**	**
1 day	(1.0)	**	**	**	**
		**	**	**	**
2-3 days	(2.5)	**	**	**	**
		**	**	**	**
4-7 days	(5.5)	**	**	**	**
		**	**	**	**
1-2 weeks	(10.0)	**	**	**	**
		**	**	**	**
3-4 weeks	(25.0)	**	**	**	**
		**	**	**	**
5-6 weeks	(39.0)	**	**	**	**
		**	**	**	**
More than 6 weeks	(50.0)	**	**	**	**
		**	**	**	**
Don't know		**	**	**	**
		**	**	**	**
ONE DAY OR LESS		**	**	**	**
		**	**	**	**
ONE WEEK OR LESS		**	**	**	**
		**	**	**	**
UP TO 4 WEEKS		**	**	**	**
		**	**	**	**
Mean number of days		**	**	**	**
Standard deviation		**	**	**	**
Standard error		**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	Total	ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	63	39	39	3	36	9	-	30	-	-	-	-
Effective Weighted Sample	37	35	35	3	33	9	-	30	-	-	-	-
Total	155	33	33	1	32	3	-	30	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	63	-	-	-	-	-	-	-	24
Effective Weighted Sample	37	-	-	-	-	-	-	-	24
Total	155	-	-	-	-	-	-	-	123
Yes	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 109

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	63	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	37	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	155	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 109

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Unweighted total	63	22	40	51	6	6	33	11	8	11	44	19	57	5	1	-	
Effective Weighted Sample	37	15	22	32	3	5	21	6	5	5	27	10	32	4	1	-	
Total	155	67	87	139	13	4	89	26	23	17	115	40	133	17	5	-	
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
ANY BREAK IN SERVICE FOR PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	63	60	3	29	27
Effective Weighted Sample	37	35	1	17	16
Total	155	149	6	75	66
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Can't remember	**	**	**	**	**
	**	**	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 110

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	272	225	225	29	196	75	-	150	-	-	-	-
Effective Weighted Sample	125	194	194	29	181	64	-	150	-	-	-	-
Total	416	176	176	7	169	27	-	149	-	-	-	-
Yes	90 22%	3 2%	3 2%	** **	3 2%	** **	** **	3 2%	** **	** **	** **	** **
No	55 13%	24 14%	24 14%	** **	24 14%	** **	** **	22 15%	** **	** **	** **	** **
Can't remember	10 2%	5 3%	5 3%	** **	5 3%	** **	** **	5 3%	** **	** **	** **	** **
ANY BREAK IN SERVICE FOR PAY TV	155 37%	33 19%	33 19%	** **	32 19%	** **	** **	30 20%	** **	** **	** **	** **
NO BREAK IN SERVICE FOR PAY TV	261 63%	144 81%	144 81%	** **	137 81%	** **	** **	119 80%	** **	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	272	-	-	-	-	-	-	-	47
Effective Weighted Sample	125	-	-	-	-	-	-	-	47
Total	416	-	-	-	-	-	-	-	240
Yes	90 22%	**	**	**	**	**	**	**	**
No	55 13%	**	**	**	**	**	**	**	**
Can't remember	10 2%	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	155 37%	**	**	**	**	**	**	**	**
NO BREAK IN SERVICE FOR PAY TV	261 63%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 110

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	272	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	125	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	416	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	90 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	55 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	10 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	155 37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NO BREAK IN SERVICE FOR PAY TV	261 63%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 110

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	~b	~c	a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	272	103	164	184	66	21	113	72	38	46	185	84	242	16	10	4	
Effective Weighted Sample	125	49	74	92	27	17	56	31	17	19	87	37	111	8	4	3	
Total	416	160	251	329	72	15	201	101	56	55	302	111	368	30	15	3	
Yes	90 22%	42 26%	48 19%	80 24%	**	**	63 31%	**	**	**	68 23%	**	80 22%	**	**	**	
No	55 13%	19 12%	35 14%	49 15%	**	**	18 9%	**	**	**	37 12%	**	48 13%	**	**	**	
Can't remember	10 2%	6 4%	4 2%	10 3%	**	**	8 4%	**	**	**	10 3%	**	5 1%	**	**	**	
ANY BREAK IN SERVICE FOR PAY TV	155 37%	67 42%	87 35%	139 42%	**	**	89 44%	**	**	**	115 38%	**	133 36%	**	**	**	
NO BREAK IN SERVICE FOR PAY TV	261 63%	93 58%	164 65%	190 58%	**	**	112 56%	**	**	**	187 62%	**	235 64%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	272	248	24	100	132
Effective Weighted Sample	125	116	10	47	58
Total	416	391	25	164	194
Yes	90 22%	90 23%	**	47 29%	37 19%
No	55 13%	54 14%	**	20 12%	27 14%
Can't remember	10 2%	5 1%	**	7 4%	2 1%
ANY BREAK IN SERVICE FOR PAY TV	155 37%	149 38%	**	75 45%	66 34%
NO BREAK IN SERVICE FOR PAY TV	261 63%	242 62%	**	90 55%	128 66%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT THE BREAK IN SERVICE FOR SERVICE/S EXPERIENCING LOSS OF SERVICE

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	222	149	149	44	46	10	50	30	59	-	-	-
Effective Weighted Sample	88	125	125	43	39	9	49	30	55	-	-	-
Total	338	86	86	17	35	3	19	30	34	-	-	-
LANDLINE	40	14	14	**	**	**	**	**	**	**	**	**
	12%	16%	16%	**	**	**	**	**	**	**	**	**
FIXED BROADBAND	64	44	44	**	**	**	**	**	**	**	**	**
	19%	51%	51%	**	**	**	**	**	**	**	**	**
PAY TV	65	29	29	**	**	**	**	**	**	**	**	**
	19%	34%	34%	**	**	**	**	**	**	**	**	**
ANY OF THESE	146	74	74	**	**	**	**	**	**	**	**	**
	43%	86%	86%	**	**	**	**	**	**	**	**	**
NONE OF THESE	192	12	12	**	**	**	**	**	**	**	**	**
	57%	14%	14%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT THE BREAK IN SERVICE FOR SERVICE/S EXPERIENCING LOSS OF SERVICE

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	222	-	-	-	-	-	-	26	47
Effective Weighted Sample	88	-	-	-	-	-	-	26	47
Total	338	-	-	-	-	-	-	11	241
LANDLINE	40	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**
FIXED BROADBAND	64	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**
PAY TV	65	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**
ANY OF THESE	146	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**
NONE OF THESE	192	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 111

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT THE BREAK IN SERVICE FOR SERVICE/S EXPERIENCING LOSS OF SERVICE

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	222	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	88	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	338	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LANDLINE	40	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND	64	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PAY TV	65	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY OF THESE	146	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	192	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 111

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT THE BREAK IN SERVICE FOR SERVICE/S EXPERIENCING LOSS OF SERVICE

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	b	a	~b	~c	~a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	222	82	136	156	44	22	98	54	34	36	152	70	198	16	6	2	
Effective Weighted Sample	88	39	48	69	15	8	42	20	13	13	62	26	78	7	3	1	
Total	338	158	173	281	36	21	167	70	53	48	238	100	294	26	12	6	
LANDLINE	40	**	20	24	**	**	**	**	**	**	23	**	33	**	**	**	
	12%	**	12%	8%	**	**	**	**	**	**	10%	**	11%	**	**	**	
FIXED BROADBAND	64	**	36	44	**	**	**	**	**	**	49	**	61	**	**	**	
	19%	**	21%	16%	**	**	**	**	**	**	21%	**	21%	**	**	**	
PAY TV	65	**	39	59	**	**	**	**	**	**	47	**	53	**	**	**	
	19%	**	23%	21%	**	**	**	**	**	**	20%	**	18%	**	**	**	
ANY OF THESE	146	**	81	111	**	**	**	**	**	**	109	**	124	**	**	**	
	43%	**	47%	40%	**	**	**	**	**	**	46%	**	42%	**	**	**	
NONE OF THESE	192	**	92	169	**	**	**	**	**	**	129	**	169	**	**	**	
	57%	**	53%	60%	**	**	**	**	**	**	54%	**	58%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT THE BREAK IN SERVICE FOR SERVICE/S EXPERIENCING LOSS OF SERVICE

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	~b
Unweighted total	222	207	15	104	96
Effective Weighted Sample	88	83	5	45	35
Total	338	317	21	185	122
LANDLINE	40	33	**	23	**
	12%	10%	**	13%	**
FIXED BROADBAND	64	57	**	29	**
	19%	18%	**	15%	**
PAY TV	65	59	**	27	**
	19%	19%	**	15%	**
ANY OF THESE	146	125	**	68	**
	43%	40%	**	37%	**
NONE OF THESE	192	192	**	116	**
	57%	60%	**	63%	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	63	39	39	3	36	9	-	30	-	-	-	-
Effective Weighted Sample	37	35	35	3	33	9	-	30	-	-	-	-
Total	155	33	33	1	32	3	-	30	-	-	-	-
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	63	-	-	-	-	-	-	-	24
Effective Weighted Sample	37	-	-	-	-	-	-	-	24
Total	155	-	-	-	-	-	-	-	123
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	63	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	37	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	155	-	-	-	-	-	-	-	-	-	-	-	-	-	-
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 112

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	63	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	37	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	155	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 112

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Unweighted total	63	22	40	51	6	6	33	11	8	11	44	19	57	5	1	-	
Effective Weighted Sample	37	15	22	32	3	5	21	6	5	5	27	10	32	4	1	-	
Total	155	67	87	139	13	4	89	26	23	17	115	40	133	17	5	-	
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d																	

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	63	60	3	29	27
Effective Weighted Sample	37	35	1	17	16
Total	155	149	6	75	66
To switch on a particular date that I wanted	**	**	**	**	**
	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**
	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**
	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**
	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**
	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**
	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**
	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**
	**	**	**	**	**
A fault with the line	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	42	35	35	2	33	8	-	27	-	-	-	-
Effective Weighted Sample	20	31	31	2	30	8	-	27	-	-	-	-
Total	65	29	29	1	29	3	-	27	-	-	-	-
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - 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.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Total	42	35	2	33	8	-	27	-	-	-	-
Unweighted total	20	31	2	30	8	-	27	-	-	-	-
Effective Weighted Sample	65	29	1	29	3	-	27	-	-	-	-
Don't know	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	42	-	-	-	-	-	-	-	7
Effective Weighted Sample	20	-	-	-	-	-	-	-	7
Total	65	-	-	-	-	-	-	-	36
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	42	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	20	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	65	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 113

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	42	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	20	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	65	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	GENDER		AGE			SEG					NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d
Unweighted total	42	13	28	33	3	6	19	10	5	8	29	13	38	3	1	-
Effective Weighted Sample	20	7	13	17	3	5	10	5	3	7	14	6	18	2	1	-
Total	65	25	39	59	2	4	26	21	12	6	47	18	53	7	5	-
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	42	39	3	18	19
Effective Weighted Sample	20	19	1	8	9
Total	65	59	6	27	29
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**
A fault with the line	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**
Don't know	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	154	128	128	39	42	9	45	27	47	-	-	-
Effective Weighted Sample	54	107	107	38	36	8	44	27	44	-	-	-
Total	146	74	74	15	32	3	17	27	27	-	-	-
Delay in installation/ activation	42 29%	20 28%	20 28%	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	37 25%	11 14%	11 14%	**	**	**	**	**	**	**	**	**
A fault with the line	29 20%	12 17%	12 17%	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	26 18%	15 20%	15 20%	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	16 11%	5 7%	5 7%	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	16 11%	6 8%	6 8%	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	12 8%	6 8%	6 8%	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	12 8%	6 8%	6 8%	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	11 8%	11 15%	11 15%	**	**	**	**	**	**	**	**	**
Other reasons	5 3%	5 6%	5 6%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 114

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%	a	b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Total	154	128	39	42	9	45	27	47	-	-	-
Unweighted total	154	128	39	42	9	45	27	47	-	-	-
Effective Weighted Sample	54	107	38	36	8	44	27	44	-	-	-
Total	146	74	15	32	3	17	27	27	-	-	-
Don't know	3	3	**	**	**	**	**	**	**	**	**
	2%	4%	4%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	154	-	-	-	-	-	-	13	13
Effective Weighted Sample	54	-	-	-	-	-	-	13	13
Total	146	-	-	-	-	-	-	6	67
Delay in installation/ activation	42 29%	**	**	**	**	**	**	**	**
Delay in delivery of equipment	37 25%	**	**	**	**	**	**	**	**
A fault with the line	29 20%	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	26 18%	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	16 11%	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	16 11%	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	12 8%	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	12 8%	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	11 8%	**	**	**	**	**	**	**	**
Other reasons	5 3%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	154	-	-	-	-	-	-	13	13
Effective Weighted Sample	54	-	-	-	-	-	-	13	13
Total	146	-	-	-	-	-	-	6	67
Don't know	3	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	154	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	54	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	146	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Delay in installation/ activation	42 29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	37 25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	29 20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	26 18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	16 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	16 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	12 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	12 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	11 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b															

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 114

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	154	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	54	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	146	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other reasons	5 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	3 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 114

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	154	54	97	97	37	20	64	46	19	25	110	44	139	10	3	2	
Effective Weighted Sample	54	21	32	35	32	7	25	16	6	10	40	15	50	3	1	1	
Total	146	63	81	111	19	16	57	53	18	18	109	37	124	10	6	6	
Delay in installation/ activation	42 29%	** **	30 27%	** **	35 28%	** **	** **	** **									
Delay in delivery of equipment	37 25%	** **	35 32%	** **	31 25%	** **	** **	** **									
A fault with the line	29 20%	** **	26 24%	** **	21 17%	** **	** **	** **									
The new provider gave me a starting date that was after the end of my previous contract	26 18%	** **	17 16%	** **	25 20%	** **	** **	** **									
Previous service not cancelled correctly	16 11%	** **	13 12%	** **	16 13%	** **	** **	** **									
To switch on a particular date that I wanted	16 11%	** **	13 12%	** **	16 13%	** **	** **	** **									
I cancelled my previous service before arranging the new one	12 8%	** **	5 5%	** **	6 5%	** **	** **	** **									
The wrong equipment was provided/ needed something extra	12 8%	** **	11 10%	** **	12 10%	** **	** **	** **									
Problems/ a fault with the equipment provided	11 8%	** **	10 10%	** **	8 7%	** **	** **	** **									
Other reasons	5 3%	** **	4 4%	** **	5 4%	** **	** **	** **									

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	154	54	97	97	37	20	64	46	19	25	110	44	139	10	3	2	
Effective Weighted Sample	54	21	32	35	32	7	25	16	6	10	40	15	50	3	1	1	
Total	146	63	81	111	19	16	57	53	18	18	109	37	124	10	6	6	
Don't know	3	**	**	**	**	**	**	**	**	**	1	**	2	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	1%	**	2%	**	**	**	**

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	154	140	14	66	72
Effective Weighted Sample	54	50	5	23	26
Total	146	125	20	68	64
Delay in installation/ activation	42 29%	29 23%	**	**	**
Delay in delivery of equipment	37 25%	32 26%	**	**	**
A fault with the line	29 20%	23 18%	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	26 18%	26 21%	**	**	**
Previous service not cancelled correctly	16 11%	16 13%	**	**	**
To switch on a particular date that I wanted	16 11%	16 13%	**	**	**
I cancelled my previous service before arranging the new one	12 8%	12 9%	**	**	**
The wrong equipment was provided/ needed something extra	12 8%	12 9%	**	**	**
Problems/ a fault with the equipment provided	11 8%	11 8%	**	**	**
Other reasons	5 3%	4 3%	**	**	**

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	~b
Unweighted total	154	140	14	66	72
Effective Weighted Sample	54	50	5	23	26
Total	146	125	20	68	64
Don't know	3	3	**	**	**
	2%	2%	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 115

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36. Did the contracts for your old and new [SERVICE/S] overlap at all, so that you were paying for both at the same time for any period?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%	a	b	a	b	~a	b	c	d	a	b	c	
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Yes	821 36%	95 20%	551 31%	12 12%	42 22%	** **	18 15%	28 19%	41 24%	456 35%	382 39%	73 25%
No	1297 56%	335 72%	1038 59%	84 80%	137 71%	** **	94 77%	111 75%	113 67%	703 55%	509 52%	193 65%
Can't remember	180 8%	36 8%	162 9%	8 8%	13 7%	** **	10 8%	10 7%	14 8%	126 10%	96 10%	30 10%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36. Did the contracts for your old and new [SERVICE/S] overlap at all, so that you were paying for both at the same time for any period?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Yes	821	164	61	231	189	42	23	**	256
	36%	48%	20%	36%	38%	29%	24%	**	50%
		bcdef		bf	bf				
No	1297	152	194	357	264	93	63	**	240
	56%	44%	65%	56%	53%	64%	64%	**	47%
			acd	a	a	ad	a		
Can't remember	180	29	44	53	42	10	11	**	15
	8%	8%	15%	8%	9%	7%	12%	**	3%
			acde						

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 115

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36. Did the contracts for your old and new [SERVICE/S] overlap at all, so that you were paying for both at the same time for any period?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	821 36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	1297 56%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	180 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 115

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36. Did the contracts for your old and new [SERVICE/S] overlap at all, so that you were paying for both at the same time for any period?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG					NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43
Yes	821 36%	418 44%	400 30%	655 41%	140 27%	26 16%	412 44%	169 31%	115 35%	122 26%	581 39%	237 30%	704 35%	54 39%	**	**
		b	a	bc	c		bcdef		d		bdf					
No	1297 56%	483 51%	802 61%	840 52%	330 63%	126 78%	473 51%	337 61%	184 56%	296 63%	810 55%	480 60%	1148 57%	80 57%	**	**
		a	a	a	a	ab	ae		ae	ae	ae	ae				
Can't remember	180 8%	54 6%	116 9%	115 7%	54 10%	9 6%	51 5%	42 8%	31 9%	50 11%	93 6%	81 10%	157 8%	5 4%	**	**
		a	a	a	a				a	ae		ae				

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36. Did the contracts for your old and new [SERVICE/S] overlap at all, so that you were paying for both at the same time for any period?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL b	YES a	NO b
Significance Level: 95%					
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Yes	821 36%	761 36%	59 31%	413 46%	287 28%
				b	
No	1297 56%	1179 56%	118 60%	421 47%	678 66%
					a
Can't remember	180 8%	162 8%	18 9%	56 6%	67 6%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 116

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which service or services did you pay two providers at the same time?

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	513	170	432	34	64	22	49	28	71	262	188	74
Effective Weighted Sample	299	143	326	33	52	19	48	28	66	239	184	72
Total	821	95	551	12	42	9	18	28	41	456	382	73
Mobile Phone service	456	-	456	**	**	**	**	**	**	456	382	**
	56%	-%	83%	**	**	**	**	**	**	100%	100%	**
			a									
Landline phone service	140	18	18	**	**	**	**	**	**	-	-	**
	17%	19%	3%	**	**	**	**	**	**	-%	-%	**
		b										
Fixed broadband	97	66	66	**	**	**	**	**	**	-	-	**
	12%	70%	12%	**	**	**	**	**	**	-%	-%	**
		b										
Pay TV service	162	34	34	**	**	**	**	**	**	-	-	**
	20%	36%	6%	**	**	**	**	**	**	-%	-%	**
		b										

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which service or services did you pay two providers at the same time?

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	513	93	34	135	93	42	24	31	50
Effective Weighted Sample	299	85	31	123	91	41	23	31	50
Total	821	164	61	231	189	42	23	14	256
Mobile Phone service	456	**	**	231	**	**	**	**	**
	56%	**	**	100%	**	**	**	**	**
Landline phone service	140	**	**	-	**	**	**	**	**
	17%	**	**	-%	**	**	**	**	**
Fixed broadband	97	**	**	-	**	**	**	**	**
	12%	**	**	-%	**	**	**	**	**
Pay TV service	162	**	**	-	**	**	**	**	**
	20%	**	**	-%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 116

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which service or services did you pay two providers at the same time?

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	513	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	299	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	821	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile Phone service	456	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone service	140	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband	97	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	162	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 116

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which service or services did you pay two providers at the same time?

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	513	208	300	367	117	29	233	110	79	86	343	165	443	33	26	11	
Effective Weighted Sample	299	138	163	224	65	20	143	64	44	47	207	91	259	17	18	6	
Total	821	418	400	655	140	26	412	169	115	122	581	237	704	54	45	18	
Mobile Phone service	456	232	223	366	77	**	225	95	**	**	321	133	393	**	**	**	
	56%	56%	56%	56%	55%	**	55%	56%	**	**	55%	56%	56%	**	**	**	
Landline phone service	140	86	53	116	21	**	69	28	**	**	97	43	120	**	**	**	
	17%	21%	13%	18%	15%	**	17%	17%	**	**	17%	18%	17%	**	**	**	
		b															
Fixed broadband	97	44	51	53	32	**	42	26	**	**	68	28	89	**	**	**	
	12%	11%	13%	8%	23%	**	10%	16%	**	**	12%	12%	13%	**	**	**	
				a													
Pay TV service	162	67	94	138	22	**	89	31	**	**	121	41	133	**	**	**	
	20%	16%	24%	21%	16%	**	22%	19%	**	**	21%	17%	19%	**	**	**	
			a														

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which service or services did you pay two providers at the same time?

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	513	467	46	235	208
Effective Weighted Sample	299	273	27	141	113
Total	821	761	59	413	287
Mobile Phone service	456	422	**	226	151
	56%	55%	**	55%	53%
Landline phone service	140	137	**	91	31
	17%	18%	**	22%	11%
				b	
Fixed broadband	97	81	**	33	55
	12%	11%	**	8%	19%
					a
Pay TV service	162	152	**	74	66
	20%	20%	**	18%	23%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	98	46	46	26	20	14	32	-	-	-	-	-
Effective Weighted Sample	34	42	42	25	18	12	31	-	-	-	-	-
Total	140	18	18	9	9	6	12	-	-	-	-	-
1 day	(1.0)	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	**	**	**	**	**	**	**	**	**	**	**
4-6 days	(5.0)	**	**	**	**	**	**	**	**	**	**	**
A week	(7.0)	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	**	**	**	**	**	**	**	**	**	**	**
A month	(30.0)	**	**	**	**	**	**	**	**	**	**	**
More than a month	(35.0)	**	**	**	**	**	**	**	**	**	**	**
Don't know		**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**
Mean number of days		**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	98	-	-	-	-	-	-	31	21
Effective Weighted Sample	34	-	-	-	-	-	-	31	21
Total	140	-	-	-	-	-	-	14	108
1 day	(1.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
2-3 days	(2.5)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
4-6 days	(5.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
A week	(7.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
A month	(30.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
More than a month	(35.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
Don't know		**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
ONE WEEK OR LESS		**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
UP TO 4 WEEKS		**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS		**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
Mean number of days		**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	98	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	34	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	140	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 day	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-6 days	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A week	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A month	(30.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than a month	(35.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know		**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 117

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	98	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	34	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	140	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean number of days	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Unweighted total	98	44	53	63	29	6	41	22	22	13	63	35	84	9	3	2	
Effective Weighted Sample	34	20	15	26	8	5	16	7	6	5	23	11	29	2	1	1	
Total	140	86	53	116	21	2	69	28	23	19	97	43	120	8	6	6	
1 day	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-3 days	(2.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-6 days	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
A week	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-3 weeks	(17.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
3-4 weeks	(24.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
A month	(30.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
More than a month	(35.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
ONE WEEK OR LESS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
UP TO 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
MORE THAN 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Mean number of days		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Standard error		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	98	92	6	47	42
Effective Weighted Sample	34	33	6	20	11
Total	140	137	3	91	31
1 day (1.0)	**	**	**	**	**
2-3 days (2.5)	**	**	**	**	**
4-6 days (5.0)	**	**	**	**	**
A week (7.0)	**	**	**	**	**
1-2 weeks (10.0)	**	**	**	**	**
2-3 weeks (17.0)	**	**	**	**	**
3-4 weeks (24.0)	**	**	**	**	**
A month (30.0)	**	**	**	**	**
More than a month (35.0)	**	**	**	**	**
Don't know	**	**	**	**	**
ONE WEEK OR LESS	**	**	**	**	**
UP TO 4 WEEKS	**	**	**	**	**
MORE THAN 4 WEEKS	**	**	**	**	**
Mean number of days	**	**	**	**	**
Standard deviation	**	**	**	**	**
Standard error	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 118

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	98	46	46	26	20	14	32	-	-	-	-	-
Effective Weighted Sample	34	42	42	25	18	12	31	-	-	-	-	-
Total	140	18	18	9	9	6	12	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	98	-	-	-	-	-	-	31	21
Effective Weighted Sample	34	-	-	-	-	-	-	31	21
Total	140	-	-	-	-	-	-	14	108
Yes	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 118

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	98	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	34	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	140	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	GENDER		AGE			SEG					NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d
Unweighted total	98	44	53	63	29	6	41	22	22	13	63	35	84	9	3	2
Effective Weighted Sample	34	20	15	26	8	5	16	7	6	5	23	11	29	2	1	1
Total	140	86	53	116	21	2	69	28	23	19	97	43	120	8	6	6
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	98	92	6	47	42
Effective Weighted Sample	34	33	6	20	11
Total	140	137	3	91	31
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Can't remember	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 119

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone service?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	~c	~d	~a	~b	~c
Unweighted total	511	395	395	279	111	75	320	-	-	-	-	-
Effective Weighted Sample	133	378	378	272	101	64	314	-	-	-	-	-
Total	369	149	149	104	42	27	122	-	-	-	-	-
Yes	89 24%	5 4%	5 4%	2 1%	4 9%	** **	3 3%	** **	** **	** **	** **	** **
No	49 13%	12 8%	12 8%	7 7%	5 11%	** **	8 7%	** **	** **	** **	** **	** **
Can't remember	1 *%	1 *%	1 *%	1 1%	- -%	** **	* *%	** **	** **	** **	** **	** **
NO OVERLAP FOR LANDLINE SERVICE	229 62%	131 88%	131 88%	95 91%	34 80%	** **	110 90%	** **	** **	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone service?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	511	-	-	-	-	-	-	80	36
Effective Weighted Sample	133	-	-	-	-	-	-	80	36
Total	369	-	-	-	-	-	-	35	185
Yes	89 24%	**	**	**	**	**	**	**	**
No	49 13%	**	**	**	**	**	**	**	**
Can't remember	1 *%	**	**	**	**	**	**	**	**
NO OVERLAP FOR LANDLINE SERVICE	229 62%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone service?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	511	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	133	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	369	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	89 24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	49 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	1 *0%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NO OVERLAP FOR LANDLINE SERVICE	229 62%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 119

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone service?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG					NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	d	e	f	a	~b	~c	~d
Unweighted total	511	195	314	251	181	78	195	124	76	116	319	192	424	48	32	7
Effective Weighted Sample	133	58	78	67	48	33	52	32	20	31	83	50	111	13	9	3
Total	369	186	182	220	113	36	148	85	53	83	233	136	312	28	17	12
Yes	89 24%	62 33%	27 15%	75 34%	14 12%	**	46 31%	13 15%	**	12 15%	59 25%	30 22%	72 23%	**	**	**
		b		b			bdf				bd					
No	49 13%	24 13%	25 14%	40 18%	7 6%	**	22 15%	15 17%	**	7 9%	37 16%	12 9%	47 15%	**	**	**
				b			f				f					
Can't remember	1 *%	* *%	1 *%	1 1%	* *%	**	* *%	1 1%	**	- -%	1 *%	* *%	1 *%	**	**	**
NO OVERLAP FOR LANDLINE SERVICE	229 62%	100 54%	129 71%	104 47%	92 81%	**	79 53%	57 67%	**	64 77%	136 58%	93 69%	192 62%	**	**	**
			a		a		a			ae		ae				

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone service?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	511	427	84	198	279
Effective Weighted Sample	133	112	28	53	79
Total	369	327	42	168	154
Yes	89 24%	89 27%	**	62 37%	16 10%
				b	
No	49 13%	47 14%	**	29 17%	14 9%
				b	
Can't remember	1 *%	1 *%	**	* *%	1 *%
NO OVERLAP FOR LANDLINE SERVICE	229 62%	190 58%	**	77 46%	124 80%
					a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 120

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	98	46	46	26	20	14	32	-	-	-	-	-
Effective Weighted Sample	34	42	42	25	18	12	31	-	-	-	-	-
Total	140	18	18	9	9	6	12	-	-	-	-	-
To ensure I kept my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To ensure I always had this service available during the switch	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To get inclusive calls as soon as possible	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 120

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	98	46	46	26	20	14	32	-	-	-	-
Effective Weighted Sample	34	42	42	25	18	12	31	-	-	-	-
Total	140	18	18	9	9	6	12	-	-	-	-
Due to the available engineer appointment dates	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	98	-	-	-	-	-	-	31	21
Effective Weighted Sample	34	-	-	-	-	-	-	31	21
Total	140	-	-	-	-	-	-	14	108
To ensure I kept my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To ensure I always had this service available during the switch	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To get inclusive calls as soon as possible	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	98	-	-	-	-	-	-	31	21
Effective Weighted Sample	34	-	-	-	-	-	-	31	21
Total	140	-	-	-	-	-	-	14	108
Due to the available engineer appointment dates	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 120

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	98	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	34	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	140	-	-	-	-	-	-	-	-	-	-	-	-	-	-
To ensure I kept my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To ensure I always had this service available during the switch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get inclusive calls as soon as possible	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 120

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	98	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	34	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	140	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Due to the available engineer appointment dates	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 120

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Unweighted total	98	44	53	63	29	6	41	22	22	13	63	35	84	9	3	2	
Effective Weighted Sample	34	20	15	26	8	5	16	7	6	5	23	11	29	2	1	1	
Total	140	86	53	116	21	2	69	28	23	19	97	43	120	8	6	6	
To ensure I kept my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
To ensure I always had this service available during the switch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
To switch to a better service immediately	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
To get inclusive calls as soon as possible	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
To sign up with my new provider before a deal ran out	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Due to the available engineer appointment dates	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	GENDER		AGE			SEG					NATION				N	
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Unweighted total	98	44	53	63	29	6	41	22	22	13	63	35	84	9	3	2	
Effective Weighted Sample	34	20	15	26	8	5	16	7	6	5	23	11	29	2	1	1	
Total	140	86	53	116	21	2	69	28	23	19	97	43	120	8	6	6	
The previous service wasn't cancelled correctly/ on the date requested	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	98	92	6	47	42
Effective Weighted Sample	34	33	6	20	11
Total	140	137	3	91	31
To ensure I kept my number	**	**	**	**	**
	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**
	**	**	**	**	**
To ensure I always had this service available during the switch	**	**	**	**	**
	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**
	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**
	**	**	**	**	**
To switch to a better service immediately	**	**	**	**	**
	**	**	**	**	**
To get inclusive calls as soon as possible	**	**	**	**	**
	**	**	**	**	**
To sign up with my new provider before a deal ran out	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	98	92	6	47	42
Effective Weighted Sample	34	33	6	20	11
Total	140	137	3	91	31
Due to the available engineer appointment dates	**	**	**	**	**
	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

		ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER	
		a	b	~a	~b	~a	~b	~c	~d	~a	~b	~c	
Significance Level: 95%													
Unweighted total		146	140	140	34	34	20	49	-	71	-	-	-
Effective Weighted Sample		49	125	125	33	31	17	48	-	66	-	-	-
Total		97	66	66	12	13	8	18	-	41	-	-	-
1 day	(1.0)	3	3	3	**	**	**	**	**	**	**	**	**
		3%	5%	5%	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	20	10	10	**	**	**	**	**	**	**	**	**
		20%	14%	14%	**	**	**	**	**	**	**	**	**
4-6 days	(5.0)	9	9	9	**	**	**	**	**	**	**	**	**
		10%	14%	14%	**	**	**	**	**	**	**	**	**
A week	(7.0)	15	10	10	**	**	**	**	**	**	**	**	**
		15%	14%	14%	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	11	11	11	**	**	**	**	**	**	**	**	**
		11%	17%	17%	**	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	11	6	6	**	**	**	**	**	**	**	**	**
		12%	9%	9%	**	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	4	4	4	**	**	**	**	**	**	**	**	**
		4%	6%	6%	**	**	**	**	**	**	**	**	**
A month	(30.0)	11	6	6	**	**	**	**	**	**	**	**	**
		11%	9%	9%	**	**	**	**	**	**	**	**	**
More than a month	(35.0)	6	6	6	**	**	**	**	**	**	**	**	**
		7%	10%	10%	**	**	**	**	**	**	**	**	**
Don't know		7	2	2	**	**	**	**	**	**	**	**	**
		7%	3%	3%	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		47	32	32	**	**	**	**	**	**	**	**	**
		48%	48%	48%	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		73	53	53	**	**	**	**	**	**	**	**	**
		75%	79%	79%	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS		17	12	12	**	**	**	**	**	**	**	**	**
		18%	18%	18%	**	**	**	**	**	**	**	**	**
Mean number of days		12.7	13.0	13.0	**	**	**	**	**	**	**	**	**
Standard deviation		10.93	11.07	11.07	**	**	**	**	**	**	**	**	**
Standard error		.92	.95	.95	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	146	-	-	-	-	-	-	-	6
Effective Weighted Sample	49	-	-	-	-	-	-	-	6
Total	97	-	-	-	-	-	-	-	31
1 day	(1.0)	3	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**
2-3 days	(2.5)	20	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**
4-6 days	(5.0)	9	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**
A week	(7.0)	15	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	11	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	11	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	4	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**
A month	(30.0)	11	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**
More than a month	(35.0)	6	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**
Don't know		7	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		47	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		73	**	**	**	**	**	**	**
	75%	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS		17	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**
Mean number of days	12.7	**	**	**	**	**	**	**	**
Standard deviation	10.93	**	**	**	**	**	**	**	**
Standard error	.92	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
		Significance Level: 95%													
Unweighted total	146	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	49	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	97	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 day	(1.0)	3	**	**	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	20	**	**	**	**	**	**	**	**	**	**	**	**	**
		20%	**	**	**	**	**	**	**	**	**	**	**	**	**
4-6 days	(5.0)	9	**	**	**	**	**	**	**	**	**	**	**	**	**
		10%	**	**	**	**	**	**	**	**	**	**	**	**	**
A week	(7.0)	15	**	**	**	**	**	**	**	**	**	**	**	**	**
		15%	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	11	**	**	**	**	**	**	**	**	**	**	**	**	**
		11%	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	11	**	**	**	**	**	**	**	**	**	**	**	**	**
		12%	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	4	**	**	**	**	**	**	**	**	**	**	**	**	**
		4%	**	**	**	**	**	**	**	**	**	**	**	**	**
A month	(30.0)	11	**	**	**	**	**	**	**	**	**	**	**	**	**
		11%	**	**	**	**	**	**	**	**	**	**	**	**	**
More than a month	(35.0)	6	**	**	**	**	**	**	**	**	**	**	**	**	**
		7%	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know		7	**	**	**	**	**	**	**	**	**	**	**	**	**
		7%	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		47	**	**	**	**	**	**	**	**	**	**	**	**	**
		48%	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		73	**	**	**	**	**	**	**	**	**	**	**	**	**
		75%	**	**	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS		17	**	**	**	**	**	**	**	**	**	**	**	**	**
		18%	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 121

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	146	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	49	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	97	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean number of days	12.7	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	10.93	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.92	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	a	~b	~c	~d	
Unweighted total	146	49	94	68	58	20	55	37	22	29	92	51	128	10	6	2	
Effective Weighted Sample	49	20	29	20	26	18	19	12	21	10	30	20	42	10	5	2	
Total	97	44	51	53	32	12	42	26	9	19	68	28	89	4	3	1	
1 day	(1.0)	3	**	**	**	**	**	**	**	**	**	**	3	**	**	**	
		3%	**	**	**	**	**	**	**	**	**	**	3%	**	**	**	
2-3 days	(2.5)	20	**	**	**	**	**	**	**	**	**	**	19	**	**	**	
		20%	**	**	**	**	**	**	**	**	**	**	21%	**	**	**	
4-6 days	(5.0)	9	**	**	**	**	**	**	**	**	**	**	8	**	**	**	
		10%	**	**	**	**	**	**	**	**	**	**	9%	**	**	**	
A week	(7.0)	15	**	**	**	**	**	**	**	**	**	**	13	**	**	**	
		15%	**	**	**	**	**	**	**	**	**	**	14%	**	**	**	
1-2 weeks	(10.0)	11	**	**	**	**	**	**	**	**	**	**	10	**	**	**	
		11%	**	**	**	**	**	**	**	**	**	**	11%	**	**	**	
2-3 weeks	(17.0)	11	**	**	**	**	**	**	**	**	**	**	11	**	**	**	
		12%	**	**	**	**	**	**	**	**	**	**	13%	**	**	**	
3-4 weeks	(24.0)	4	**	**	**	**	**	**	**	**	**	**	3	**	**	**	
		4%	**	**	**	**	**	**	**	**	**	**	4%	**	**	**	
A month	(30.0)	11	**	**	**	**	**	**	**	**	**	**	10	**	**	**	
		11%	**	**	**	**	**	**	**	**	**	**	11%	**	**	**	
More than a month	(35.0)	6	**	**	**	**	**	**	**	**	**	**	5	**	**	**	
		7%	**	**	**	**	**	**	**	**	**	**	6%	**	**	**	
Don't know		7	**	**	**	**	**	**	**	**	**	**	7	**	**	**	
		7%	**	**	**	**	**	**	**	**	**	**	8%	**	**	**	
ONE WEEK OR LESS		47	**	**	**	**	**	**	**	**	**	**	43	**	**	**	
		48%	**	**	**	**	**	**	**	**	**	**	48%	**	**	**	
UP TO 4 WEEKS		73	**	**	**	**	**	**	**	**	**	**	67	**	**	**	
		75%	**	**	**	**	**	**	**	**	**	**	75%	**	**	**	
MORE THAN 4 WEEKS		17	**	**	**	**	**	**	**	**	**	**	15	**	**	**	
		18%	**	**	**	**	**	**	**	**	**	**	17%	**	**	**	
Mean number of days		12.7	**	**	**	**	**	**	**	**	**	**	12.6	**	**	**	
Standard deviation		10.93	**	**	**	**	**	**	**	**	**	**	10.90	**	**	**	
Standard error		.92	**	**	**	**	**	**	**	**	**	**	.98	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	~b
Unweighted total	146	125	21	52	86
Effective Weighted Sample	49	41	8	17	30
Total	97	81	16	33	55
1 day	(1.0)	3	3	**	**
		3%	4%	**	**
2-3 days	(2.5)	20	19	**	**
		20%	23%	**	**
4-6 days	(5.0)	9	9	**	**
		10%	11%	**	**
A week	(7.0)	15	13	**	**
		15%	16%	**	**
1-2 weeks	(10.0)	11	8	**	**
		11%	10%	**	**
2-3 weeks	(17.0)	11	9	**	**
		12%	11%	**	**
3-4 weeks	(24.0)	4	3	**	**
		4%	4%	**	**
A month	(30.0)	11	5	**	**
		11%	6%	**	**
More than a month	(35.0)	6	6	**	**
		7%	8%	**	**
Don't know		7	7	**	**
		7%	8%	**	**
ONE WEEK OR LESS		47	43	**	**
		48%	53%	**	**
UP TO 4 WEEKS		73	63	**	**
		75%	78%	**	**
MORE THAN 4 WEEKS		17	11	**	**
		18%	14%	**	**
Mean number of days	12.7	11.5	**	**	**
Standard deviation	10.93	10.71	**	**	**
Standard error	.92	.98	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 122

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	Total	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	146	140	140	34	34	20	49	-	71	-	-	-
Effective Weighted Sample	49	125	125	33	31	17	48	-	66	-	-	-
Total	97	66	66	12	13	8	18	-	41	-	-	-
Yes	32	22	22	**	**	**	**	**	**	**	**	**
	33%	33%	33%	**	**	**	**	**	**	**	**	**
No	61	40	40	**	**	**	**	**	**	**	**	**
	62%	61%	61%	**	**	**	**	**	**	**	**	**
Can't remember	4	4	4	**	**	**	**	**	**	**	**	**
	4%	6%	6%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	146	-	-	-	-	-	-	-	6
Effective Weighted Sample	49	-	-	-	-	-	-	-	6
Total	97	-	-	-	-	-	-	-	31
Yes	32 33%	**	**	**	**	**	**	**	**
No	61 62%	**	**	**	**	**	**	**	**
Can't remember	4 4%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 122

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	146	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	49	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	97	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	32 33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	61 62%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	4 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	a	~b	~c	~d	
Unweighted total	146	49	94	68	58	20	55	37	22	29	92	51	128	10	6	2	
Effective Weighted Sample	49	20	29	20	26	18	19	12	21	10	30	20	42	10	5	2	
Total	97	44	51	53	32	12	42	26	9	19	68	28	89	4	3	1	
Yes	32	**	**	**	**	**	**	**	**	**	**	**	30	**	**	**	
	33%	**	**	**	**	**	**	**	**	**	**	**	33%	**	**	**	
No	61	**	**	**	**	**	**	**	**	**	**	**	56	**	**	**	
	62%	**	**	**	**	**	**	**	**	**	**	**	63%	**	**	**	
Can't remember	4	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**	
	4%	**	**	**	**	**	**	**	**	**	**	**	4%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	~b
Unweighted total	146	125	21	52	86
Effective Weighted Sample	49	41	8	17	30
Total	97	81	16	33	55
Yes	32 33%	29 35%	**	**	**
No	61 62%	49 61%	**	**	**
Can't remember	4 4%	3 4%	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 123

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	~c	d	~a	~b	~c
Unweighted total	731	695	695	279	111	75	320	-	300	-	-	-
Effective Weighted Sample	234	629	629	272	101	64	314	-	279	-	-	-
Total	482	317	317	104	42	27	122	-	168	-	-	-
Yes	32	22	22	2	5	**	6	**	15	**	**	**
	7%	7%	7%	2%	12%	**	5%	**	9%	**	**	**
					a							
No	61	40	40	9	8	**	11	**	23	**	**	**
	13%	13%	13%	9%	20%	**	9%	**	14%	**	**	**
					a							
Can't remember	4	4	4	1	-	**	1	**	3	**	**	**
	1%	1%	1%	1%	-%	**	1%	**	2%	**	**	**
NO OVERLAP FOR FIXED BROADBAND SERVICE	385	250	250	92	29	**	104	**	127	**	**	**
	80%	79%	79%	88%	69%	**	85%	**	76%	**	**	**
				b			d					

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	731	-	-	-	-	-	-	4	32
Effective Weighted Sample	234	-	-	-	-	-	-	4	32
Total	482	-	-	-	-	-	-	2	163
Yes	32	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**
No	61	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**
Can't remember	4	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**
NO OVERLAP FOR FIXED BROADBAND SERVICE	385	**	**	**	**	**	**	**	**
	80%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 123

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	731	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	234	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	482	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	32 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	61 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	4 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NO OVERLAP FOR FIXED BROADBAND SERVICE	385 80%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 123

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG					NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d
Unweighted total	731	239	487	373	247	110	260	189	103	175	449	278	623	47	50	11
Effective Weighted Sample	234	97	137	108	101	61	85	59	34	55	144	89	198	14	21	3
Total	482	185	290	285	139	57	184	121	58	116	306	174	415	29	28	10
Yes	32	16	16	14	16	3	20	5	4	3	25	6	30	**	**	**
	7%	9%	5%	5%	11%	5%	11%	4%	6%	2%	8%	4%	7%	**	**	**
					a		bdf				df					
No	61	27	34	38	15	8	21	20	5	15	40	20	56	**	**	**
	13%	15%	12%	13%	11%	14%	11%	16%	9%	13%	13%	11%	14%	**	**	**
Can't remember	4	2	2	2	2	1	1	2	*	1	3	1	3	**	**	**
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	**	**
NO OVERLAP FOR FIXED BROADBAND SERVICE	385	140	238	231	107	46	142	95	49	98	237	147	326	**	**	**
	80%	76%	82%	81%	77%	80%	77%	78%	85%	84%	78%	84%	78%	**	**	**
			a								ae					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	731	614	117	251	423
Effective Weighted Sample	234	194	42	84	141
Total	482	416	66	148	269
Yes	32 7%	29 7%	4 6%	17 12%	13 5%
No	61 13%	49 12%	11 17%	16 11%	39 14%
Can't remember	4 1%	3 1%	1 1%	- -%	4 1%
NO OVERLAP FOR FIXED BROADBAND SERVICE	385 80%	335 80%	50 76%	114 77%	214 79%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 124

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	146	140	140	34	34	20	49	-	71	-	-	-
Effective Weighted Sample	49	125	125	33	31	17	48	-	66	-	-	-
Total	97	66	66	12	13	8	18	-	41	-	-	-
To ensure I always had this service available during the switch	29 30%	24 37%	24 37%	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	25 26%	10 15%	10 15%	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	16 17%	6 10%	6 10%	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	16 16%	16 24%	16 24%	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	16 16%	10 16%	10 16%	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	14 15%	9 14%	9 14%	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	14 14%	9 13%	9 13%	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	6 6%	6 9%	6 9%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 124

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	Total	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	146	140	140	34	34	20	49	-	71	-	-	-
Effective Weighted Sample	49	125	125	33	31	17	48	-	66	-	-	-
Total	97	66	66	12	13	8	18	-	41	-	-	-
To get faster broadband speeds as soon as possible	6 6%	6 9%	6 9%	**	**	**	**	**	**	**	**	**
Other reasons	3 3%	3 4%	3 4%	**	**	**	**	**	**	**	**	**
Don't know	7 7%	2 3%	2 3%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	146	-	-	-	-	-	-	-	6
Effective Weighted Sample	49	-	-	-	-	-	-	-	6
Total	97	-	-	-	-	-	-	-	31
To ensure I always had this service available during the switch	29 30%	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	25 26%	**	**	**	**	**	**	**	**
To switch to a better service immediately	16 17%	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	16 16%	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	16 16%	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	14 15%	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	14 14%	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	6 6%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	146	-	-	-	-	-	-	-	6
Effective Weighted Sample	49	-	-	-	-	-	-	-	6
Total	97	-	-	-	-	-	-	-	31
To get faster broadband speeds as soon as possible	6 6%	**	**	**	**	**	**	**	**
Other reasons	3 3%	**	**	**	**	**	**	**	**
Don't know	7 7%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	146	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	49	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	97	-	-	-	-	-	-	-	-	-	-	-	-	-	-
To ensure I always had this service available during the switch	29 30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	25 26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	16 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	16 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	16 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	14 15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	14 14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 124

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	146	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	49	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	97	-	-	-	-	-	-	-	-	-	-	-	-	-	-
To switch on a particular date that I wanted	6 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get faster broadband speeds as soon as possible	6 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	3 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	7 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 124

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	a	~b	~c	~d	
Unweighted total	146	49	94	68	58	20	55	37	22	29	92	51	128	10	6	2	
Effective Weighted Sample	49	20	29	20	26	18	19	12	21	10	30	20	42	10	5	2	
Total	97	44	51	53	32	12	42	26	9	19	68	28	89	4	3	1	
To ensure I always had this service available during the switch	29 30%	**	**	**	**	**	**	**	**	**	**	**	27 30%	**	**	**	
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	25 26%	**	**	**	**	**	**	**	**	**	**	**	25 28%	**	**	**	
To switch to a better service immediately	16 17%	**	**	**	**	**	**	**	**	**	**	**	15 17%	**	**	**	
The new provider gave me a starting date that was before the end of my previous contract	16 16%	**	**	**	**	**	**	**	**	**	**	**	15 16%	**	**	**	
The previous service wasn't cancelled correctly/ on the date requested	16 16%	**	**	**	**	**	**	**	**	**	**	**	13 15%	**	**	**	
Due to the available engineer appointment dates	14 15%	**	**	**	**	**	**	**	**	**	**	**	14 15%	**	**	**	
To sign up with my new provider before a deal ran out	14 14%	**	**	**	**	**	**	**	**	**	**	**	12 14%	**	**	**	
To switch on a particular date that I wanted	6 6%	**	**	**	**	**	**	**	**	**	**	**	6 6%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	a	~b	~c	~d	
Unweighted total	146	49	94	68	58	20	55	37	22	29	92	51	128	10	6	2	
Effective Weighted Sample	49	20	29	20	26	18	19	12	21	10	30	20	42	10	5	2	
Total	97	44	51	53	32	12	42	26	9	19	68	28	89	4	3	1	
To get faster broadband speeds as soon as possible	6	**	**	**	**	**	**	**	**	**	**	**	5	**	**	**	
	6%	**	**	**	**	**	**	**	**	**	**	**	6%	**	**	**	
Other reasons	3	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**	
	3%	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**	
Don't know	7	**	**	**	**	**	**	**	**	**	**	**	6	**	**	**	
	7%	**	**	**	**	**	**	**	**	**	**	**	7%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	~b
Unweighted total	146	125	21	52	86
Effective Weighted Sample	49	41	8	17	30
Total	97	81	16	33	55
To ensure I always had this service available during the switch	29 30%	24 29%	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	25 26%	19 24%	**	**	**
To switch to a better service immediately	16 17%	15 18%	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	16 16%	12 15%	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	16 16%	15 18%	**	**	**
Due to the available engineer appointment dates	14 15%	11 14%	**	**	**
To sign up with my new provider before a deal ran out	14 14%	12 15%	**	**	**
To switch on a particular date that I wanted	6 6%	5 6%	**	**	**

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	~b
Unweighted total	146	125	21	52	86
Effective Weighted Sample	49	41	8	17	30
Total	97	81	16	33	55
To get faster broadband speeds as soon as possible	6 6%	5 6%	**	**	**
Other reasons	3 3%	3 3%	**	**	**
Don't know	7 7%	7 8%	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	67	42	42	2	40	14	-	28	-	-	-	-
Effective Weighted Sample	38	37	37	2	36	12	-	28	-	-	-	-
Total	162	34	34	1	33	6	-	28	-	-	-	-
1 day	(1.0)	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	**	**	**	**	**	**	**	**	**	**	**
4-6 days	(5.0)	**	**	**	**	**	**	**	**	**	**	**
A week	(7.0)	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	**	**	**	**	**	**	**	**	**	**	**
A month	(30.0)	**	**	**	**	**	**	**	**	**	**	**
More than a month	(35.0)	**	**	**	**	**	**	**	**	**	**	**
Don't know		**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**
Mean number of days		**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	67	-	-	-	-	-	-	-	25
Effective Weighted Sample	38	-	-	-	-	-	-	-	25
Total	162	-	-	-	-	-	-	-	128
1 day	(1.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
2-3 days	(2.5)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
4-6 days	(5.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
A week	(7.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
A month	(30.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
More than a month	(35.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
Don't know		**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
ONE WEEK OR LESS		**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
UP TO 4 WEEKS		**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS		**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
Mean number of days		**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 125

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	67	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	38	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	162	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 day	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-6 days	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A week	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A month	(30.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than a month	(35.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know		**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 125

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	67	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	38	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	162	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean number of days	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Significance Level: 95%																	
Unweighted total	67	27	39	47	18	2	35	12	10	10	47	20	58	6	2	1	
Effective Weighted Sample	38	16	22	31	8	2	21	7	5	5	28	10	32	5	1	1	
Total	162	67	94	138	22	2	89	31	21	20	121	41	133	22	6	*	
1 day	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-3 days	(2.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-6 days	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
A week	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2-3 weeks	(17.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
3-4 weeks	(24.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
A month	(30.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
More than a month	(35.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
ONE WEEK OR LESS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
UP TO 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
MORE THAN 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Mean number of days	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	67	62	5	28	30
Effective Weighted Sample	38	36	3	17	16
Total	162	152	9	74	66
1 day	(1.0)	**	**	**	**
		**	**	**	**
2-3 days	(2.5)	**	**	**	**
		**	**	**	**
4-6 days	(5.0)	**	**	**	**
		**	**	**	**
A week	(7.0)	**	**	**	**
		**	**	**	**
1-2 weeks	(10.0)	**	**	**	**
		**	**	**	**
2-3 weeks	(17.0)	**	**	**	**
		**	**	**	**
3-4 weeks	(24.0)	**	**	**	**
		**	**	**	**
A month	(30.0)	**	**	**	**
		**	**	**	**
More than a month	(35.0)	**	**	**	**
		**	**	**	**
Don't know		**	**	**	**
		**	**	**	**
ONE WEEK OR LESS		**	**	**	**
		**	**	**	**
UP TO 4 WEEKS		**	**	**	**
		**	**	**	**
MORE THAN 4 WEEKS		**	**	**	**
		**	**	**	**
Mean number of days		**	**	**	**
Standard deviation		**	**	**	**
Standard error		**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 126

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	Total	ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	67	42	42	2	40	14	-	28	-	-	-	-
Effective Weighted Sample	38	37	37	2	36	12	-	28	-	-	-	-
Total	162	34	34	1	33	6	-	28	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	67	-	-	-	-	-	-	-	25
Effective Weighted Sample	38	-	-	-	-	-	-	-	25
Total	162	-	-	-	-	-	-	-	128
Yes	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 126

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	67	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	38	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	162	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Unweighted total	67	27	39	47	18	2	35	12	10	10	47	20	58	6	2	1	
Effective Weighted Sample	38	16	22	31	8	2	21	7	5	5	28	10	32	5	1	1	
Total	162	67	94	138	22	2	89	31	21	20	121	41	133	22	6	*	
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	67	62	5	28	30
Effective Weighted Sample	38	36	3	17	16
Total	162	152	9	74	66
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Can't remember	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 127

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%	a	b	~a	b	~a	~b	c	~d	~a	~b	~c
Unweighted total	272	225	29	196	75	-	150	-	-	-	-
Effective Weighted Sample	125	194	29	181	64	-	150	-	-	-	-
Total	416	176	7	169	27	-	149	-	-	-	-
Yes	88	11	**	11	**	**	10	**	**	**	**
	21%	6%	**	7%	**	**	7%	**	**	**	**
No	70	19	**	19	**	**	15	**	**	**	**
	17%	11%	**	11%	**	**	10%	**	**	**	**
Can't remember	3	3	**	3	**	**	3	**	**	**	**
	1%	2%	**	2%	**	**	2%	**	**	**	**
NO OVERLAP FOR PAY TV SERVICE	255	142	**	136	**	**	121	**	**	**	**
	61%	81%	**	80%	**	**	81%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	272	-	-	-	-	-	-	-	47
Effective Weighted Sample	125	-	-	-	-	-	-	-	47
Total	416	-	-	-	-	-	-	-	240
Yes	88 21%	**	**	**	**	**	**	**	**
No	70 17%	**	**	**	**	**	**	**	**
Can't remember	3 1%	**	**	**	**	**	**	**	**
NO OVERLAP FOR PAY TV SERVICE	255 61%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 127

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	272	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	125	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	416	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	88	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	70	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NO OVERLAP FOR PAY TV SERVICE	255	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	61%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 127

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	~b	~c	a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	272	103	164	184	66	21	113	72	38	46	185	84	242	16	10	4	
Effective Weighted Sample	125	49	74	92	27	17	56	31	17	19	87	37	111	8	4	3	
Total	416	160	251	329	72	15	201	101	56	55	302	111	368	30	15	3	
Yes	88 21%	48 30%	40 16%	79 24%	**	**	61 30%	**	**	**	64 21%	**	73 20%	**	**	**	
		b															
No	70 17%	19 12%	51 20%	59 18%	**	**	26 13%	**	**	**	54 18%	**	57 15%	**	**	**	
Can't remember	3 1%	- -%	3 1%	* *%	**	**	2 1%	**	**	**	3 1%	**	3 1%	**	**	**	
NO OVERLAP FOR PAY TV SERVICE	255 61%	94 58%	157 62%	191 58%	**	**	112 56%	**	**	**	182 60%	**	235 64%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	272	248	24	100	132
Effective Weighted Sample	125	116	10	47	58
Total	416	391	25	164	194
Yes	88 21%	82 21%	**	48 30%	27 14%
				b	
No	70 17%	68 17%	**	25 15%	38 20%
Can't remember	3 1%	2 1%	**	1 1%	1 1%
NO OVERLAP FOR PAY TV SERVICE	255 61%	238 61%	**	90 55%	127 66%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	67	42	42	2	40	14	-	28	-	-	-	-
Effective Weighted Sample	38	37	37	2	36	12	-	28	-	-	-	-
Total	162	34	34	1	33	6	-	28	-	-	-	-
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To get a channel in time to view a specific event	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To ensure I always had this service available during the switch	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To get the channels I wanted as soon as possible	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 128

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	67	42	42	2	40	14	-	28	-	-	-	-
Effective Weighted Sample	38	37	37	2	36	12	-	28	-	-	-	-
Total	162	34	34	1	33	6	-	28	-	-	-	-
To switch to a better service immediately	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	67	-	-	-	-	-	-	-	25
Effective Weighted Sample	38	-	-	-	-	-	-	-	25
Total	162	-	-	-	-	-	-	-	128
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To get a channel in time to view a specific event	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To ensure I always had this service available during the switch	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To get the channels I wanted as soon as possible	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	67	-	-	-	-	-	-	-	25
Effective Weighted Sample	38	-	-	-	-	-	-	-	25
Total	162	-	-	-	-	-	-	-	128
To switch to a better service immediately	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	67	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	38	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	162	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get a channel in time to view a specific event	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To ensure I always had this service available during the switch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get the channels I wanted as soon as possible	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	67	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	38	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	162	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	GENDER		AGE			SEG					NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d
Unweighted total	67	27	39	47	18	2	35	12	10	10	47	20	58	6	2	1
Effective Weighted Sample	38	16	22	31	8	2	21	7	5	5	28	10	32	5	1	1
Total	162	67	94	138	22	2	89	31	21	20	121	41	133	22	6	*
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get a channel in time to view a specific event	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To ensure I always had this service available during the switch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get the channels I wanted as soon as possible	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 128

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Unweighted total	67	27	39	47	18	2	35	12	10	10	47	20	58	6	2	1	
Effective Weighted Sample	38	16	22	31	8	2	21	7	5	5	28	10	32	5	1	1	
Total	162	67	94	138	22	2	89	31	21	20	121	41	133	22	6	*	
To switch to a better service immediately	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Due to the available engineer appointment dates	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	67	62	5	28	30
Effective Weighted Sample	38	36	3	17	16
Total	162	152	9	74	66
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**
	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	**	**	**	**	**
	**	**	**	**	**
To get a channel in time to view a specific event	**	**	**	**	**
	**	**	**	**	**
To ensure I always had this service available during the switch	**	**	**	**	**
	**	**	**	**	**
To get the channels I wanted as soon as possible	**	**	**	**	**
	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**
	**	**	**	**	**
To sign up with my new provider before a deal ran out	**	**	**	**	**
	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~a	~b
Unweighted total	67	62	5	28	30
Effective Weighted Sample	38	36	3	17	16
Total	162	152	9	74	66
To switch to a better service immediately	**	**	**	**	**
	**	**	**	**	**
Due to the available engineer appointment dates	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT CONTRACTS TO OVERLAP FOR SERVICE/S WHERE PAYING OLD AND NEW PROVIDERS

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time (excluding Mobile)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	251	170	170	34	64	22	49	28	71	-	-	-
Effective Weighted Sample	96	143	143	33	52	19	48	28	66	-	-	-
Total	365	95	95	12	42	9	18	28	41	-	-	-
LANDLINE	50	13	13	**	**	**	**	**	**	**	**	**
	14%	13%	13%	**	**	**	**	**	**	**	**	**
FIXED BROADBAND	65	44	44	**	**	**	**	**	**	**	**	**
	18%	46%	46%	**	**	**	**	**	**	**	**	**
PAY TV	73	22	22	**	**	**	**	**	**	**	**	**
	20%	24%	24%	**	**	**	**	**	**	**	**	**
ANY OF THESE	161	62	62	**	**	**	**	**	**	**	**	**
	44%	66%	66%	**	**	**	**	**	**	**	**	**
NONE OF THESE	204	33	33	**	**	**	**	**	**	**	**	**
	56%	34%	34%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT CONTRACTS TO OVERLAP FOR SERVICE/S WHERE PAYING OLD AND NEW PROVIDERS

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time (excluding Mobile)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	251	-	-	-	-	-	-	31	50
Effective Weighted Sample	96	-	-	-	-	-	-	31	50
Total	365	-	-	-	-	-	-	14	256
LANDLINE	50	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**
FIXED BROADBAND	65	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**
PAY TV	73	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**
ANY OF THESE	161	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**
NONE OF THESE	204	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 129

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT CONTRACTS TO OVERLAP FOR SERVICE/S WHERE PAYING OLD AND NEW PROVIDERS

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time (excluding Mobile)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	251	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	96	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	365	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LANDLINE	50	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND	65	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PAY TV	73	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY OF THESE	161	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	204	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 129

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT CONTRACTS TO OVERLAP FOR SERVICE/S WHERE PAYING OLD AND NEW PROVIDERS

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time (excluding Mobile)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	b	a	~b	~c	a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	251	97	150	154	75	22	109	53	44	42	162	86	216	21	10	4	
Effective Weighted Sample	96	46	50	68	26	19	47	20	15	15	67	29	83	8	4	2	
Total	365	186	177	289	63	14	186	74	49	54	260	104	311	33	15	6	
LANDLINE	50	**	26	41	**	**	23	**	**	**	38	**	48	**	**	**	
	14%	**	14%	14%	**	**	12%	**	**	**	15%	**	15%	**	**	**	
FIXED BROADBAND	65	**	36	39	**	**	22	**	**	**	43	**	60	**	**	**	
	18%	**	20%	14%	**	**	12%	**	**	**	16%	**	19%	**	**	**	
PAY TV	73	**	55	59	**	**	28	**	**	**	57	**	60	**	**	**	
	20%	**	31%	20%	**	**	15%	**	**	**	22%	**	19%	**	**	**	
ANY OF THESE	161	**	97	123	**	**	61	**	**	**	117	**	141	**	**	**	
	44%	**	55%	43%	**	**	33%	**	**	**	45%	**	45%	**	**	**	
							a										
NONE OF THESE	204	**	80	166	**	**	125	**	**	**	143	**	170	**	**	**	
	56%	**	45%	57%	**	**	67%	**	**	**	55%	**	55%	**	**	**	
							e										

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT CONTRACTS TO OVERLAP FOR SERVICE/S WHERE PAYING OLD AND NEW PROVIDERS

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time (excluding Mobile)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	251	224	27	102	125
Effective Weighted Sample	96	87	10	44	43
Total	365	339	26	187	136
LANDLINE	50 14%	48 14%	**	30 16%	15 11%
FIXED BROADBAND	65 18%	53 15%	**	16 9%	43 31%
					a
PAY TV	73 20%	70 21%	**	26 14%	40 29%
					a
ANY OF THESE	161 44%	146 43%	**	63 34%	83 61%
					a
NONE OF THESE	204 56%	194 57%	**	124 66%	53 39%
				b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time (excluding Mobile)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	251	170	170	34	64	22	49	28	71	-	-	-
Effective Weighted Sample	96	143	143	33	52	19	48	28	66	-	-	-
Total	365	95	95	12	42	9	18	28	41	-	-	-
To ensure I always had this service available during the switch	102 28%	34 35%	34 35%	** **	** **	** **	** **	** **	** **	** **	** **	** **
The new provider gave me a starting date that was before the end of my previous contract	100 27%	24 25%	24 25%	** **	** **	** **	** **	** **	** **	** **	** **	** **
The previous service wasn't cancelled correctly/ on the date requested	82 22%	13 14%	13 14%	** **	** **	** **	** **	** **	** **	** **	** **	** **
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	80 22%	13 14%	13 14%	** **	** **	** **	** **	** **	** **	** **	** **	** **
To switch on a particular date that I wanted	65 18%	10 11%	10 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **
To sign up with my new provider before a deal ran out	64 17%	14 14%	14 14%	** **	** **	** **	** **	** **	** **	** **	** **	** **
To switch to a better service immediately	60 16%	13 14%	13 14%	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time (excluding Mobile)

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	Total	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	251	170	170	34	64	22	49	28	71	-	-	-
Effective Weighted Sample	96	143	143	33	52	19	48	28	66	-	-	-
Total	365	95	95	12	42	9	18	28	41	-	-	-
Due to the available engineer appointment dates	57 16%	15 15%	15 15%	**	**	**	**	**	**	**	**	**
To get a channel in time to view a specific event	50 14%	4 4%	4 4%	**	**	**	**	**	**	**	**	**
To get the channels I wanted as soon as possible	43 12%	7 8%	7 8%	**	**	**	**	**	**	**	**	**
To ensure I kept my number	33 9%	- -%	- -%	**	**	**	**	**	**	**	**	**
To get inclusive calls as soon as possible	23 6%	- -%	- -%	**	**	**	**	**	**	**	**	**
To get faster broadband speeds as soon as possible	6 2%	6 7%	6 7%	**	**	**	**	**	**	**	**	**
Other reasons	2 1%	2 2%	2 2%	**	**	**	**	**	**	**	**	**
Don't know	9 2%	4 4%	4 4%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time (excluding Mobile)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	251	-	-	-	-	-	-	31	50
Effective Weighted Sample	96	-	-	-	-	-	-	31	50
Total	365	-	-	-	-	-	-	14	256
To ensure I always had this service available during the switch	102 28%	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	100 27%	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	82 22%	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	80 22%	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	65 18%	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	64 17%	**	**	**	**	**	**	**	**
To switch to a better service immediately	60 16%	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	57 16%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time (excluding Mobile)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	251	-	-	-	-	-	-	31	50
Effective Weighted Sample	96	-	-	-	-	-	-	31	50
Total	365	-	-	-	-	-	-	14	256
To get a channel in time to view a specific event	50 14%	**	**	**	**	**	**	**	**
To get the channels I wanted as soon as possible	43 12%	**	**	**	**	**	**	**	**
To ensure I kept my number	33 9%	**	**	**	**	**	**	**	**
To get inclusive calls as soon as possible	23 6%	**	**	**	**	**	**	**	**
To get faster broadband speeds as soon as possible	6 2%	**	**	**	**	**	**	**	**
Other reasons	2 1%	**	**	**	**	**	**	**	**
Don't know	9 2%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time (excluding Mobile)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	251	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	96	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	365	-	-	-	-	-	-	-	-	-	-	-	-	-	-
To ensure I always had this service available during the switch	102 28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	100 27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	82 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	80 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	65 18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	64 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	60 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time (excluding Mobile)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	251	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	96	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	365	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Due to the available engineer appointment dates	57 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get a channel in time to view a specific event	50 14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get the channels I wanted as soon as possible	43 12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To ensure I kept my number	33 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get inclusive calls as soon as possible	23 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get faster broadband speeds as soon as possible	6 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	2 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	9 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time (excluding Mobile)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	b	a	~b	~c	a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	251	97	150	154	75	22	109	53	44	42	162	86	216	21	10	4	
Effective Weighted Sample	96	46	50	68	26	19	47	20	15	15	67	29	83	8	4	2	
Total	365	186	177	289	63	14	186	74	49	54	260	104	311	33	15	6	
To ensure I always had this service available during the switch	102 28%	** **	52 29%	83 29%	** **	** **	66 36%	** **	** **	** **	84 32%	** **	87 28%	** **	** **	** **	
The new provider gave me a starting date that was before the end of my previous contract	100 27%	** **	44 25%	82 29%	** **	** **	52 28%	** **	** **	** **	63 24%	** **	80 26%	** **	** **	** **	
The previous service wasn't cancelled correctly/ on the date requested	82 22%	** **	50 28%	63 22%	** **	** **	29 15%	** **	** **	** **	45 17%	** **	74 24%	** **	** **	** **	
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	80 22%	** **	31 17%	62 21%	** **	** **	38 20%	** **	** **	** **	51 20%	** **	74 24%	** **	** **	** **	
To switch on a particular date that I wanted	65 18%	** **	31 18%	50 17%	** **	** **	33 18%	** **	** **	** **	36 14%	** **	63 20%	** **	** **	** **	
To sign up with my new provider before a deal ran out	64 17%	** **	44 25%	49 17%	** **	** **	40 22%	** **	** **	** **	48 18%	** **	51 16%	** **	** **	** **	
To switch to a better service immediately	60 16%	** **	33 19%	50 17%	** **	** **	23 12%	** **	** **	** **	40 15%	** **	53 17%	** **	** **	** **	
Due to the available engineer appointment dates	57 16%	** **	29 16%	45 16%	** **	** **	35 19%	** **	** **	** **	48 18%	** **	45 14%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 130

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICES

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time (excluding Mobile)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	b	a	~b	~c	a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	251	97	150	154	75	22	109	53	44	42	162	86	216	21	10	4	
Effective Weighted Sample	96	46	50	68	26	19	47	20	15	15	67	29	83	8	4	2	
Total	365	186	177	289	63	14	186	74	49	54	260	104	311	33	15	6	
To get a channel in time to view a specific event	50 14%	** **	21 12%	45 16%	** **	** **	19 10%	** **	** **	** **	35 13%	** **	50 16%	** **	** **	** **	
To get the channels I wanted as soon as possible	43 12%	** **	24 13%	30 10%	** **	** **	36 19%	** **	** **	** **	36 14%	** **	36 12%	** **	** **	** **	
To ensure I kept my number	33 9%	** **	6 3%	33 11%	** **	** **	16 9%	** **	** **	** **	27 10%	** **	28 9%	** **	** **	** **	
To get inclusive calls as soon as possible	23 6%	** **	11 6%	18 6%	** **	** **	16 9%	** **	** **	** **	16 6%	** **	23 7%	** **	** **	** **	
To get faster broadband speeds as soon as possible	6 2%	** **	4 2%	4 1%	** **	** **	2 1%	** **	** **	** **	3 1%	** **	5 2%	** **	** **	** **	
Other reasons	2 1%	** **	* *%	* *%	** **	** **	1 *%	** **	** **	** **	2 1%	** **	2 1%	** **	** **	** **	
Don't know	9 2%	** **	3 1%	8 3%	** **	** **	* *%	** **	** **	** **	8 3%	** **	8 3%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time (excluding Mobile)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	251	224	27	102	125
Effective Weighted Sample	96	87	10	44	43
Total	365	339	26	187	136
To ensure I always had this service available during the switch	102 28%	95 28%	**	57 30%	29 21%
The new provider gave me a starting date that was before the end of my previous contract	100 27%	90 27%	**	62 33%	36 27%
The previous service wasn't cancelled correctly/ on the date requested	82 22%	81 24%	**	41 22%	25 18%
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	80 22%	73 21%	**	42 22%	29 22%
To switch on a particular date that I wanted	65 18%	62 18%	**	34 18%	22 16%
To sign up with my new provider before a deal ran out	64 17%	60 18%	**	29 15%	33 24%
To switch to a better service immediately	60 16%	58 17%	**	20 11%	22 16%
Due to the available engineer appointment dates	57 16%	53 16%	**	50 27%	6 4%

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time (excluding Mobile)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	251	224	27	102	125
Effective Weighted Sample	96	87	10	44	43
Total	365	339	26	187	136
To get a channel in time to view a specific event	50 14%	50 15%	**	28 15%	23 17%
To get the channels I wanted as soon as possible	43 12%	41 12%	**	22 12%	12 9%
To ensure I kept my number	33 9%	33 10%	**	27 14% b	6 5%
To get inclusive calls as soon as possible	23 6%	23 7%	**	17 9% b	1 1%
To get faster broadband speeds as soon as possible	6 2%	5 1%	**	3 2%	3 2%
Other reasons	2 1%	2 1%	**	* *%	2 1%
Don't know	9 2%	8 2%	**	1 1%	7 5%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 131

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38D. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your mobile phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	262	-	262	-	-	-	-	-	-	262	188	74
Effective Weighted Sample	239	-	239	-	-	-	-	-	-	239	184	72
Total	456	-	456	-	-	-	-	-	-	456	382	73
1 day	(1.0)	59	59	**	**	**	**	**	**	59	51	**
		13%	13%	**	**	**	**	**	**	13%	13%	**
2-3 days	(2.5)	73	73	**	**	**	**	**	**	73	59	**
		16%	16%	**	**	**	**	**	**	16%	16%	**
4-6 days	(5.0)	45	45	**	**	**	**	**	**	45	38	**
		10%	10%	**	**	**	**	**	**	10%	10%	**
A week	(7.0)	67	67	**	**	**	**	**	**	67	54	**
		15%	15%	**	**	**	**	**	**	15%	14%	**
2-3 weeks	(17.0)	79	79	**	**	**	**	**	**	79	69	**
		17%	17%	**	**	**	**	**	**	17%	18%	**
3-4 weeks	(24.0)	63	63	**	**	**	**	**	**	63	57	**
		14%	14%	**	**	**	**	**	**	14%	15%	**
A month	(30.0)	39	39	**	**	**	**	**	**	39	31	**
		9%	9%	**	**	**	**	**	**	9%	8%	**
More than a month	(35.0)	24	24	**	**	**	**	**	**	24	18	**
		5%	5%	**	**	**	**	**	**	5%	5%	**
Don't know		7	7	**	**	**	**	**	**	7	4	**
		2%	2%	**	**	**	**	**	**	2%	1%	**
ONE WEEK OR LESS		244	244	**	**	**	**	**	**	244	203	**
		54%	54%	**	**	**	**	**	**	54%	53%	**
UP TO 4 WEEKS		386	386	**	**	**	**	**	**	386	330	**
		85%	85%	**	**	**	**	**	**	85%	86%	**
MORE THAN 4 WEEKS		62	62	**	**	**	**	**	**	62	49	**
		14%	14%	**	**	**	**	**	**	14%	13%	**
Mean number of days	12.9	**	12.9	**	**	**	**	**	**	12.9	12.9	**
Standard deviation	10.92	**	10.92	**	**	**	**	**	**	10.92	10.78	**
Standard error	.68	**	.68	**	**	**	**	**	**	.68	.79	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38D. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your mobile phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

		MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%	Total	~a	~b	c	~d	~e	~f	~a	~b
Unweighted total	262	93	34	135	93	42	24	-	-
Effective Weighted Sample	239	85	31	123	91	41	23	-	-
Total	456	164	61	231	189	42	23	-	-
1 day	(1.0)	59	**	**	22	**	**	**	**
		13%	**	**	9%	**	**	**	**
2-3 days	(2.5)	73	**	**	37	**	**	**	**
		16%	**	**	16%	**	**	**	**
4-6 days	(5.0)	45	**	**	15	**	**	**	**
		10%	**	**	7%	**	**	**	**
A week	(7.0)	67	**	**	44	**	**	**	**
		15%	**	**	19%	**	**	**	**
2-3 weeks	(17.0)	79	**	**	47	**	**	**	**
		17%	**	**	21%	**	**	**	**
3-4 weeks	(24.0)	63	**	**	36	**	**	**	**
		14%	**	**	16%	**	**	**	**
A month	(30.0)	39	**	**	21	**	**	**	**
		9%	**	**	9%	**	**	**	**
More than a month	(35.0)	24	**	**	7	**	**	**	**
		5%	**	**	3%	**	**	**	**
Don't know		7	**	**	2	**	**	**	**
		2%	**	**	1%	**	**	**	**
ONE WEEK OR LESS		244	**	**	118	**	**	**	**
		54%	**	**	51%	**	**	**	**
UP TO 4 WEEKS		386	**	**	202	**	**	**	**
		85%	**	**	87%	**	**	**	**
MORE THAN 4 WEEKS		62	**	**	27	**	**	**	**
		14%	**	**	12%	**	**	**	**
Mean number of days		12.9	**	**	13.2	**	**	**	**
Standard deviation		10.92	**	**	10.29	**	**	**	**
Standard error		.68	**	**	.89	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 131

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38D. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your mobile phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO	
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b	
Significance Level: 95%																
Unweighted total	262	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	239	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	456	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 day	(1.0)	59	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	73	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-6 days	(5.0)	45	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A week	(7.0)	67	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	79	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	63	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A month	(30.0)	39	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than a month	(35.0)	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know		7	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		244	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		386	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		85%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS		62	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days	12.9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	10.92	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.68	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 131

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38D. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your mobile phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	~b	~c	a	~b	~c	~d	e	~f	a	~b	~c	~d	
Significance Level: 95%																	
Unweighted total	262	111	150	213	42	7	124	57	35	44	181	79	227	12	16	7	
Effective Weighted Sample	239	106	139	194	39	6	115	52	33	38	167	71	207	11	15	6	
Total	456	232	223	366	77	12	225	95	66	68	321	133	393	21	30	11	
1 day	(1.0)	59	26	33	48	**	30	**	**	**	37	**	44	**	**	**	
		13%	11%	15%	13%	**	13%	**	**	**	11%	**	11%	**	**	**	
2-3 days	(2.5)	73	38	35	56	**	29	**	**	**	50	**	69	**	**	**	
		16%	16%	16%	15%	**	13%	**	**	**	15%	**	17%	**	**	**	
4-6 days	(5.0)	45	22	23	39	**	21	**	**	**	37	**	39	**	**	**	
		10%	10%	10%	11%	**	9%	**	**	**	12%	**	10%	**	**	**	
A week	(7.0)	67	32	35	48	**	35	**	**	**	54	**	60	**	**	**	
		15%	14%	16%	13%	**	15%	**	**	**	17%	**	15%	**	**	**	
2-3 weeks	(17.0)	79	47	31	63	**	43	**	**	**	53	**	65	**	**	**	
		17%	20%	14%	17%	**	19%	**	**	**	16%	**	16%	**	**	**	
3-4 weeks	(24.0)	63	33	30	52	**	42	**	**	**	50	**	57	**	**	**	
		14%	14%	14%	14%	**	19%	**	**	**	16%	**	15%	**	**	**	
A month	(30.0)	39	14	25	34	**	15	**	**	**	27	**	35	**	**	**	
		9%	6%	11%	9%	**	7%	**	**	**	8%	**	9%	**	**	**	
More than a month	(35.0)	24	17	7	20	**	9	**	**	**	10	**	17	**	**	**	
		5%	7%	3%	6%	**	4%	**	**	**	3%	**	4%	**	**	**	
Don't know		7	4	4	5	**	2	**	**	**	3	**	7	**	**	**	
		2%	2%	2%	1%	**	1%	**	**	**	1%	**	2%	**	**	**	
ONE WEEK OR LESS		244	118	126	191	**	114	**	**	**	177	**	212	**	**	**	
		54%	51%	57%	52%	**	50%	**	**	**	55%	**	54%	**	**	**	
UP TO 4 WEEKS		386	198	187	306	**	199	**	**	**	280	**	334	**	**	**	
		85%	85%	84%	84%	**	88%	**	**	**	87%	**	85%	**	**	**	
MORE THAN 4 WEEKS		62	31	32	55	**	24	**	**	**	37	**	52	**	**	**	
		14%	13%	14%	15%	**	11%	**	**	**	12%	**	13%	**	**	**	
Mean number of days		12.9	13.3	12.4	13.2	**	13.3	**	**	**	12.6	**	12.8	**	**	**	
Standard deviation		10.92	10.95	10.91	11.10	**	10.49	**	**	**	10.48	**	10.81	**	**	**	
Standard error		.68	1.05	.90	.77	**	.95	**	**	**	.78	**	.73	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38D. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your mobile phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS		
		URBAN	RURAL	YES	NO	
Significance Level: 95%		a	~b	a	~b	
Unweighted total	262	243	19	133	83	
Effective Weighted Sample	239	222	18	120	77	
Total	456	422	34	226	151	
1 day	(1.0)	59	57	**	30	**
		13%	14%	**	13%	**
2-3 days	(2.5)	73	68	**	32	**
		16%	16%	**	14%	**
4-6 days	(5.0)	45	45	**	21	**
		10%	11%	**	9%	**
A week	(7.0)	67	58	**	35	**
		15%	14%	**	15%	**
2-3 weeks	(17.0)	79	69	**	37	**
		17%	16%	**	16%	**
3-4 weeks	(24.0)	63	59	**	34	**
		14%	14%	**	15%	**
A month	(30.0)	39	37	**	22	**
		9%	9%	**	10%	**
More than a month	(35.0)	24	21	**	12	**
		5%	5%	**	5%	**
Don't know		7	7	**	3	**
		2%	2%	**	1%	**
ONE WEEK OR LESS	244	228	**	118	**	
	54%	54%	**	52%	**	
UP TO 4 WEEKS	386	356	**	189	**	
	85%	85%	**	84%	**	
MORE THAN 4 WEEKS	62	58	**	34	**	
	14%	14%	**	15%	**	
Mean number of days	12.9	12.8	**	13.4	**	
Standard deviation	10.92	10.98	**	11.09	**	
Standard error	.68	.71	**	.97	**	
Columns Tested: a,b - a,b						

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 132

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	~d	a	b	~c
Unweighted total	262	-	262	-	-	-	-	-	-	262	188	74
Effective Weighted Sample	239	-	239	-	-	-	-	-	-	239	184	72
Total	456	-	456	-	-	-	-	-	-	456	382	73
Yes	249	**	249	**	**	**	**	**	**	249	222	**
	55%	**	55%	**	**	**	**	**	**	55%	58%	**
No	172	**	172	**	**	**	**	**	**	172	132	**
	38%	**	38%	**	**	**	**	**	**	38%	34%	**
Can't remember	35	**	35	**	**	**	**	**	**	35	28	**
	8%	**	8%	**	**	**	**	**	**	8%	7%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	262	93	34	135	93	42	24	-	-
Effective Weighted Sample	239	85	31	123	91	41	23	-	-
Total	456	164	61	231	189	42	23	-	-
Yes	249	**	**	132	**	**	**	**	**
	55%	**	**	57%	**	**	**	**	**
No	172	**	**	82	**	**	**	**	**
	38%	**	**	35%	**	**	**	**	**
Can't remember	35	**	**	17	**	**	**	**	**
	8%	**	**	7%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 132

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	262	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	239	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	456	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	249	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	172	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 132

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	~b	~c	a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	262	111	150	213	42	7	124	57	35	44	181	79	227	12	16	7	
Effective Weighted Sample	239	106	139	194	39	6	115	52	33	38	167	71	207	11	15	6	
Total	456	232	223	366	77	12	225	95	66	68	321	133	393	21	30	11	
Yes	249	142	106	202	**	**	147	**	**	**	192	**	207	**	**	**	
	55%	61%	48%	55%	**	**	65%	**	**	**	60%	**	53%	**	**	**	
		b															
No	172	80	91	133	**	**	70	**	**	**	114	**	153	**	**	**	
	38%	35%	41%	36%	**	**	31%	**	**	**	36%	**	39%	**	**	**	
Can't remember	35	9	26	31	**	**	9	**	**	**	14	**	33	**	**	**	
	8%	4%	12%	8%	**	**	4%	**	**	**	4%	**	8%	**	**	**	
			a														

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	~b
Unweighted total	262	243	19	133	83
Effective Weighted Sample	239	222	18	120	77
Total	456	422	34	226	151
Yes	249	231	**	139	**
	55%	55%	**	62%	**
No	172	157	**	72	**
	38%	37%	**	32%	**
Can't remember	35	34	**	15	**
	8%	8%	**	7%	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 133

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%												
Unweighted total	800	-	800	-	-	-	-	-	-	800	500	300
Effective Weighted Sample	721	-	721	-	-	-	-	-	-	721	491	292
Total	1284	-	1284	-	-	-	-	-	-	1284	988	297
Yes	249	**	249	**	**	**	**	**	**	249	222	26
	19%	**	19%	**	**	**	**	**	**	19%	23%	9%
										c	c	
No	172	**	172	**	**	**	**	**	**	172	132	40
	13%	**	13%	**	**	**	**	**	**	13%	13%	14%
Can't remember	35	**	35	**	**	**	**	**	**	35	28	7
	3%	**	3%	**	**	**	**	**	**	3%	3%	2%
NO OVERLAP FOR MOBILE PHONE SERVICE	829	**	829	**	**	**	**	**	**	829	605	223
	65%	**	65%	**	**	**	**	**	**	65%	61%	75%
												ab

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
		a	b	c	d	e	f	~a	~b
Significance Level: 95%									
Unweighted total	800	223	178	399	252	147	100	-	-
Effective Weighted Sample	721	197	164	360	247	143	98	-	-
Total	1284	344	300	640	496	145	97	-	-
Yes	249	96	20	132	115	18	6	**	**
	19%	28%	7%	21%	23%	12%	6%	**	**
		bcef		bef	bef				
No	172	54	36	82	59	22	13	**	**
	13%	16%	12%	13%	12%	15%	14%	**	**
Can't remember	35	13	5	17	15	2	4	**	**
	3%	4%	2%	3%	3%	1%	4%	**	**
NO OVERLAP FOR MOBILE PHONE SERVICE	829	180	239	410	307	103	74	**	**
	65%	52%	80%	64%	62%	71%	76%	**	**
			acd	a	a	a	acd		

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 133

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	800	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	721	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	1284	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	249 19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	172 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	35 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NO OVERLAP FOR MOBILE PHONE SERVICE	829 65%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 133

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	800	276	515	574	177	49	292	189	119	191	481	310	700	46	38	16	
Effective Weighted Sample	721	256	471	513	163	45	267	170	107	170	437	277	631	41	35	14	
Total	1284	534	738	900	297	87	494	303	193	284	797	477	1128	70	62	24	
Yes	249	142	106	202	42	**	147	46	27	29	192	56	207	**	**	**	
	19%	27%	14%	22%	14%	**	30%	15%	14%	10%	24%	12%	18%	**	**	**	
		b		b			bcd				bcd						
No	172	80	91	133	31	**	70	44	28	28	114	57	153	**	**	**	
	13%	15%	12%	15%	10%	**	14%	15%	15%	10%	14%	12%	14%	**	**	**	
Can't remember	35	9	26	31	4	**	9	5	10	10	14	21	33	**	**	**	
	3%	2%	3%	3%	1%	**	2%	2%	5%	4%	2%	4%	3%	**	**	**	
									ae			e					
NO OVERLAP FOR MOBILE PHONE SERVICE	829	302	515	534	220	**	269	208	128	216	476	344	735	**	**	**	
	65%	57%	70%	59%	74%	**	54%	69%	66%	76%	60%	72%	65%	**	**	**	
			a		a			ae	a	ae		ae					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	800	740	60	318	332
Effective Weighted Sample	721	666	55	284	302
Total	1284	1184	100	510	547
Yes	249 19%	231 19%	**	139 27% b	73 13%
No	172 13%	157 13%	**	72 14%	70 13%
Can't remember	35 3%	34 3%	**	15 3%	7 1%
NO OVERLAP FOR MOBILE PHONE SERVICE	829 65%	763 64%	**	284 56%	396 72% a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	74	-	74	-	-	-	-	-	-	74	-	74
Effective Weighted Sample	72	-	72	-	-	-	-	-	-	72	-	72
Total	73	-	73	-	-	-	-	-	-	73	-	73
To ensure I had a continuous service/ always had access to a mobile service while the switch happened	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To get the handset I wanted as soon as possible	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 134

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	74	-	74	-	-	-	-	-	-	74	-	74
Effective Weighted Sample	72	-	72	-	-	-	-	-	-	72	-	72
Total	73	-	73	-	-	-	-	-	-	73	-	73
Don't know	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	74	24	8	42	-	42	24	-	-
Effective Weighted Sample	72	23	8	41	-	41	23	-	-
Total	73	23	8	42	-	42	23	-	-
To ensure I had a continuous service/ always had access to a mobile service while the switch happened	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To get the handset I wanted as soon as possible	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	74	24	8	42	-	42	24	-	-
Effective Weighted Sample	72	23	8	41	-	41	23	-	-
Total	73	23	8	42	-	42	23	-	-
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	74	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	72	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	73	-	-	-	-	-	-	-	-	-	-	-	-	-	-
To ensure I had a continuous service/ always had access to a mobile service while the switch happened	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get the handset I wanted as soon as possible	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 134

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	74	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	72	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	73	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Unweighted total	74	25	48	65	7	2	29	18	6	19	47	25	66	3	2	3	
Effective Weighted Sample	72	25	48	63	7	2	28	18	6	19	46	25	64	3	2	3	
Total	73	30	42	65	7	2	31	18	6	17	49	23	66	3	2	3	
To ensure I had a continuous service/ always had access to a mobile service while the switch happened	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
To switch to a better service immediately	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
To sign up with my new provider before a deal ran out	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
To get the handset I wanted as soon as possible	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%					
Unweighted total	74	70	4	43	20
Effective Weighted Sample	72	68	4	42	19
Total	73	69	4	42	21
To ensure I had a continuous service/ always had access to a mobile service while the switch happened	**	**	**	**	**
	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**
	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**
	**	**	**	**	**
To switch to a better service immediately	**	**	**	**	**
	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**
	**	**	**	**	**
To sign up with my new provider before a deal ran out	**	**	**	**	**
	**	**	**	**	**
To get the handset I wanted as soon as possible	**	**	**	**	**
	**	**	**	**	**
Other reasons	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~a	~b
Unweighted total	74	70	4	43	20
Effective Weighted Sample	72	68	4	42	19
Total	73	69	4	42	21
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	225	225	225	29	196	75	-	150	-	-	-	-
Effective Weighted Sample	194	194	194	29	181	64	-	150	-	-	-	-
Total	176	176	176	7	169	27	-	149	-	-	-	-
Sky Sports Premier League	60 34%	60 34%	60 34%	** **	57 33%	** **	** **	52 35%	** **	** **	** **	** **
Sky Sports Football	54 31%	54 31%	54 31%	** **	51 30%	** **	** **	46 31%	** **	** **	** **	** **
Sky Sports Cricket	32 18%	32 18%	32 18%	** **	31 18%	** **	** **	27 18%	** **	** **	** **	** **
Sky Sports Golf	30 17%	30 17%	30 17%	** **	28 17%	** **	** **	24 16%	** **	** **	** **	** **
Sky Sports F1	34 19%	34 19%	34 19%	** **	32 19%	** **	** **	28 19%	** **	** **	** **	** **
Sky Sports Racing	30 17%	30 17%	30 17%	** **	30 18%	** **	** **	27 18%	** **	** **	** **	** **
Sky Sports Arena	16 9%	16 9%	16 9%	** **	16 9%	** **	** **	13 9%	** **	** **	** **	** **
Sky Sports Main Event	31 18%	31 18%	31 18%	** **	30 18%	** **	** **	25 17%	** **	** **	** **	** **
Sky Sports Tennis	27 15%	27 15%	27 15%	** **	25 15%	** **	** **	22 15%	** **	** **	** **	** **
Sky Sports Action	25 14%	25 14%	25 14%	** **	24 14%	** **	** **	21 14%	** **	** **	** **	** **
Sky Sports News	44 25%	44 25%	44 25%	** **	42 25%	** **	** **	37 25%	** **	** **	** **	** **
Sky Sports Mix	21 12%	21 12%	21 12%	** **	20 12%	** **	** **	17 11%	** **	** **	** **	** **
We pay for Sky Sports channels, but not sure which ones are included	19 11%	19 11%	19 11%	** **	18 11%	** **	** **	16 11%	** **	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	Total	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	225	225	225	29	196	75	-	150	-	-	-	-
Effective Weighted Sample	194	194	194	29	181	64	-	150	-	-	-	-
Total	176	176	176	7	169	27	-	149	-	-	-	-
TNT Sports channels	22 13%	22 13%	22 13%	** **	20 12%	** **	** **	18 12%	** **	** **	** **	** **
ANY SKY SPORTS CHANNELS	110 63%	110 63%	110 63%	** **	106 63%	** **	** **	97 65%	** **	** **	** **	** **
TNT SPORTS CHANNELS	22 13%	22 13%	22 13%	** **	20 12%	** **	** **	18 12%	** **	** **	** **	** **
ANY SKY SPORTS OR TNT SPORTS CHANNELS	115 65%	115 65%	115 65%	** **	110 65%	** **	** **	101 68%	** **	** **	** **	** **
ONLY SKY SPORTS CHANNELS	93 53%	93 53%	93 53%	** **	90 53%	** **	** **	83 56%	** **	** **	** **	** **
ONLY TNT SPORTS CHANNELS	4 3%	4 3%	4 3%	** **	4 2%	** **	** **	4 3%	** **	** **	** **	** **
BOTH SKY SPORTS AND TNT SPORTS CHANNELS	18 10%	18 10%	18 10%	** **	16 9%	** **	** **	14 9%	** **	** **	** **	** **
None of these channels	54 30%	54 30%	54 30%	** **	51 30%	** **	** **	41 27%	** **	** **	** **	** **
Don't know	8 4%	8 4%	8 4%	** **	8 5%	** **	** **	7 5%	** **	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	225	-	-	-	-	-	-	-	-
Effective Weighted Sample	194	-	-	-	-	-	-	-	-
Total	176	-	-	-	-	-	-	-	-
Sky Sports Premier League	60 34%	**	**	**	**	**	**	**	**
Sky Sports Football	54 31%	**	**	**	**	**	**	**	**
Sky Sports Cricket	32 18%	**	**	**	**	**	**	**	**
Sky Sports Golf	30 17%	**	**	**	**	**	**	**	**
Sky Sports F1	34 19%	**	**	**	**	**	**	**	**
Sky Sports Racing	30 17%	**	**	**	**	**	**	**	**
Sky Sports Arena	16 9%	**	**	**	**	**	**	**	**
Sky Sports Main Event	31 18%	**	**	**	**	**	**	**	**
Sky Sports Tennis	27 15%	**	**	**	**	**	**	**	**
Sky Sports Action	25 14%	**	**	**	**	**	**	**	**
Sky Sports News	44 25%	**	**	**	**	**	**	**	**
Sky Sports Mix	21 12%	**	**	**	**	**	**	**	**
We pay for Sky Sports channels, but not sure which ones are included	19 11%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	225	-	-	-	-	-	-	-	-
Effective Weighted Sample	194	-	-	-	-	-	-	-	-
Total	176	-	-	-	-	-	-	-	-
TNT Sports channels	22	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**
ANY SKY SPORTS CHANNELS	110	**	**	**	**	**	**	**	**
	63%	**	**	**	**	**	**	**	**
TNT SPORTS CHANNELS	22	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**
ANY SKY SPORTS OR TNT SPORTS CHANNELS	115	**	**	**	**	**	**	**	**
	65%	**	**	**	**	**	**	**	**
ONLY SKY SPORTS CHANNELS	93	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**
ONLY TNT SPORTS CHANNELS	4	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**
BOTH SKY SPORTS AND TNT SPORTS CHANNELS	18	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**
None of these channels	54	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**
Don't know	8	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	225	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	194	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	176	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Sports Premier League	60 34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Football	54 31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Cricket	32 18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Golf	30 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports F1	34 19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Racing	30 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Arena	16 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Main Event	31 18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Tennis	27 15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Action	25 14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports News	44 25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Mix	21 12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	225	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	194	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	176	-	-	-	-	-	-	-	-	-	-	-	-	-	-
We pay for Sky Sports channels, but not sure which ones are included	19 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TNT Sports channels	22 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY SKY SPORTS CHANNELS	110 63%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TNT SPORTS CHANNELS	22 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY SKY SPORTS OR TNT SPORTS CHANNELS	115 65%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONLY SKY SPORTS CHANNELS	93 53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONLY TNT SPORTS CHANNELS	4 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BOTH SKY SPORTS AND TNT SPORTS CHANNELS	18 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
None of these channels	54 30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	8 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 135

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	b	a	~b	~c	~a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	225	86	134	143	60	21	88	61	32	41	149	73	201	12	8	4	
Effective Weighted Sample	194	78	112	128	49	17	79	51	28	35	130	62	175	10	6	3	
Total	176	72	99	119	41	15	73	45	25	30	119	55	158	10	5	3	
Sky Sports Premier League	60 34%	** **	24 24%	43 36%	** **	** **	** **	** **	** **	** **	44 37%	** **	57 36%	** **	** **	** **	
Sky Sports Football	54 31%	** **	21 21%	37 31%	** **	** **	** **	** **	** **	** **	39 33%	** **	49 31%	** **	** **	** **	
Sky Sports Cricket	32 18%	** **	11 11%	19 16%	** **	** **	** **	** **	** **	** **	24 20%	** **	28 18%	** **	** **	** **	
Sky Sports Golf	30 17%	** **	12 12%	20 16%	** **	** **	** **	** **	** **	** **	21 18%	** **	26 17%	** **	** **	** **	
Sky Sports F1	34 19%	** **	13 13%	24 20%	** **	** **	** **	** **	** **	** **	28 24%	** **	31 20%	** **	** **	** **	
Sky Sports Racing	30 17%	** **	14 14%	21 18%	** **	** **	** **	** **	** **	** **	22 19%	** **	26 16%	** **	** **	** **	
Sky Sports Arena	16 9%	** **	3 3%	8 7%	** **	** **	** **	** **	** **	** **	12 10%	** **	15 9%	** **	** **	** **	
Sky Sports Main Event	31 18%	** **	11 11%	19 16%	** **	** **	** **	** **	** **	** **	24 20%	** **	30 19%	** **	** **	** **	
Sky Sports Tennis	27 15%	** **	10 10%	18 15%	** **	** **	** **	** **	** **	** **	23 20%	** **	26 16%	** **	** **	** **	
Sky Sports Action	25 14%	** **	10 10%	15 13%	** **	** **	** **	** **	** **	** **	20 17%	** **	23 14%	** **	** **	** **	
Sky Sports News	44 25%	** **	16 17%	31 26%	** **	** **	** **	** **	** **	** **	33 28%	** **	42 27%	** **	** **	** **	
Sky Sports Mix	21 12%	** **	6 6%	12 10%	** **	** **	** **	** **	** **	** **	15 13%	** **	20 13%	** **	** **	** **	
We pay for Sky Sports channels, but not sure which ones are included	19 11%	** **	15 15%	13 11%	** **	** **	** **	** **	** **	** **	14 12%	** **	16 10%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	b	a	~b	~c	~a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	225	86	134	143	60	21	88	61	32	41	149	73	201	12	8	4	
Effective Weighted Sample	194	78	112	128	49	17	79	51	28	35	130	62	175	10	6	3	
Total	176	72	99	119	41	15	73	45	25	30	119	55	158	10	5	3	
TNT Sports channels	22	**	7	10	**	**	**	**	**	**	19	**	20	**	**	**	
	13%	**	7%	9%	**	**	**	**	**	**	16%	**	12%	**	**	**	
ANY SKY SPORTS CHANNELS	110	**	58	83	**	**	**	**	**	**	80	**	100	**	**	**	
	63%	**	58%	69%	**	**	**	**	**	**	67%	**	63%	**	**	**	
TNT SPORTS CHANNELS	22	**	7	10	**	**	**	**	**	**	19	**	20	**	**	**	
	13%	**	7%	9%	**	**	**	**	**	**	16%	**	12%	**	**	**	
ANY SKY SPORTS OR TNT SPORTS CHANNELS	115	**	58	85	**	**	**	**	**	**	84	**	103	**	**	**	
	65%	**	58%	71%	**	**	**	**	**	**	71%	**	65%	**	**	**	
ONLY SKY SPORTS CHANNELS	93	**	51	74	**	**	**	**	**	**	65	**	84	**	**	**	
	53%	**	51%	62%	**	**	**	**	**	**	55%	**	53%	**	**	**	
ONLY TNT SPORTS CHANNELS	4	**	*	2	**	**	**	**	**	**	4	**	3	**	**	**	
	3%	**	*%	2%	**	**	**	**	**	**	4%	**	2%	**	**	**	
BOTH SKY SPORTS AND TNT SPORTS CHANNELS	18	**	7	8	**	**	**	**	**	**	15	**	16	**	**	**	
	10%	**	7%	7%	**	**	**	**	**	**	12%	**	10%	**	**	**	
None of these channels	54	**	35	29	**	**	**	**	**	**	32	**	47	**	**	**	
	30%	**	36%	24%	**	**	**	**	**	**	27%	**	30%	**	**	**	
Don't know	8	**	6	6	**	**	**	**	**	**	3	**	8	**	**	**	
	4%	**	6%	5%	**	**	**	**	**	**	2%	**	5%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	b
Unweighted total	225	203	22	80	110
Effective Weighted Sample	194	177	18	69	92
Total	176	161	15	62	81
Sky Sports Premier League	60 34%	55 34%	**	**	30 37%
Sky Sports Football	54 31%	52 32%	**	**	29 36%
Sky Sports Cricket	32 18%	32 20%	**	**	12 15%
Sky Sports Golf	30 17%	28 17%	**	**	14 18%
Sky Sports F1	34 19%	33 20%	**	**	21 25%
Sky Sports Racing	30 17%	29 18%	**	**	16 20%
Sky Sports Arena	16 9%	16 10%	**	**	10 12%
Sky Sports Main Event	31 18%	30 19%	**	**	16 19%
Sky Sports Tennis	27 15%	25 15%	**	**	17 21%
Sky Sports Action	25 14%	23 14%	**	**	15 19%
Sky Sports News	44 25%	43 27%	**	**	25 30%
Sky Sports Mix	21 12%	20 12%	**	**	13 16%
We pay for Sky Sports channels, but not sure which ones are included	19 11%	19 12%	**	**	11 14%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	b
Unweighted total	225	203	22	80	110
Effective Weighted Sample	194	177	18	69	92
Total	176	161	15	62	81
TNT Sports channels	22	20	**	**	14
	13%	12%	**	**	17%
ANY SKY SPORTS CHANNELS	110	104	**	**	53
	63%	64%	**	**	65%
TNT SPORTS CHANNELS	22	20	**	**	14
	13%	12%	**	**	17%
ANY SKY SPORTS OR TNT SPORTS CHANNELS	115	107	**	**	55
	65%	66%	**	**	68%
ONLY SKY SPORTS CHANNELS	93	87	**	**	41
	53%	54%	**	**	51%
ONLY TNT SPORTS CHANNELS	4	3	**	**	2
	3%	2%	**	**	3%
BOTH SKY SPORTS AND TNT SPORTS CHANNELS	18	17	**	**	11
	10%	10%	**	**	14%
None of these channels	54	46	**	**	23
	30%	29%	**	**	29%
Don't know	8	8	**	**	3
	4%	5%	**	**	4%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42B. How important were these sports channels in your decision to switch?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months with any sports channels

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS			
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER	
	a	b	~a	b	~a	~b	c	~d	~a	~b	~c	
Significance Level: 95%												
Unweighted total	136	136	18	118	34	-	102	-	-	-	-	
Effective Weighted Sample	123	123	18	115	28	-	102	-	-	-	-	
Total	115	115	5	110	13	-	101	-	-	-	-	
Very important	53 46%	53 46%	** **	50 46%	** **	** **	45 44%	** **	** **	** **	** **	
Fairly important	44 39%	44 39%	** **	43 39%	** **	** **	42 41%	** **	** **	** **	** **	
Not very important	14 12%	14 12%	** **	14 12%	** **	** **	12 12%	** **	** **	** **	** **	
Not at all important	3 2%	3 2%	** **	2 2%	** **	** **	2 2%	** **	** **	** **	** **	
TOTAL IMPORTANT	98 85%	98 85%	** **	93 85%	** **	** **	87 85%	** **	** **	** **	** **	
TOTAL NOT IMPORTANT	16 14%	16 14%	** **	16 14%	** **	** **	14 14%	** **	** **	** **	** **	
Don't know	1 1%	1 1%	** **	1 1%	** **	** **	1 1%	** **	** **	** **	** **	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42B. How important were these sports channels in your decision to switch?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months with any sports channels

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	136	-	-	-	-	-	-	-	-
Effective Weighted Sample	123	-	-	-	-	-	-	-	-
Total	115	-	-	-	-	-	-	-	-
Very important	53 46%	**	**	**	**	**	**	**	**
Fairly important	44 39%	**	**	**	**	**	**	**	**
Not very important	14 12%	**	**	**	**	**	**	**	**
Not at all important	3 2%	**	**	**	**	**	**	**	**
TOTAL IMPORTANT	98 85%	**	**	**	**	**	**	**	**
TOTAL NOT IMPORTANT	16 14%	**	**	**	**	**	**	**	**
Don't know	1 1%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 136

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42B. How important were these sports channels in your decision to switch?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months with any sports channels

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	136	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	123	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	115	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very important	53 46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly important	44 39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not very important	14 12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not at all important	3 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL IMPORTANT	98 85%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL NOT IMPORTANT	16 14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	1 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 136

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42B. How important were these sports channels in your decision to switch?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months with any sports channels

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	a	~b	~c	~d	
Unweighted total	136	64	70	94	30	12	65	34	18	18	99	36	120	7	5	4	
Effective Weighted Sample	123	59	62	88	25	10	60	29	16	17	89	32	110	5	4	3	
Total	115	55	58	85	21	9	57	27	15	15	84	30	103	5	3	3	
Very important	53 46%	**	**	**	**	**	**	**	**	**	**	**	48 47%	**	**	**	
Fairly important	44 39%	**	**	**	**	**	**	**	**	**	**	**	40 39%	**	**	**	
Not very important	14 12%	**	**	**	**	**	**	**	**	**	**	**	12 11%	**	**	**	
Not at all important	3 2%	**	**	**	**	**	**	**	**	**	**	**	3 2%	**	**	**	
TOTAL IMPORTANT	98 85%	**	**	**	**	**	**	**	**	**	**	**	88 85%	**	**	**	
TOTAL NOT IMPORTANT	16 14%	**	**	**	**	**	**	**	**	**	**	**	14 14%	**	**	**	
Don't know	1 1%	**	**	**	**	**	**	**	**	**	**	**	1 1%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42B. How important were these sports channels in your decision to switch?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months with any sports channels

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	~b
Unweighted total	136	125	11	50	66
Effective Weighted Sample	123	114	9	44	59
Total	115	107	8	40	55
Very important	53 46%	48 45%	**	**	**
Fairly important	44 39%	43 40%	**	**	**
Not very important	14 12%	13 12%	**	**	**
Not at all important	3 2%	3 2%	**	**	**
TOTAL IMPORTANT	98 85%	91 85%	**	**	**
TOTAL NOT IMPORTANT	16 14%	15 14%	**	**	**
Don't know	1 1%	1 1%	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Compare what different providers were offering	471	**	**	**	**	**	**	**	**	**	**	**
51%		**	**	**	**	**	**	**	**	**	**	**
Try to negotiate a better deal with your current provider	373	**	**	**	**	**	**	**	**	**	**	**
41%		**	**	**	**	**	**	**	**	**	**	**
Contact your current provider	320	**	**	**	**	**	**	**	**	**	**	**
35%		**	**	**	**	**	**	**	**	**	**	**
Find out what you need to do in order to switch	239	**	**	**	**	**	**	**	**	**	**	**
26%		**	**	**	**	**	**	**	**	**	**	**
Experience your current provider trying to persuade you to stay	225	**	**	**	**	**	**	**	**	**	**	**
25%		**	**	**	**	**	**	**	**	**	**	**
Contact any potential new providers	199	**	**	**	**	**	**	**	**	**	**	**
22%		**	**	**	**	**	**	**	**	**	**	**
TYPES OF CONTACT WITH CURRENT PROVIDER	605	**	**	**	**	**	**	**	**	**	**	**
66%		**	**	**	**	**	**	**	**	**	**	**
CONTACTED CURRENT PROVIDER INCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	605	**	**	**	**	**	**	**	**	**	**	**
66%		**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
CONTACTED CURRENT PROVIDER EXCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY	531	**	**	**	**	**	**	**	**	**	**	**
	58%	**	**	**	**	**	**	**	**	**	**	**
CONTACTED CURRENT PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	443	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**
None of these	27	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**
Can't remember	26	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Compare what different providers were offering	471	**	**	**	**	**	**	**	**
51%		**	**	**	**	**	**	**	**
Try to negotiate a better deal with your current provider	373	**	**	**	**	**	**	**	**
41%		**	**	**	**	**	**	**	**
Contact your current provider	320	**	**	**	**	**	**	**	**
35%		**	**	**	**	**	**	**	**
Find out what you need to do in order to switch	239	**	**	**	**	**	**	**	**
26%		**	**	**	**	**	**	**	**
Experience your current provider trying to persuade you to stay	225	**	**	**	**	**	**	**	**
25%		**	**	**	**	**	**	**	**
Contact any potential new providers	199	**	**	**	**	**	**	**	**
22%		**	**	**	**	**	**	**	**
TYPES OF CONTACT WITH CURRENT PROVIDER	605	**	**	**	**	**	**	**	**
66%		**	**	**	**	**	**	**	**
CONTACTED CURRENT PROVIDER INCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	605	**	**	**	**	**	**	**	**
66%		**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
CONTACTED CURRENT PROVIDER EXCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY	531	**	**	**	**	**	**	**	**
	58%	**	**	**	**	**	**	**	**
CONTACTED CURRENT PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	443	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**
None of these	27	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**
Can't remember	26	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 137

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Compare what different providers were offering	471	471	285	119	65	54	69	186	97	310	161	212	73	98	87
	51%	51%	55%	60%	65%	56%	50%	46%	53%	48%	60%	54%	58%	38%	61%
			g	afg	abefgh	g					a				a
Try to negotiate a better deal with your current provider	373	373	244	96	42	54	63	128	85	313	59	206	38	107	21
	41%	41%	47%	49%	42%	56%	46%	32%	47%	48%	22%	53%	30%	42%	15%
		g	ag	ag	g	abdfg	g		g	b		b		b	
Contact your current provider	320	320	203	87	42	46	55	117	60	262	58	171	32	91	26
	35%	35%	39%	44%	41%	47%	40%	29%	33%	40%	21%	44%	25%	36%	18%
			ag	agh	ag	abgh	g			b		b		b	
Find out what you need to do in order to switch	239	239	138	44	22	22	46	101	48	161	77	103	35	58	43
	26%	26%	27%	22%	22%	22%	34%	25%	27%	25%	29%	26%	28%	23%	30%
			c				abcdeg								
Experience your current provider trying to persuade you to stay	225	225	136	48	20	28	43	89	46	189	36	119	17	70	19
	25%	25%	26%	24%	20%	28%	31%	22%	25%	29%	13%	30%	13%	27%	13%
			d			d	acd			b		b		b	
Contact any potential new providers	199	199	115	43	22	21	40	85	31	154	45	92	23	62	22
	22%	22%	22%	22%	22%	21%	29%	21%	17%	24%	17%	23%	18%	24%	16%
							abcdegh			b					
TYPES OF CONTACT WITH CURRENT PROVIDER	605	605	370	142	66	76	103	236	125	492	114	306	64	186	50
	66%	66%	71%	72%	65%	78%	74%	59%	69%	76%	42%	78%	51%	73%	34%
		g	adg	ag		abcdgh	adg		g	b		b		b	

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 137

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
CONTACTED CURRENT PROVIDER INCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	605 66%	605 66%	370 71%	142 72%	66 65%	76 78%	103 74%	236 59%	125 69%	492 76%	114 42%	306 78%	64 51%	186 73%	50 34%
		g	adg	ag		abcdgh	adg		g	b		b		b	
CONTACTED CURRENT PROVIDER EXCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY	531 58%	531 58%	329 64%	132 66%	61 60%	71 72%	90 65%	202 50%	108 60%	434 67%	97 36%	272 70%	57 45%	162 63%	40 28%
		g	ag	ag	g	abdgh	ag		g	b		b		b	
CONTACTED CURRENT PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	443 48%	443 48%	270 52%	107 54%	50 49%	57 58%	76 55%	173 43%	87 48%	364 56%	79 29%	229 58%	41 33%	135 53%	38 26%
			g	ag		adgh	ag			b		b		b	
None of these	27 3%	27 3%	10 2%	4 2%	2 2%	2 2%	3 2%	17 4%	3 1%	14 2%	13 5%	4 1%	6 5%	9 4%	7 5%
								b		a		a			
Can't remember	26 3%	26 3%	10 2%	5 3%	2 2%	3 3%	1 1%	16 4%	4 2%	14 2%	12 4%	7 2%	3 2%	7 3%	9 6%
		f				f		bf		a					

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 137

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Compare what different providers were offering	471	193	273	288	130	53	191	136	64	80	327	144	415	**	**	**	
	51%	51%	52%	48%	58%	61%	50%	56%	51%	48%	53%	49%	53%	**	**	**	
					a	a		df									
Try to negotiate a better deal with your current provider	373	161	210	238	92	43	152	92	58	70	244	128	323	**	**	**	
	41%	42%	40%	39%	41%	49%	40%	38%	46%	42%	39%	44%	41%	**	**	**	
						a											
Contact your current provider	320	125	192	207	81	30	133	90	47	48	224	95	274	**	**	**	
	35%	33%	37%	34%	36%	35%	35%	37%	38%	29%	36%	33%	35%	**	**	**	
								d	d		d						
Find out what you need to do in order to switch	239	107	130	174	44	20	114	64	23	38	178	60	212	**	**	**	
	26%	28%	25%	29%	20%	23%	30%	26%	18%	23%	29%	21%	27%	**	**	**	
				b			cdf	c			cf						
Experience your current provider trying to persuade you to stay	225	104	116	167	40	18	105	51	33	35	156	68	194	**	**	**	
	25%	27%	22%	28%	18%	21%	28%	21%	26%	21%	25%	23%	25%	**	**	**	
		b		b			bd										
Contact any potential new providers	199	90	107	141	39	20	97	54	25	22	151	48	180	**	**	**	
	22%	24%	20%	23%	17%	22%	26%	22%	20%	13%	24%	16%	23%	**	**	**	
				b			df	df			df						
TYPES OF CONTACT WITH CURRENT PROVIDER	605	250	348	413	138	52	251	154	93	105	406	198	521	**	**	**	
	66%	66%	66%	68%	62%	60%	66%	64%	74%	63%	65%	67%	66%	**	**	**	
				bc					bde								

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 137

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
CONTACTED CURRENT PROVIDER INCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	605 66%	250 66%	348 66%	413 68% bc	138 62%	52 60%	251 66%	154 64%	93 74% bde	105 63%	406 65%	198 67%	521 66%	**	**	**	
CONTACTED CURRENT PROVIDER EXCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY	531 58%	216 57%	311 59%	355 59%	125 56%	50 57%	215 57%	141 58%	81 64%	93 55%	356 57%	174 59%	457 58%	**	**	**	
CONTACTED CURRENT PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	443 48%	184 48%	251 48%	308 51% bc	99 44%	34 39%	194 51% df	117 48% d	64 51% d	67 40%	311 50% d	131 45%	381 48%	**	**	**	
None of these	27 3%	12 3%	15 3%	11 2%	9 4% a	7 7% a	13 3% c	9 4% c	* *% c	5 3%	22 3% c	5 2%	20 3%	**	**	**	
Can't remember	26 3%	7 2%	18 3%	17 3%	6 3%	2 3%	7 2%	4 2%	1 1%	12 7% abce	11 2%	14 5% abce	22 3%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Compare what different providers were offering	471	415	56	155	273
	51%	51%	55%	45%	58%
					a
Try to negotiate a better deal with your current provider	373	335	37	136	203
	41%	41%	37%	40%	43%
Contact your current provider	320	279	41	109	176
	35%	34%	40%	32%	37%
Find out what you need to do in order to switch	239	217	22	89	132
	26%	27%	22%	26%	28%
Experience your current provider trying to persuade you to stay	225	203	22	96	105
	25%	25%	22%	28%	22%
				b	
Contact any potential new providers	199	183	16	74	104
	22%	22%	16%	22%	22%
TYPES OF CONTACT WITH CURRENT PROVIDER	605	546	59	232	308
	66%	67%	58%	68%	65%
		b			
CONTACTED CURRENT PROVIDER INCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	605	546	59	232	308
	66%	67%	58%	68%	65%
		b			

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL b	YES a	NO b
Significance Level: 95%					
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
CONTACTED CURRENT PROVIDER EXCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY	531 58%	476 58%	55 54%	192 56%	280 59%
CONTACTED CURRENT PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	443 48%	395 48%	48 47%	163 48%	230 49%
None of these	27 3%	22 3%	5 5%	10 3%	11 2%
Can't remember	26 3%	23 3%	3 3%	9 3%	8 2%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	385	**	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	380	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	367	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	365	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	340	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	330	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	272	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	263	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	257 28%	**	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	251 27%	**	**	**	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	243 26%	**	**	**	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	240 26%	**	**	**	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	238 26%	**	**	**	**	**	**	**	**	**	**	**
Worried that other devices or products I own would not work with a new service	223 24%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to have to learn to use a new service	208 23%	**	**	**	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	208 23%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	207	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**
Lack of choice	204	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	202	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	201	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	200	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	199	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	192	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	192	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	190	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 138

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	183	**	**	**	**	**	**	**	**	**	**	**
20%		**	**	**	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	153	**	**	**	**	**	**	**	**	**	**	**
17%		**	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	132	**	**	**	**	**	**	**	**	**	**	**
14%		**	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	127	**	**	**	**	**	**	**	**	**	**	**
14%		**	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	123	**	**	**	**	**	**	**	**	**	**	**
13%		**	**	**	**	**	**	**	**	**	**	**
I couldn't afford/ didn't want to pay off my handset in one lump sum	115	**	**	**	**	**	**	**	**	**	**	**
12%		**	**	**	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	108	**	**	**	**	**	**	**	**	**	**	**
12%		**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 138

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	104	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	88	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**
I'm still in my handset contract period	87	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	86	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	73	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	70	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	69	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 138

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the landline phone service during the switch (P)	43 5%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to have a VoIP/ digital voice landline service	13 1%	**	**	**	**	**	**	**	**	**	**	**
ANY PROCESS FACTORS (P)	507 55%	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	41 5%	**	**	**	**	**	**	**	**	**	**	**
Mean number of factors	8.6	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	6.47	**	**	**	**	**	**	**	**	**	**	**
Standard error	.17	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	385	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	380	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**
Current provider has the best quality of service	367	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	365	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	340	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	330	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	272	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	263	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	257 28%	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	251 27%	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	243 26%	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	240 26%	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	238 26%	**	**	**	**	**	**	**	**
Worried that other devices or products I own would not work with a new service	223 24%	**	**	**	**	**	**	**	**
Didn't want to have to learn to use a new service	208 23%	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	208 23%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Did not want to lose my phone number	207	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**
Lack of choice	204	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	202	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	201	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	200	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	199	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**
Would take too long to research the market	192	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	192	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**
Not knowing what to do to switch	190	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	183	**	**	**	**	**	**	**	**
20%		**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	153	**	**	**	**	**	**	**	**
17%		**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	132	**	**	**	**	**	**	**	**
14%		**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	127	**	**	**	**	**	**	**	**
14%		**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	123	**	**	**	**	**	**	**	**
13%		**	**	**	**	**	**	**	**
I couldn't afford/ didn't want to pay off my handset in one lump sum	115	**	**	**	**	**	**	**	**
12%		**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	108	**	**	**	**	**	**	**	**
12%		**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	104	**	**	**	**	**	**	**	**
11%		**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	88	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**
I'm still in my handset contract period	87	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	86	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	73	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	70	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	69	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**
Worried about being without the landline phone service during the switch (P)	43	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Didn't want to have a VoIP/ digital voice landline service	13	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**
ANY PROCESS FACTORS (P)	507	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**
NONE OF THESE	41	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**
Mean number of factors	8.6	**	**	**	**	**	**	**	**
Standard deviation	6.47	**	**	**	**	**	**	**	**
Standard error	.17	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 138

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
I negotiated/ accepted a deal with my current provider	385	385	266	115	52	63	71	119	80	385	-	266	-	119	-
	42%	42%	51%	58%	52%	64%	51%	30%	44%	59%	-%	68%	-%	46%	-%
		g	ag	abgh	ag	abdfgh	ag		g	b		b		b	
Current provider is still the best deal/ cheapest	380	380	217	94	48	45	55	162	68	273	106	174	43	99	63
	41%	41%	42%	47%	48%	46%	40%	41%	38%	42%	39%	44%	34%	39%	44%
				abfh	afh							b			
Current provider has the best quality of service	367	367	208	77	38	38	53	159	79	278	89	170	38	108	51
	40%	40%	40%	39%	38%	39%	38%	40%	44%	43%	33%	43%	30%	42%	35%
										b		b			
Prefer to stay with a trusted/ known provider	365	365	197	78	38	40	57	169	62	284	82	164	33	120	49
	40%	40%	38%	39%	38%	40%	41%	42%	34%	44%	30%	42%	26%	47%	34%
										b		b		b	
There wasn't enough cost difference for it to be worth switching	340	340	184	79	40	39	48	156	58	256	84	153	31	103	53
	37%	37%	36%	40%	40%	40%	35%	39%	32%	40%	31%	39%	24%	40%	37%
				h						b		b			
Worried that the service wouldn't be as good with a new provider	330	330	179	64	30	33	50	151	65	245	85	148	31	97	54
	36%	36%	35%	32%	30%	34%	36%	38%	36%	38%	32%	38%	25%	38%	38%
										b		b			
Didn't want to lose content (programmes, apps, photos, data) stored on my device	272	272	148	49	19	30	53	124	47	202	69	123	25	79	44
	30%	30%	29%	25%	19%	31%	38%	31%	26%	31%	26%	31%	20%	31%	31%
		cd	d	d		d	abcdh	cd		b		b			

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 138

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Concern about arranging for the old and new services to start and stop at the same time (P)	263 29%	263 29%	145 28%	52 26%	23 23%	29 30%	41 30%	118 30%	51 28%	204 31%	59 22%	117 30%	28 22%	87 34%	31 22%
I was still in a contract so couldn't leave/ would have to pay to leave	257 28%	257 28%	142 27%	43 22%	23 23%	20 20%	45 32%	115 29%	54 30%	191 30%	66 24%	109 28%	32 26%	82 32%	33 23%
Worried that I might have to pay two providers at the same time (P)	251 27%	251 27%	141 27%	48 24%	19 19%	29 29%	44 32%	109 27%	49 27%	201 31%	49 18%	119 30%	22 17%	82 32%	28 19%
It's too time consuming to go through the process of switching from one provider to another	243 26%	243 26%	132 26%	49 25%	21 21%	28 29%	40 29%	110 28%	43 24%	184 28%	59 22%	111 28%	21 17%	73 29%	37 26%
Did not want to pay disconnection charges	240 26%	240 26%	134 26%	49 24%	22 22%	26 27%	43 31%	106 26%	43 24%	193 30%	47 17%	112 29%	23 18%	81 32%	25 17%
Hassle of needing to contact more than one provider to switch	238 26%	238 26%	136 26%	49 24%	21 21%	28 28%	44 32%	102 26%	43 24%	175 27%	63 23%	117 30%	19 15%	59 23%	43 30%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 138

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Worried that other devices or products I own would not work with a new service	223 24%	223 24%	120 23%	45 23%	20 20%	26 26%	40 29%	103 26%	35 19%	181 28%	42 15%	102 26%	19 15%	80 31%	23 16%
							bcdh			b		b		b	
Didn't want to have to learn to use a new service	208 23%	208 23%	115 22%	42 21%	17 17%	25 26%	41 30%	93 23%	32 18%	167 26%	41 15%	98 25%	18 14%	69 27%	24 16%
		d	d			dh	abcdh	d		b		b		b	
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	208 23%	208 23%	129 25%	46 23%	22 22%	24 25%	38 27%	79 20%	45 25%	165 25%	43 16%	106 27%	23 18%	59 23%	20 14%
							g			b		b		b	
Did not want to lose my phone number	207 23%	207 23%	53 10%	53 27%	24 24%	30 30%	- -%	154 39%	- -%	149 23%	59 22%	46 12%	7 6%	103 40%	51 36%
		bfh	fh	abfh	bfh	abfh		abcdefh				b			
Lack of choice	204 22%	204 22%	114 22%	41 20%	22 22%	18 19%	36 26%	89 22%	37 21%	159 24%	45 17%	93 24%	21 17%	66 26%	24 16%
							e			b		b			
Difficulty comparing what other providers were offering	202 22%	202 22%	118 23%	39 20%	18 18%	21 22%	38 27%	84 21%	41 22%	157 24%	44 16%	94 24%	23 19%	63 25%	21 15%
							cd			b				b	

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 138

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Bad experience when switching communication services previously	201 22%	201 22%	121 23%	38 19%	16 16%	22 22%	38 28%	81 20%	45 25%	163 25%	38 14%	102 26%	18 15%	61 24%	20 14%
		d	cd				acd		d	b		b		b	
Difficulty cancelling my current service (P)	200 22%	200 22%	116 22%	35 18%	18 18%	17 18%	40 29%	84 21%	41 23%	155 24%	44 16%	95 24%	22 17%	61 24%	23 16%
		c	c				abcdeg			b		b			
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	199 22%	199 22%	105 20%	33 17%	15 15%	19 19%	38 27%	94 24%	34 19%	156 24%	43 16%	88 22%	17 14%	68 27%	26 18%
		cd	d				abcdeh	cd		b		b			
Would take too long to research the market	192 21%	192 21%	94 18%	31 16%	13 13%	18 19%	34 24%	98 25%	29 16%	151 23%	41 15%	81 21%	13 10%	70 27%	28 20%
		cd	d				bcdh	bcdh		b		b			
Difficulty when contacting potential new providers	192 21%	192 21%	96 19%	32 16%	13 13%	19 19%	33 24%	96 24%	31 17%	155 24%	37 14%	81 21%	15 12%	74 29%	22 15%
		cd	d				bcd	bcd		b		b		b	
Not knowing what to do to switch	190 21%	190 21%	96 19%	30 15%	12 12%	18 18%	31 22%	93 23%	36 20%	145 22%	45 17%	83 21%	14 11%	62 24%	31 22%
		cd	d			d	cd	cd	d	b		b			
Difficulty when contacting my current provider	183 20%	183 20%	97 19%	35 18%	14 14%	21 21%	30 22%	86 22%	32 18%	147 23%	36 14%	82 21%	15 12%	65 25%	21 15%
		d				d	d	d		b		b		b	

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 138

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	DECIDED NOT TO SWITCH									DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
	Total	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
	a	b	c	d	e	f	g	h	a	b	a	b	a	b	
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Didn't want to pay the initial connection/ start-up fees/ equipment costs	153	153	153	58	25	32	48	-	48	132	21	132	21	-	-
	17%	17%	30%	29%	25%	33%	35%	-%	26%	20%	8%	34%	17%	-%	-%
		g	ag	ag	ag	adg	adg		ag	b		b			
Did not want to have to get an engineer to install new equipment	132	132	132	49	20	29	42	-	40	113	19	113	19	-	-
	14%	14%	25%	25%	20%	30%	30%	-%	22%	17%	7%	29%	15%	-%	-%
		g	adg	ag	ag	adg	adgh		ag	b		b			
Did not want to have to install new equipment myself	127	127	127	47	15	31	40	-	40	108	18	108	18	-	-
	14%	14%	24%	24%	15%	32%	29%	-%	22%	17%	7%	28%	15%	-%	-%
		g	adg	adg	g	abcdgh	adg		adg	b		b			
Worried about being without the broadband service during the switch (P)	123	123	123	66	29	37	-	-	57	99	23	99	23	-	-
	13%	13%	24%	33%	29%	38%	-%	-%	31%	15%	9%	25%	19%	-%	-%
		fg	afg	abfg	afg	abdfg			abfg	b		b			
I couldn't afford/ didn't want to pay off my handset in one lump sum	115	115	-	-	-	-	-	115	-	76	39	-	-	76	39
	12%	12%	-%	-%	-%	-%	-%	29%	-%	12%	14%	-%	-%	30%	27%
		bcddefh						abcdefh							
Worried about being without the mobile service during the switch (P)	108	108	-	-	-	-	-	108	-	76	32	-	-	76	32
	12%	12%	-%	-%	-%	-%	-%	27%	-%	12%	12%	-%	-%	30%	22%
		bcddefh						abcdefh							

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 138

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Needing to unlock my handset to take it with me	104	104	-	-	-	-	-	104	-	85	20	-	-	85	20
	11%	11%	-%	-%	-%	-%	-%	26%	-%	13%	7%	-%	-%	33%	14%
		bcdefh						abcdefh		b				b	
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	88	88	88	26	13	13	31	-	31	77	11	77	11	-	-
	10%	10%	17%	13%	13%	13%	23%	-%	17%	12%	4%	20%	9%	-%	-%
		g	acg	ag	g	g	abcdeg		ag	b		b			
I'm still in my handset contract period	87	87	-	-	-	-	-	87	-	61	26	-	-	61	26
	9%	9%	-%	-%	-%	-%	-%	22%	-%	9%	10%	-%	-%	24%	18%
		bcdefh						abcdefh							
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	86	86	-	-	-	-	-	86	-	66	20	-	-	66	20
	9%	9%	-%	-%	-%	-%	-%	22%	-%	10%	8%	-%	-%	26%	14%
		bcdefh						abcdefh						b	
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	73	73	73	26	-	26	47	-	-	67	6	67	6	-	-
	8%	8%	14%	13%	-%	26%	34%	-%	-%	10%	2%	17%	5%	-%	-%
		dgh	adgh	adgh		abcdgh	abcdagh			b		b			
Worried about being without the Pay TV service during the switch (P)	70	70	70	25	-	25	45	-	-	61	9	61	9	-	-
	8%	8%	13%	13%	-%	26%	32%	-%	-%	9%	3%	16%	7%	-%	-%
		dgh	adgh	adgh		abcdgh	abcdgh			b		b			

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 138

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	DECIDED NOT TO SWITCH									DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
	Total	ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Did not want to lose the email address I had from my broadband provider	69 7%	69 7%	69 13%	39 20%	17 16%	23 23%	- -%	- -%	29 16%	59 9%	10 4%	59 15%	10 8%	- -%	- -%
		fg	afg	abfg	afg	abdfg			afg	b		b			
Worried about being without the landline phone service during the switch (P)	43 5%	43 5%	43 8%	43 21%	17 17%	25 26%	- -%	- -%	- -%	37 6%	5 2%	37 9%	5 4%	- -%	- -%
		fgh	afgh	abfgh	abfgh	abdfgh				b		b			
Didn't want to have a VoIP/ digital voice landline service	13 1%	13 1%	13 2%	13 6%	7 7%	6 6%	- -%	- -%	- -%	11 2%	1 1%	11 3%	1 1%	- -%	- -%
		fg	afgh	abfgh	abfgh	abfgh									
ANY PROCESS FACTORS (P)	507 55%	507 55%	292 56%	107 54%	48 48%	59 60%	84 60%	215 54%	101 56%	387 60%	120 45%	235 60%	56 45%	151 59%	64 45%
		d	d			d	d			b		b		b	
NONE OF THESE	41 5%	41 5%	20 4%	8 4%	6 6%	3 3%	6 4%	22 5%	5 3%	18 3%	23 9%	6 2%	14 11%	13 5%	9 6%
											a		a		
Mean number of factors	8.6	8.6	8.7	8.7	7.6	9.9	9.6	8.6	7.9	9.7	6.2	9.7	5.5	9.6	6.8
		d	d	d		abcdgh	abdgh			b		b		b	
Standard deviation	6.47	6.47	6.83	7.87	7.22	8.36	6.75	5.98	5.45	6.75	4.99	7.00	5.14	6.36	4.78
Standard error	.17	.17	.21	.33	.41	.51	.39	.35	.38	.21	.27	.24	.33	.46	.46

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 138

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
I negotiated/ accepted a deal with my current provider	385	147	232	234	97	53	149	108	56	70	257	127	333	**	**	**	
	42%	38%	44%	39%	44%	61%	39%	44%	45%	42%	41%	43%	42%	**	**	**	
			a			ab											
Current provider is still the best deal/ cheapest	380	142	235	248	89	42	140	109	55	73	249	128	329	**	**	**	
	41%	37%	45%	41%	40%	48%	37%	45%	44%	44%	40%	44%	42%	**	**	**	
			a					a				a					
Current provider has the best quality of service	367	135	224	239	93	34	147	89	55	73	237	128	311	**	**	**	
	40%	35%	43%	39%	41%	39%	39%	37%	44%	44%	38%	44%	39%	**	**	**	
			a									be					
Prefer to stay with a trusted/ known provider	365	141	224	243	84	39	143	90	55	75	233	130	312	**	**	**	
	40%	37%	43%	40%	38%	44%	38%	37%	44%	45%	37%	44%	39%	**	**	**	
			a							e		abe					
There wasn't enough cost difference for it to be worth switching	340	137	197	233	77	29	133	98	44	66	231	110	295	**	**	**	
	37%	36%	37%	39%	35%	34%	35%	40%	35%	39%	37%	37%	37%	**	**	**	
Worried that the service wouldn't be as good with a new provider	330	120	205	235	67	27	138	81	47	63	220	110	281	**	**	**	
	36%	31%	39%	39%	30%	31%	37%	33%	37%	38%	35%	37%	36%	**	**	**	
			a	b													
Didn't want to lose content (programmes, apps, photos, data) stored on my device	272	107	163	202	50	19	104	67	43	57	171	99	239	**	**	**	
	30%	28%	31%	33%	23%	21%	27%	28%	34%	34%	28%	34%	30%	**	**	**	
				bc						e		ae					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 138

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Concern about arranging for the old and new services to start and stop at the same time (P)	263 29%	100 26%	160 30%	195 32% bc	51 23%	17 19%	105 28%	66 27%	48 38% abde	43 26%	170 27%	91 31%	225 28%	** **	** **	** **	
I was still in a contract so couldn't leave/ would have to pay to leave	257 28%	96 25%	159 30% a	200 33% bc	46 21% c	11 13%	107 28%	63 26%	41 33%	47 28%	170 27%	88 30%	223 28%	** **	** **	** **	
Worried that I might have to pay two providers at the same time (P)	251 27%	91 24%	155 30% a	190 31% bc	50 22% c	9 11%	102 27%	59 24%	47 37% abde	42 25%	161 26%	89 30%	217 27%	** **	** **	** **	
It's too time consuming to go through the process of switching from one provider to another	243 26%	95 25%	145 28%	182 30% bc	44 20%	17 20%	96 25%	57 24%	39 31%	50 30%	153 25%	89 30% be	207 26%	** **	** **	** **	
Did not want to pay disconnection charges	240 26%	97 25%	143 27%	180 30% bc	46 21%	14 16%	95 25%	61 25%	35 28%	48 29%	156 25%	83 28%	204 26%	** **	** **	** **	
Hassle of needing to contact more than one provider to switch	238 26%	87 23%	147 28% a	186 31% bc	41 18%	11 12%	107 28% b	53 22%	33 26%	45 27%	160 26%	78 27%	202 26%	** **	** **	** **	
Worried that other devices or products I own would not work with a new service	223 24%	87 23%	135 26%	171 28% bc	41 18%	11 13%	93 25%	52 21%	38 30% be	39 23%	145 23%	77 26%	185 23%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 138

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Didn't want to have to learn to use a new service	208 23%	84 22%	121 23%	154 25% bc	39 18%	15 17%	81 21%	52 21%	34 27%	38 23%	133 21%	73 25%	177 22%	** **	** **	** **	
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	208 23%	76 20%	128 24%	153 25% bc	43 19%	12 13%	89 23%	45 19%	28 23%	44 27% b	134 22%	73 25% b	177 22%	** **	** **	** **	
Did not want to lose my phone number	207 23%	82 21%	123 23%	147 24% b	34 15%	25 28% b	75 20%	53 22%	31 24%	48 29% ae	129 21%	79 27% ae	178 22%	** **	** **	** **	
Lack of choice	204 22%	84 22%	115 22%	151 25% bc	38 17%	13 15%	76 20%	59 24%	33 26%	36 22%	134 22%	69 24%	173 22%	** **	** **	** **	
Difficulty comparing what other providers were offering	202 22%	86 22%	113 21%	151 25% bc	43 19% c	8 9%	89 23%	44 18%	30 24%	38 23%	133 21%	68 23%	176 22%	** **	** **	** **	
Bad experience when switching communication services previously	201 22%	83 22%	115 22%	159 26% bc	32 14%	10 12%	85 22%	49 20%	31 24%	36 22%	134 21%	67 23%	174 22%	** **	** **	** **	
Difficulty cancelling my current service (P)	200 22%	75 20%	125 24%	155 26% bc	38 17% c	6 7%	71 19%	54 22%	37 29% ae	36 21%	125 20%	72 25% a	171 22%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 138

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	199 22%	79 21%	115 22%	154 25% bc	33 15%	11 13%	86 23% b	40 16%	28 22%	45 27% be	126 20%	73 25% be	173 22%	** **	** **	** **	
Would take too long to research the market	192 21%	76 20%	115 22%	153 25% bc	31 14%	7 8%	94 25% bcf	44 18%	18 14%	36 21%	138 22% c	53 18%	165 21%	** **	** **	** **	
Difficulty when contacting potential new providers	192 21%	85 22%	100 19%	154 25% bc	30 13%	8 10%	80 21%	49 20%	31 25%	31 19%	128 21%	62 21%	163 21%	** **	** **	** **	
Not knowing what to do to switch	190 21%	75 20%	111 21%	152 25% bc	31 14% c	6 7%	81 21%	51 21%	26 21%	29 18%	132 21%	56 19%	158 20%	** **	** **	** **	
Difficulty when contacting my current provider	183 20%	75 20%	106 20%	146 24% bc	32 14% c	5 6%	86 23% df	48 20%	24 19%	26 15%	133 21% d	50 17%	159 20%	** **	** **	** **	
Didn't want to pay the initial connection/ start-up fees/ equipment costs	153 17%	55 14%	98 19% a	102 17%	39 18%	12 14%	61 16%	33 14%	29 23% abe	29 17%	94 15%	58 20% be	132 17%	** **	** **	** **	
Did not want to have to get an engineer to install new equipment	132 14%	46 12%	84 16% a	94 16%	28 12%	10 11%	57 15%	29 12%	23 18% b	22 13%	87 14%	45 15%	115 15%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 138

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Did not want to have to install new equipment myself	127 14%	48 12%	79 15%	89 15%	28 12%	10 12%	54 14%	30 12%	21 16%	22 13%	84 13%	42 14%	107 14%	** **	** **	** **	
Worried about being without the broadband service during the switch (P)	123 13%	40 11%	81 15% a	77 13%	33 15%	13 15%	44 12%	32 13%	21 17%	25 15%	76 12%	47 16% a	110 14%	** **	** **	** **	
I couldn't afford/ didn't want to pay off my handset in one lump sum	115 12%	47 12%	65 12%	103 17% bc	9 4%	3 3%	32 9%	37 15% ae	12 10%	33 20% ace	70 11%	45 15% ae	94 12%	** **	** **	** **	
Worried about being without the mobile service during the switch (P)	108 12%	33 9%	70 13% a	86 14% bc	17 7%	4 5%	45 12%	23 9%	17 13%	21 13%	68 11%	38 13%	89 11%	** **	** **	** **	
Needing to unlock my handset to take it with me	104 11%	50 13% b	50 10%	91 15% bc	11 5% c	1 1%	46 12%	26 11%	14 11%	20 12%	71 11%	33 11%	85 11%	** **	** **	** **	
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	88 10%	35 9%	53 10%	67 11% c	18 8%	3 4%	44 12% b	16 7%	12 10%	16 10%	60 10%	28 10%	77 10%	** **	** **	** **	
I'm still in my handset contract period	87 9%	28 7%	59 11% a	81 13% bc	6 3% c	- -%	37 10%	19 8%	10 8%	21 12%	56 9%	31 11%	74 9%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 138

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	86 9%	28 7%	56 11% a	69 11% bc	13 6%	4 5%	28 7%	22 9%	17 13% ae	19 12% a	50 8%	36 12% ae	71 9%	** **	** **	** **	
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	73 8%	28 7%	45 9%	54 9%	13 6%	6 6%	38 10% b	14 6%	8 6%	12 7%	53 8%	20 7%	59 7%	** **	** **	** **	
Worried about being without the Pay TV service during the switch (P)	70 8%	29 8%	41 8%	53 9% c	14 6%	3 3%	32 9%	13 5%	10 8%	14 8%	46 7%	24 8%	59 7%	** **	** **	** **	
Did not want to lose the email address I had from my broadband provider	69 7%	30 8%	39 7%	42 7%	15 7%	12 14% ab	27 7%	15 6%	13 10%	14 8%	42 7%	27 9%	63 8%	** **	** **	** **	
Worried about being without the landline phone service during the switch (P)	43 5%	15 4%	27 5%	23 4%	11 5%	8 9% a	18 5%	10 4%	5 4%	10 6%	28 4%	15 5%	36 5%	** **	** **	** **	
Didn't want to have a VoIP/ digital voice landline service	13 1%	4 1%	8 2%	5 1%	4 2%	3 4% a	4 1%	3 1%	3 2%	3 2%	7 1%	6 2%	11 1%	** **	** **	** **	
ANY PROCESS FACTORS (P)	507 55%	193 50%	306 58% a	380 63% bc	97 43% c	29 33%	207 55%	127 52%	83 66% abde	87 52%	334 54%	170 58%	436 55%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 138

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
NONE OF THESE	41	16	26	22	14	5	21	5	5	10	26	15	36	**	**	**	
	5%	4%	5%	4%	6%	6%	6%	2%	4%	6%	4%	5%	5%	**	**	**	
Mean number of factors	8.6	8.0	9.1	9.6	7.0	6.3	8.5	8.1	9.6	9.1	8.3	9.3	8.6	**	**	**	
		a	a	bc	a	a	b	b	abe	b	b	be	b	**	**	**	
Standard deviation	6.47	6.16	6.71	6.12	6.87	6.43	6.22	6.08	6.84	7.26	6.16	7.07	6.36	**	**	**	
Standard error	.17	.26	.23	.21	.36	.51	.26	.32	.49	.46	.20	.34	.18	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
I negotiated/ accepted a deal with my current provider	385	342	42	140	215
	42%	42%	42%	41%	46%
Current provider is still the best deal/ cheapest	380	339	41	154	183
	41%	42%	40%	45%	39%
				b	
Current provider has the best quality of service	367	328	39	149	178
	40%	40%	38%	44%	38%
				b	
Prefer to stay with a trusted/ known provider	365	329	36	126	198
	40%	40%	36%	37%	42%
There wasn't enough cost difference for it to be worth switching	340	309	32	130	174
	37%	38%	31%	38%	37%
Worried that the service wouldn't be as good with a new provider	330	303	27	136	162
	36%	37%	27%	40%	34%
		b			
Didn't want to lose content (programmes, apps, photos, data) stored on my device	272	255	17	104	128
	30%	31%	16%	31%	27%
		b			
Concern about arranging for the old and new services to start and stop at the same time (P)	263	245	17	118	112
	29%	30%	17%	35%	24%
		b		b	

Columns Tested: a,b - a,b

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
I was still in a contract so couldn't leave/ would have to pay to leave	257 28%	236 29% b	21 20%	103 30%	121 26%
Worried that I might have to pay two providers at the same time (P)	251 27%	235 29% b	16 16%	107 31% b	114 24%
It's too time consuming to go through the process of switching from one provider to another	243 26%	228 28% b	15 15%	107 31% b	105 22%
Did not want to pay disconnection charges	240 26%	222 27% b	17 17%	94 28%	112 24%
Hassle of needing to contact more than one provider to switch	238 26%	224 27% b	14 14%	106 31% b	106 23%
Worried that other devices or products I own would not work with a new service	223 24%	210 26% b	13 13%	105 31% b	95 20%
Didn't want to have to learn to use a new service	208 23%	191 23%	17 17%	90 26% b	86 18%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	208 23%	190 23%	18 18%	85 25%	100 21%
Did not want to lose my phone number	207 23%	188 23%	20 19%	80 23%	97 21%
Lack of choice	204 22%	181 22%	23 22%	90 26% b	86 18%
Difficulty comparing what other providers were offering	202 22%	185 23%	17 17%	92 27% b	84 18%
Bad experience when switching communication services previously	201 22%	185 23%	16 16%	99 29% b	76 16%
Difficulty cancelling my current service (P)	200 22%	187 23% b	13 13%	86 25% b	80 17%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	199 22%	184 23% b	15 15%	95 28% b	71 15%
Would take too long to research the market	192 21%	181 22% b	11 11%	82 24% b	79 17%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Difficulty when contacting potential new providers	192	180	11	85	76
	21%	22%	11%	25%	16%
		b		b	
Not knowing what to do to switch	190	177	13	79	79
	21%	22%	13%	23%	17%
		b		b	
Difficulty when contacting my current provider	183	172	11	75	81
	20%	21%	11%	22%	17%
		b		b	
Didn't want to pay the initial connection/ start-up fees/ equipment costs	153	140	13	62	82
	17%	17%	13%	18%	17%
Did not want to have to get an engineer to install new equipment	132	121	11	51	71
	14%	15%	11%	15%	15%
Did not want to have to install new equipment myself	127	116	10	48	66
	14%	14%	10%	14%	14%
Worried about being without the broadband service during the switch (P)	123	110	13	43	68
	13%	14%	12%	13%	14%

Columns Tested: a,b - a,b

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
I couldn't afford/ didn't want to pay off my handset in one lump sum	115	108	7	58	33
	12%	13%	7%	17%	7%
		b		b	
Worried about being without the mobile service during the switch (P)	108	103	5	57	37
	12%	13%	4%	17%	8%
		b		b	
Needing to unlock my handset to take it with me	104	99	6	55	31
	11%	12%	6%	16%	6%
		b		b	
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	88	82	7	42	38
	10%	10%	7%	12%	8%
				b	
I'm still in my handset contract period	87	83	5	38	31
	9%	10%	4%	11%	7%
		b		b	
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	86	82	5	46	28
	9%	10%	4%	13%	6%
		b		b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	73 8%	65 8%	8 8%	27 8%	42 9%
Worried about being without the Pay TV service during the switch (P)	70 8%	61 8%	8 8%	26 7%	39 8%
Did not want to lose the email address I had from my broadband provider	69 7%	63 8%	6 5%	28 8%	35 7%
Worried about being without the landline phone service during the switch (P)	43 5%	40 5%	3 3%	16 5%	23 5%
Didn't want to have a VoIP/ digital voice landline service	13 1%	11 1%	2 2%	5 1%	6 1%
ANY PROCESS FACTORS (P)	507 55%	470 58%	37 36%	216 63%	229 49%
		b		b	
NONE OF THESE	41 5%	36 4%	6 6%	8 2%	26 5%
				a	
Mean number of factors	8.6	8.9 b	6.3	9.7 b	7.7
Standard deviation	6.47	6.45	6.14	6.50	6.34
Standard error	.17	.18	.48	.29	.23
Columns Tested: a,b - a,b					

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	348 38%	**	**	**	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	345 38%	**	**	**	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	341 37%	**	**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	327 36%	**	**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	326 36%	**	**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	325 35%	**	**	**	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	319 35%	**	**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	309 34%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	307	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	305	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	304	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	296	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**
Lack of choice	292	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to have to learn to use a new service	291	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	280	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	279	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	279	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 139

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	275	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	274	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	272	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	272	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	269	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	265	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**
I negotiated/ accepted a deal with my current provider	263	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	257	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	176 19%	**	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	172 19%	**	**	**	**	**	**	**	**	**	**	**
Did not want to lose my phone number	166 18%	**	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	151 16%	**	**	**	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	131 14%	**	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	129 14%	**	**	**	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	127 14%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 139

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	120	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**
I'm still in my handset contract period	118	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	104	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**
I couldn't afford/ didn't want to pay off my handset in one lump sum	104	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	88	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	88	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	78	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 139

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the landline phone service during the switch (P)	46 5%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to have a VoIP/ digital voice landline service	13 1%	**	**	**	**	**	**	**	**	**	**	**
ANY PROCESS FACTORS (P)	614 67%	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	61 7%	**	**	**	**	**	**	**	**	**	**	**
Mean number of factors	10.1	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	6.72	**	**	**	**	**	**	**	**	**	**	**
Standard error	.18	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	348 38%	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	345 38%	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	341 37%	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	327 36%	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	326 36%	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	325 35%	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	319 35%	**	**	**	**	**	**	**	**
Current provider has the best quality of service	309 34%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	307	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	305	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	304	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	296	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**
Lack of choice	292	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**
Didn't want to have to learn to use a new service	291	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	280	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	279	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	279	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

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	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	275	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**
Not knowing what to do to switch	274	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**
Would take too long to research the market	272	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	272	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	269	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	265	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**
I negotiated/ accepted a deal with my current provider	263	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	257	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

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Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	176 19%	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	172 19%	**	**	**	**	**	**	**	**
Did not want to lose my phone number	166 18%	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	151 16%	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	131 14%	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	129 14%	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	127 14%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Total	918	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	120	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**
I'm still in my handset contract period	118	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	104	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**
I couldn't afford/ didn't want to pay off my handset in one lump sum	104	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	88	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	88	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	78	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

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Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Worried about being without the landline phone service during the switch (P)	46	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**
Didn't want to have a VoIP/ digital voice landline service	13	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**
ANY PROCESS FACTORS (P)	614	**	**	**	**	**	**	**	**
	67%	**	**	**	**	**	**	**	**
NONE OF THESE	61	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**
Mean number of factors	10.1	**	**	**	**	**	**	**	**
Standard deviation	6.72	**	**	**	**	**	**	**	**
Standard error	.18	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 139

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
It's too time consuming to go through the process of switching from one provider to another	348	348	198	71	32	39	56	149	72	273	75	163	36	110	39
	38%	38%	38%	36%	32%	40%	41%	37%	40%	42%	28%	41%	28%	43%	27%
		d	d			d	d			b		b		b	
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	345	345	186	69	31	37	58	159	59	270	76	152	34	117	42
	38%	38%	36%	35%	31%	38%	42%	40%	33%	42%	28%	39%	27%	46%	29%
		d					cdh	d		b		b		b	
Prefer to stay with a trusted/ known provider	341	341	195	69	30	39	58	146	69	248	93	155	40	93	53
	37%	37%	38%	35%	30%	40%	42%	36%	38%	38%	34%	40%	32%	36%	37%
		d	d			d	cd					b			
Difficulty comparing what other providers were offering	327	327	173	65	33	32	48	154	60	256	71	148	25	107	46
	36%	36%	33%	33%	33%	33%	35%	38%	33%	39%	26%	38%	20%	42%	32%
										b		b			
Worried that the service wouldn't be as good with a new provider	326	326	188	76	32	44	56	138	56	245	81	148	40	97	41
	36%	36%	36%	38%	32%	45%	40%	35%	31%	38%	30%	38%	31%	38%	29%
						abdgh	dh			b					
Concern about arranging for the old and new services to start and stop at the same time (P)	325	325	183	66	29	37	48	142	69	261	64	152	30	109	33
	35%	35%	35%	33%	29%	38%	35%	36%	38%	40%	24%	39%	24%	42%	23%
		d	d			d			d	b		b		b	

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 139

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Hassle of needing to contact more than one provider to switch	319 35%	319 35%	166 32%	54 27%	26 26%	28 29%	51 37%	152 38%	61 34%	246 38%	72 27%	133 34%	34 27%	114 45%	38 27%
		cd	cd				cde	cde		b		b		b	
Current provider has the best quality of service	309 34%	309 34%	174 34%	66 33%	29 28%	37 38%	55 40%	135 34%	53 29%	236 36%	73 27%	144 37%	30 24%	92 36%	43 30%
						dh	adh			b		b			
Current provider is still the best deal/cheapest	307 34%	307 34%	169 33%	59 30%	28 28%	32 32%	46 33%	139 35%	63 35%	246 38%	61 23%	139 35%	30 24%	107 42%	31 22%
		d								b		b		b	
There wasn't enough cost difference for it to be worth switching	305 33%	305 33%	179 35%	58 29%	27 27%	31 32%	55 40%	125 31%	66 36%	240 37%	65 24%	143 37%	36 29%	97 38%	29 20%
		d	cd				acdeg		d	b		b		b	
Worried that I might have to pay two providers at the same time (P)	304 33%	304 33%	165 32%	62 31%	27 27%	35 36%	49 36%	139 35%	54 30%	230 36%	74 27%	134 34%	31 25%	96 37%	43 30%
		d				d	d	d		b		b			
Difficulty when contacting potential new providers	296 32%	296 32%	170 33%	57 28%	25 25%	32 32%	51 37%	125 31%	63 35%	239 37%	56 21%	146 37%	24 19%	93 36%	32 22%
		d	d			d	cd		d	b		b		b	
Lack of choice	292 32%	292 32%	162 31%	54 27%	23 23%	31 31%	51 37%	130 33%	57 31%	236 36%	56 21%	134 34%	28 22%	102 40%	28 20%
		cd	d			d	cd	d	d	b		b		b	

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 139

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Didn't want to have to learn to use a new service	291	291	153	52	22	30	47	138	54	237	54	129	24	108	30
	32%	32%	30%	26%	22%	30%	34%	34%	30%	37%	20%	33%	19%	42%	21%
		cd	d			d	cd	cd	d	b		b		b	
Difficulty cancelling my current service (P)	280	280	143	48	21	27	48	137	47	226	54	118	25	108	29
	31%	31%	28%	24%	21%	28%	35%	34%	26%	35%	20%	30%	20%	42%	20%
		cd	d				bcdh	bcdh		b		b		b	
Difficulty when contacting my current provider	279	279	149	46	21	25	51	131	52	236	44	128	20	107	24
	30%	30%	29%	23%	21%	25%	37%	33%	29%	36%	16%	33%	16%	42%	16%
		cd	cd				abcde	cd	d	b		b		b	
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	279	279	157	47	19	28	50	121	60	222	57	129	28	93	28
	30%	30%	30%	24%	19%	29%	36%	30%	33%	34%	21%	33%	23%	36%	20%
		cd	cd			d	acd	cd	cd	b		b		b	
Worried that other devices or products I own would not work with a new service	275	275	161	50	24	27	49	114	61	217	58	132	28	85	29
	30%	30%	31%	25%	24%	27%	36%	29%	34%	33%	21%	34%	23%	33%	20%
		cd	cd				cde		cd	b		b		b	
Not knowing what to do to switch	274	274	148	52	25	27	48	126	47	214	59	120	27	94	32
	30%	30%	29%	26%	25%	28%	35%	31%	26%	33%	22%	31%	22%	37%	22%
							bcdh			b		b		b	

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 139

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Would take too long to research the market	272	272	150	54	26	28	46	122	50	227	45	127	23	100	22
	30%	30%	29%	27%	26%	29%	34%	30%	28%	35%	17%	33%	18%	39%	15%
							d			b		b		b	
Bad experience when switching communication services previously	272	272	142	44	16	28	46	130	52	220	52	118	24	102	28
	30%	30%	27%	22%	16%	29%	33%	33%	29%	34%	19%	30%	19%	40%	20%
		cd	cd	d		cd	cd	cd	d	b		b		b	
Did not want to pay disconnection charges	269	269	162	57	26	32	48	107	56	209	60	128	33	81	27
	29%	29%	31%	29%	26%	32%	35%	27%	31%	32%	22%	33%	26%	32%	18%
							dg			b				b	
Didn't want to lose content (programmes, apps, photos, data) stored on my device	265	265	142	51	19	32	45	124	45	215	50	124	18	92	32
	29%	29%	27%	26%	19%	33%	33%	31%	25%	33%	19%	32%	14%	36%	22%
		d	d	d		cd	cd	d		b		b		b	
I negotiated/ accepted a deal with my current provider	263	263	126	45	23	22	39	137	41	263	-	126	-	137	-
	29%	29%	24%	23%	23%	22%	28%	34%	23%	41%	-%	32%	-%	54%	-%
		bcde						bcdeh		b		b		b	
I was still in a contract so couldn't leave/ would have to pay to leave	257	257	146	47	18	30	46	111	53	207	50	123	23	84	27
	28%	28%	28%	24%	18%	30%	33%	28%	29%	32%	19%	31%	18%	33%	19%
		d	d	d		d	cd	d	d	b		b		b	

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 139

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Didn't want to pay the initial connection/ start-up fees/ equipment costs	176	176	176	65	30	35	48	-	63	143	33	143	33	-	-
	19%	19%	34%	33%	30%	35%	35%	-%	35%	22%	12%	36%	26%	-%	-%
		g	ag	ag	ag	ag	ag		ag	b		b			
Did not want to have to get an engineer to install new equipment	172	172	172	55	27	28	46	-	72	138	34	138	34	-	-
	19%	19%	33%	28%	27%	28%	33%	-%	40%	21%	13%	35%	27%	-%	-%
		g	acd	ag	ag	ag	ag		acdeg	b		b			
Did not want to lose my phone number	166	166	50	50	25	25	-	116	-	132	34	45	5	87	29
	18%	18%	10%	25%	24%	26%	-%	29%	-%	20%	13%	11%	4%	34%	20%
		b	fh	ab	ab	ab		ab		b		b		b	
Did not want to have to install new equipment myself	151	151	151	49	25	23	53	-	48	123	27	123	27	-	-
	16%	16%	29%	24%	25%	24%	39%	-%	27%	19%	10%	31%	22%	-%	-%
		g	ac	ag	ag	ag	abcde		ag	b		b			
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	131	131	-	-	-	-	-	131	-	100	31	-	-	100	31
	14%	14%	-%	-%	-%	-%	-%	33%	-%	15%	12%	-%	-%	39%	22%
		b						abcde						b	
Worried about being without the broadband service during the switch (P)	129	129	129	62	31	30	-	-	68	103	26	103	26	-	-
	14%	14%	25%	31%	31%	31%	-%	-%	37%	16%	10%	26%	21%	-%	-%
		fg	af	ab	ab	ab			ab	b					

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Worried about being without the mobile service during the switch (P)	127	127	-	-	-	-	-	127	-	98	29	-	-	98	29
	14%	14%	-%	-%	-%	-%	-%	32%	-%	15%	11%	-%	-%	38%	20%
		bcdefh						abcdefh		b				b	
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	120	120	120	36	15	22	42	-	42	102	18	102	18	-	-
	13%	13%	23%	18%	15%	22%	30%	-%	23%	16%	7%	26%	14%	-%	-%
		g	acd	ag	g	adg	abcdeg		adg	b		b			
I'm still in my handset contract period	118	118	-	-	-	-	-	118	-	91	27	-	-	91	27
	13%	13%	-%	-%	-%	-%	-%	30%	-%	14%	10%	-%	-%	36%	19%
		bcdefh						abcdefh						b	
Needing to unlock my handset to take it with me	104	104	-	-	-	-	-	104	-	82	23	-	-	82	23
	11%	11%	-%	-%	-%	-%	-%	26%	-%	13%	8%	-%	-%	32%	16%
		bcdefh						abcdefh		b				b	
I couldn't afford/ didn't want to pay off my handset in one lump sum	104	104	-	-	-	-	-	104	-	89	15	-	-	89	15
	11%	11%	-%	-%	-%	-%	-%	26%	-%	14%	6%	-%	-%	35%	10%
		bcdefh						abcdefh		b				b	
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	88	88	88	36	-	36	52	-	-	73	15	73	15	-	-
	10%	10%	17%	18%	-%	36%	38%	-%	-%	11%	5%	19%	12%	-%	-%
		dgh	adgh	adgh		abcdgh	abcdgh			b		b			

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 139

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	DECIDED NOT TO SWITCH									DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
	Total	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Did not want to lose the email address I had from my broadband provider	88	88	88	43	17	26	-	-	45	76	11	76	11	-	-
	10%	10%	17%	22%	17%	26%	-%	-%	25%	12%	4%	19%	9%	-%	-%
		fg	afg	abfg	afg	abdfg			abdfg	b		b			
Worried about being without the Pay TV service during the switch (P)	78	78	78	32	-	32	46	-	-	69	10	69	10	-	-
	9%	9%	15%	16%	-%	32%	34%	-%	-%	11%	4%	18%	8%	-%	-%
		dgh	adgh	adgh		abcdgh	abcdgh			b		b			
Worried about being without the landline phone service during the switch (P)	46	46	46	46	23	23	-	-	-	43	3	43	3	-	-
	5%	5%	9%	23%	23%	24%	-%	-%	-%	7%	1%	11%	2%	-%	-%
		fgh	afgh	abfgh	abfgh	abfgh				b		b			
Didn't want to have a VoIP/ digital voice landline service	13	13	13	13	7	6	-	-	-	11	1	11	1	-	-
	1%	1%	2%	6%	7%	6%	-%	-%	-%	2%	1%	3%	1%	-%	-%
		fg	afgh	abfgh	abfgh	abfgh									
ANY PROCESS FACTORS (P)	614	614	348	130	61	69	96	266	122	472	142	280	68	192	74
	67%	67%	67%	66%	61%	71%	70%	66%	67%	73%	52%	72%	54%	75%	51%
		d	d			d	d			b		b		b	
NONE OF THESE	61	61	37	13	10	3	10	24	14	21	40	14	23	7	17
	7%	7%	7%	7%	10%	3%	7%	6%	8%	3%	15%	4%	18%	3%	12%
		e	e	e	ae		e		e		a		a		a
Mean number of factors	10.1	10.1	10.0	9.6	8.3	11.0	11.1	10.1	9.7	11.4	6.8	11.0	6.9	12.0	6.7
		d	d	d		acd	abcdh	d	d	b		b		b	
Standard deviation	6.72	6.72	6.79	7.50	7.20	7.60	6.42	6.64	6.17	6.75	5.44	6.77	5.88	6.68	5.04
Standard error	.18	.18	.21	.31	.41	.46	.37	.38	.44	.21	.29	.23	.38	.48	.48

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 139

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
It's too time consuming to go through the process of switching from one provider to another	348 38%	127 33%	215 41%	249 41%	69 31%	28 32%	155 41%	97 40%	42 34%	52 31%	252 41%	94 32%	310 39%	** **	** **	** **	
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	345 38%	148 39%	193 37%	242 40%	70 31%	31 36%	159 42%	86 36%	41 33%	58 35%	246 40%	100 34%	299 38%	** **	** **	** **	
Prefer to stay with a trusted/ known provider	341 37%	147 39%	186 35%	239 40%	76 34%	24 28%	153 40%	90 37%	36 29%	61 36%	243 39%	97 33%	298 38%	** **	** **	** **	
Difficulty comparing what other providers were offering	327 36%	127 33%	195 37%	241 40%	59 26%	26 30%	128 34%	81 33%	48 38%	68 40%	209 34%	116 40%	285 36%	** **	** **	** **	
Worried that the service wouldn't be as good with a new provider	326 36%	134 35%	187 36%	221 37%	74 33%	30 34%	148 39%	85 35%	47 37%	45 27%	233 38%	92 31%	281 36%	** **	** **	** **	
Concern about arranging for the old and new services to start and stop at the same time (P)	325 35%	121 32%	200 38%	246 41%	56 25%	21 24%	143 38%	75 31%	40 32%	65 39%	218 35%	105 36%	283 36%	** **	** **	** **	
Hassle of needing to contact more than one provider to switch	319 35%	137 36%	178 34%	234 39%	59 26%	24 27%	139 37%	80 33%	44 35%	53 31%	219 35%	97 33%	273 35%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 139

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Current provider has the best quality of service	309	149	158	223	56	30	136	83	39	51	219	90	277	**	**	**	
	34%	39%	30%	37%	25%	34%	36%	34%	31%	31%	35%	31%	35%	**	**	**	
		b		b		b											
Current provider is still the best deal/cheapest	307	140	161	215	69	22	143	69	39	56	212	95	262	**	**	**	
	34%	37%	31%	35%	31%	26%	38%	28%	31%	34%	34%	33%	33%	**	**	**	
		b		c			b										
There wasn't enough cost difference for it to be worth switching	305	122	181	215	64	25	137	72	43	51	209	93	270	**	**	**	
	33%	32%	34%	36%	28%	29%	36%	30%	34%	30%	34%	32%	34%	**	**	**	
				b			b										
Worried that I might have to pay two providers at the same time (P)	304	132	168	227	59	18	138	72	37	56	210	93	256	**	**	**	
	33%	35%	32%	38%	26%	21%	36%	30%	30%	33%	34%	32%	32%	**	**	**	
				bc			b										
Difficulty when contacting potential new providers	296	124	168	214	60	20	132	68	35	61	199	96	257	**	**	**	
	32%	33%	32%	35%	27%	23%	35%	28%	28%	36%	32%	33%	33%	**	**	**	
				bc			b			b							
Lack of choice	292	125	163	219	59	13	128	66	45	50	194	95	255	**	**	**	
	32%	33%	31%	36%	27%	15%	34%	27%	36%	30%	31%	33%	32%	**	**	**	
				bc	c		b		b								
Didn't want to have to learn to use a new service	291	120	166	223	46	20	136	63	43	48	199	91	258	**	**	**	
	32%	32%	32%	37%	21%	23%	36%	26%	34%	29%	32%	31%	33%	**	**	**	
				bc			bd		b		b						
Difficulty cancelling my current service (P)	280	119	154	212	53	14	128	60	33	59	188	92	241	**	**	**	
	31%	31%	29%	35%	24%	16%	34%	25%	26%	35%	30%	31%	31%	**	**	**	
				bc	c		bc			bc		b					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 139

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Difficulty when contacting my current provider	279	104	170	219	47	12	125	62	33	56	187	90	236	**	**	**	
	30%	27%	32%	36%	21%	13%	33%	26%	27%	34%	30%	31%	30%	**	**	**	
				bc	c		b			b							
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	279	120	156	220	51	8	131	67	34	44	198	78	239	**	**	**	
	30%	31%	30%	36%	23%	9%	35%	28%	27%	26%	32%	27%	30%	**	**	**	
				bc	c		bdf				f						
Worried that other devices or products I own would not work with a new service	275	117	152	209	52	13	128	55	36	55	183	91	241	**	**	**	
	30%	31%	29%	35%	23%	15%	34%	23%	29%	33%	29%	31%	30%	**	**	**	
				bc	c		b			b	b	b					
Not knowing what to do to switch	274	108	160	207	54	11	125	56	33	59	181	92	238	**	**	**	
	30%	28%	30%	34%	24%	13%	33%	23%	26%	35%	29%	31%	30%	**	**	**	
				bc	c		b			bc	b	b					
Would take too long to research the market	272	105	159	208	49	13	117	62	46	47	179	93	236	**	**	**	
	30%	27%	30%	34%	22%	15%	31%	25%	36%	28%	29%	32%	30%	**	**	**	
				bc					be								
Bad experience when switching communication services previously	272	112	156	213	48	9	125	60	37	48	184	85	236	**	**	**	
	30%	29%	30%	35%	21%	10%	33%	25%	30%	29%	30%	29%	30%	**	**	**	
				bc	c		b										
Did not want to pay disconnection charges	269	101	161	206	45	16	122	61	37	47	184	84	236	**	**	**	
	29%	26%	31%	34%	20%	19%	32%	25%	30%	28%	30%	29%	30%	**	**	**	
				bc			b										

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 139

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Didn't want to lose content (programmes, apps, photos, data) stored on my device	265 29%	105 28%	152 29%	205 34% bc	46 20%	14 16%	128 34% bf	56 23%	36 28%	45 27%	183 30% b	81 28%	225 29%	** **	** **	** **	
I negotiated/ accepted a deal with my current provider	263 29%	119 31%	143 27%	203 34% bc	52 23% c	6 7%	125 33% bd	54 22%	39 31% b	44 26%	179 29% b	82 28%	229 29%	** **	** **	** **	
I was still in a contract so couldn't leave/ would have to pay to leave	257 28%	105 28%	147 28%	201 33% bc	46 20% c	9 10%	124 33% b	52 21%	35 28%	45 27%	176 28% b	80 27%	216 27%	** **	** **	** **	
Didn't want to pay the initial connection/ start-up fees/ equipment costs	176 19%	75 20%	98 19%	121 20%	41 18%	13 15%	81 21%	40 17%	21 17%	33 20%	121 19%	54 19%	156 20%	** **	** **	** **	
Did not want to have to get an engineer to install new equipment	172 19%	75 20%	96 18%	123 20% c	40 18% c	9 11%	77 20%	43 18%	25 20%	27 16%	120 19%	52 18%	151 19%	** **	** **	** **	
Did not want to lose my phone number	166 18%	66 17%	98 19%	116 19%	36 16%	14 16%	68 18%	45 18%	20 16%	31 18%	113 18%	51 17%	146 18%	** **	** **	** **	
Did not want to have to install new equipment myself	151 16%	59 15%	90 17%	109 18%	31 14%	11 12%	69 18% b	31 13%	24 19% b	26 16%	100 16%	51 17%	135 17%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 139

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	131 14%	55 14%	73 14%	112 18% bc	13 6%	6 7%	64 17% cf	32 13% c	9 7%	25 15% c	95 15% c	35 12%	112 14%	** **	** **	** **	
Worried about being without the broadband service during the switch (P)	129 14%	55 15%	73 14%	90 15%	27 12%	12 14%	52 14%	35 14%	19 15%	22 13%	87 14%	41 14%	113 14%	** **	** **	** **	
Worried about being without the mobile service during the switch (P)	127 14%	50 13%	77 15%	107 18% bc	15 7%	4 5%	50 13%	34 14%	14 11%	29 17%	84 13%	43 15%	103 13%	** **	** **	** **	
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	120 13%	57 15%	62 12%	92 15% c	26 12% c	2 3%	59 16% b	26 11%	17 13%	18 11%	85 14%	35 12%	105 13%	** **	** **	** **	
I'm still in my handset contract period	118 13%	54 14%	61 12%	102 17% bc	17 7% c	- -%	49 13%	30 12%	19 15%	19 11%	79 13%	38 13%	102 13%	** **	** **	** **	
Needing to unlock my handset to take it with me	104 11%	33 9%	67 13% a	90 15% bc	13 6%	2 2%	42 11%	22 9%	14 12%	23 14%	64 10%	38 13%	88 11%	** **	** **	** **	
I couldn't afford/ didn't want to pay off my handset in one lump sum	104 11%	41 11%	59 11%	85 14% bc	17 8% c	- -%	49 13% b	21 9%	17 13%	15 9%	70 11%	32 11%	89 11%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 139

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	88 10%	42 11%	46 9%	56 9%	25 11%	7 8%	47 12% bdf	16 7%	12 10%	12 7%	63 10% b	25 8%	80 10%	** **	** **	** **	
Did not want to lose the email address I had from my broadband provider	88 10%	40 10%	46 9%	62 10%	20 9%	6 6%	43 11%	19 8%	13 10%	12 7%	62 10%	25 9%	75 9%	** **	** **	** **	
Worried about being without the Pay TV service during the switch (P)	78 9%	35 9%	43 8%	51 8%	19 8%	8 9%	43 11% bdf	17 7%	9 7%	9 6%	59 10%	19 6%	66 8%	** **	** **	** **	
Worried about being without the landline phone service during the switch (P)	46 5%	20 5%	25 5%	25 4%	11 5%	9 10% ab	21 6%	9 4%	9 7%	7 4%	29 5%	16 6%	40 5%	** **	** **	** **	
Didn't want to have a VoIP/ digital voice landline service	13 1%	4 1%	8 2%	5 1%	4 2%	3 4% a	4 1%	3 1%	3 2%	3 2%	7 1%	6 2%	11 1%	** **	** **	** **	
ANY PROCESS FACTORS (P)	614 67%	248 65%	355 68%	447 74% bc	120 54%	45 52%	271 71% bcf	150 62%	80 64%	111 66%	421 68% b	191 65%	527 67%	** **	** **	** **	
NONE OF THESE	61 7%	32 8% b	29 6%	25 4%	25 11% a	11 12% a	20 5%	23 9% a	9 7%	10 6%	42 7%	19 6%	47 6%	** **	** **	** **	
Mean number of factors	10.1	10.0	10.0	11.3 bc	7.9 c	6.5	11.0 bcdef	8.9	9.7	9.8	10.2 b	9.8	10.1	**	**	**	
Standard deviation	6.72	6.89	6.62	6.61	6.33	5.70	6.75	6.31	6.44	7.22	6.66	6.89	6.75	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 139

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	GENDER		AGE			SEG					NATION				N	
Total	MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%	a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Standard error	.18	.30	.23	.23	.45	.28	.33	.46	.46	.22	.33	.20	**	**	**	**

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
It's too time consuming to go through the process of switching from one provider to another	348 38%	311 38%	37 36%	139 41%	170 36%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	345 38%	311 38%	34 33%	128 37%	175 37%
Prefer to stay with a trusted/ known provider	341 37%	308 38%	33 32%	141 41% b	159 34%
Difficulty comparing what other providers were offering	327 36%	297 36%	30 29%	124 36%	157 33%
Worried that the service wouldn't be as good with a new provider	326 36%	291 36%	35 34%	116 34%	166 35%
Concern about arranging for the old and new services to start and stop at the same time (P)	325 35%	296 36% b	29 28%	119 35%	164 35%
Hassle of needing to contact more than one provider to switch	319 35%	292 36% b	27 26%	118 34%	156 33%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Current provider has the best quality of service	309	280	29	109	166
	34%	34%	28%	32%	35%
Current provider is still the best deal/ cheapest	307	281	26	110	159
	34%	34%	26%	32%	34%
		b			
There wasn't enough cost difference for it to be worth switching	305	273	32	125	147
	33%	33%	31%	37%	31%
			b		
Worried that I might have to pay two providers at the same time (P)	304	277	27	120	142
	33%	34%	26%	35%	30%
Difficulty when contacting potential new providers	296	267	29	127	130
	32%	33%	28%	37%	27%
			b		
Lack of choice	292	270	22	115	137
	32%	33%	22%	34%	29%
		b			
Didn't want to have to learn to use a new service	291	273	18	116	141
	32%	34%	17%	34%	30%
		b			
Difficulty cancelling my current service (P)	280	255	25	107	137
	31%	31%	25%	31%	29%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Difficulty when contacting my current provider	279	259	21	114	118
	30%	32%	20%	33%	25%
		b		b	
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	279	255	24	112	129
	30%	31%	23%	33%	27%
		b		b	
Worried that other devices or products I own would not work with a new service	275	249	26	96	135
	30%	31%	25%	28%	29%
Not knowing what to do to switch	274	250	24	109	127
	30%	31%	23%	32%	27%
		b			
Would take too long to research the market	272	251	21	108	125
	30%	31%	21%	32%	26%
		b		b	
Bad experience when switching communication services previously	272	253	19	107	125
	30%	31%	18%	31%	27%
		b			
Did not want to pay disconnection charges	269	249	20	103	127
	29%	30%	20%	30%	27%
		b			

Columns Tested: a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Didn't want to lose content (programmes, apps, photos, data) stored on my device	265 29%	244 30% b	22 21%	116 34% b	117 25%
I negotiated/ accepted a deal with my current provider	263 29%	244 30% b	19 19%	100 29%	119 25%
I was still in a contract so couldn't leave/ would have to pay to leave	257 28%	238 29% b	19 19%	109 32% b	112 24%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	176 19%	162 20%	14 14%	64 19%	92 19%
Did not want to have to get an engineer to install new equipment	172 19%	156 19%	16 16%	63 18%	90 19%
Did not want to lose my phone number	166 18%	160 20% b	6 5%	68 20%	74 16%
Did not want to have to install new equipment myself	151 16%	140 17% b	11 11%	53 16%	81 17%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	131	125	6	47	58
	14%	15%	6%	14%	12%
		b			
Worried about being without the broadband service during the switch (P)	129	115	14	44	74
	14%	14%	14%	13%	16%
Worried about being without the mobile service during the switch (P)	127	119	8	45	54
	14%	15%	8%	13%	11%
		b			
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	120	111	9	45	58
	13%	14%	9%	13%	12%
I'm still in my handset contract period	118	112	6	50	45
	13%	14%	6%	15%	10%
		b		b	
Needing to unlock my handset to take it with me	104	100	4	40	45
	11%	12%	4%	12%	10%
		b			
I couldn't afford/ didn't want to pay off my handset in one lump sum	104	98	6	37	46
	11%	12%	6%	11%	10%
		b			

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL b	YES a	NO b
Significance Level: 95%					
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	88 10%	81 10%	6 6%	27 8%	51 11%
Did not want to lose the email address I had from my broadband provider	88 10%	81 10%	6 6%	33 10%	44 9%
Worried about being without the Pay TV service during the switch (P)	78 9%	72 9%	6 6%	28 8%	44 9%
Worried about being without the landline phone service during the switch (P)	46 5%	40 5%	6 5%	12 3%	29 6% a
Didn't want to have a VoIP/ digital voice landline service	13 1%	11 1%	2 2%	5 1%	6 1%
ANY PROCESS FACTORS (P)	614 67%	560 69% b	54 53%	234 69%	302 64%
NONE OF THESE	61 7%	47 6%	14 14% a	19 6%	30 6%
Mean number of factors	10.1	10.4 b	7.6	10.4 b	9.4
Standard deviation	6.72	6.70	6.46	6.71	6.62
Standard error	.18	.19	.51	.30	.24
Columns Tested: a,b - a,b					

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 140

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	706	**	**	**	**	**	**	**	**	**	**	**
	77%	**	**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	687	**	**	**	**	**	**	**	**	**	**	**
	75%	**	**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	676	**	**	**	**	**	**	**	**	**	**	**
	74%	**	**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	656	**	**	**	**	**	**	**	**	**	**	**
	72%	**	**	**	**	**	**	**	**	**	**	**
I negotiated/ accepted a deal with my current provider	648	**	**	**	**	**	**	**	**	**	**	**
	71%	**	**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	645	**	**	**	**	**	**	**	**	**	**	**
	70%	**	**	**	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	591	**	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	587	**	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 140

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	557 61%	**	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	555 60%	**	**	**	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	553 60%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	537 59%	**	**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	529 58%	**	**	**	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	515 56%	**	**	**	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	509 55%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to have to learn to use a new service	499 54%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 140

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	498	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**
Lack of choice	496	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	488	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	480	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	478	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	473	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	464	**	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	463	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	463	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 140

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	373	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	329	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	304	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	277	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	252	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	235	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**
I couldn't afford/ didn't want to pay off my handset in one lump sum	218	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 140

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	218 24%	**	**	**	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	209 23%	**	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	209 23%	**	**	**	**	**	**	**	**	**	**	**
I'm still in my handset contract period	205 22%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	161 18%	**	**	**	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	156 17%	**	**	**	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	148 16%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 140

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the landline phone service during the switch (P)	89 10%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to have a VoIP/ digital voice landline service	31 3%	**	**	**	**	**	**	**	**	**	**	**
ANY PROCESS FACTORS (P)	747 81%	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	11 1%	**	**	**	**	**	**	**	**	**	**	**
Mean number of factors	18.7	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	9.43	**	**	**	**	**	**	**	**	**	**	**
Standard error	.25	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	706	**	**	**	**	**	**	**	**
	77%	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	687	**	**	**	**	**	**	**	**
	75%	**	**	**	**	**	**	**	**
Current provider has the best quality of service	676	**	**	**	**	**	**	**	**
	74%	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	656	**	**	**	**	**	**	**	**
	72%	**	**	**	**	**	**	**	**
I negotiated/ accepted a deal with my current provider	648	**	**	**	**	**	**	**	**
	71%	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	645	**	**	**	**	**	**	**	**
	70%	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	591	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	587	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	557 61%	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	555 60%	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	553 60%	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	537 59%	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	529 58%	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	515 56%	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	509 55%	**	**	**	**	**	**	**	**
Didn't want to have to learn to use a new service	499 54%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	498 54%	**	**	**	**	**	**	**	**
Lack of choice	496 54%	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	488 53%	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	480 52%	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	478 52%	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	473 52%	**	**	**	**	**	**	**	**
Would take too long to research the market	464 51%	**	**	**	**	**	**	**	**
Not knowing what to do to switch	463 50%	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	463 50%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Did not want to lose my phone number	373	**	**	**	**	**	**	**	**
41%		**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	329	**	**	**	**	**	**	**	**
36%		**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	304	**	**	**	**	**	**	**	**
33%		**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	277	**	**	**	**	**	**	**	**
30%		**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	252	**	**	**	**	**	**	**	**
27%		**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	235	**	**	**	**	**	**	**	**
26%		**	**	**	**	**	**	**	**
I couldn't afford/ didn't want to pay off my handset in one lump sum	218	**	**	**	**	**	**	**	**
24%		**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	218	**	**	**	**	**	**	**	**
24%		**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 140

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	209	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	209	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**
I'm still in my handset contract period	205	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	161	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	156	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	148	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**
Worried about being without the landline phone service during the switch (P)	89	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Didn't want to have a VoIP/ digital voice landline service	31	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**
ANY PROCESS FACTORS (P)	747	**	**	**	**	**	**	**	**
	81%	**	**	**	**	**	**	**	**
NONE OF THESE	11	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**
Mean number of factors	18.7	**	**	**	**	**	**	**	**
Standard deviation	9.43	**	**	**	**	**	**	**	**
Standard error	.25	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Prefer to stay with a trusted/ known provider	706	706	392	147	68	78	114	314	131	532	174	319	73	213	101
	77%	77%	76%	74%	68%	80%	83%	79%	72%	82%	65%	81%	58%	83%	70%
		d	d			cd	abcdh	d		b		b		b	
Current provider is still the best deal/ cheapest	687	687	386	153	76	77	101	301	132	520	167	313	73	207	94
	75%	75%	75%	77%	76%	79%	73%	75%	73%	80%	62%	80%	58%	81%	66%
										b		b		b	
Current provider has the best quality of service	676	676	382	143	67	76	108	294	132	515	161	314	68	200	93
	74%	74%	74%	72%	67%	77%	78%	73%	73%	79%	60%	80%	54%	78%	65%
		d	d			d	d			b		b		b	
Worried that the service wouldn't be as good with a new provider	656	656	367	140	62	77	106	289	121	490	166	296	71	193	96
	72%	72%	71%	70%	62%	79%	77%	72%	67%	76%	62%	76%	56%	76%	66%
		d	d	d		abcdh	cdh	d		b		b			
I negotiated/ accepted a deal with my current provider	648	648	392	160	75	85	110	256	122	648	-	392	-	256	-
	71%	71%	76%	80%	74%	87%	80%	64%	67%	100%	-%	100%	-%	100%	-%
		g	agh	abdgh	g	abcdfgh	agh			b		b		b	
There wasn't enough cost difference for it to be worth switching	645	645	364	137	67	70	103	281	123	496	149	296	67	200	82
	70%	70%	70%	69%	67%	72%	75%	70%	68%	77%	55%	76%	53%	78%	57%
							d			b		b		b	
It's too time consuming to go through the process of switching from one provider to another	591	591	331	120	53	67	96	260	115	457	134	274	57	183	77
	64%	64%	64%	60%	53%	68%	69%	65%	64%	71%	50%	70%	45%	72%	53%
		d	d	d		cd	cd	d	d	b		b		b	

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SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Concern about arranging for the old and new services to start and stop at the same time (P)	587 64%	587 64%	327 63%	118 59%	52 52%	66 67%	89 64%	260 65%	120 66%	465 72%	122 45%	269 69%	58 46%	196 76%	64 45%
Hassle of needing to contact more than one provider to switch	557 61%	557 61%	302 58%	103 52%	47 47%	56 57%	95 69%	254 64%	104 58%	422 65%	135 50%	249 64%	53 42%	173 67%	82 57%
Worried that I might have to pay two providers at the same time (P)	555 60%	555 60%	307 59%	110 56%	46 46%	64 65%	93 67%	248 62%	103 57%	431 67%	123 46%	254 65%	53 42%	178 69%	70 49%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	553 60%	553 60%	315 61%	115 58%	53 53%	62 63%	96 69%	238 60%	104 58%	435 67%	118 44%	258 66%	57 45%	177 69%	62 43%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	537 59%	537 59%	290 56%	100 50%	38 38%	62 63%	98 71%	247 62%	92 51%	418 64%	119 44%	247 63%	43 34%	171 67%	76 53%
Difficulty comparing what other providers were offering	529 58%	529 58%	291 56%	105 53%	52 51%	53 54%	85 62%	238 59%	101 56%	413 64%	116 43%	243 62%	48 38%	170 67%	67 47%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
I was still in a contract so couldn't leave/ would have to pay to leave	515 56%	515 56% cd	288 56% cd	90 45%	41 41%	49 50% d	91 66% abcdeg	227 57% cd	107 59% cd	399 62% b	116 43%	233 59% b	55 44%	166 65% b	60 42%
Did not want to pay disconnection charges	509 55%	509 55% d	296 57% d	106 53%	48 48%	58 59% d	91 66% abcdgh	213 53%	99 55%	402 62% b	107 40%	240 61% b	56 44%	162 63% b	51 36%
Didn't want to have to learn to use a new service	499 54%	499 54% cd	269 52% d	94 47% d	39 39%	55 56% cd	89 64% abcdeh	230 58% cdh	86 48% d	404 62% b	95 35%	227 58% b	42 33%	177 69% b	54 37%
Worried that other devices or products I own would not work with a new service	498 54%	498 54% cd	281 54% cd	96 48%	44 43%	52 53% d	90 65% abcdegh	217 54% d	96 53% d	398 61% b	100 37%	234 60% b	47 37%	164 64% b	52 36%
Lack of choice	496 54%	496 54% cd	276 53% cd	95 48%	46 45%	49 50% abcdegh	87 63% cd	220 55% cd	94 52% cd	394 61% b	101 38%	227 58% b	49 39%	168 65% b	52 36%
Difficulty when contacting potential new providers	488 53%	488 53% cd	266 51% cd	88 45%	38 38%	50 51% d	83 60% abcde	221 55% cd	94 52% d	394 61% b	93 35%	227 58% b	39 31%	167 65% b	54 38%
Difficulty cancelling my current service (P)	480 52%	480 52% cde	259 50% cd	83 42%	39 38%	44 45% abcdegh	88 64% cde	221 55% cde	88 49% d	381 59% b	99 37%	213 54% b	46 37%	169 66% b	52 36%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

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Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	478	478	262	80	33	47	88	216	94	378	100	217	46	161	54
	52%	52%	51%	41%	33%	48%	63%	54%	52%	58%	37%	55%	36%	63%	38%
		cd	cd	d		cd	abcdegh	cd	cd	b		b		b	
Bad experience when switching communication services previously	473	473	263	82	32	50	84	211	96	384	90	221	42	163	48
	52%	52%	51%	41%	32%	51%	61%	53%	53%	59%	33%	56%	33%	64%	33%
		cd	cd	d		cd	abcdeg	cd	cd	b		b		b	
Would take too long to research the market	464	464	244	85	39	46	80	220	79	379	86	209	35	170	50
	51%	51%	47%	43%	39%	47%	58%	55%	43%	58%	32%	53%	28%	66%	35%
		cd	d			d	abcdeh	bcdh		b		b		b	
Not knowing what to do to switch	463	463	244	82	37	45	79	219	83	359	104	203	41	156	63
	50%	50%	47%	41%	37%	46%	57%	55%	46%	55%	39%	52%	33%	61%	44%
		cd	cd			d	abcdeh	bcde	d	b		b		b	
Difficulty when contacting my current provider	463	463	246	81	36	45	81	217	84	382	80	210	35	172	45
	50%	50%	47%	41%	35%	46%	58%	54%	47%	59%	30%	54%	28%	67%	31%
		cd	cd			d	abcdeh	bcd	d	b		b		b	
Did not want to lose my phone number	373	373	103	103	48	55	-	270	-	280	93	91	12	190	80
	41%	41%	20%	52%	48%	56%	-%	68%	-%	43%	34%	23%	10%	74%	56%
		bfn	fh	abfn	abfn	abfn		abcdefh		b		b		b	

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		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Didn't want to pay the initial connection/ start-up fees/ equipment costs	329	329	329	122	56	67	96	-	110	275	54	275	54	-	-
	36%	36%	63%	62%	55%	68%	69%	-%	61%	42%	20%	70%	43%	-%	-%
		g	adg	ag	ag	adg	acdgh		ag	b		b			
Did not want to have to get an engineer to install new equipment	304	304	304	104	47	57	88	-	112	251	53	251	53	-	-
	33%	33%	59%	52%	47%	58%	63%	-%	62%	39%	19%	64%	42%	-%	-%
		g	acdg	ag	ag	adg	acdg		acd	b		b			
Did not want to have to install new equipment myself	277	277	277	95	41	55	93	-	89	232	46	232	46	-	-
	30%	30%	54%	48%	40%	56%	67%	-%	49%	36%	17%	59%	36%	-%	-%
		g	acd	adg	ag	acd	abcdegh		ag	b		b			
Worried about being without the broadband service during the switch (P)	252	252	252	128	60	67	-	-	124	203	49	203	49	-	-
	27%	27%	49%	64%	60%	69%	-%	-%	69%	31%	18%	52%	39%	-%	-%
		fg	afg	abfg	abfg	abdfg			abdfg	b		b			
Worried about being without the mobile service during the switch (P)	235	235	-	-	-	-	-	235	-	174	61	-	-	174	61
	26%	26%	-%	-%	-%	-%	-%	59%	-%	27%	22%	-%	-%	68%	42%
		bcd						abcde						b	
I couldn't afford/ didn't want to pay off my handset in one lump sum	218	218	-	-	-	-	-	218	-	164	54	-	-	164	54
	24%	24%	-%	-%	-%	-%	-%	55%	-%	25%	20%	-%	-%	64%	37%
		bcd						abcde		b				b	

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	DECIDED NOT TO SWITCH									DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
	Total	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	a	b	a	b	a	b	
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	218 24%	218 24%	- -%	- -%	- -%	- -%	- -%	218 54%	- -%	166 26%	51 19%	- -%	- -%	166 65%	51 36%
		bcdefh						abcdefh		b				b	
Needing to unlock my handset to take it with me	209 23%	209 23%	- -%	- -%	- -%	- -%	- -%	209 52%	- -%	167 26%	42 16%	- -%	- -%	167 65%	42 29%
		bcdefh						abcdefh		b				b	
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	209 23%	209 23%	209 40%	63 32%	28 28%	35 35%	73 53%	- -%	73 40%	179 28%	29 11%	179 46%	29 23%	- -%	- -%
		g	acd	ag	g	ag	abcdegh		acd	b		b			
I'm still in my handset contract period	205 22%	205 22%	- -%	- -%	- -%	- -%	- -%	205 51%	- -%	152 23%	53 20%	- -%	- -%	152 59%	53 37%
		bcdefh						abcdefh						b	
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	161 18%	161 18%	161 31%	61 31%	- -%	61 63%	99 72%	- -%	- -%	140 22%	21 8%	140 36%	21 16%	- -%	- -%
		dgh	adgh	adgh		abcdgh	abcdegh			b		b			
Did not want to lose the email address I had from my broadband provider	156 17%	156 17%	156 30%	82 41%	34 33%	49 50%	- -%	- -%	74 41%	135 21%	21 8%	135 34%	21 17%	- -%	- -%
		fg	afg	abdfg	afg	abcdfg			abfg	b		b			

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 140

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Worried about being without the Pay TV service during the switch (P)	148	148	148	57	-	57	91	-	-	130	18	130	18	-	-
	16%	16%	29%	29%	-%	58%	66%	-%	-%	20%	7%	33%	15%	-%	-%
		dgh	adgh	adgh		abcdgh	abcdgh			b		b			
Worried about being without the landline phone service during the switch (P)	89	89	89	89	40	48	-	-	-	80	8	80	8	-	-
	10%	10%	17%	45%	40%	49%	-%	-%	-%	12%	3%	20%	7%	-%	-%
		fgh	afgh	abfgh	abfgh	abdfgh				b		b			
Didn't want to have a VoIP/ digital voice landline service	31	31	31	31	16	15	-	-	-	26	6	26	6	-	-
	3%	3%	6%	16%	16%	15%	-%	-%	-%	4%	2%	7%	4%	-%	-%
		fgh	afgh	abfgh	abfgh	abfgh									
ANY PROCESS FACTORS (P)	747	747	424	158	73	84	116	323	150	555	192	335	89	220	103
	81%	81%	82%	79%	73%	86%	84%	81%	83%	86%	71%	85%	71%	86%	72%
		d	d	d		cd	d	d	d	b		b		b	
NONE OF THESE	11	11	8	2	1	*	2	3	4	-	11	-	8	-	3
	1%	1%	1%	1%	1%	*%	2%	1%	2%	-%	4%	-%	6%	-%	2%
											a		a		
Mean number of factors	18.7	18.7	18.7	18.4	15.9	20.9	20.7	18.7	17.6	21.1	13.0	20.7	12.5	21.6	13.5
		d	d	d		abcdgh	abcdgh	d		b		b		b	
Standard deviation	9.43	9.43	9.86	10.73	10.66	10.24	9.19	8.86	9.14	8.94	8.05	9.35	8.75	8.28	7.40
Standard error	.25	.25	.30	.44	.60	.62	.53	.51	.64	.28	.43	.32	.56	.60	.71

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 140

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Prefer to stay with a trusted/ known provider	706	288	410	482	160	63	296	180	91	136	476	227	610	**	**	**	
	77%	76%	78%	80%	71%	72%	78%	74%	73%	81%	77%	78%	77%	**	**	**	
				bc						bc							
Current provider is still the best deal/ cheapest	687	281	397	463	158	64	283	178	94	130	461	224	591	**	**	**	
	75%	74%	76%	77%	71%	73%	75%	73%	75%	77%	74%	76%	75%	**	**	**	
				b													
Current provider has the best quality of service	676	284	382	462	149	64	283	173	94	124	456	218	588	**	**	**	
	74%	74%	73%	76%	67%	73%	75%	71%	75%	74%	73%	74%	74%	**	**	**	
				b													
Worried that the service wouldn't be as good with a new provider	656	254	393	456	142	57	287	166	93	108	453	201	562	**	**	**	
	72%	67%	75%	75%	63%	65%	76%	68%	74%	65%	73%	69%	71%	**	**	**	
			a	bc			bdf		d		d						
I negotiated/ accepted a deal with my current provider	648	266	375	437	149	60	274	162	95	114	436	209	561	**	**	**	
	71%	70%	71%	72%	67%	68%	72%	67%	75%	68%	70%	71%	71%	**	**	**	
				b					b								
There wasn't enough cost difference for it to be worth switching	645	259	377	448	141	54	270	170	87	116	440	203	565	**	**	**	
	70%	68%	72%	74%	63%	62%	71%	70%	69%	70%	71%	69%	71%	**	**	**	
				bc													
It's too time consuming to go through the process of switching from one provider to another	591	222	361	431	113	45	251	154	81	102	405	183	517	**	**	**	
	64%	58%	69%	71%	51%	52%	66%	64%	65%	61%	65%	63%	65%	**	**	**	
			a	bc													

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 140

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Concern about arranging for the old and new services to start and stop at the same time (P)	587 64%	221 58%	359 68%	441 73%	107 48%	38 43%	247 65%	141 58%	88 70%	108 65%	388 62%	196 67%	508 64%	**	**	**	
			a	bc			b		be		b			**	**	**	
Hassle of needing to contact more than one provider to switch	557 61%	223 59%	325 62%	421 70%	100 45%	35 40%	246 65%	133 55%	77 62%	97 58%	379 61%	175 60%	476 60%	**	**	**	
				bc			b				b			**	**	**	
Worried that I might have to pay two providers at the same time (P)	555 60%	223 58%	324 62%	417 69%	108 48%	28 32%	240 63%	130 54%	84 67%	98 58%	371 60%	182 62%	473 60%	**	**	**	
				bc	c		b		b		b			**	**	**	
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	553 60%	224 59%	321 61%	396 65%	113 50%	43 49%	248 66%	131 54%	70 56%	103 61%	380 61%	172 59%	477 60%	**	**	**	
				bc			bcf				b			**	**	**	
Didn't want to lose content (programmes, apps, photos, data) stored on my device	537 59%	211 55%	315 60%	407 67%	96 43%	33 37%	232 61%	123 50%	78 62%	102 61%	354 57%	181 62%	465 59%	**	**	**	
				bc			b		b	b	b	b		**	**	**	
Difficulty comparing what other providers were offering	529 58%	213 56%	308 59%	392 65%	102 46%	34 39%	217 57%	124 51%	78 62%	105 63%	342 55%	184 63%	461 58%	**	**	**	
				bc					b	be		be		**	**	**	
I was still in a contract so couldn't leave/ would have to pay to leave	515 56%	201 53%	307 58%	401 66%	92 41%	20 23%	231 61%	115 47%	76 60%	92 55%	346 56%	168 57%	440 56%	**	**	**	
			a	bc	c		be		b		b	b		**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Did not want to pay disconnection charges	509	198	304	385	92	30	217	122	72	95	339	168	440	**	**	**	
	55%	52%	58%	64%	41%	34%	57%	50%	58%	57%	55%	57%	56%	**	**	**	
			a	bc			b				b						
Didn't want to have to learn to use a new service	499	204	287	377	85	35	218	114	77	87	332	164	436	**	**	**	
	54%	54%	55%	62%	38%	40%	57%	47%	61%	52%	53%	56%	55%	**	**	**	
				bc			b		bde		b	b					
Worried that other devices or products I own would not work with a new service	498	204	288	380	93	25	221	107	74	94	328	168	426	**	**	**	
	54%	53%	55%	63%	41%	28%	58%	44%	59%	56%	53%	57%	54%	**	**	**	
				bc	c		be		b	b	b	b					
Lack of choice	496	209	278	370	97	27	204	125	78	86	329	165	429	**	**	**	
	54%	55%	53%	61%	43%	31%	54%	51%	62%	52%	53%	56%	54%	**	**	**	
				bc	c				abde								
Difficulty when contacting potential new providers	488	210	268	367	90	29	211	116	66	92	327	158	421	**	**	**	
	53%	55%	51%	61%	40%	33%	56%	48%	53%	55%	53%	54%	53%	**	**	**	
				bc			b										
Difficulty cancelling my current service (P)	480	193	279	367	91	20	199	114	69	95	313	164	412	**	**	**	
	52%	51%	53%	61%	41%	22%	53%	47%	55%	56%	50%	56%	52%	**	**	**	
				bc	c					b		b					
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	478	199	271	374	84	19	217	107	62	90	324	152	412	**	**	**	
	52%	52%	52%	62%	37%	21%	57%	44%	49%	54%	52%	52%	52%	**	**	**	
				bc	c		b			b	b	b					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Bad experience when switching communication services previously	473 52%	195 51%	271 52%	372 62%	80 36%	19 22%	210 55%	108 45%	68 54%	84 50%	318 51%	152 52%	411 52%	** **	** **	** **	
Would take too long to research the market	464 51%	181 47%	274 52%	361 60%	80 36%	21 24%	211 56%	106 44%	63 50%	83 49%	317 51%	146 50%	401 51%	** **	** **	** **	
Not knowing what to do to switch	463 50%	183 48%	270 51%	359 59%	85 38%	18 20%	206 54%	107 44%	59 47%	88 53%	313 50%	148 50%	396 50%	** **	** **	** **	
Difficulty when contacting my current provider	463 50%	180 47%	276 53%	365 60%	79 35%	17 19%	211 56%	110 45%	57 46%	82 49%	321 52%	139 48%	395 50%	** **	** **	** **	
Did not want to lose my phone number	373 41%	148 39%	221 42%	263 44%	70 31%	39 44%	143 38%	98 40%	51 41%	79 47%	241 39%	130 44%	323 41%	** **	** **	** **	
Didn't want to pay the initial connection/start-up fees/ equipment costs	329 36%	130 34%	196 37%	223 37%	80 36%	25 29%	142 37%	73 30%	50 40%	62 37%	215 35%	113 38%	288 36%	** **	** **	** **	
Did not want to have to get an engineer to install new equipment	304 33%	122 32%	180 34%	217 36%	67 30%	19 22%	135 36%	72 30%	48 38%	49 29%	207 33%	97 33%	266 34%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

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Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Did not want to have to install new equipment myself	277	106	169	198	59	21	123	60	45	48	184	93	243	**	**	**	
	30%	28%	32%	33%	26%	24%	33%	25%	36%	29%	30%	32%	31%	**	**	**	
				bc			b		b		b						
Worried about being without the broadband service during the switch (P)	252	96	154	167	60	25	96	67	40	48	163	88	222	**	**	**	
	27%	25%	29%	28%	27%	29%	25%	28%	32%	28%	26%	30%	28%	**	**	**	
Worried about being without the mobile service during the switch (P)	235	83	146	193	32	8	95	57	31	50	151	81	191	**	**	**	
	26%	22%	28%	32%	14%	9%	25%	23%	25%	30%	24%	28%	24%	**	**	**	
			a	bc													
I couldn't afford/ didn't want to pay off my handset in one lump sum	218	88	125	188	26	3	81	58	29	48	139	76	183	**	**	**	
	24%	23%	24%	31%	12%	3%	21%	24%	23%	29%	22%	26%	23%	**	**	**	
				bc	c					ae							
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	218	83	129	181	26	10	92	54	26	45	146	71	184	**	**	**	
	24%	22%	25%	30%	12%	12%	24%	22%	21%	27%	23%	24%	23%	**	**	**	
				bc													
Needing to unlock my handset to take it with me	209	83	118	181	24	3	88	48	28	43	136	71	173	**	**	**	
	23%	22%	22%	30%	11%	3%	23%	20%	22%	25%	22%	24%	22%	**	**	**	
				bc	c												
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	209	92	115	159	44	6	103	42	29	34	145	63	182	**	**	**	
	23%	24%	22%	26%	20%	6%	27%	17%	23%	20%	23%	21%	23%	**	**	**	
				bc	c		bdf				b						

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

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Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
I'm still in my handset contract period	205 22%	81 21%	120 23%	183 30%	22 10%	- -	86 23%	50 20%	29 23%	40 24%	135 22%	69 24%	176 22%	**	**	**	
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	161 18%	69 18%	91 17%	110 18%	38 17%	12 14%	85 23%	30 13%	20 16%	24 15%	116 19%	45 15%	140 18%	**	**	**	
Did not want to lose the email address I had from my broadband provider	156 17%	70 18%	84 16%	104 17%	34 15%	18 20%	70 19%	33 14%	25 20%	26 16%	103 17%	52 18%	138 17%	**	**	**	
Worried about being without the Pay TV service during the switch (P)	148 16%	64 17%	84 16%	104 17%	33 15%	11 12%	75 20%	30 12%	20 16%	23 14%	105 17%	43 15%	126 16%	**	**	**	
Worried about being without the landline phone service during the switch (P)	89 10%	35 9%	53 10%	49 8%	22 10%	17 20%	39 10%	19 8%	14 11%	17 10%	57 9%	31 11%	75 10%	**	**	**	
Didn't want to have a VoIP/ digital voice landline service	31 3%	10 3%	20 4%	16 3%	7 3%	8 9%	12 3%	7 3%	5 4%	6 4%	19 3%	12 4%	27 3%	**	**	**	
ANY PROCESS FACTORS (P)	747 81%	297 78%	440 84%	536 89%	155 70%	54 61%	310 82%	189 78%	107 85%	138 82%	499 80%	245 83%	646 82%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 140

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
NONE OF THESE	11	4	6	2	5	4	5	3	*	2	8	2	7	**	**	**	
	1%	1%	1%	*%	2%	5%	1%	1%	*%	1%	1%	1%	1%	**	**	**	
				a	a	a											
Mean number of factors	18.7	18.0	19.1	21.0	14.9	12.8	19.5	16.9	19.3	18.8	18.5	19.0	18.7	**	**	**	
		a	a	bc	c	a	be	b	b	b	b	b	b	**	**	**	
Standard deviation	9.43	9.76	9.21	8.58	9.65	8.83	9.59	9.32	9.00	9.33	9.57	9.18	9.38	**	**	**	
Standard error	.25	.42	.32	.30	.50	.70	.40	.49	.65	.59	.31	.44	.27	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Prefer to stay with a trusted/ known provider	706	637	69	267	357
	77%	78%	68%	78%	76%
		b			
Current provider is still the best deal/ cheapest	687	620	67	264	342
	75%	76%	66%	77%	73%
		b			
Current provider has the best quality of service	676	608	68	258	344
	74%	75%	66%	75%	73%
		b			
Worried that the service wouldn't be as good with a new provider	656	594	62	251	328
	72%	73%	61%	74%	70%
		b			
I negotiated/ accepted a deal with my current provider	648	586	62	240	335
	71%	72%	61%	70%	71%
		b			
There wasn't enough cost difference for it to be worth switching	645	581	64	255	320
	70%	71%	62%	75%	68%
		b		b	
It's too time consuming to go through the process of switching from one provider to another	591	538	52	246	275
	64%	66%	51%	72%	58%
		b		b	

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Concern about arranging for the old and new services to start and stop at the same time (P)	587	541	46	237	276
	64%	66%	45%	69%	59%
		b		b	
Hassle of needing to contact more than one provider to switch	557	516	41	224	262
	61%	63%	40%	65%	56%
		b		b	
Worried that I might have to pay two providers at the same time (P)	555	512	43	227	256
	60%	63%	42%	67%	54%
		b		b	
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	553	501	52	213	274
	60%	61%	51%	62%	58%
		b			
Didn't want to lose content (programmes, apps, photos, data) stored on my device	537	498	38	220	245
	59%	61%	38%	64%	52%
		b		b	
Difficulty comparing what other providers were offering	529	482	46	216	241
	58%	59%	46%	63%	51%
		b		b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
I was still in a contract so couldn't leave/ would have to pay to leave	515	474	40	212	233
	56%	58%	39%	62%	49%
		b		b	
Did not want to pay disconnection charges	509	471	38	197	239
	55%	58%	37%	58%	51%
		b		b	
Didn't want to have to learn to use a new service	499	464	35	205	228
	54%	57%	34%	60%	48%
		b		b	
Worried that other devices or products I own would not work with a new service	498	459	39	201	230
	54%	56%	38%	59%	49%
		b		b	
Lack of choice	496	451	45	205	223
	54%	55%	44%	60%	47%
		b		b	
Difficulty when contacting potential new providers	488	447	41	212	205
	53%	55%	40%	62%	44%
		b		b	
Difficulty cancelling my current service (P)	480	442	38	193	217
	52%	54%	38%	57%	46%
		b		b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	478	439	39	208	199
	52%	54%	38%	61%	42%
		b		b	
Bad experience when switching communication services previously	473	438	35	206	201
	52%	54%	34%	60%	43%
		b		b	
Would take too long to research the market	464	431	33	190	204
	51%	53%	32%	56%	43%
		b		b	
Not knowing what to do to switch	463	427	37	188	205
	50%	52%	36%	55%	44%
		b		b	
Difficulty when contacting my current provider	463	431	32	189	199
	50%	53%	31%	55%	42%
		b		b	
Did not want to lose my phone number	373	348	25	148	171
	41%	43%	25%	43%	36%
		b		b	
Didn't want to pay the initial connection/ start-up fees/ equipment costs	329	301	27	126	174
	36%	37%	27%	37%	37%
		b			

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Did not want to have to get an engineer to install new equipment	304	277	27	114	161
	33%	34%	27%	33%	34%
Did not want to have to install new equipment myself	277	256	21	101	147
	30%	31%	21%	30%	31%
		b			
Worried about being without the broadband service during the switch (P)	252	225	27	87	142
	27%	28%	26%	25%	30%
Worried about being without the mobile service during the switch (P)	235	222	13	102	91
	26%	27%	12%	30%	19%
		b		b	
I couldn't afford/ didn't want to pay off my handset in one lump sum	218	206	13	95	79
	24%	25%	12%	28%	17%
		b		b	
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	218	207	10	93	86
	24%	25%	10%	27%	18%
		b		b	
Needing to unlock my handset to take it with me	209	199	10	95	76
	23%	24%	10%	28%	16%
		b		b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	209 23%	192 24%	16 16%	87 26%	97 21%
		b		b	
I'm still in my handset contract period	205 22%	194 24%	11 11%	88 26%	76 16%
		b		b	
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	161 18%	146 18%	15 14%	54 16%	93 20%
Did not want to lose the email address I had from my broadband provider	156 17%	144 18%	12 12%	62 18%	79 17%
Worried about being without the Pay TV service during the switch (P)	148 16%	133 16%	15 14%	53 16%	83 18%
Worried about being without the landline phone service during the switch (P)	89 10%	80 10%	9 8%	28 8%	52 11%
Didn't want to have a VoIP/ digital voice landline service	31 3%	27 3%	5 4%	9 3%	18 4%

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
ANY PROCESS FACTORS (P)	747	682	65	289	368
	81%	84%	63%	84%	78%
		b		b	
NONE OF THESE	11	6	5	1	6
	1%	1%	5%	*%	1%
			a		
Mean number of factors	18.7	19.3	13.9	20.1	17.1
		b		b	
Standard deviation	9.43	9.21	9.82	8.84	9.65
Standard error	.25	.26	.77	.40	.35
Columns Tested: a,b - a,b					

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	455	**	**	**	**	**	**	**	**	**	**	**
50%		**	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	454	**	**	**	**	**	**	**	**	**	**	**
50%		**	**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	453	**	**	**	**	**	**	**	**	**	**	**
49%		**	**	**	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	444	**	**	**	**	**	**	**	**	**	**	**
48%		**	**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	440	**	**	**	**	**	**	**	**	**	**	**
48%		**	**	**	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	438	**	**	**	**	**	**	**	**	**	**	**
48%		**	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	430	**	**	**	**	**	**	**	**	**	**	**
47%		**	**	**	**	**	**	**	**	**	**	**
Lack of choice	422	**	**	**	**	**	**	**	**	**	**	**
46%		**	**	**	**	**	**	**	**	**	**	**
Worried that other devices or products I own would not work with a new service	420	**	**	**	**	**	**	**	**	**	**	**
46%		**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	419	**	**	**	**	**	**	**	**	**	**	**
46%		**	**	**	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	409	**	**	**	**	**	**	**	**	**	**	**
45%		**	**	**	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	403	**	**	**	**	**	**	**	**	**	**	**
44%		**	**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	389	**	**	**	**	**	**	**	**	**	**	**
42%		**	**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	381	**	**	**	**	**	**	**	**	**	**	**
41%		**	**	**	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	364	**	**	**	**	**	**	**	**	**	**	**
40%		**	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	363	**	**	**	**	**	**	**	**	**	**	**
40%		**	**	**	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	361	**	**	**	**	**	**	**	**	**	**	**
39%		**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time (P)	330 36%	**	**	**	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	327 36%	**	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	309 34%	**	**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	272 30%	**	**	**	**	**	**	**	**	**	**	**
I negotiated/ accepted a deal with my current provider	270 29%	**	**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	261 28%	**	**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	242 26%	**	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	240 26%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	231	**	**	**	**	**	**	**	**	**	**	**
25%		**	**	**	**	**	**	**	**	**	**	**
Did not want to lose my phone number	225	**	**	**	**	**	**	**	**	**	**	**
25%		**	**	**	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	223	**	**	**	**	**	**	**	**	**	**	**
24%		**	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	214	**	**	**	**	**	**	**	**	**	**	**
23%		**	**	**	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	211	**	**	**	**	**	**	**	**	**	**	**
23%		**	**	**	**	**	**	**	**	**	**	**
I'm still in my handset contract period	194	**	**	**	**	**	**	**	**	**	**	**
21%		**	**	**	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	191	**	**	**	**	**	**	**	**	**	**	**
21%		**	**	**	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	189	**	**	**	**	**	**	**	**	**	**	**
21%		**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	182	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**
I couldn't afford/ didn't want to pay off my handset in one lump sum	182	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	165	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	127	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**
Worried about being without the landline phone service during the switch (P)	110	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	88	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	76	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Didn't want to have a VoIP/ digital voice landline service	66	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	81	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	455	**	**	**	**	**	**	**	**
50%		**	**	**	**	**	**	**	**
Not knowing what to do to switch	454	**	**	**	**	**	**	**	**
50%		**	**	**	**	**	**	**	**
Would take too long to research the market	453	**	**	**	**	**	**	**	**
49%		**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	444	**	**	**	**	**	**	**	**
48%		**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	440	**	**	**	**	**	**	**	**
48%		**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	438	**	**	**	**	**	**	**	**
48%		**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	430	**	**	**	**	**	**	**	**
47%		**	**	**	**	**	**	**	**
Lack of choice	422	**	**	**	**	**	**	**	**
46%		**	**	**	**	**	**	**	**
Worried that other devices or products I own would not work with a new service	420	**	**	**	**	**	**	**	**
46%		**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	419	**	**	**	**	**	**	**	**
46%		**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	409	**	**	**	**	**	**	**	**
45%		**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	403	**	**	**	**	**	**	**	**
44%		**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	389	**	**	**	**	**	**	**	**
42%		**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	381	**	**	**	**	**	**	**	**
41%		**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	364	**	**	**	**	**	**	**	**
40%		**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	363	**	**	**	**	**	**	**	**
40%		**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	361	**	**	**	**	**	**	**	**
39%		**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time (P)	330 36%	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	327 36%	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	309 34%	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	272 30%	**	**	**	**	**	**	**	**
I negotiated/ accepted a deal with my current provider	270 29%	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	261 28%	**	**	**	**	**	**	**	**
Current provider has the best quality of service	242 26%	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	240 26%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	231	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**
Did not want to lose my phone number	225	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	223	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	214	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	211	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**
I'm still in my handset contract period	194	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	191	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	189	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	182	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
I couldn't afford/ didn't want to pay off my handset in one lump sum	182 20%	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	165 18%	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	127 14%	**	**	**	**	**	**	**	**
Worried about being without the landline phone service during the switch (P)	110 12%	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	88 10%	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	76 8%	**	**	**	**	**	**	**	**
Didn't want to have a VoIP/ digital voice landline service	66 7%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
NONE OF THESE	81	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Difficulty when contacting my current provider	455	455	272	118	65	53	58	183	97	265	190	181	91	84	99
	50%	50%	53%	59%	65%	54%	42%	46%	53%	41%	70%	46%	72%	33%	69%
		f	fg	abfg	abefgh	f			f		a		a		a
Not knowing what to do to switch	454	454	274	117	64	53	59	181	98	288	166	189	85	100	81
	50%	50%	53%	59%	63%	54%	43%	45%	54%	45%	61%	48%	67%	39%	56%
		f	fg	abfg	abefgh	fg			f		a		a		a
Would take too long to research the market	453	453	274	113	62	51	58	180	102	269	184	183	91	86	94
	49%	49%	53%	57%	61%	53%	42%	45%	57%	42%	68%	47%	72%	34%	65%
		f	fg	afg	abefg	f			fg		a		a		a
Bad experience when switching communication services previously	444	444	255	116	68	48	54	189	84	264	180	171	84	93	96
	48%	48%	49%	59%	68%	49%	39%	47%	47%	41%	67%	44%	67%	36%	67%
		f	f	abefgh	abcefg	f		f			a		a		a
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	440	440	255	118	67	51	51	184	86	270	170	175	80	95	90
	48%	48%	49%	59%	67%	52%	37%	46%	48%	42%	63%	45%	64%	37%	62%
		f	f	abefgh	abcefg	f		f	f		a		a		a
Difficulty cancelling my current service (P)	438	438	259	116	62	54	50	179	93	267	171	179	80	87	91
	48%	48%	50%	58%	62%	55%	36%	45%	51%	41%	63%	46%	63%	34%	64%
		f	f	abfg	abfgh	afg		f	f		a		a		a
Difficulty when contacting potential new providers	430	430	252	110	63	48	55	178	87	253	177	164	87	89	89
	47%	47%	49%	55%	62%	49%	40%	45%	48%	39%	65%	42%	69%	35%	62%
		f	f	abfg	abefgh	f					a		a		a

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Lack of choice	422	422	242	104	55	49	51	180	87	253	169	165	77	89	92
	46%	46%	47%	52%	55%	50%	37%	45%	48%	39%	62%	42%	61%	35%	64%
		f	f	abfg	abfg	f		f	f		a		a		a
Worried that other devices or products I own would not work with a new service	420	420	237	103	57	46	49	183	85	249	170	158	79	92	91
	46%	46%	46%	52%	57%	47%	35%	46%	47%	39%	63%	40%	63%	36%	64%
		f	f	abf	abefgh	f		f	f		a		a		a
Didn't want to have to learn to use a new service	419	419	249	105	62	43	50	170	95	244	174	165	84	79	90
	46%	46%	48%	53%	61%	44%	36%	42%	52%	38%	65%	42%	67%	31%	63%
		f	f	aefg	abcefg	f			fg		a		a		a
Did not want to pay disconnection charges	409	409	222	93	53	40	47	187	82	246	163	152	70	94	93
	45%	45%	43%	47%	52%	41%	34%	47%	45%	38%	60%	39%	56%	37%	64%
		f	f	f	abef			f	f		a		a		a
I was still in a contract so couldn't leave/ would have to pay to leave	403	403	230	108	60	49	47	173	74	249	154	159	71	90	83
	44%	44%	44%	55%	59%	50%	34%	43%	41%	38%	57%	41%	56%	35%	58%
		f	f	abfgh	abefgh	f		f			a		a		a
Difficulty comparing what other providers were offering	389	389	227	94	49	45	53	162	80	235	154	149	78	86	76
	42%	42%	44%	47%	49%	46%	38%	41%	44%	36%	57%	38%	62%	33%	53%
				af	afg						a		a		a

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Didn't want to lose content (programmes, apps, photos, data) stored on my device	381	381	228	99	63	36	40	153	89	230	151	145	83	85	68
	41%	41%	44%	50%	62%	37%	29%	38%	49%	36%	56%	37%	66%	33%	47%
		f	ef	abefg	abcefg			f	aefg		a		a		a
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	364	364	203	84	47	36	43	161	76	213	151	134	69	79	82
	40%	40%	39%	42%	47%	37%	31%	40%	42%	33%	56%	34%	55%	31%	57%
		f	f	f	abef			f	f		a		a		a
Worried that I might have to pay two providers at the same time (P)	363	363	211	88	54	34	45	152	78	216	146	138	73	78	73
	40%	40%	41%	44%	54%	35%	33%	38%	43%	33%	54%	35%	58%	31%	51%
		f	f	aef	abcefg				f		a		a		a
Hassle of needing to contact more than one provider to switch	361	361	215	96	54	42	43	145	77	226	135	143	73	83	62
	39%	39%	42%	48%	53%	43%	31%	36%	42%	35%	50%	36%	58%	33%	43%
		f	f	abg	abefgh	f			f		a		a		
Concern about arranging for the old and new services to start and stop at the same time (P)	330	330	191	81	49	32	49	140	61	183	148	123	68	60	80
	36%	36%	37%	41%	48%	33%	36%	35%	34%	28%	55%	31%	54%	24%	55%
				e	abcefg						a		a		a
It's too time consuming to go through the process of switching from one provider to another	327	327	187	79	48	31	42	140	66	191	136	118	69	73	67
	36%	36%	36%	40%	47%	32%	31%	35%	36%	29%	50%	30%	55%	28%	47%
				ef	abcefg						a		a		a

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	309	309	309	136	73	63	65	-	108	213	97	213	97	-	-
	34%	34%	60%	68%	72%	65%	47%	-%	60%	33%	36%	54%	77%	-%	-%
		g	afg	abfgh	abfgh	afg	ag		afg				a		
There wasn't enough cost difference for it to be worth switching	272	272	154	61	34	28	35	118	57	152	121	95	59	56	62
	30%	30%	30%	31%	33%	28%	25%	30%	32%	23%	45%	24%	47%	22%	43%
					f						a		a		a
I negotiated/ accepted a deal with my current provider	270	270	126	39	26	13	28	144	59	-	270	-	126	-	144
	29%	29%	24%	20%	26%	13%	20%	36%	33%	-%	100%	-%	100%	-%	100%
		bcef	ce	e	ce		e	abcdef	bcef		a		a		a
Worried that the service wouldn't be as good with a new provider	261	261	151	59	38	21	32	111	59	158	103	95	55	63	48
	28%	28%	29%	30%	38%	21%	23%	28%	33%	24%	38%	24%	44%	24%	34%
		e	e	ef	abcefg				ef		a		a		
Current provider has the best quality of service	242	242	135	56	34	22	31	106	49	133	108	78	58	56	50
	26%	26%	26%	28%	33%	23%	22%	27%	27%	21%	40%	20%	46%	22%	35%
					abef						a		a		a
Did not want to have to install new equipment myself	240	240	240	103	60	43	45	-	92	160	80	160	80	-	-
	26%	26%	46%	52%	60%	44%	33%	-%	51%	25%	30%	41%	64%	-%	-%
		g	afg	abefg	abcefg	afg	ag		afg				a		

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Current provider is still the best deal/ cheapest	231 25%	231 25%	132 25%	46 23%	25 24%	21 21%	37 27%	99 25%	49 27%	128 20%	102 38% a	79 20%	53 42% a	50 19%	49 34% a
Did not want to lose my phone number	225 25%	225 25% bfh	95 18% fh	95 48% abfgh	52 52% abfgh	43 44% abfgh	- -%	130 32% abfn	- -%	135 21%	90 33% a	69 18%	26 21%	66 26%	63 44% a
Did not want to lose the email address I had from my broadband provider	223 24%	223 24% fg	223 43% afg	116 59% abefg	67 67% abcefg	49 50% abfg	- -%	- -%	107 59% abfg	147 23%	76 28% a	147 37%	76 61% a	- -%	- -%
Did not want to have to get an engineer to install new equipment	214 23%	214 23% g	214 41% ag	95 48% abfgh	54 53% abefgh	41 42% ag	51 37% ag	- -%	69 38% ag	140 22%	73 27% a	140 36%	73 58% a	- -%	- -%
Prefer to stay with a trusted/ known provider	211 23%	211 23% f	126 24% f	52 26% ef	32 32% abefg	19 20%	24 17%	86 21%	50 28% f	116 18%	95 35% a	73 19%	53 42% a	43 17%	42 30% a
I'm still in my handset contract period	194 21%	194 21% bcdefh	- -%	- -%	- -%	- -%	- -%	194 49% abcdefh	- -%	104 16%	90 33% a	- -%	- -%	104 41%	90 63% a
Needing to unlock my handset to take it with me	191 21%	191 21% bcdefh	- -%	- -%	- -%	- -%	- -%	191 48% abcdefh	- -%	90 14%	102 38% a	- -%	- -%	90 35%	102 71% a

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Didn't want to pay the initial connection/ start-up fees/ equipment costs	189	189	189	76	45	31	42	-	71	117	72	117	72	-	-
	21%	21%	37%	38%	45%	32%	31%	-%	39%	18%	27%	30%	57%	-%	-%
		g	ag	afg	abefg	ag	ag		afg		a		a		
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	182	182	-	-	-	-	-	182	-	90	92	-	-	90	92
	20%	20%	-%	-%	-%	-%	-%	46%	-%	14%	34%	-%	-%	35%	64%
		bcdefh						abcdefh			a			a	a
I couldn't afford/ didn't want to pay off my handset in one lump sum	182	182	-	-	-	-	-	182	-	92	90	-	-	92	90
	20%	20%	-%	-%	-%	-%	-%	45%	-%	14%	33%	-%	-%	36%	63%
		bcdefh						abcdefh			a			a	a
Worried about being without the mobile service during the switch (P)	165	165	-	-	-	-	-	165	-	82	83	-	-	82	83
	18%	18%	-%	-%	-%	-%	-%	41%	-%	13%	31%	-%	-%	32%	58%
		bcdefh						abcdefh			a			a	a
Worried about being without the broadband service during the switch (P)	127	127	127	71	40	31	-	-	57	79	49	79	49	-	-
	14%	14%	25%	36%	40%	31%	-%	-%	31%	12%	18%	20%	39%	-%	-%
		fg	afg	abfg	abefgh	abfg			abfg		a		a		

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Worried about being without the landline phone service during the switch (P)	110	110	110	110	60	50	-	-	-	80	30	80	30	-	-
	12%	12%	21%	55%	60%	51%	-%	-%	-%	12%	11%	20%	24%	-%	-%
		fgh	afgh	abfgh	abefgh	abfgh									
Worried about being without the Pay TV service during the switch (P)	88	88	88	41	-	41	47	-	-	66	23	66	23	-	-
	10%	10%	17%	21%	-%	42%	34%	-%	-%	10%	8%	17%	18%	-%	-%
		dgh	adgh	adgh		abcdgh	abcdgh								
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	76	76	76	37	-	37	39	-	-	55	21	55	21	-	-
	8%	8%	15%	18%	-%	38%	28%	-%	-%	9%	8%	14%	16%	-%	-%
		dgh	adgh	abdgh		abcdfgh	abcdgh								
Didn't want to have a VoIP/ digital voice landline service	66	66	66	66	38	29	-	-	-	51	15	51	15	-	-
	7%	7%	13%	33%	37%	29%	-%	-%	-%	8%	6%	13%	12%	-%	-%
		fgh	afgh	abfgh	abefgh	abfgh									
NONE OF THESE	81	81	53	20	8	12	23	28	11	81	-	53	-	28	-
	9%	9%	10%	10%	8%	13%	16%	7%	6%	13%	-%	14%	-%	11%	-%
						gh	abcdgh			b		b		b	

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Difficulty when contacting my current provider	455 50%	202 53%	249 47%	239 40%	145 65%	71 81%	168 44%	133 55%	68 54%	85 51%	301 48%	154 52%	396 50%	** **	** **	** **	
Not knowing what to do to switch	454 50%	199 52%	255 49%	246 41%	138 62%	70 80%	173 46%	136 56%	66 53%	79 47%	309 50%	145 50%	395 50%	** **	** **	** **	
Would take too long to research the market	453 49%	201 53%	251 48%	243 40%	143 64%	67 76%	168 44%	137 56%	62 50%	85 51%	304 49%	147 50%	390 49%	** **	** **	** **	
Bad experience when switching communication services previously	444 48%	187 49%	254 48%	232 38%	144 64%	68 78%	169 45%	134 55%	58 46%	83 50%	303 49%	141 48%	380 48%	** **	** **	** **	
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	440 48%	183 48%	254 48%	231 38%	140 63%	69 79%	162 43%	135 56%	64 51%	78 46%	297 48%	141 48%	379 48%	** **	** **	** **	
Difficulty cancelling my current service (P)	438 48%	188 49%	246 47%	237 39%	132 59%	68 78%	180 47%	129 53%	56 45%	73 44%	308 50%	129 44%	379 48%	** **	** **	** **	
Difficulty when contacting potential new providers	430 47%	172 45%	258 49%	237 39%	134 60%	59 67%	167 44%	127 52%	60 47%	75 45%	294 47%	135 46%	370 47%	** **	** **	** **	
Lack of choice	422 46%	173 45%	247 47%	234 39%	127 57%	61 69%	174 46%	118 49%	47 38%	81 48%	292 47%	128 44%	362 46%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Worried that other devices or products I own would not work with a new service	420	178	238	224	131	63	157	136	51	74	293	125	365	**	**	**	
	46%	47%	45%	37%	59%	72%	42%	56%	41%	44%	47%	43%	46%	**	**	**	
					a	ab		acdef			a						
Didn't want to have to learn to use a new service	419	177	238	227	138	53	161	128	48	81	289	129	355	**	**	**	
	46%	46%	45%	38%	62%	60%	43%	53%	39%	48%	47%	44%	45%	**	**	**	
					a	a		acef		c	c						
Did not want to pay disconnection charges	409	184	222	219	132	57	161	121	53	72	282	125	351	**	**	**	
	45%	48%	42%	36%	59%	66%	43%	50%	42%	43%	45%	43%	44%	**	**	**	
		b			a	a		af									
I was still in a contract so couldn't leave/ would have to pay to leave	403	180	219	204	132	67	147	128	50	75	276	125	351	**	**	**	
	44%	47%	42%	34%	59%	77%	39%	53%	40%	45%	44%	43%	44%	**	**	**	
		b			a	ab		acef			a						
Difficulty comparing what other providers were offering	389	169	218	212	122	53	161	118	47	62	280	109	330	**	**	**	
	42%	44%	41%	35%	54%	61%	43%	49%	38%	37%	45%	37%	42%	**	**	**	
					a	a		cdf			df						
Didn't want to lose content (programmes, apps, photos, data) stored on my device	381	170	210	198	128	55	147	120	47	65	267	113	326	**	**	**	
	41%	45%	40%	33%	57%	63%	39%	50%	38%	39%	43%	38%	41%	**	**	**	
					a	a		acdef									
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	364	158	205	209	111	44	130	111	56	65	242	121	314	**	**	**	
	40%	41%	39%	35%	50%	51%	34%	46%	44%	39%	39%	41%	40%	**	**	**	
					a	a		ae		a		a					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Worried that I might have to pay two providers at the same time (P)	363	159	201	187	115	60	138	112	42	70	251	111	318	**	**	**	
	40%	42%	38%	31%	52%	68%	37%	46%	33%	42%	40%	38%	40%	**	**	**	
					a	ab		acf									
Hassle of needing to contact more than one provider to switch	361	158	200	184	124	53	133	109	48	70	242	118	315	**	**	**	
	39%	41%	38%	30%	55%	60%	35%	45%	38%	42%	39%	40%	40%	**	**	**	
					a	a		ae									
Concern about arranging for the old and new services to start and stop at the same time (P)	330	160	166	164	116	49	131	102	38	59	234	97	283	**	**	**	
	36%	42%	32%	27%	52%	57%	35%	42%	30%	35%	38%	33%	36%	**	**	**	
		b			a	a		acf			c						
It's too time consuming to go through the process of switching from one provider to another	327	160	165	174	111	42	128	88	44	65	216	110	274	**	**	**	
	36%	42%	31%	29%	49%	48%	34%	36%	35%	39%	35%	37%	35%	**	**	**	
		b			a	a											
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	309	125	182	157	103	49	118	89	46	56	207	102	267	**	**	**	
	34%	33%	35%	26%	46%	56%	31%	37%	37%	33%	33%	35%	34%	**	**	**	
					a	ab											
There wasn't enough cost difference for it to be worth switching	272	123	148	157	82	33	109	73	39	51	182	90	226	**	**	**	
	30%	32%	28%	26%	37%	38%	29%	30%	31%	30%	29%	31%	29%	**	**	**	
					a	a											
I negotiated/ accepted a deal with my current provider	270	116	150	167	74	28	105	81	31	53	186	84	229	**	**	**	
	29%	30%	29%	28%	33%	32%	28%	33%	25%	32%	30%	29%	29%	**	**	**	
					a			c									

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Worried that the service wouldn't be as good with a new provider	261	128	133	148	82	31	92	77	32	59	169	92	229	**	**	**	
	28%	33%	25%	25%	37%	35%	24%	32%	26%	35%	27%	31%	29%	**	**	**	
		b			a	a		a		ace		a					
Current provider has the best quality of service	242	98	143	143	75	24	96	70	32	43	166	75	203	**	**	**	
	26%	26%	27%	24%	33%	27%	25%	29%	25%	26%	27%	26%	26%	**	**	**	
					a												
Did not want to have to install new equipment myself	240	111	129	118	88	34	98	71	30	42	168	72	206	**	**	**	
	26%	29%	25%	19%	40%	39%	26%	29%	24%	25%	27%	25%	26%	**	**	**	
					a	a											
Current provider is still the best deal/cheapest	231	100	129	142	65	23	96	65	31	38	161	69	200	**	**	**	
	25%	26%	24%	23%	29%	27%	25%	27%	25%	23%	26%	24%	25%	**	**	**	
					a												
Did not want to lose my phone number	225	100	120	121	72	31	90	69	26	40	159	66	188	**	**	**	
	25%	26%	23%	20%	32%	36%	24%	28%	21%	24%	26%	23%	24%	**	**	**	
					a	a											
Did not want to lose the email address I had from my broadband provider	223	90	133	116	77	29	74	73	30	46	147	76	195	**	**	**	
	24%	23%	25%	19%	35%	34%	20%	30%	24%	28%	24%	26%	25%	**	**	**	
					a	a		ae		a		a					
Did not want to have to get an engineer to install new equipment	214	96	117	98	80	36	86	59	27	41	145	68	183	**	**	**	
	23%	25%	22%	16%	36%	41%	23%	24%	21%	24%	23%	23%	23%	**	**	**	
					a	a											
Prefer to stay with a trusted/ known provider	211	93	115	123	64	25	83	63	34	31	146	66	181	**	**	**	
	23%	24%	22%	20%	29%	28%	22%	26%	27%	19%	23%	22%	23%	**	**	**	
					a	a		d	d								

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
I'm still in my handset contract period	194	83	108	106	54	33	72	62	21	38	134	59	166	**	**	**	
	21%	22%	20%	18%	24%	37%	19%	26%	17%	23%	22%	20%	21%	**	**	**	
					a	ab		ac									
Needing to unlock my handset to take it with me	191	81	110	108	53	30	69	64	22	35	134	57	169	**	**	**	
	21%	21%	21%	18%	24%	34%	18%	26%	18%	21%	22%	20%	21%	**	**	**	
					a	ab		acf									
Didn't want to pay the initial connection/ start-up fees/ equipment costs	189	87	101	92	67	29	79	58	25	27	137	52	161	**	**	**	
	21%	23%	19%	15%	30%	33%	21%	24%	20%	16%	22%	18%	20%	**	**	**	
					a	a		df									
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	182	81	98	109	50	22	66	58	25	33	124	57	159	**	**	**	
	20%	21%	19%	18%	22%	26%	17%	24%	20%	20%	20%	20%	20%	**	**	**	
						a		a									
I couldn't afford/ didn't want to pay off my handset in one lump sum	182	76	103	101	51	30	76	54	22	30	130	52	159	**	**	**	
	20%	20%	20%	17%	23%	34%	20%	22%	18%	18%	21%	18%	20%	**	**	**	
					a	ab											
Worried about being without the mobile service during the switch (P)	165	81	81	96	44	25	63	55	20	28	118	47	151	**	**	**	
	18%	21%	15%	16%	20%	28%	17%	23%	16%	16%	19%	16%	19%	**	**	**	
		b				ab		af									
Worried about being without the broadband service during the switch (P)	127	64	63	53	52	22	48	39	16	25	87	40	110	**	**	**	
	14%	17%	12%	9%	23%	25%	13%	16%	12%	15%	14%	14%	14%	**	**	**	
		b			a	a											

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Worried about being without the landline phone service during the switch (P)	110 12%	49 13%	61 12%	46 8%	43 19%	20 23%	37 10%	36 15%	13 10%	24 14%	73 12%	37 13%	94 12%	** **	** **	** **	
Worried about being without the Pay TV service during the switch (P)	88 10%	36 9%	52 10%	39 6%	35 16%	14 16%	44 12%	20 8%	11 9%	14 8%	64 10%	25 8%	74 9%	** **	** **	** **	
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	76 8%	30 8%	45 9%	33 5%	30 14%	13 14%	34 9%	19 8%	10 8%	13 8%	53 9%	23 8%	61 8%	** **	** **	** **	
Didn't want to have a VoIP/ digital voice landline service	66 7%	28 7%	38 7%	24 4%	27 12%	16 18%	22 6%	21 9%	8 7%	16 9%	42 7%	24 8%	56 7%	** **	** **	** **	
NONE OF THESE	81 9%	33 9%	47 9%	66 11%	14 6%	1 1%	42 11%	13 5%	9 7%	17 10%	55 9%	26 9%	68 9%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Difficulty when contacting my current provider	455	385	70	153	273
	50%	47%	69%	45%	58%
			a		a
Not knowing what to do to switch	454	389	65	153	266
	50%	48%	64%	45%	56%
			a		a
Would take too long to research the market	453	384	69	151	267
	49%	47%	68%	44%	57%
			a		a
Bad experience when switching communication services previously	444	377	67	136	270
	48%	46%	66%	40%	57%
			a		a
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	440	377	63	134	272
	48%	46%	62%	39%	58%
			a		a
Difficulty cancelling my current service (P)	438	374	63	148	254
	48%	46%	62%	43%	54%
			a		a
Difficulty when contacting potential new providers	430	369	61	129	266
	47%	45%	60%	38%	56%
			a		a
Lack of choice	422	365	57	137	248
	46%	45%	56%	40%	53%
			a		a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Worried that other devices or products I own would not work with a new service	420 46%	357 44%	63 62% a	140 41%	241 51% a
Didn't want to have to learn to use a new service	419 46%	351 43%	67 66% a	136 40%	244 52% a
Did not want to pay disconnection charges	409 45%	345 42%	64 63% a	145 42%	233 49% a
I was still in a contract so couldn't leave/ would have to pay to leave	403 44%	341 42%	62 61% a	130 38%	238 51% a
Difficulty comparing what other providers were offering	389 42%	334 41%	55 54% a	126 37%	231 49% a
Didn't want to lose content (programmes, apps, photos, data) stored on my device	381 41%	317 39%	63 62% a	122 36%	226 48% a
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	364 40%	314 39%	50 49% a	129 38%	197 42%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Worried that I might have to pay two providers at the same time (P)	363 40%	304 37%	59 58% a	114 33%	216 46% a
Hassle of needing to contact more than one provider to switch	361 39%	300 37%	61 60% a	118 35%	209 44% a
Concern about arranging for the old and new services to start and stop at the same time (P)	330 36%	274 34%	56 55% a	105 31%	196 41% a
It's too time consuming to go through the process of switching from one provider to another	327 36%	277 34%	50 49% a	96 28%	196 42% a
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	309 34%	260 32%	49 48% a	91 27%	199 42% a
There wasn't enough cost difference for it to be worth switching	272 30%	234 29%	38 38% a	86 25%	151 32% a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 141

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
I negotiated/ accepted a deal with my current provider	270 29%	230 28%	40 39% a	102 30%	137 29%
Worried that the service wouldn't be as good with a new provider	261 28%	222 27%	40 39% a	90 26%	144 30%
Current provider has the best quality of service	242 26%	207 25%	34 34% a	84 25%	128 27%
Did not want to have to install new equipment myself	240 26%	197 24%	44 43% a	77 23%	149 32% a
Current provider is still the best deal/ cheapest	231 25%	196 24%	35 34% a	77 23%	130 27%
Did not want to lose my phone number	225 25%	186 23%	39 38% a	77 22%	129 27%
Did not want to lose the email address I had from my broadband provider	223 24%	183 22%	40 39% a	63 18%	143 30% a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Did not want to have to get an engineer to install new equipment	214 23%	176 22%	38 37%	64 19%	135 29%
			a		a
Prefer to stay with a trusted/ known provider	211 23%	178 22%	33 32%	75 22%	114 24%
			a		
I'm still in my handset contract period	194 21%	169 21%	26 25%	76 22%	99 21%
Needing to unlock my handset to take it with me	191 21%	164 20%	27 26%	69 20%	100 21%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	189 21%	151 19%	38 37%	52 15%	121 26%
			a		a
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	182 20%	156 19%	26 26%	71 21%	90 19%
			a		
I couldn't afford/ didn't want to pay off my handset in one lump sum	182 20%	158 19%	24 24%	69 20%	97 20%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Worried about being without the mobile service during the switch (P)	165 18%	141 17%	24 24% a	62 18%	85 18%
Worried about being without the broadband service during the switch (P)	127 14%	102 13%	25 25% a	38 11%	81 17% a
Worried about being without the landline phone service during the switch (P)	110 12%	91 11%	19 18% a	33 10%	71 15% a
Worried about being without the Pay TV service during the switch (P)	88 10%	79 10%	9 9%	26 8%	55 12% a
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	76 8%	66 8%	9 9%	25 7%	44 9%
Didn't want to have a VoIP/ digital voice landline service	66 7%	54 7%	12 12% a	22 6%	41 9%

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL b	YES a	NO b
Significance Level: 95%					
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
NONE OF THESE	81	74	7	37	33
	9%	9%	7%	11%	7%
				b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Base	918	-	-	-	-	-	-	-	-	-	-	-
Lack of choice	204	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	88	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Not knowing what to do to switch	190	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
There wasn't enough cost difference for it to be worth switching	340	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	380	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service	367	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	385	**	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Would take too long to research the market	192	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Difficulty comparing what other providers were offering	202	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-	-	-	-
I'm still in my handset contract period	87	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-	-	-	-
I couldn't afford/ didn't want to pay off my handset in one lump sum	115	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Worried that the service wouldn't be as good with a new provider	330	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch (P)	108	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**
Base	199	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch (P)	43	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**
Base	379	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the broadband service during the switch (P)	123	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**
Base	236	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch (P)	70	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Worried that I might have to pay two providers at the same time (P)	251	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	207	**	**	**	**	**	**	**	**	**	**	**
35%		**	**	**	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	153	**	**	**	**	**	**	**	**	**	**	**
30%		**	**	**	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	86	**	**	**	**	**	**	**	**	**	**	**
22%		**	**	**	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	104	**	**	**	**	**	**	**	**	**	**	**
26%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	208	**	**	**	**	**	**	**	**	**	**	**
23%		**	**	**	**	**	**	**	**	**	**	**
Base	236	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	73 31%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	272 30%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	223 24%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time (P)	263 29%	**	**	**	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-	-	-	-
Did not want to have to install new equipment myself	127 24%	**	**	**	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Did not want to have to get an engineer to install new equipment	132	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	243	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	257	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	183	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting potential new providers	192	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	365	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Base	918	-	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	208 23%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	201 22%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	199 22%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	238 26%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Difficulty cancelling my current service (P)	200 22%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	240 26%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Base	379	-	-	-	-	-	-	-	-	-	-	-
Did not want to lose the email address I had from my broadband provider	69	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**
Base	98	-	-	-	-	-	-	-	-	-	-	-
Didn't want to have a VoIP/ digital voice landline service	13	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Base	918	-	-	-	-	-	-	-	-
Lack of choice	204	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	88	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Not knowing what to do to switch	190	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
There wasn't enough cost difference for it to be worth switching	340	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	380	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Current provider has the best quality of service	367	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	385	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Would take too long to research the market	192	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Difficulty comparing what other providers were offering	202	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-
I'm still in my handset contract period	87	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-
I couldn't afford/ didn't want to pay off my handset in one lump sum	115	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Worried that the service wouldn't be as good with a new provider	330	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b

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		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch (P)	108 27%	**	**	**	**	**	**	**	**
Base	199	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch (P)	43 21%	**	**	**	**	**	**	**	**
Base	379	-	-	-	-	-	-	-	-
Worried about being without the broadband service during the switch (P)	123 32%	**	**	**	**	**	**	**	**
Base	236	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch (P)	70 30%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Worried that I might have to pay two providers at the same time (P)	251 27%	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-
Did not want to lose my phone number	207 35%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Base	518	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	153	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	86	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	104	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	208	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**
Base	236	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	73	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	272	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	223	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time (P)	263	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-
Did not want to have to install new equipment myself	127	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-
Did not want to have to get an engineer to install new equipment	132	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	243 26%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	257 28%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	183 20%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Difficulty when contacting potential new providers	192 21%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	365 40%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	208 23%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Base	918	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	201	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	199	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	238	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Difficulty cancelling my current service (P)	200	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	240	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**
Base	379	-	-	-	-	-	-	-	-
Did not want to lose the email address I had from my broadband provider	69	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Base	98	-	-	-	-	-	-	-	-
Didn't want to have a VoIP/ digital voice landline service	13	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Lack of choice	204	204	114	41	22	18	36	89	37	159	45	93	21	66	24
	22%	22%	22%	20%	22%	19%	26%	22%	21%	24%	17%	24%	17%	26%	16%
							e			b		b			
Base	518	518	518	199	101	98	138	-	181	392	126	392	126	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	88	88	88	26	13	13	31	**	31	77	11	77	11	**	**
	17%	17%	17%	13%	13%	13%	23%	**	17%	20%	9%	20%	9%	**	**
		c	c				abcde			b		b			
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Not knowing what to do to switch	190	190	96	30	12	18	31	93	36	145	45	83	14	62	31
	21%	21%	19%	15%	12%	18%	22%	23%	20%	22%	17%	21%	11%	24%	22%
		cd	d			d	cd	cd	d	b		b			
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
There wasn't enough cost difference for it to be worth switching	340	340	184	79	40	39	48	156	58	256	84	153	31	103	53
	37%	37%	36%	40%	40%	40%	35%	39%	32%	40%	31%	39%	24%	40%	37%
				h						b		b			
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Current provider is still the best deal/cheapest	380	380	217	94	48	45	55	162	68	273	106	174	43	99	63
	41%	41%	42%	47%	48%	46%	40%	41%	38%	42%	39%	44%	34%	39%	44%
				abfh	afh							b			

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Current provider has the best quality of service	367 40%	367 40%	208 40%	77 39%	38 38%	38 39%	53 38%	159 40%	79 44%	278 43% b	89 33%	170 43% b	38 30%	108 42%	51 35%
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
I negotiated/ accepted a deal with my current provider	385 42%	385 42%	266 51%	115 58%	52 52%	63 64%	71 51%	119 30%	80 44%	385 59% b	- -%	266 68% b	- -%	119 46% b	- -%
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Would take too long to research the market	192 21%	192 21%	94 18%	31 16%	13 13%	18 19%	34 24%	98 25%	29 16%	151 23% b	41 15%	81 21% b	13 10%	70 27%	28 20%
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Difficulty comparing what other providers were offering	202 22%	202 22%	118 23%	39 20%	18 18%	21 22%	38 27% cd	84 21%	41 22%	157 24% b	44 16%	94 24%	23 19%	63 25% b	21 15%
Base	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144
I'm still in my handset contract period	87 22%	87 22%	** **	** **	** **	** **	** **	87 22%	** **	61 24%	26 18%	** **	** **	61 24%	26 18%
Base	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
I couldn't afford/ didn't want to pay off my handset in one lump sum	115 29%	115 29%	- -%	- -%	- -%	- -%	- -%	115 29%	- -%	76 30%	39 27%	- -%	- -%	76 30%	39 27%
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Worried that the service wouldn't be as good with a new provider	330 36%	330 36%	179 35%	64 32%	30 30%	33 34%	50 36%	151 38%	65 36%	245 38%	85 32%	148 38%	31 25%	97 38%	54 38%
Base	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144
Worried about being without the mobile service during the switch (P)	108 27%	108 27%	** **	** **	** **	** **	** **	108 27%	** **	76 30%	32 22%	** **	** **	76 30%	32 22%
Base	199	199	199	199	101	98	-	-	-	160	39	160	39	-	-
Worried about being without the fixed line phone service during the switch (P)	43 21%	43 21%	43 21%	43 21%	17 17%	25 26%	** **	** **	** **	37 23%	5 14%	37 23%	5 14%	** **	** **
Base	379	379	379	199	101	98	-	-	181	281	98	281	98	-	-
Worried about being without the broadband service during the switch (P)	123 32%	123 32%	123 32%	66 33%	29 29%	37 38%	** **	** **	57 31%	99 35%	23 24%	99 35%	23 24%	** **	** **

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Base	236	236	236	98	-	98	138	-	-	195	41	195	41	-	-
Worried about being without the Pay TV service during the switch (P)	70	70	70	25	**	25	45	**	**	61	**	61	**	**	**
	30%	30%	30%	26%	**	26%	32%	**	**	31%	**	31%	**	**	**
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Worried that I might have to pay two providers at the same time (P)	251	251	141	48	19	29	44	109	49	201	49	119	22	82	28
	27%	27%	27%	24%	19%	29%	32%	27%	27%	31%	18%	30%	17%	32%	19%
		d	d			d	cd	d	d	b		b		b	
Base	598	598	199	199	101	98	-	400	-	416	183	160	39	256	144
Did not want to lose my phone number	207	207	53	53	24	30	**	154	**	149	59	46	7	103	51
	35%	35%	27%	27%	24%	30%	**	39%	**	36%	32%	29%	19%	40%	36%
		bcd						bcde				b			
Base	518	518	518	199	101	98	138	-	181	392	126	392	126	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	153	153	153	58	25	32	48	**	48	132	21	132	21	**	**
	30%	30%	30%	29%	25%	33%	35%	**	26%	34%	17%	34%	17%	**	**
						d	d			b		b			
Base	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	86 22%	86 22%	- -%	- -%	- -%	- -%	- -%	86 22%	- -%	66 26%	20 14%	- -%	- -%	66 26%	20 14%
		bcdefh						bcdefh		b				b	
Base	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144
Needing to unlock my handset to take it with me	104 26%	104 26%	** **	** **	** **	** **	** **	104 26%	** **	85 33%	20 14%	** **	** **	85 33%	20 14%
										b				b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Didn't want to have to learn to use a new service	208 23%	208 23%	115 22%	42 21%	17 17%	25 26%	41 30%	93 23%	32 18%	167 26%	41 15%	98 25%	18 14%	69 27%	24 16%
		d	d			dh	abcdh	d		b		b		b	
Base	236	236	236	98	-	98	138	-	-	195	41	195	41	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	73 31%	73 31%	73 31%	26 26%	** **	26 26%	47 34%	** **	** **	67 34%	** **	67 34%	** **	** **	** **
							ce								
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Didn't want to lose content (programmes, apps, photos, data) stored on my device	272	272	148	49	19	30	53	124	47	202	69	123	25	79	44
	30%	30%	29%	25%	19%	31%	38%	31%	26%	31%	26%	31%	20%	31%	31%
		cd	d	d		d	abcdh	cd		b		b			
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Worried that other devices or products I own would not work with a new service	223	223	120	45	20	26	40	103	35	181	42	102	19	80	23
	24%	24%	23%	23%	20%	26%	29%	26%	19%	28%	15%	26%	15%	31%	16%
							bcdh			b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Concern about arranging for the old and new services to start and stop at the same time (P)	263	263	145	52	23	29	41	118	51	204	59	117	28	87	31
	29%	29%	28%	26%	23%	30%	30%	30%	28%	31%	22%	30%	22%	34%	22%
		d					d			b		b		b	
Base	518	518	518	199	101	98	138	-	181	392	126	392	126	-	-
Did not want to have to install new equipment myself	127	127	127	47	15	31	40	**	40	108	18	108	18	**	**
	24%	24%	24%	24%	15%	32%	29%	**	22%	28%	15%	28%	15%	**	**
		d	d	d		abcdh	d		d	b		b			
Base	518	518	518	199	101	98	138	-	181	392	126	392	126	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Did not want to have to get an engineer to install new equipment	132	132	132	49	20	29	42	-	40	113	19	113	19	-	-
	25%	25%	25%	25%	20%	30%	30%	-%	22%	29%	15%	29%	15%	-%	-%
		dg	dg	g	g	dg	dgh		g	b		b			
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
It's too time consuming to go through the process of switching from one provider to another	243	243	132	49	21	28	40	110	43	184	59	111	21	73	37
	26%	26%	26%	25%	21%	29%	29%	28%	24%	28%	22%	28%	17%	29%	26%
		d				d	d			b		b			
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
I was still in a contract so couldn't leave/ would have to pay to leave	257	257	142	43	23	20	45	115	54	191	66	109	32	82	33
	28%	28%	27%	22%	23%	20%	32%	29%	30%	30%	24%	28%	26%	32%	23%
		ce	ce				cde	ce	ce						
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Difficulty when contacting my current provider	183	183	97	35	14	21	30	86	32	147	36	82	15	65	21
	20%	20%	19%	18%	14%	21%	22%	22%	18%	23%	14%	21%	12%	25%	15%
		d				d	d	d		b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Difficulty when contacting potential new providers	192	192	96	32	13	19	33	96	31	155	37	81	15	74	22
	21%	21%	19%	16%	13%	19%	24%	24%	17%	24%	14%	21%	12%	29%	15%
		cd	d				bcd	bcd		b		b		b	

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Prefer to stay with a trusted/ known provider	365	365	197	78	38	40	57	169	62	284	82	164	33	120	49
	40%	40%	38%	39%	38%	40%	41%	42%	34%	44%	30%	42%	26%	47%	34%
										b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	208	208	129	46	22	24	38	79	45	165	43	106	23	59	20
	23%	23%	25%	23%	22%	25%	27%	20%	25%	25%	16%	27%	18%	23%	14%
							g			b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Bad experience when switching communication services previously	201	201	121	38	16	22	38	81	45	163	38	102	18	61	20
	22%	22%	23%	19%	16%	22%	28%	20%	25%	25%	14%	26%	15%	24%	14%
		d	cd				acd		d	b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	199	199	105	33	15	19	38	94	34	156	43	88	17	68	26
	22%	22%	20%	17%	15%	19%	27%	24%	19%	24%	16%	22%	14%	27%	18%
		cd	d				abcdeh	cd		b		b			
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Hassle of needing to contact more than one provider to switch	238 26%	238 26%	136 26%	49 24%	21 21%	28 28%	44 32%	102 26%	43 24%	175 27%	63 23%	117 30%	19 15%	59 23%	43 30%
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Difficulty cancelling my current service (P)	200 22%	200 22%	116 22%	35 18%	18 18%	17 18%	40 29%	84 21%	41 23%	155 24%	44 16%	95 24%	22 17%	61 24%	23 16%
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Did not want to pay disconnection charges	240 26%	240 26%	134 26%	49 24%	22 22%	26 27%	43 31%	106 26%	43 24%	193 30%	47 17%	112 29%	23 18%	81 32%	25 17%
Base	379	379	379	199	101	98	-	-	181	281	98	281	98	-	-
Did not want to lose the email address I had from my broadband provider	69 18%	69 18%	69 18%	39 20%	17 16%	23 23%	** **	** **	29 16%	59 21%	10 10%	59 21%	10 10%	** **	** **
Base	98	98	98	98	54	44	-	-	-	77	21	77	21	-	-
Didn't want to have a VoIP/ digital voice landline service	13 13%	13 13%	13 13%	13 13%	7 13%	6 13%	** **	** **	** **	11 15%	** **	11 15%	** **	** **	** **

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Lack of choice	204	84	115	151	38	13	76	59	33	36	134	69	173	**	**	**	
	22%	22%	22%	25%	17%	15%	20%	24%	26%	22%	22%	24%	22%	**	**	**	
				bc													
Base	518	217	298	315	147	55	221	131	75	90	352	165	449	34	25	10	
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	88	35	53	67	18	3	44	16	12	16	60	28	77	**	**	**	
	17%	16%	18%	21%	12%	6%	20%	12%	16%	18%	17%	17%	17%	**	**	**	
				bc	c		b										
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Not knowing what to do to switch	190	75	111	152	31	6	81	51	26	29	132	56	158	**	**	**	
	21%	20%	21%	25%	14%	7%	21%	21%	21%	18%	21%	19%	20%	**	**	**	
				bc	c												
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
There wasn't enough cost difference for it to be worth switching	340	137	197	233	77	29	133	98	44	66	231	110	295	**	**	**	
	37%	36%	37%	39%	35%	34%	35%	40%	35%	39%	37%	37%	37%	**	**	**	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Current provider is still the best deal/cheapest	380	142	235	248	89	42	140	109	55	73	249	128	329	**	**	**	
	41%	37%	45%	41%	40%	48%	37%	45%	44%	44%	40%	44%	42%	**	**	**	
			a				a				a						
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Current provider has the best quality of service	367	135	224	239	93	34	147	89	55	73	237	128	311	**	**	**	
	40%	35%	43%	39%	41%	39%	39%	37%	44%	44%	38%	44%	39%	**	**	**	
			a									be					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
I negotiated/ accepted a deal with my current provider	385	147	232	234	97	53	149	108	56	70	257	127	333	**	**	**	
	42%	38%	44%	39%	44%	61%	39%	44%	45%	42%	41%	43%	42%	**	**	**	
			a			ab											
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Would take too long to research the market	192	76	115	153	31	7	94	44	18	36	138	53	165	**	**	**	
	21%	20%	22%	25%	14%	8%	25%	18%	14%	21%	22%	18%	21%	**	**	**	
				bc			bcf				c						
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Difficulty comparing what other providers were offering	202	86	113	151	43	8	89	44	30	38	133	68	176	**	**	**	
	22%	22%	21%	25%	19%	9%	23%	18%	24%	23%	21%	23%	22%	**	**	**	
				bc	c												
Base	400	164	228	289	76	33	157	112	51	78	269	128	342	26	25	7	
I'm still in my handset contract period	87	**	59	81	**	**	37	**	**	**	56	**	74	**	**	**	
	22%	**	26%	28%	**	**	23%	**	**	**	21%	**	22%	**	**	**	
Base	400	164	228	289	76	33	157	112	51	78	269	128	342	26	25	7	
I couldn't afford/ didn't want to pay off my handset in one lump sum	115	**	65	103	**	**	32	**	**	**	70	**	94	**	**	**	
	29%	**	29%	36%	**	**	21%	**	**	**	26%	**	28%	**	**	**	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Worried that the service wouldn't be as good with a new provider	330	120	205	235	67	27	138	81	47	63	220	110	281	**	**	**	
	36%	31%	39%	39%	30%	31%	37%	33%	37%	38%	35%	37%	36%	**	**	**	
			a	b													

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Base	400	164	228	289	76	33	157	112	51	78	269	128	342	26	25	7	
Worried about being without the mobile service during the switch (P)	108	**	70	86	**	**	45	**	**	**	68	**	89	**	**	**	
	27%	**	31%	30%	**	**	29%	**	**	**	25%	**	26%	**	**	**	
Base	199	84	113	95	65	38	76	55	27	41	131	68	169	15	12	3	
Worried about being without the fixed line phone service during the switch (P)	43	15	27	23	11	8	18	10	**	10	28	15	36	**	**	**	
	21%	18%	24%	25%	17%	22%	23%	19%	**	24%	21%	22%	21%	**	**	**	
				b													
Base	379	160	218	220	111	47	144	106	56	72	250	128	333	23	17	7	
Worried about being without the broadband service during the switch (P)	123	40	81	77	33	13	44	32	21	25	76	47	110	**	**	**	
	32%	25%	37%	35%	29%	27%	30%	30%	38%	35%	30%	36%	33%	**	**	**	
			a														
Base	236	99	137	143	69	25	119	50	30	37	169	68	200	18	14	5	
Worried about being without the Pay TV service during the switch (P)	70	29	41	53	14	**	32	13	**	**	46	24	59	**	**	**	
	30%	29%	30%	37%	21%	**	27%	27%	**	**	27%	36%	30%	**	**	**	
			b								e						
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Worried that I might have to pay two providers at the same time (P)	251	91	155	190	50	9	102	59	47	42	161	89	217	**	**	**	
	27%	24%	30%	31%	22%	11%	27%	24%	37%	25%	26%	30%	27%	**	**	**	
			a	bc	c				abde								

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Base	598	248	341	385	141	70	233	167	77	119	400	196	511	40	37	10	
Did not want to lose my phone number	207	82	123	147	34	25	75	53	31	48	129	79	178	**	**	**	
	35%	33%	36%	38%	24%	35%	32%	32%	40%	40%	32%	40%	35%	**	**	**	
				b		b				e		ae					
Base	518	217	298	315	147	55	221	131	75	90	352	165	449	34	25	10	
Didn't want to pay the initial connection/ start-up fees/ equipment costs	153	55	98	102	39	12	61	33	29	29	94	58	132	**	**	**	
	30%	25%	33%	32%	27%	22%	28%	25%	39%	33%	27%	35%	29%	**	**	**	
			a	c					abe			abe					
Base	400	164	228	289	76	33	157	112	51	78	269	128	342	26	25	7	
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	86	**	56	69	**	**	28	**	**	**	50	**	71	**	**	**	
	22%	**	25%	24%	**	**	18%	**	**	**	19%	**	21%	**	**	**	
Base	400	164	228	289	76	33	157	112	51	78	269	128	342	26	25	7	
Needing to unlock my handset to take it with me	104	**	50	91	**	**	46	**	**	**	71	**	85	**	**	**	
	26%	**	22%	31%	**	**	29%	**	**	**	26%	**	25%	**	**	**	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Didn't want to have to learn to use a new service	208	84	121	154	39	15	81	52	34	38	133	73	177	**	**	**	
	23%	22%	23%	25%	18%	17%	21%	21%	27%	23%	21%	25%	22%	**	**	**	
				bc													
Base	236	99	137	143	69	25	119	50	30	37	169	68	200	18	14	5	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	73 31%	28 28%	45 33%	54 38%	13 20%	6 23%	38 32%	14 29%	8 26%	12 33%	53 31%	20 30%	59 30%	**	**	**	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Didn't want to lose content (programmes, apps, photos, data) stored on my device	272 30%	107 28%	163 31%	202 33%	50 23%	19 21%	104 27%	67 28%	43 34%	57 34%	171 28%	99 34%	239 30%	**	**	**	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Worried that other devices or products I own would not work with a new service	223 24%	87 23%	135 26%	171 28%	41 18%	11 13%	93 25%	52 21%	38 30%	39 23%	145 23%	77 26%	185 23%	**	**	**	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Concern about arranging for the old and new services to start and stop at the same time (P)	263 29%	100 26%	160 30%	195 32%	51 23%	17 19%	105 28%	66 27%	48 38%	43 26%	170 27%	91 31%	225 28%	**	**	**	
Base	518	217	298	315	147	55	221	131	75	90	352	165	449	34	25	10	
Did not want to have to install new equipment myself	127 24%	48 22%	79 27%	89 28%	28 19%	10 19%	54 24%	30 23%	21 28%	22 24%	84 24%	42 26%	107 24%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Base	518	217	298	315	147	55	221	131	75	90	352	165	449	34	25	10	
Did not want to have to get an engineer to install new equipment	132	46	84	94	28	10	57	29	23	22	87	45	115	**	**	**	
	25%	21%	28%	30%	19%	18%	26%	22%	31%	24%	25%	27%	26%	**	**	**	
			a	bc													
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
It's too time consuming to go through the process of switching from one provider to another	243	95	145	182	44	17	96	57	39	50	153	89	207	**	**	**	
	26%	25%	28%	30%	20%	20%	25%	24%	31%	30%	25%	30%	26%	**	**	**	
				bc								be					
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
I was still in a contract so couldn't leave/ would have to pay to leave	257	96	159	200	46	11	107	63	41	47	170	88	223	**	**	**	
	28%	25%	30%	33%	21%	13%	28%	26%	33%	28%	27%	30%	28%	**	**	**	
			a	bc	c												
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Difficulty when contacting my current provider	183	75	106	146	32	5	86	48	24	26	133	50	159	**	**	**	
	20%	20%	20%	24%	14%	6%	23%	20%	19%	15%	21%	17%	20%	**	**	**	
				bc	c		df				d						
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Difficulty when contacting potential new providers	192	85	100	154	30	8	80	49	31	31	128	62	163	**	**	**	
	21%	22%	19%	25%	13%	10%	21%	20%	25%	19%	21%	21%	21%	**	**	**	
				bc													
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Prefer to stay with a trusted/ known provider	365 40%	141 37%	224 43%	243 40%	84 38%	39 44%	143 38%	90 37%	55 44%	75 45%	233 37%	130 44%	312 39%	** **	** **	** **	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	208 23%	76 20%	128 24%	153 25%	43 19%	12 13%	89 23%	45 19%	28 23%	44 27%	134 22%	73 25%	177 22%	** **	** **	** **	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Bad experience when switching communication services previously	201 22%	83 22%	115 22%	159 26%	32 14%	10 12%	85 22%	49 20%	31 24%	36 22%	134 21%	67 23%	174 22%	** **	** **	** **	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	199 22%	79 21%	115 22%	154 25%	33 15%	11 13%	86 23%	40 16%	28 22%	45 27%	126 20%	73 25%	173 22%	** **	** **	** **	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Hassle of needing to contact more than one provider to switch	238 26%	87 23%	147 28%	186 31%	41 18%	11 12%	107 28%	53 22%	33 26%	45 27%	160 26%	78 27%	202 26%	** **	** **	** **	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Difficulty cancelling my current service (P)	200	75	125	155	38	6	71	54	37	36	125	72	171	**	**	**	
	22%	20%	24%	26%	17%	7%	19%	22%	29%	21%	20%	25%	22%	**	**	**	
				bc	c				ae			a					
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Did not want to pay disconnection charges	240	97	143	180	46	14	95	61	35	48	156	83	204	**	**	**	
	26%	25%	27%	30%	21%	16%	25%	25%	28%	29%	25%	28%	26%	**	**	**	
				bc													
Base	379	160	218	220	111	47	144	106	56	72	250	128	333	23	17	7	
Did not want to lose the email address I had from my broadband provider	69	30	39	42	15	12	27	15	13	14	42	27	63	**	**	**	
	18%	19%	18%	19%	13%	26%	19%	14%	23%	19%	17%	21%	19%	**	**	**	
						b			b			b					
Base	98	39	58	39	34	24	34	28	14	22	62	36	84	8	5	1	
Didn't want to have a VoIP/ digital voice landline service	13	4	8	5	4	**	**	**	**	**	7	6	11	**	**	**	
	13%	11%	15%	14%	13%	**	**	**	**	**	12%	16%	14%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Base	918	816	102	342	471
Lack of choice	204	181	23	90	86
	22%	22%	22%	26%	18%
				b	
Base	518	453	65	178	296
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	88	82	7	42	38
	17%	18%	10%	24%	13%
		b		b	
Base	918	816	102	342	471
Not knowing what to do to switch	190	177	13	79	79
	21%	22%	13%	23%	17%
		b		b	
Base	918	816	102	342	471
There wasn't enough cost difference for it to be worth switching	340	309	32	130	174
	37%	38%	31%	38%	37%
Base	918	816	102	342	471
Current provider is still the best deal/ cheapest	380	339	41	154	183
	41%	42%	40%	45%	39%
				b	
Base	918	816	102	342	471
Current provider has the best quality of service	367	328	39	149	178
	40%	40%	38%	44%	38%
				b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Base	918	816	102	342	471
I negotiated/ accepted a deal with my current provider	385	342	42	140	215
	42%	42%	42%	41%	46%
Base	918	816	102	342	471
Would take too long to research the market	192	181	11	82	79
	21%	22%	11%	24%	17%
		b		b	
Base	918	816	102	342	471
Difficulty comparing what other providers were offering	202	185	17	92	84
	22%	23%	17%	27%	18%
				b	
Base	400	363	37	164	176
I'm still in my handset contract period	87	83	**	38	31
	22%	23%	**	23%	18%
Base	400	363	37	164	176
I couldn't afford/ didn't want to pay off my handset in one lump sum	115	108	**	58	33
	29%	30%	**	35%	19%
				b	
Base	918	816	102	342	471
Worried that the service wouldn't be as good with a new provider	330	303	27	136	162
	36%	37%	27%	40%	34%
		b			

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Base	400	363	37	164	176
Worried about being without the mobile service during the switch (P)	108 27%	103 28%	**	57 35%	37 21%
				b	
Base	199	171	27	61	124
Worried about being without the fixed line phone service during the switch (P)	43 21%	40 23%	**	16 26%	23 19%
				b	
Base	379	327	52	125	222
Worried about being without the broadband service during the switch (P)	123 32%	110 34%	13 24%	43 35%	68 30%
Base	236	212	24	79	137
Worried about being without the Pay TV service during the switch (P)	70 30%	61 29%	**	26 32%	39 28%
Base	918	816	102	342	471
Worried that I might have to pay two providers at the same time (P)	251 27%	235 29%	16 16%	107 31%	114 24%
		b		b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Base	598	534	64	225	300
Did not want to lose my phone number	207	188	20	80	97
	35%	35%	31%	36%	32%
Base	518	453	65	178	296
Didn't want to pay the initial connection/ start-up fees/ equipment costs	153	140	13	62	82
	30%	31%	20%	35%	28%
		b		b	
Base	400	363	37	164	176
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	86	82	**	46	28
	22%	23%	**	28%	16%
				b	
Base	400	363	37	164	176
Needing to unlock my handset to take it with me	104	99	**	55	31
	26%	27%	**	33%	17%
				b	
Base	918	816	102	342	471
Didn't want to have to learn to use a new service	208	191	17	90	86
	23%	23%	17%	26%	18%
				b	
Base	236	212	24	79	137

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	73	65	8	27	42
	31%	30%	34%	34%	30%
Base	918	816	102	342	471
Didn't want to lose content (programmes, apps, photos, data) stored on my device	272	255	17	104	128
	30%	31%	16%	31%	27%
		b			
Base	918	816	102	342	471
Worried that other devices or products I own would not work with a new service	223	210	13	105	95
	24%	26%	13%	31%	20%
		b		b	
Base	918	816	102	342	471
Concern about arranging for the old and new services to start and stop at the same time (P)	263	245	17	118	112
	29%	30%	17%	35%	24%
		b		b	
Base	518	453	65	178	296
Did not want to have to install new equipment myself	127	116	10	48	66
	24%	26%	16%	27%	22%
		b			

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Base	518	453	65	178	296
Did not want to have to get an engineer to install new equipment	132	121	11	51	71
	25%	27%	17%	29%	24%
		b			
Base	918	816	102	342	471
It's too time consuming to go through the process of switching from one provider to another	243	228	15	107	105
	26%	28%	15%	31%	22%
		b		b	
Base	918	816	102	342	471
I was still in a contract so couldn't leave/ would have to pay to leave	257	236	21	103	121
	28%	29%	20%	30%	26%
		b			
Base	918	816	102	342	471
Difficulty when contacting my current provider	183	172	11	75	81
	20%	21%	11%	22%	17%
		b		b	
Base	918	816	102	342	471
Difficulty when contacting potential new providers	192	180	11	85	76
	21%	22%	11%	25%	16%
		b		b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Base	918	816	102	342	471
Prefer to stay with a trusted/ known provider	365	329	36	126	198
	40%	40%	36%	37%	42%
Base	918	816	102	342	471
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	208	190	18	85	100
	23%	23%	18%	25%	21%
Base	918	816	102	342	471
Bad experience when switching communication services previously	201	185	16	99	76
	22%	23%	16%	29%	16%
				b	
Base	918	816	102	342	471
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	199	184	15	95	71
	22%	23%	15%	28%	15%
		b		b	
Base	918	816	102	342	471
Hassle of needing to contact more than one provider to switch	238	224	14	106	106
	26%	27%	14%	31%	23%
		b		b	
Base	918	816	102	342	471

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 142

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Difficulty cancelling my current service (P)	200	187	13	86	80
	22%	23%	13%	25%	17%
		b		b	
Base	918	816	102	342	471
Did not want to pay disconnection charges	240	222	17	94	112
	26%	27%	17%	28%	24%
		b			
Base	379	327	52	125	222
Did not want to lose the email address I had from my broadband provider	69	63	6	28	35
	18%	19%	11%	23%	16%
		b		b	
Base	98	81	17	31	59
Didn't want to have a VoIP/ digital voice landline service	13	11	**	**	6
	13%	14%	**	**	11%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Base	918	-	-	-	-	-	-	-	-	-	-	-
Lack of choice	292	**	**	**	**	**	**	**	**	**	**	**
32%		**	**	**	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	120	**	**	**	**	**	**	**	**	**	**	**
23%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Not knowing what to do to switch	274	**	**	**	**	**	**	**	**	**	**	**
30%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
There wasn't enough cost difference for it to be worth switching	305	**	**	**	**	**	**	**	**	**	**	**
33%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	307	**	**	**	**	**	**	**	**	**	**	**
34%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service	309	**	**	**	**	**	**	**	**	**	**	**
34%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	263	**	**	**	**	**	**	**	**	**	**	**
29%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Would take too long to research the market	272	**	**	**	**	**	**	**	**	**	**	**
30%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Difficulty comparing what other providers were offering	327	**	**	**	**	**	**	**	**	**	**	**
36%		**	**	**	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-	-	-	-
I'm still in my handset contract period	118	**	**	**	**	**	**	**	**	**	**	**
30%		**	**	**	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-	-	-	-
I couldn't afford/ didn't want to pay off my handset in one lump sum	104	**	**	**	**	**	**	**	**	**	**	**
26%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Worried that the service wouldn't be as good with a new provider	326	**	**	**	**	**	**	**	**	**	**	**
36%		**	**	**	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch (P)	127	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**
Base	199	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch (P)	46	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**
Base	379	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the broadband service during the switch (P)	129	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**
Base	236	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch (P)	78	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Worried that I might have to pay two providers at the same time (P)	304	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	166	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	176	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	131	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	104	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	291	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**
Base	236	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	88 37%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	265 29%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	275 30%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time (P)	325 35%	**	**	**	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-	-	-	-
Did not want to have to install new equipment myself	151 29%	**	**	**	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Did not want to have to get an engineer to install new equipment	172	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	348	**	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	257	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	279	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting potential new providers	296	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	341	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Base	918	-	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	345	**	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	272	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	279	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	319	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Difficulty cancelling my current service (P)	280	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	269	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Base	379	-	-	-	-	-	-	-	-	-	-	-
Did not want to lose the email address I had from my broadband provider	88	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**
Base	98	-	-	-	-	-	-	-	-	-	-	-
Didn't want to have a VoIP/ digital voice landline service	18	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Base	918	-	-	-	-	-	-	-	-
Lack of choice	292	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	120	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Not knowing what to do to switch	274	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
There wasn't enough cost difference for it to be worth switching	305	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	307	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Current provider has the best quality of service	309	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	263	**	**	**	**	**	**	**	**
29%		**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Would take too long to research the market	272	**	**	**	**	**	**	**	**
30%		**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Difficulty comparing what other providers were offering	327	**	**	**	**	**	**	**	**
36%		**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-
I'm still in my handset contract period	118	**	**	**	**	**	**	**	**
30%		**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-
I couldn't afford/ didn't want to pay off my handset in one lump sum	104	**	**	**	**	**	**	**	**
26%		**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Worried that the service wouldn't be as good with a new provider	326	**	**	**	**	**	**	**	**
36%		**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch (P)	127 32%	**	**	**	**	**	**	**	**
Base	199	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch (P)	46 23%	**	**	**	**	**	**	**	**
Base	379	-	-	-	-	-	-	-	-
Worried about being without the broadband service during the switch (P)	129 34%	**	**	**	**	**	**	**	**
Base	236	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch (P)	78 33%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Worried that I might have to pay two providers at the same time (P)	304 33%	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-
Did not want to lose my phone number	166 28%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Base	518	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	176	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	131	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	104	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	291	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**
Base	236	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	88	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	265	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	275	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time (P)	325	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-
Did not want to have to install new equipment myself	151	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-
Did not want to have to get an engineer to install new equipment	172	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	348	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	257	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	279	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Difficulty when contacting potential new providers	296	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	341	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	345	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Base	918	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	272	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	279	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	319	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Difficulty cancelling my current service (P)	280	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	269	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**
Base	379	-	-	-	-	-	-	-	-
Did not want to lose the email address I had from my broadband provider	88	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Base	98	-	-	-	-	-	-	-	-
Didn't want to have a VoIP/ digital voice landline service	18	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Lack of choice	292	292	162	54	23	31	51	130	57	236	56	134	28	102	28
	32%	32%	31%	27%	23%	31%	37%	33%	31%	36%	21%	34%	22%	40%	20%
		cd	d			d	cd	d	d	b		b		b	
Base	518	518	518	199	101	98	138	-	181	392	126	392	126	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	120	120	120	36	15	22	42	**	42	102	18	102	18	**	**
	23%	23%	23%	18%	15%	22%	30%	**	23%	26%	14%	26%	14%	**	**
		cd	cd			d	abcde		d	b		b			
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Not knowing what to do to switch	274	274	148	52	25	27	48	126	47	214	59	120	27	94	32
	30%	30%	29%	26%	25%	28%	35%	31%	26%	33%	22%	31%	22%	37%	22%
							bcdh			b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
There wasn't enough cost difference for it to be worth switching	305	305	179	58	27	31	55	125	66	240	65	143	36	97	29
	33%	33%	35%	29%	27%	32%	40%	31%	36%	37%	24%	37%	29%	38%	20%
		d	cd				acdeg		d	b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Current provider is still the best deal/ cheapest	307	307	169	59	28	32	46	139	63	246	61	139	30	107	31
	34%	34%	33%	30%	28%	32%	33%	35%	35%	38%	23%	35%	24%	42%	22%
		d								b		b		b	

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Current provider has the best quality of service	309	309	174	66	29	37	55	135	53	236	73	144	30	92	43
	34%	34%	34%	33%	28%	38% dh	40% adh	34%	29%	36% b	27%	37% b	24%	36%	30%
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
I negotiated/ accepted a deal with my current provider	263	263	126	45	23	22	39	137	41	263	-	126	-	137	-
	29%	29%	24%	23%	23%	22%	28%	34% bcdeh	23%	41% b	-%	32% b	-%	54% b	-%
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Would take too long to research the market	272	272	150	54	26	28	46	122	50	227	45	127	23	100	22
	30%	30%	29%	27%	26%	29%	34% d	30%	28%	35% b	17%	33% b	18%	39% b	15%
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Difficulty comparing what other providers were offering	327	327	173	65	33	32	48	154	60	256	71	148	25	107	46
	36%	36%	33%	33%	33%	33%	35%	38%	33%	39% b	26%	38% b	20%	42%	32%
Base	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144
I'm still in my handset contract period	118	118	**	**	**	**	**	118	**	91	27	**	**	91	27
	30%	30%	**	**	**	**	**	30%	**	36% b	19%	**	**	36% b	19%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Base	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144
I couldn't afford/ didn't want to pay off my handset in one lump sum	104	104	**	**	**	**	**	104	**	89	15	**	**	89	15
	26%	26%	**	**	**	**	**	26%	**	35% b	10%	**	**	35% b	10%
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Worried that the service wouldn't be as good with a new provider	326	326	188	76	32	44	56	138	56	245	81	148	40	97	41
	36%	36%	36%	38%	32%	45% abdgh	40% dh	35%	31%	38% b	30%	38%	31%	38%	29%
Base	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144
Worried about being without the mobile service during the switch (P)	127	127	**	**	**	**	**	127	**	98	29	**	**	98	29
	32%	32%	**	**	**	**	**	32%	**	38% b	20%	**	**	38% b	20%
Base	199	199	199	199	101	98	-	-	-	160	39	160	39	-	-
Worried about being without the fixed line phone service during the switch (P)	46	46	46	46	23	23	**	**	**	43	3	43	3	**	**
	23%	23%	23%	23%	23%	24%	**	**	**	27% b	8%	27% b	8%	**	**
Base	379	379	379	199	101	98	-	-	181	281	98	281	98	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Worried about being without the broadband service during the switch (P)	129 34%	129 34%	129 34%	62 31%	31 31%	30 31%	- -%	- -%	68 37%	103 37%	26 27%	103 37%	26 27%	- -%	- -%
Base	236	236	236	98	-	98	138	-	-	195	41	195	41	-	-
Worried about being without the Pay TV service during the switch (P)	78 33%	78 33%	78 33%	32 32%	** **	32 32%	46 34%	** **	** **	69 35%	** **	69 35%	** **	** **	** **
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Worried that I might have to pay two providers at the same time (P)	304 33%	304 33%	165 32%	62 31%	27 27%	35 36%	49 36%	139 35%	54 30%	230 36%	74 27%	134 34%	31 25%	96 37%	43 30%
Base	598	598	199	199	101	98	-	400	-	416	183	160	39	256	144
Did not want to lose my phone number	166 28%	166 28%	50 25%	50 25%	25 24%	25 26%	** **	116 29%	** **	132 32%	34 19%	45 28%	5 13%	87 34%	29 20%
Base	518	518	518	199	101	98	138	-	181	392	126	392	126	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	176 34%	176 34%	176 34%	65 33%	30 30%	35 35%	48 35%	** **	63 35%	143 36%	33 26%	143 36%	33 26%	** **	** **

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Base	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	131	131	**	**	**	**	**	131	**	100	31	**	**	100	31
	33%	33%	**	**	**	**	**	33%	**	39% b	22%	**	**	39% b	22%
Base	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144
Needing to unlock my handset to take it with me	104	104	**	**	**	**	**	104	**	82	23	**	**	82	23
	26%	26%	**	**	**	**	**	26%	**	32% b	16%	**	**	32% b	16%
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Didn't want to have to learn to use a new service	291	291	153	52	22	30	47	138	54	237	54	129	24	108	30
	32%	32%	30% cd	26% d	22% d	30% d	34% cd	34% cd	30% d	37% b	20%	33% b	19%	42% b	21%
Base	236	236	236	98	-	98	138	-	-	195	41	195	41	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	88	88	88	36	**	36	52	**	**	73	**	73	**	**	**
	37%	37%	37%	36% d	** d	36% d	38% cd	** d	** d	38% b	**	38% b	**	** b	** b
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Didn't want to lose content (programmes, apps, photos, data) stored on my device	265	265	142	51	19	32	45	124	45	215	50	124	18	92	32
	29%	29%	27%	26%	19%	33%	33%	31%	25%	33%	19%	32%	14%	36%	22%
		d	d	d		cd	cd	d		b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Worried that other devices or products I own would not work with a new service	275	275	161	50	24	27	49	114	61	217	58	132	28	85	29
	30%	30%	31%	25%	24%	27%	36%	29%	34%	33%	21%	34%	23%	33%	20%
		cd	cd				cde		cd	b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Concern about arranging for the old and new services to start and stop at the same time (P)	325	325	183	66	29	37	48	142	69	261	64	152	30	109	33
	35%	35%	35%	33%	29%	38%	35%	36%	38%	40%	24%	39%	24%	42%	23%
		d	d			d			d	b		b		b	
Base	518	518	518	199	101	98	138	-	181	392	126	392	126	-	-
Did not want to have to install new equipment myself	151	151	151	49	25	23	53	**	48	123	27	123	27	**	**
	29%	29%	29%	24%	25%	24%	39%	**	27%	31%	22%	31%	22%	**	**
		c	c				abcdeh			b		b			
Base	518	518	518	199	101	98	138	-	181	392	126	392	126	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Did not want to have to get an engineer to install new equipment	172	172	172	55	27	28	46	-	72	138	34	138	34	-	-
	33%	33%	33%	28%	27%	28%	33%	-%	40%	35%	27%	35%	27%	-%	-%
		cdg	cdg	g	g	g	g		cdeg	b		b			
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
It's too time consuming to go through the process of switching from one provider to another	348	348	198	71	32	39	56	149	72	273	75	163	36	110	39
	38%	38%	38%	36%	32%	40%	41%	37%	40%	42%	28%	41%	28%	43%	27%
		d	d			d	d			b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
I was still in a contract so couldn't leave/ would have to pay to leave	257	257	146	47	18	30	46	111	53	207	50	123	23	84	27
	28%	28%	28%	24%	18%	30%	33%	28%	29%	32%	19%	31%	18%	33%	19%
		d	d	d		d	cd	d	d	b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Difficulty when contacting my current provider	279	279	149	46	21	25	51	131	52	236	44	128	20	107	24
	30%	30%	29%	23%	21%	25%	37%	33%	29%	36%	16%	33%	16%	42%	16%
		cd	cd				abcde	cd	d	b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Difficulty when contacting potential new providers	296	296	170	57	25	32	51	125	63	239	56	146	24	93	32
	32%	32%	33%	28%	25%	32%	37%	31%	35%	37%	21%	37%	19%	36%	22%
		d	d			d	cd		d	b		b		b	

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Prefer to stay with a trusted/ known provider	341	341	195	69	30	39	58	146	69	248	93	155	40	93	53
	37%	37%	38%	35%	30%	40%	42%	36%	38%	38%	34%	40%	32%	36%	37%
		d	d			d	cd					b			
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	345	345	186	69	31	37	58	159	59	270	76	152	34	117	42
	38%	38%	36%	35%	31%	38%	42%	40%	33%	42%	28%	39%	27%	46%	29%
		d					cdh	d		b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Bad experience when switching communication services previously	272	272	142	44	16	28	46	130	52	220	52	118	24	102	28
	30%	30%	27%	22%	16%	29%	33%	33%	29%	34%	19%	30%	19%	40%	20%
		cd	cd	d		cd	cd	cd	d	b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	279	279	157	47	19	28	50	121	60	222	57	129	28	93	28
	30%	30%	30%	24%	19%	29%	36%	30%	33%	34%	21%	33%	23%	36%	20%
		cd	cd			d	acd	cd	cd	b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 143

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Hassle of needing to contact more than one provider to switch	319	319	166	54	26	28	51	152	61	246	72	133	34	114	38
	35%	35%	32%	27%	26%	29%	37%	38%	34%	38%	27%	34%	27%	45%	27%
		cd	cd				cde	cde		b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Difficulty cancelling my current service (P)	280	280	143	48	21	27	48	137	47	226	54	118	25	108	29
	31%	31%	28%	24%	21%	28%	35%	34%	26%	35%	20%	30%	20%	42%	20%
		cd	d				bcdh	bcdh		b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Did not want to pay disconnection charges	269	269	162	57	26	32	48	107	56	209	60	128	33	81	27
	29%	29%	31%	29%	26%	32%	35%	27%	31%	32%	22%	33%	26%	32%	18%
							dg			b				b	
Base	379	379	379	199	101	98	-	-	181	281	98	281	98	-	-
Did not want to lose the email address I had from my broadband provider	88	88	88	43	17	26	**	**	45	76	11	76	11	**	**
	23%	23%	23%	22%	17%	26%	**	**	25%	27%	12%	27%	12%	**	**
		d	d			d			d	b		b			
Base	98	98	98	98	54	44	-	-	-	77	21	77	21	-	-
Didn't want to have a VoIP/ digital voice landline service	18	18	18	18	9	9	**	**	**	14	**	14	**	**	**
	19%	19%	19%	19%	17%	21%	**	**	**	18%	**	18%	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Lack of choice	292	125	163	219	59	13	128	66	45	50	194	95	255	**	**	**	
	32%	33%	31%	36%	27%	15%	34%	27%	36%	30%	31%	33%	32%	**	**	**	
				bc	c		b		b								
Base	518	217	298	315	147	55	221	131	75	90	352	165	449	34	25	10	
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	120	57	62	92	26	2	59	26	17	18	85	35	105	**	**	**	
	23%	26%	21%	29%	18%	4%	27%	20%	23%	20%	24%	21%	23%	**	**	**	
		b		bc	c		b										
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Not knowing what to do to switch	274	108	160	207	54	11	125	56	33	59	181	92	238	**	**	**	
	30%	28%	30%	34%	24%	13%	33%	23%	26%	35%	29%	31%	30%	**	**	**	
				bc	c		b			bc	b	b					
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
There wasn't enough cost difference for it to be worth switching	305	122	181	215	64	25	137	72	43	51	209	93	270	**	**	**	
	33%	32%	34%	36%	28%	29%	36%	30%	34%	30%	34%	32%	34%	**	**	**	
				b			b										
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Current provider is still the best deal/cheapest	307	140	161	215	69	22	143	69	39	56	212	95	262	**	**	**	
	34%	37%	31%	35%	31%	26%	38%	28%	31%	34%	34%	33%	33%	**	**	**	
		b		c			b										
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Current provider has the best quality of service	309	149	158	223	56	30	136	83	39	51	219	90	277	**	**	**	
	34%	39%	30%	37%	25%	34%	36%	34%	31%	31%	35%	31%	35%	**	**	**	
		b		b		b											

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
I negotiated/ accepted a deal with my current provider	263 29%	119 31%	143 27%	203 34% bc	52 23% c	6 7%	125 33% bd	54 22%	39 31% b	44 26%	179 29% b	82 28%	229 29%	**	**	**	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Would take too long to research the market	272 30%	105 27%	159 30%	208 34% bc	49 22%	13 15%	117 31%	62 25%	46 36% be	47 28%	179 29%	93 32%	236 30%	**	**	**	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Difficulty comparing what other providers were offering	327 36%	127 33%	195 37%	241 40% bc	59 26%	26 30%	128 34%	81 33%	48 38%	68 40% e	209 34%	116 40% e	285 36%	**	**	**	
Base	400	164	228	289	76	33	157	112	51	78	269	128	342	26	25	7	
I'm still in my handset contract period	118 30%	** **	61 27%	102 35%	** **	** **	49 31%	** **	** **	** **	79 29%	** **	102 30%	** **	** **	** **	
Base	400	164	228	289	76	33	157	112	51	78	269	128	342	26	25	7	
I couldn't afford/ didn't want to pay off my handset in one lump sum	104 26%	** **	59 26%	85 29%	** **	** **	49 31%	** **	** **	** **	70 26%	** **	89 26%	** **	** **	** **	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Worried that the service wouldn't be as good with a new provider	326 36%	134 35%	187 36%	221 37%	74 33%	30 34%	148 39% df	85 35% d	47 37% d	45 27%	233 38% df	92 31%	281 36%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 143

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Base	400	164	228	289	76	33	157	112	51	78	269	128	342	26	25	7	
Worried about being without the mobile service during the switch (P)	127	**	77	107	**	**	50	**	**	**	84	**	103	**	**	**	
	32%	**	34%	37%	**	**	32%	**	**	**	31%	**	30%	**	**	**	
Base	199	84	113	95	65	38	76	55	27	41	131	68	169	15	12	3	
Worried about being without the fixed line phone service during the switch (P)	46	20	25	25	11	9	21	9	**	7	29	16	40	**	**	**	
	23%	24%	22%	27%	17%	24%	28%	16%	**	18%	23%	24%	24%	**	**	**	
				b			bd					b					
Base	379	160	218	220	111	47	144	106	56	72	250	128	333	23	17	7	
Worried about being without the broadband service during the switch (P)	129	55	73	90	27	12	52	35	19	22	87	41	113	**	**	**	
	34%	35%	33%	41%	24%	26%	36%	33%	33%	31%	35%	32%	34%	**	**	**	
				bc													
Base	236	99	137	143	69	25	119	50	30	37	169	68	200	18	14	5	
Worried about being without the Pay TV service during the switch (P)	78	35	43	51	19	**	43	17	**	**	59	19	66	**	**	**	
	33%	35%	32%	36%	28%	**	36%	34%	**	**	35%	28%	33%	**	**	**	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Worried that I might have to pay two providers at the same time (P)	304	132	168	227	59	18	138	72	37	56	210	93	256	**	**	**	
	33%	35%	32%	38%	26%	21%	36%	30%	30%	33%	34%	32%	32%	**	**	**	
				bc			b										

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 143

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Base	598	248	341	385	141	70	233	167	77	119	400	196	511	40	37	10	
Did not want to lose my phone number	166	66	98	116	36	14	68	45	20	31	113	51	146	**	**	**	
	28%	27%	29%	30%	25%	20%	29%	27%	26%	26%	28%	26%	29%	**	**	**	
				c													
Base	518	217	298	315	147	55	221	131	75	90	352	165	449	34	25	10	
Didn't want to pay the initial connection/ start-up fees/ equipment costs	176	75	98	121	41	13	81	40	21	33	121	54	156	**	**	**	
	34%	35%	33%	39%	28%	25%	37%	31%	29%	37%	34%	33%	35%	**	**	**	
				bc													
Base	400	164	228	289	76	33	157	112	51	78	269	128	342	26	25	7	
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	131	**	73	112	**	**	64	**	**	**	95	**	112	**	**	**	
	33%	**	32%	39%	**	**	40%	**	**	**	35%	**	33%	**	**	**	
Base	400	164	228	289	76	33	157	112	51	78	269	128	342	26	25	7	
Needing to unlock my handset to take it with me	104	**	67	90	**	**	42	**	**	**	64	**	88	**	**	**	
	26%	**	30%	31%	**	**	27%	**	**	**	24%	**	26%	**	**	**	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Didn't want to have to learn to use a new service	291	120	166	223	46	20	136	63	43	48	199	91	258	**	**	**	
	32%	32%	32%	37%	21%	23%	36%	26%	34%	29%	32%	31%	33%	**	**	**	
				bc			bd		b		b						
Base	236	99	137	143	69	25	119	50	30	37	169	68	200	18	14	5	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 143

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	88	42	46	56	25	7	47	16	12	12	63	25	80	**	**	**	
	37%	42%	34%	39%	36%	26%	40%	32%	40%	33%	37%	36%	40%	**	**	**	
		b		c	c		b										
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Didn't want to lose content (programmes, apps, photos, data) stored on my device	265	105	152	205	46	14	128	56	36	45	183	81	225	**	**	**	
	29%	28%	29%	34%	20%	16%	34%	23%	28%	27%	30%	28%	29%	**	**	**	
				bc			bf				b						
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Worried that other devices or products I own would not work with a new service	275	117	152	209	52	13	128	55	36	55	183	91	241	**	**	**	
	30%	31%	29%	35%	23%	15%	34%	23%	29%	33%	29%	31%	30%	**	**	**	
				bc	c		b			b	b	b					
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Concern about arranging for the old and new services to start and stop at the same time (P)	325	121	200	246	56	21	143	75	40	65	218	105	283	**	**	**	
	35%	32%	38%	41%	25%	24%	38%	31%	32%	39%	35%	36%	36%	**	**	**	
			a	bc			b			b							
Base	518	217	298	315	147	55	221	131	75	90	352	165	449	34	25	10	
Did not want to have to install new equipment myself	151	59	90	109	31	11	69	31	24	26	100	51	135	**	**	**	
	29%	27%	30%	34%	21%	19%	31%	23%	32%	29%	28%	31%	30%	**	**	**	
				bc			b		b			b					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Base	518	217	298	315	147	55	221	131	75	90	352	165	449	34	25	10	
Did not want to have to get an engineer to install new equipment	172	75	96	123	40	9	77	43	25	27	120	52	151	**	**	**	
	33%	35%	32%	39%	27%	17%	35%	33%	33%	30%	34%	32%	34%	**	**	**	
				bc	c												
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
It's too time consuming to go through the process of switching from one provider to another	348	127	215	249	69	28	155	97	42	52	252	94	310	**	**	**	
	38%	33%	41%	41%	31%	32%	41%	40%	34%	31%	41%	32%	39%	**	**	**	
			a	bc			df	df			df						
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
I was still in a contract so couldn't leave/ would have to pay to leave	257	105	147	201	46	9	124	52	35	45	176	80	216	**	**	**	
	28%	28%	28%	33%	20%	10%	33%	21%	28%	27%	28%	27%	27%	**	**	**	
				bc	c		b				b						
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Difficulty when contacting my current provider	279	104	170	219	47	12	125	62	33	56	187	90	236	**	**	**	
	30%	27%	32%	36%	21%	13%	33%	26%	27%	34%	30%	31%	30%	**	**	**	
				bc	c		b			b							
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Difficulty when contacting potential new providers	296	124	168	214	60	20	132	68	35	61	199	96	257	**	**	**	
	32%	33%	32%	35%	27%	23%	35%	28%	28%	36%	32%	33%	33%	**	**	**	
				bc			b			b							
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Prefer to stay with a trusted/ known provider	341	147	186	239	76	24	153	90	36	61	243	97	298	**	**	**	
	37%	39%	35%	40%	34%	28%	40%	37%	29%	36%	39%	33%	38%	**	**	**	
				c			cf	c			cf						
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	345	148	193	242	70	31	159	86	41	58	246	100	299	**	**	**	
	38%	39%	37%	40%	31%	36%	42%	36%	33%	35%	40%	34%	38%	**	**	**	
				b			bcdf				f						
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Bad experience when switching communication services previously	272	112	156	213	48	9	125	60	37	48	184	85	236	**	**	**	
	30%	29%	30%	35%	21%	10%	33%	25%	30%	29%	30%	29%	30%	**	**	**	
				bc	c		b										
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	279	120	156	220	51	8	131	67	34	44	198	78	239	**	**	**	
	30%	31%	30%	36%	23%	9%	35%	28%	27%	26%	32%	27%	30%	**	**	**	
				bc	c		bdf				f						
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Hassle of needing to contact more than one provider to switch	319	137	178	234	59	24	139	80	44	53	219	97	273	**	**	**	
	35%	36%	34%	39%	26%	27%	37%	33%	35%	31%	35%	33%	35%	**	**	**	
				bc													
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Difficulty cancelling my current service (P)	280	119	154	212	53	14	128	60	33	59	188	92	241	**	**	**	
	31%	31%	29%	35%	24%	16%	34%	25%	26%	35%	30%	31%	31%	**	**	**	
				bc	c		bc			bc		b					
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Did not want to pay disconnection charges	269	101	161	206	45	16	122	61	37	47	184	84	236	**	**	**	
	29%	26%	31%	34%	20%	19%	32%	25%	30%	28%	30%	29%	30%	**	**	**	
				bc			b										
Base	379	160	218	220	111	47	144	106	56	72	250	128	333	23	17	7	
Did not want to lose the email address I had from my broadband provider	88	40	46	62	20	6	43	19	13	12	62	25	75	**	**	**	
	23%	25%	21%	28%	18%	12%	30%	18%	23%	17%	25%	19%	22%	**	**	**	
				bc			bdf				bd						
Base	98	39	58	39	34	24	34	28	14	22	62	36	84	8	5	1	
Didn't want to have a VoIP/ digital voice landline service	18	6	12	10	3	**	**	**	**	**	12	6	16	**	**	**	
	19%	16%	20%	26%	9%	**	**	**	**	**	20%	17%	19%	**	**	**	
				b													

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Base	918	816	102	342	471
Lack of choice	292	270	22	115	137
	32%	33%	22%	34%	29%
		b			
Base	518	453	65	178	296
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	120	111	9	45	58
	23%	25%	14%	25%	20%
		b		b	
Base	918	816	102	342	471
Not knowing what to do to switch	274	250	24	109	127
	30%	31%	23%	32%	27%
		b			
Base	918	816	102	342	471
There wasn't enough cost difference for it to be worth switching	305	273	32	125	147
	33%	33%	31%	37%	31%
				b	
Base	918	816	102	342	471
Current provider is still the best deal/ cheapest	307	281	26	110	159
	34%	34%	26%	32%	34%
		b			
Base	918	816	102	342	471
Current provider has the best quality of service	309	280	29	109	166
	34%	34%	28%	32%	35%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Base	918	816	102	342	471
I negotiated/ accepted a deal with my current provider	263	244	19	100	119
	29%	30%	19%	29%	25%
		b			
Base	918	816	102	342	471
Would take too long to research the market	272	251	21	108	125
	30%	31%	21%	32%	26%
		b		b	
Base	918	816	102	342	471
Difficulty comparing what other providers were offering	327	297	30	124	157
	36%	36%	29%	36%	33%
Base	400	363	37	164	176
I'm still in my handset contract period	118	112	**	50	45
	30%	31%	**	30%	25%
Base	400	363	37	164	176
I couldn't afford/ didn't want to pay off my handset in one lump sum	104	98	**	37	46
	26%	27%	**	23%	26%
Base	918	816	102	342	471
Worried that the service wouldn't be as good with a new provider	326	291	35	116	166
	36%	36%	34%	34%	35%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL b	YES a	NO b
Significance Level: 95%					
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Base	400	363	37	164	176
Worried about being without the mobile service during the switch (P)	127 32%	119 33%	**	45 27%	54 31%
Base	199	171	27	61	124
Worried about being without the fixed line phone service during the switch (P)	46 23%	40 24%	**	12 19%	29 24%
Base	379	327	52	125	222
Worried about being without the broadband service during the switch (P)	129 34%	115 35%	14 27%	44 35%	74 33%
Base	236	212	24	79	137
Worried about being without the Pay TV service during the switch (P)	78 33%	72 34%	**	28 35%	44 32%
Base	918	816	102	342	471
Worried that I might have to pay two providers at the same time (P)	304 33%	277 34%	27 26%	120 35%	142 30%
Base	598	534	64	225	300

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Did not want to lose my phone number	166	160	6	68	74
	28%	30%	9%	30%	25%
		b		b	
Base	518	453	65	178	296
Didn't want to pay the initial connection/ start-up fees/ equipment costs	176	162	14	64	92
	34%	36%	21%	36%	31%
		b			
Base	400	363	37	164	176
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	131	125	**	47	58
	33%	35%	**	29%	33%
Base	400	363	37	164	176
Needing to unlock my handset to take it with me	104	100	**	40	45
	26%	28%	**	25%	26%
Base	918	816	102	342	471
Didn't want to have to learn to use a new service	291	273	18	116	141
	32%	34%	17%	34%	30%
		b			
Base	236	212	24	79	137

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	88	81	6	27	51
	37%	38%	27%	34%	37%
		b			
Base	918	816	102	342	471
Didn't want to lose content (programmes, apps, photos, data) stored on my device	265	244	22	116	117
	29%	30%	21%	34%	25%
		b		b	
Base	918	816	102	342	471
Worried that other devices or products I own would not work with a new service	275	249	26	96	135
	30%	31%	25%	28%	29%
Base	918	816	102	342	471
Concern about arranging for the old and new services to start and stop at the same time (P)	325	296	29	119	164
	35%	36%	28%	35%	35%
		b			
Base	518	453	65	178	296
Did not want to have to install new equipment myself	151	140	11	53	81
	29%	31%	17%	30%	27%
		b			

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL b	YES a	NO b
Significance Level: 95%					
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Base	518	453	65	178	296
Did not want to have to get an engineer to install new equipment	172 33%	156 34% b	16 25%	63 35%	90 30%
Base	918	816	102	342	471
It's too time consuming to go through the process of switching from one provider to another	348 38%	311 38%	37 36%	139 41%	170 36%
Base	918	816	102	342	471
I was still in a contract so couldn't leave/ would have to pay to leave	257 28%	238 29% b	19 19%	109 32% b	112 24%
Base	918	816	102	342	471
Difficulty when contacting my current provider	279 30%	259 32% b	21 20%	114 33% b	118 25%
Base	918	816	102	342	471
Difficulty when contacting potential new providers	296 32%	267 33%	29 28%	127 37% b	130 27%
Base	918	816	102	342	471

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Prefer to stay with a trusted/ known provider	341	308	33	141	159
	37%	38%	32%	41%	34%
Base	918	816	102	342	471
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	345	311	34	128	175
	38%	38%	33%	37%	37%
Base	918	816	102	342	471
Bad experience when switching communication services previously	272	253	19	107	125
	30%	31%	18%	31%	27%
Base	918	816	102	342	471
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	279	255	24	112	129
	30%	31%	23%	33%	27%
Base	918	816	102	342	471
Hassle of needing to contact more than one provider to switch	319	292	27	118	156
	35%	36%	26%	34%	33%
Base	918	816	102	342	471

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Difficulty cancelling my current service (P)	280	255	25	107	137
	31%	31%	25%	31%	29%
Base	918	816	102	342	471
Did not want to pay disconnection charges	269	249	20	103	127
	29%	30%	20%	30%	27%
		b			
Base	379	327	52	125	222
Did not want to lose the email address I had from my broadband provider	88	81	6	33	44
	23%	25%	12%	27%	20%
		b		b	
Base	98	81	17	31	59
Didn't want to have a VoIP/ digital voice landline service	18	15	**	**	12
	19%	19%	**	**	20%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Base	918	-	-	-	-	-	-	-	-	-	-	-
Lack of choice	496	**	**	**	**	**	**	**	**	**	**	**
54%		**	**	**	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	209	**	**	**	**	**	**	**	**	**	**	**
40%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Not knowing what to do to switch	463	**	**	**	**	**	**	**	**	**	**	**
50%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
There wasn't enough cost difference for it to be worth switching	645	**	**	**	**	**	**	**	**	**	**	**
70%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	687	**	**	**	**	**	**	**	**	**	**	**
75%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service	676	**	**	**	**	**	**	**	**	**	**	**
74%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	648	**	**	**	**	**	**	**	**	**	**	**
71%	71%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Would take too long to research the market	464	**	**	**	**	**	**	**	**	**	**	**
51%	51%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Difficulty comparing what other providers were offering	529	**	**	**	**	**	**	**	**	**	**	**
58%	58%	**	**	**	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-	-	-	-
I'm still in my handset contract period	205	**	**	**	**	**	**	**	**	**	**	**
51%	51%	**	**	**	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-	-	-	-
I couldn't afford/ didn't want to pay off my handset in one lump sum	218	**	**	**	**	**	**	**	**	**	**	**
55%	55%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Worried that the service wouldn't be as good with a new provider	656	**	**	**	**	**	**	**	**	**	**	**
72%	72%	**	**	**	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch (P)	235	**	**	**	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**	**	**	**
Base	199	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch (P)	89	**	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**	**
Base	379	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the broadband service during the switch (P)	252	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**	**
Base	236	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch (P)	148	**	**	**	**	**	**	**	**	**	**	**
	63%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Worried that I might have to pay two providers at the same time (P)	555	**	**	**	**	**	**	**	**	**	**	**
	60%	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	373	**	**	**	**	**	**	**	**	**	**	**
	62%	**	**	**	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	329	**	**	**	**	**	**	**	**	**	**	**
	63%	**	**	**	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	218	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	209	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	499	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**
Base	236	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	161	**	**	**	**	**	**	**	**	**	**	**
	68%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	537	**	**	**	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	498	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time (P)	587	**	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-	-	-	-
Did not want to have to install new equipment myself	277	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Did not want to have to get an engineer to install new equipment	304	**	**	**	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	591	**	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	515	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	463	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting potential new providers	488	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	706	**	**	**	**	**	**	**	**	**	**	**
	77%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Base	918	-	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	553	**	**	**	**	**	**	**	**	**	**	**
60%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	473	**	**	**	**	**	**	**	**	**	**	**
52%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	478	**	**	**	**	**	**	**	**	**	**	**
52%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	557	**	**	**	**	**	**	**	**	**	**	**
61%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Difficulty cancelling my current service (P)	480	**	**	**	**	**	**	**	**	**	**	**
52%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	509	**	**	**	**	**	**	**	**	**	**	**
55%		**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Base	379	-	-	-	-	-	-	-	-	-	-	-
Did not want to lose the email address I had from my broadband provider	156	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**
Base	98	-	-	-	-	-	-	-	-	-	-	-
Didn't want to have a VoIP/ digital voice landline service	31	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Base	918	-	-	-	-	-	-	-	-
Lack of choice	496	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	209	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Not knowing what to do to switch	463	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
There wasn't enough cost difference for it to be worth switching	645	**	**	**	**	**	**	**	**
	70%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	687	**	**	**	**	**	**	**	**
	75%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Current provider has the best quality of service	676	**	**	**	**	**	**	**	**
	74%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	648	**	**	**	**	**	**	**	**
	71%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Would take too long to research the market	464	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Difficulty comparing what other providers were offering	529	**	**	**	**	**	**	**	**
	58%	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-
I'm still in my handset contract period	205	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-
I couldn't afford/ didn't want to pay off my handset in one lump sum	218	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Worried that the service wouldn't be as good with a new provider	656	**	**	**	**	**	**	**	**
	72%	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch (P)	235	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**
Base	199	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch (P)	89	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**
Base	379	-	-	-	-	-	-	-	-
Worried about being without the broadband service during the switch (P)	252	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**
Base	236	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch (P)	148	**	**	**	**	**	**	**	**
	63%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Worried that I might have to pay two providers at the same time (P)	555	**	**	**	**	**	**	**	**
	60%	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-
Did not want to lose my phone number	373	**	**	**	**	**	**	**	**
	62%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Base	518	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	329	**	**	**	**	**	**	**	**
	63%	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	218	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	209	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	499	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**
Base	236	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	161	**	**	**	**	**	**	**	**
	68%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	537	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	498	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time (P)	587	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-
Did not want to have to install new equipment myself	277	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-
Did not want to have to get an engineer to install new equipment	304	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	591	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	515	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	463	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Difficulty when contacting potential new providers	488	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	706	**	**	**	**	**	**	**	**
	77%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	553	**	**	**	**	**	**	**	**
	60%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Base	918	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	473	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	478	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	557	**	**	**	**	**	**	**	**
	61%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Difficulty cancelling my current service (P)	480	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	509	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**
Base	379	-	-	-	-	-	-	-	-
Did not want to lose the email address I had from my broadband provider	156	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Base	98	-	-	-	-	-	-	-	-
Didn't want to have a VoIP/ digital voice landline service	31	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Lack of choice	496	496	276	95	46	49	87	220	94	394	101	227	49	168	52
	54%	54%	53%	48%	45%	50%	63%	55%	52%	61%	38%	58%	39%	65%	36%
		cd	cd				abcdegh	cd		b		b		b	
Base	518	518	518	199	101	98	138	-	181	392	126	392	126	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	209	209	209	63	28	35	73	**	73	179	29	179	29	**	**
	40%	40%	40%	32%	28%	35%	53%	**	40%	46%	23%	46%	23%	**	**
		cd	cd				abcdeh		cd	b		b			
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Not knowing what to do to switch	463	463	244	82	37	45	79	219	83	359	104	203	41	156	63
	50%	50%	47%	41%	37%	46%	57%	55%	46%	55%	39%	52%	33%	61%	44%
		cd	cd			d	abcdeh	bcde	d	b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
There wasn't enough cost difference for it to be worth switching	645	645	364	137	67	70	103	281	123	496	149	296	67	200	82
	70%	70%	70%	69%	67%	72%	75%	70%	68%	77%	55%	76%	53%	78%	57%
							d			b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Current provider is still the best deal/cheapest	687	687	386	153	76	77	101	301	132	520	167	313	73	207	94
	75%	75%	75%	77%	76%	79%	73%	75%	73%	80%	62%	80%	58%	81%	66%
										b		b		b	

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Current provider has the best quality of service	676	676	382	143	67	76	108	294	132	515	161	314	68	200	93
	74%	74%	74%	72%	67%	77%	78%	73%	73%	79%	60%	80%	54%	78%	65%
		d	d			d	d			b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
I negotiated/ accepted a deal with my current provider	648	648	392	160	75	85	110	256	122	648	-	392	-	256	-
	71%	71%	76%	80%	74%	87%	80%	64%	67%	100%	-%	100%	-%	100%	-%
		g	agh	abdgh	g	abcdfgh	agh			b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Would take too long to research the market	464	464	244	85	39	46	80	220	79	379	86	209	35	170	50
	51%	51%	47%	43%	39%	47%	58%	55%	43%	58%	32%	53%	28%	66%	35%
		cd	d			d	abcdeh	bcdh		b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Difficulty comparing what other providers were offering	529	529	291	105	52	53	85	238	101	413	116	243	48	170	67
	58%	58%	56%	53%	51%	54%	62%	59%	56%	64%	43%	62%	38%	67%	47%
		cd					cd	d		b		b		b	
Base	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144
I'm still in my handset contract period	205	205	**	**	**	**	**	205	**	152	53	**	**	152	53
	51%	51%	**	**	**	**	**	51%	**	59%	37%	**	**	59%	37%
										b				b	

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Base	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144
I couldn't afford/ didn't want to pay off my handset in one lump sum	218	218	**	**	**	**	**	218	**	164	54	**	**	164	54
	55%	55%	**	**	**	**	**	55%	**	64% b	37%	**	**	64% b	37%
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Worried that the service wouldn't be as good with a new provider	656	656	367	140	62	77	106	289	121	490	166	296	71	193	96
	72%	72%	71%	70%	62%	79%	77%	72%	67%	76%	62%	76%	56%	76%	66%
			d	d		abcdh	cdh	d		b		b			
Base	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144
Worried about being without the mobile service during the switch (P)	235	235	**	**	**	**	**	235	**	174	61	**	**	174	61
	59%	59%	**	**	**	**	**	59%	**	68% b	42%	**	**	68% b	42%
Base	199	199	199	199	101	98	-	-	-	160	39	160	39	-	-
Worried about being without the fixed line phone service during the switch (P)	89	89	89	89	40	48	**	**	**	80	8	80	8	**	**
	45%	45%	45%	45%	40%	49%	**	**	**	50%	22%	50%	22%	**	**
						d				b		b			
Base	379	379	379	199	101	98	-	-	181	281	98	281	98	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Worried about being without the broadband service during the switch (P)	252 66%	252 66%	252 66%	128 64%	60 60%	67 69%	- -%	- -%	124 69%	203 72%	49 50%	203 72%	49 50%	- -%	- -%
Base	236	236	236	98	-	98	138	-	-	195	41	195	41	-	-
Worried about being without the Pay TV service during the switch (P)	148 63%	148 63%	148 63%	57 58%	** **	57 58%	91 66%	** **	** **	130 66%	** **	130 66%	** **	** **	** **
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Worried that I might have to pay two providers at the same time (P)	555 60%	555 60%	307 59%	110 56%	46 46%	64 65%	93 67%	248 62%	103 57%	431 67%	123 46%	254 65%	53 42%	178 69%	70 49%
Base	598	598	199	199	101	98	-	400	-	416	183	160	39	256	144
Did not want to lose my phone number	373 62%	373 62%	103 52%	103 52%	48 48%	55 56%	** **	270 68%	** **	280 67%	93 51%	91 57%	12 32%	190 74%	80 56%
Base	518	518	518	199	101	98	138	-	181	392	126	392	126	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	329 63%	329 63%	329 63%	122 62%	56 55%	67 68%	96 69%	** **	110 61%	275 70%	54 43%	275 70%	54 43%	** **	** **

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Base	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	218 54%	218 54%	** **	** **	** **	** **	** **	218 54%	** **	166 65% b	51 36%	** **	** **	166 65% b	51 36%
Base	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144
Needing to unlock my handset to take it with me	209 52%	209 52%	** **	** **	** **	** **	** **	209 52%	** **	167 65% b	42 29%	** **	** **	167 65% b	42 29%
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Didn't want to have to learn to use a new service	499 54%	499 54%	269 52% cd	94 47% d	39 39%	55 56% cd	89 64% abcdeh	230 58% cdh	86 48% d	404 62% b	95 35%	227 58% b	42 33%	177 69% b	54 37%
Base	236	236	236	98	-	98	138	-	-	195	41	195	41	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	161 68%	161 68%	161 68%	61 63%	** **	61 63%	99 72% ce	** **	** **	140 72%	** **	140 72%	** **	** **	** **
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Didn't want to lose content (programmes, apps, photos, data) stored on my device	537	537	290	100	38	62	98	247	92	418	119	247	43	171	76
	59%	59%	56%	50%	38%	63%	71%	62%	51%	64%	44%	63%	34%	67%	53%
		cdh	cd	d		bcdh	abcdgh	cdh	d	b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Worried that other devices or products I own would not work with a new service	498	498	281	96	44	52	90	217	96	398	100	234	47	164	52
	54%	54%	54%	48%	43%	53%	65%	54%	53%	61%	37%	60%	37%	64%	36%
		cd	cd			d	abcddegh	d	d	b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Concern about arranging for the old and new services to start and stop at the same time (P)	587	587	327	118	52	66	89	260	120	465	122	269	58	196	64
	64%	64%	63%	59%	52%	67%	64%	65%	66%	72%	45%	69%	46%	76%	45%
		d	d	d		cd	d	d	d	b		b		b	
Base	518	518	518	199	101	98	138	-	181	392	126	392	126	-	-
Did not want to have to install new equipment myself	277	277	277	95	41	55	93	**	89	232	46	232	46	**	**
	54%	54%	54%	48%	40%	56%	67%	**	49%	59%	36%	59%	36%	**	**
		cd	cd	d		cd	abcdeh			b		b			
Base	518	518	518	199	101	98	138	-	181	392	126	392	126	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Did not want to have to get an engineer to install new equipment	304	304	304	104	47	57	88	-	112	251	53	251	53	-	-
	59%	59%	59%	52%	47%	58%	63%	-%	62%	64%	42%	64%	42%	-%	-%
		cdg	cdg	g	g	dg	cdg		cdg	b		b			
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
It's too time consuming to go through the process of switching from one provider to another	591	591	331	120	53	67	96	260	115	457	134	274	57	183	77
	64%	64%	64%	60%	53%	68%	69%	65%	64%	71%	50%	70%	45%	72%	53%
		d	d	d		cd	cd	d	d	b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
I was still in a contract so couldn't leave/ would have to pay to leave	515	515	288	90	41	49	91	227	107	399	116	233	55	166	60
	56%	56%	56%	45%	41%	50%	66%	57%	59%	62%	43%	59%	44%	65%	42%
		cd	cd			d	abcdeg	cd	cd	b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Difficulty when contacting my current provider	463	463	246	81	36	45	81	217	84	382	80	210	35	172	45
	50%	50%	47%	41%	35%	46%	58%	54%	47%	59%	30%	54%	28%	67%	31%
		cd	cd			d	abcdeh	bcd	d	b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Difficulty when contacting potential new providers	488	488	266	88	38	50	83	221	94	394	93	227	39	167	54
	53%	53%	51%	45%	38%	51%	60%	55%	52%	61%	35%	58%	31%	65%	38%
		cd	cd			d	abcde	cd	d	b		b		b	

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Prefer to stay with a trusted/ known provider	706	706	392	147	68	78	114	314	131	532	174	319	73	213	101
	77%	77%	76%	74%	68%	80%	83%	79%	72%	82%	65%	81%	58%	83%	70%
		d	d			cd	abcdh	d		b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	553	553	315	115	53	62	96	238	104	435	118	258	57	177	62
	60%	60%	61%	58%	53%	63%	69%	60%	58%	67%	44%	66%	45%	69%	43%
		d	d			d	abcdgh			b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Bad experience when switching communication services previously	473	473	263	82	32	50	84	211	96	384	90	221	42	163	48
	52%	52%	51%	41%	32%	51%	61%	53%	53%	59%	33%	56%	33%	64%	33%
		cd	cd	d		cd	abcdeg	cd	cd	b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	478	478	262	80	33	47	88	216	94	378	100	217	46	161	54
	52%	52%	51%	41%	33%	48%	63%	54%	52%	58%	37%	55%	36%	63%	38%
		cd	cd	d		cd	abcdegh	cd	cd	b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Hassle of needing to contact more than one provider to switch	557	557	302	103	47	56	95	254	104	422	135	249	53	173	82
	61%	61%	58%	52%	47%	57%	69%	64%	58%	65%	50%	64%	42%	67%	57%
		cd	cd			d	abcdeh	cd	d	b		b			
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Difficulty cancelling my current service (P)	480	480	259	83	39	44	88	221	88	381	99	213	46	169	52
	52%	52%	50%	42%	38%	45%	64%	55%	49%	59%	37%	54%	37%	66%	36%
		cde	cd				abcdegh	cde	d	b		b		b	
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Did not want to pay disconnection charges	509	509	296	106	48	58	91	213	99	402	107	240	56	162	51
	55%	55%	57%	53%	48%	59%	66%	53%	55%	62%	40%	61%	44%	63%	36%
		d	d			d	abcdgh			b		b		b	
Base	379	379	379	199	101	98	-	-	181	281	98	281	98	-	-
Did not want to lose the email address I had from my broadband provider	156	156	156	82	34	49	**	**	74	135	21	135	21	**	**
	41%	41%	41%	41%	33%	50%	**	**	41%	48%	22%	48%	22%	**	**
		d	d	d		abcd				b		b			
Base	98	98	98	98	54	44	-	-	-	77	21	77	21	-	-
Didn't want to have a VoIP/ digital voice landline service	31	31	31	31	16	15	**	**	**	26	**	26	**	**	**
	32%	32%	32%	32%	30%	34%	**	**	**	33%	**	33%	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Lack of choice	496	209	278	370	97	27	204	125	78	86	329	165	429	**	**	**	
	54%	55%	53%	61%	43%	31%	54%	51%	62%	52%	53%	56%	54%	**	**	**	
				bc	c				abde								
Base	518	217	298	315	147	55	221	131	75	90	352	165	449	34	25	10	
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	209	92	115	159	44	6	103	42	29	34	145	63	182	**	**	**	
	40%	42%	39%	50%	30%	10%	47%	32%	39%	38%	41%	38%	40%	**	**	**	
				bc	c		bdf				b						
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Not knowing what to do to switch	463	183	270	359	85	18	206	107	59	88	313	148	396	**	**	**	
	50%	48%	51%	59%	38%	20%	54%	44%	47%	53%	50%	50%	50%	**	**	**	
				bc	c		b			b	b						
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
There wasn't enough cost difference for it to be worth switching	645	259	377	448	141	54	270	170	87	116	440	203	565	**	**	**	
	70%	68%	72%	74%	63%	62%	71%	70%	69%	70%	71%	69%	71%	**	**	**	
				bc													
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Current provider is still the best deal/cheapest	687	281	397	463	158	64	283	178	94	130	461	224	591	**	**	**	
	75%	74%	76%	77%	71%	73%	75%	73%	75%	77%	74%	76%	75%	**	**	**	
				b													
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Current provider has the best quality of service	676	284	382	462	149	64	283	173	94	124	456	218	588	**	**	**	
	74%	74%	73%	76%	67%	73%	75%	71%	75%	74%	73%	74%	74%	**	**	**	
				b													

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
I negotiated/ accepted a deal with my current provider	648	266	375	437	149	60	274	162	95	114	436	209	561	**	**	**	
	71%	70%	71%	72%	67%	68%	72%	67%	75%	68%	70%	71%	71%	**	**	**	
				b					b								
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Would take too long to research the market	464	181	274	361	80	21	211	106	63	83	317	146	401	**	**	**	
	51%	47%	52%	60%	36%	24%	56%	44%	50%	49%	51%	50%	51%	**	**	**	
				bc	c		b				b						
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Difficulty comparing what other providers were offering	529	213	308	392	102	34	217	124	78	105	342	184	461	**	**	**	
	58%	56%	59%	65%	46%	39%	57%	51%	62%	63%	55%	63%	58%	**	**	**	
				bc					b	be		be					
Base	400	164	228	289	76	33	157	112	51	78	269	128	342	26	25	7	
I'm still in my handset contract period	205	**	120	183	**	**	86	**	**	**	135	**	176	**	**	**	
	51%	**	53%	63%	**	**	54%	**	**	**	50%	**	51%	**	**	**	
Base	400	164	228	289	76	33	157	112	51	78	269	128	342	26	25	7	
I couldn't afford/ didn't want to pay off my handset in one lump sum	218	**	125	188	**	**	81	**	**	**	139	**	183	**	**	**	
	55%	**	55%	65%	**	**	52%	**	**	**	52%	**	53%	**	**	**	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Worried that the service wouldn't be as good with a new provider	656	254	393	456	142	57	287	166	93	108	453	201	562	**	**	**	
	72%	67%	75%	75%	63%	65%	76%	68%	74%	65%	73%	69%	71%	**	**	**	
			a	bc			bdf		d		d						

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Base	400	164	228	289	76	33	157	112	51	78	269	128	342	26	25	7	
Worried about being without the mobile service during the switch (P)	235	**	146	193	**	**	95	**	**	**	151	**	191	**	**	**	
	59%	**	64%	67%	**	**	60%	**	**	**	56%	**	56%	**	**	**	
Base	199	84	113	95	65	38	76	55	27	41	131	68	169	15	12	3	
Worried about being without the fixed line phone service during the switch (P)	89	35	53	49	22	17	39	19	**	17	57	31	75	**	**	**	
	45%	42%	47%	51%	34%	46%	51%	34%	**	42%	44%	46%	45%	**	**	**	
				b		b	b				b	b					
Base	379	160	218	220	111	47	144	106	56	72	250	128	333	23	17	7	
Worried about being without the broadband service during the switch (P)	252	96	154	167	60	25	96	67	40	48	163	88	222	**	**	**	
	66%	60%	71%	76%	54%	53%	67%	63%	72%	66%	65%	68%	67%	**	**	**	
			a	bc													
Base	236	99	137	143	69	25	119	50	30	37	169	68	200	18	14	5	
Worried about being without the Pay TV service during the switch (P)	148	64	84	104	33	**	75	30	**	**	105	43	126	**	**	**	
	63%	64%	62%	73%	49%	**	63%	60%	**	**	62%	64%	63%	**	**	**	
				b													
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Worried that I might have to pay two providers at the same time (P)	555	223	324	417	108	28	240	130	84	98	371	182	473	**	**	**	
	60%	58%	62%	69%	48%	32%	63%	54%	67%	58%	60%	62%	60%	**	**	**	
				bc	c		b		b			b					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Base	598	248	341	385	141	70	233	167	77	119	400	196	511	40	37	10	
Did not want to lose my phone number	373	148	221	263	70	39	143	98	51	79	241	130	323	**	**	**	
	62%	60%	65%	68%	49%	55%	61%	59%	66%	66%	60%	66%	63%	**	**	**	
				bc													
Base	518	217	298	315	147	55	221	131	75	90	352	165	449	34	25	10	
Didn't want to pay the initial connection/ start-up fees/ equipment costs	329	130	196	223	80	25	142	73	50	62	215	113	288	**	**	**	
	63%	60%	66%	71%	54%	46%	64%	56%	67%	69%	61%	68%	64%	**	**	**	
			a	bc			b		b	be		be					
Base	400	164	228	289	76	33	157	112	51	78	269	128	342	26	25	7	
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	218	**	129	181	**	**	92	**	**	**	146	**	184	**	**	**	
	54%	**	57%	62%	**	**	58%	**	**	**	54%	**	54%	**	**	**	
Base	400	164	228	289	76	33	157	112	51	78	269	128	342	26	25	7	
Needing to unlock my handset to take it with me	209	**	118	181	**	**	88	**	**	**	136	**	173	**	**	**	
	52%	**	52%	63%	**	**	56%	**	**	**	50%	**	51%	**	**	**	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Didn't want to have to learn to use a new service	499	204	287	377	85	35	218	114	77	87	332	164	436	**	**	**	
	54%	54%	55%	62%	38%	40%	57%	47%		61%	53%	56%	55%	**	**	**	
				bc			b		bde		b	b					
Base	236	99	137	143	69	25	119	50	30	37	169	68	200	18	14	5	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	161	69	91	110	38	12	85	30	20	24	116	45	140	**	**	**	
	68%	70%	67%	77%	56%	49%	72%	61%	67%	66%	69%	66%	70%	**	**	**	
				bc			b				b						
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Didn't want to lose content (programmes, apps, photos, data) stored on my device	537	211	315	407	96	33	232	123	78	102	354	181	465	**	**	**	
	59%	55%	60%	67%	43%	37%	61%	50%	62%	61%	57%	62%	59%	**	**	**	
				bc			b		b	b	b	b					
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Worried that other devices or products I own would not work with a new service	498	204	288	380	93	25	221	107	74	94	328	168	426	**	**	**	
	54%	53%	55%	63%	41%	28%	58%	44%	59%	56%	53%	57%	54%	**	**	**	
				bc	c		be		b	b	b	b					
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Concern about arranging for the old and new services to start and stop at the same time (P)	587	221	359	441	107	38	247	141	88	108	388	196	508	**	**	**	
	64%	58%	68%	73%	48%	43%	65%	58%	70%	65%	62%	67%	64%	**	**	**	
			a	bc			b		be		b						
Base	518	217	298	315	147	55	221	131	75	90	352	165	449	34	25	10	
Did not want to have to install new equipment myself	277	106	169	198	59	21	123	60	45	48	184	93	243	**	**	**	
	54%	49%	57%	63%	40%	38%	56%	46%	60%	53%	52%	56%	54%	**	**	**	
			a	bc			b		b		b						

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Base	518	217	298	315	147	55	221	131	75	90	352	165	449	34	25	10	
Did not want to have to get an engineer to install new equipment	304	122	180	217	67	19	135	72	48	49	207	97	266	**	**	**	
	59%	56%	61%	69%	46%	35%	61%	55%	64%	55%	59%	59%	59%	**	**	**	
				bc	c												
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
It's too time consuming to go through the process of switching from one provider to another	591	222	361	431	113	45	251	154	81	102	405	183	517	**	**	**	
	64%	58%	69%	71%	51%	52%	66%	64%	65%	61%	65%	63%	65%	**	**	**	
			a	bc													
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
I was still in a contract so couldn't leave/ would have to pay to leave	515	201	307	401	92	20	231	115	76	92	346	168	440	**	**	**	
	56%	53%	58%	66%	41%	23%	61%	47%	60%	55%	56%	57%	56%	**	**	**	
			a	bc	c		be		b		b	b					
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Difficulty when contacting my current provider	463	180	276	365	79	17	211	110	57	82	321	139	395	**	**	**	
	50%	47%	53%	60%	35%	19%	56%	45%	46%	49%	52%	48%	50%	**	**	**	
			a	bc	c		bcf				b						
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Difficulty when contacting potential new providers	488	210	268	367	90	29	211	116	66	92	327	158	421	**	**	**	
	53%	55%	51%	61%	40%	33%	56%	48%	53%	55%	53%	54%	53%	**	**	**	
				bc			b										
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Prefer to stay with a trusted/ known provider	706 77%	288 76%	410 78%	482 80% bc	160 71%	63 72%	296 78%	180 74%	91 73%	136 81% bc	476 77%	227 78%	610 77%	** **	** **	** **	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	553 60%	224 59%	321 61%	396 65% bc	113 50%	43 49%	248 66% bcf	131 54%	70 56%	103 61%	380 61% b	172 59%	477 60%	** **	** **	** **	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Bad experience when switching communication services previously	473 52%	195 51%	271 52%	372 62% bc	80 36% c	19 22%	210 55% b	108 45%	68 54% b	84 50%	318 51% b	152 52% b	411 52%	** **	** **	** **	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	478 52%	199 52%	271 52%	374 62% bc	84 37% c	19 21%	217 57% b	107 44%	62 49%	90 54% b	324 52% b	152 52% b	412 52%	** **	** **	** **	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Hassle of needing to contact more than one provider to switch	557 61%	223 59%	325 62%	421 70% bc	100 45%	35 40%	246 65% b	133 55%	77 62%	97 58%	379 61% b	175 60%	476 60%	** **	** **	** **	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Difficulty cancelling my current service (P)	480	193	279	367	91	20	199	114	69	95	313	164	412	**	**	**	
	52%	51%	53%	61%	41%	22%	53%	47%	55%	56%	50%	56%	52%	**	**	**	
				bc	c					b		b					
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Did not want to pay disconnection charges	509	198	304	385	92	30	217	122	72	95	339	168	440	**	**	**	
	55%	52%	58%	64%	41%	34%	57%	50%	58%	57%	55%	57%	56%	**	**	**	
			a	bc			b				b						
Base	379	160	218	220	111	47	144	106	56	72	250	128	333	23	17	7	
Did not want to lose the email address I had from my broadband provider	156	70	84	104	34	18	70	33	25	26	103	52	138	**	**	**	
	41%	44%	39%	47%	31%	38%	49%	31%	46%	36%	41%	40%	41%	**	**	**	
				b			bdef		b		b	b					
Base	98	39	58	39	34	24	34	28	14	22	62	36	84	8	5	1	
Didn't want to have a VoIP/ digital voice landline service	31	10	20	16	7	**	**	**	**	**	19	12	27	**	**	**	
	32%	27%	35%	40%	21%	**	**	**	**	**	31%	33%	33%	**	**	**	
				b													

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Base	918	816	102	342	471
Lack of choice	496	451	45	205	223
	54%	55%	44%	60%	47%
		b		b	
Base	518	453	65	178	296
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	209	192	16	87	97
	40%	43%	25%	49%	33%
		b		b	
Base	918	816	102	342	471
Not knowing what to do to switch	463	427	37	188	205
	50%	52%	36%	55%	44%
		b		b	
Base	918	816	102	342	471
There wasn't enough cost difference for it to be worth switching	645	581	64	255	320
	70%	71%	62%	75%	68%
		b		b	
Base	918	816	102	342	471
Current provider is still the best deal/ cheapest	687	620	67	264	342
	75%	76%	66%	77%	73%
		b			
Base	918	816	102	342	471
Current provider has the best quality of service	676	608	68	258	344
	74%	75%	66%	75%	73%
		b			

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Base	918	816	102	342	471
I negotiated/ accepted a deal with my current provider	648	586	62	240	335
	71%	72%	61%	70%	71%
		b			
Base	918	816	102	342	471
Would take too long to research the market	464	431	33	190	204
	51%	53%	32%	56%	43%
		b		b	
Base	918	816	102	342	471
Difficulty comparing what other providers were offering	529	482	46	216	241
	58%	59%	46%	63%	51%
		b		b	
Base	400	363	37	164	176
I'm still in my handset contract period	205	194	**	88	76
	51%	54%	**	54%	43%
Base	400	363	37	164	176
I couldn't afford/ didn't want to pay off my handset in one lump sum	218	206	**	95	79
	55%	57%	**	58%	45%
				b	
Base	918	816	102	342	471

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Worried that the service wouldn't be as good with a new provider	656	594	62	251	328
	72%	73%	61%	74%	70%
		b			
Base	400	363	37	164	176
Worried about being without the mobile service during the switch (P)	235	222	**	102	91
	59%	61%	**	62%	52%
Base	199	171	27	61	124
Worried about being without the fixed line phone service during the switch (P)	89	80	**	28	52
	45%	47%	**	46%	42%
Base	379	327	52	125	222
Worried about being without the broadband service during the switch (P)	252	225	27	87	142
	66%	69%	52%	70%	64%
		b			
Base	236	212	24	79	137
Worried about being without the Pay TV service during the switch (P)	148	133	**	53	83
	63%	63%	**	67%	60%
Base	918	816	102	342	471

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Worried that I might have to pay two providers at the same time (P)	555 60%	512 63%	43 42%	227 67%	256 54%
		b		b	
Base	598	534	64	225	300
Did not want to lose my phone number	373 62%	348 65%	25 39%	148 66%	171 57%
		b		b	
Base	518	453	65	178	296
Didn't want to pay the initial connection/ start-up fees/ equipment costs	329 63%	301 67%	27 42%	126 71%	174 59%
		b		b	
Base	400	363	37	164	176
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	218 54%	207 57%	**	93 57%	86 49%
			**		
Base	400	363	37	164	176
Needing to unlock my handset to take it with me	209 52%	199 55%	**	95 58%	76 43%
			**	b	
Base	918	816	102	342	471

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Didn't want to have to learn to use a new service	499	464	35	205	228
	54%	57%	34%	60%	48%
		b		b	
Base	236	212	24	79	137
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	161	146	**	54	93
	68%	69%	**	68%	68%
Base	918	816	102	342	471
Didn't want to lose content (programmes, apps, photos, data) stored on my device	537	498	38	220	245
	59%	61%	38%	64%	52%
		b		b	
Base	918	816	102	342	471
Worried that other devices or products I own would not work with a new service	498	459	39	201	230
	54%	56%	38%	59%	49%
		b		b	
Base	918	816	102	342	471
Concern about arranging for the old and new services to start and stop at the same time (P)	587	541	46	237	276
	64%	66%	45%	69%	59%
		b		b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Base	518	453	65	178	296
Did not want to have to install new equipment myself	277	256	21	101	147
	54%	57%	33%	57%	50%
		b		b	
Base	518	453	65	178	296
Did not want to have to get an engineer to install new equipment	304	277	27	114	161
	59%	61%	42%	64%	54%
		b		b	
Base	918	816	102	342	471
It's too time consuming to go through the process of switching from one provider to another	591	538	52	246	275
	64%	66%	51%	72%	58%
		b		b	
Base	918	816	102	342	471
I was still in a contract so couldn't leave/ would have to pay to leave	515	474	40	212	233
	56%	58%	39%	62%	49%
		b		b	
Base	918	816	102	342	471
Difficulty when contacting my current provider	463	431	32	189	199
	50%	53%	31%	55%	42%
		b		b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Base	918	816	102	342	471
Difficulty when contacting potential new providers	488	447	41	212	205
	53%	55%	40%	62%	44%
		b		b	
Base	918	816	102	342	471
Prefer to stay with a trusted/ known provider	706	637	69	267	357
	77%	78%	68%	78%	76%
		b			
Base	918	816	102	342	471
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	553	501	52	213	274
	60%	61%	51%	62%	58%
		b			
Base	918	816	102	342	471
Bad experience when switching communication services previously	473	438	35	206	201
	52%	54%	34%	60%	43%
		b		b	
Base	918	816	102	342	471
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	478	439	39	208	199
	52%	54%	38%	61%	42%
		b		b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 144

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Base	918	816	102	342	471
Hassle of needing to contact more than one provider to switch	557	516	41	224	262
	61%	63%	40%	65%	56%
		b		b	
Base	918	816	102	342	471
Difficulty cancelling my current service (P)	480	442	38	193	217
	52%	54%	38%	57%	46%
		b		b	
Base	918	816	102	342	471
Did not want to pay disconnection charges	509	471	38	197	239
	55%	58%	37%	58%	51%
		b		b	
Base	379	327	52	125	222
Did not want to lose the email address I had from my broadband provider	156	144	12	62	79
	41%	44%	23%	49%	36%
		b		b	
Base	98	81	17	31	59
Didn't want to have a VoIP/ digital voice landline service	31	27	**	**	18
	32%	33%	**	**	30%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Base	918	-	-	-	-	-	-	-	-	-	-	-
Lack of choice	422	**	**	**	**	**	**	**	**	**	**	**
46%		**	**	**	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	309	**	**	**	**	**	**	**	**	**	**	**
60%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Not knowing what to do to switch	454	**	**	**	**	**	**	**	**	**	**	**
50%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
There wasn't enough cost difference for it to be worth switching	272	**	**	**	**	**	**	**	**	**	**	**
30%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	231	**	**	**	**	**	**	**	**	**	**	**
25%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service	242	**	**	**	**	**	**	**	**	**	**	**
26%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 145

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	270	**	**	**	**	**	**	**	**	**	**	**
29%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Would take too long to research the market	453	**	**	**	**	**	**	**	**	**	**	**
49%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Difficulty comparing what other providers were offering	389	**	**	**	**	**	**	**	**	**	**	**
42%		**	**	**	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-	-	-	-
I'm still in my handset contract period	194	**	**	**	**	**	**	**	**	**	**	**
49%		**	**	**	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-	-	-	-
I couldn't afford/ didn't want to pay off my handset in one lump sum	182	**	**	**	**	**	**	**	**	**	**	**
45%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Worried that the service wouldn't be as good with a new provider	261	**	**	**	**	**	**	**	**	**	**	**
28%		**	**	**	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 145

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch (P)	165 41%	**	**	**	**	**	**	**	**	**	**	**
Base	199	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch (P)	110 55%	**	**	**	**	**	**	**	**	**	**	**
Base	379	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the broadband service during the switch (P)	127 34%	**	**	**	**	**	**	**	**	**	**	**
Base	236	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch (P)	88 37%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Worried that I might have to pay two providers at the same time (P)	363 40%	**	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 145

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	225	**	**	**	**	**	**	**	**	**	**	**
38%		**	**	**	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	189	**	**	**	**	**	**	**	**	**	**	**
37%		**	**	**	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	182	**	**	**	**	**	**	**	**	**	**	**
46%		**	**	**	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	191	**	**	**	**	**	**	**	**	**	**	**
48%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	419	**	**	**	**	**	**	**	**	**	**	**
46%		**	**	**	**	**	**	**	**	**	**	**
Base	236	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 145

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	76 32%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	381 41%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	420 46%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time (P)	330 36%	**	**	**	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-	-	-	-
Did not want to have to install new equipment myself	240 46%	**	**	**	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Did not want to have to get an engineer to install new equipment	214	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	327	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	403	**	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	455	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting potential new providers	430	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	211	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Base : Those interviewed about deciding not to switch

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Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Base	918	-	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	364	**	**	**	**	**	**	**	**	**	**	**
40%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	444	**	**	**	**	**	**	**	**	**	**	**
48%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	440	**	**	**	**	**	**	**	**	**	**	**
48%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	361	**	**	**	**	**	**	**	**	**	**	**
39%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Difficulty cancelling my current service (P)	438	**	**	**	**	**	**	**	**	**	**	**
48%		**	**	**	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	409	**	**	**	**	**	**	**	**	**	**	**
45%		**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Base	379	-	-	-	-	-	-	-	-	-	-	-
Did not want to lose the email address I had from my broadband provider	223	**	**	**	**	**	**	**	**	**	**	**
59%		**	**	**	**	**	**	**	**	**	**	**
Base	98	-	-	-	-	-	-	-	-	-	-	-
Didn't want to have a VoIP/ digital voice landline service	66	**	**	**	**	**	**	**	**	**	**	**
68%		**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Base	918	-	-	-	-	-	-	-	-
Lack of choice	422	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	309	**	**	**	**	**	**	**	**
	60%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Not knowing what to do to switch	454	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
There wasn't enough cost difference for it to be worth switching	272	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	231	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Current provider has the best quality of service	242	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	270	**	**	**	**	**	**	**	**
29%		**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Would take too long to research the market	453	**	**	**	**	**	**	**	**
49%		**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Difficulty comparing what other providers were offering	389	**	**	**	**	**	**	**	**
42%		**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-
I'm still in my handset contract period	194	**	**	**	**	**	**	**	**
49%		**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-
I couldn't afford/ didn't want to pay off my handset in one lump sum	182	**	**	**	**	**	**	**	**
45%		**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Worried that the service wouldn't be as good with a new provider	261	**	**	**	**	**	**	**	**
28%		**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch (P)	165 41%	**	**	**	**	**	**	**	**
Base	199	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch (P)	110 55%	**	**	**	**	**	**	**	**
Base	379	-	-	-	-	-	-	-	-
Worried about being without the broadband service during the switch (P)	127 34%	**	**	**	**	**	**	**	**
Base	236	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch (P)	88 37%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Worried that I might have to pay two providers at the same time (P)	363 40%	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-
Did not want to lose my phone number	225 38%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 145

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Base	518	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	189	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	182	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**
Base	400	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	191	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	419	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**
Base	236	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	76	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	381	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	420	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time (P)	330	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-
Did not want to have to install new equipment myself	240	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**
Base	518	-	-	-	-	-	-	-	-
Did not want to have to get an engineer to install new equipment	214	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	327	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	403	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	455	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Difficulty when contacting potential new providers	430	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	211	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	364	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Base	918	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	444	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	440	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	361	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Difficulty cancelling my current service (P)	438	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**
Base	918	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	409	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**
Base	379	-	-	-	-	-	-	-	-
Did not want to lose the email address I had from my broadband provider	223	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Base	98	-	-	-	-	-	-	-	-
Didn't want to have a VoIP/ digital voice landline service	66	**	**	**	**	**	**	**	**
	68%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 145

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Lack of choice	422	422	242	104	55	49	51	180	87	253	169	165	77	89	92
	46%	46%	47%	52%	55%	50%	37%	45%	48%	39%	62%	42%	61%	35%	64%
		f	f	abfg	abfg	f		f	f		a		a		a
Base	518	518	518	199	101	98	138	-	181	392	126	392	126	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	309	309	309	136	73	63	65	**	108	213	97	213	97	**	**
	60%	60%	60%	68%	72%	65%	47%	**	60%	54%	77%	54%	77%	**	**
		f	f	abfh	abfh	f			f		a		a		
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Not knowing what to do to switch	454	454	274	117	64	53	59	181	98	288	166	189	85	100	81
	50%	50%	53%	59%	63%	54%	43%	45%	54%	45%	61%	48%	67%	39%	56%
		f	fg	abfg	abefgh	fg			f		a		a		a
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
There wasn't enough cost difference for it to be worth switching	272	272	154	61	34	28	35	118	57	152	121	95	59	56	62
	30%	30%	30%	31%	33%	28%	25%	30%	32%	23%	45%	24%	47%	22%	43%
					f						a		a		a
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Current provider is still the best deal/cheapest	231	231	132	46	25	21	37	99	49	128	102	79	53	50	49
	25%	25%	25%	23%	24%	21%	27%	25%	27%	20%	38%	20%	42%	19%	34%
											a		a		a

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 145

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Current provider has the best quality of service	242 26%	242 26%	135 26%	56 28%	34 33% abef	22 23%	31 22%	106 27%	49 27%	133 21%	108 40% a	78 20%	58 46% a	56 22%	50 35% a
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
I negotiated/ accepted a deal with my current provider	270 29%	270 29%	126 24%	39 20%	26 26% ce	13 13%	28 20% e	144 36% abcdef	59 33% bcef	- -%	270 100% a	- -%	126 100% a	- -%	144 100% a
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Would take too long to research the market	453 49%	453 49%	274 53%	113 57%	62 61% abefg	51 53% f	58 42%	180 45%	102 57% fg	269 42%	184 68% a	183 47%	91 72% a	86 34%	94 65% a
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Difficulty comparing what other providers were offering	389 42%	389 42%	227 44%	94 47%	49 49% af	45 46%	53 38%	162 41%	80 44%	235 36%	154 57% a	149 38%	78 62% a	86 33%	76 53% a
Base	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144
I'm still in my handset contract period	194 49%	194 49%	** **	** **	** **	** **	** **	194 49%	** **	104 41%	90 63% a	** **	** **	104 41%	90 63% a

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 145

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Base	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144
I couldn't afford/ didn't want to pay off my handset in one lump sum	182	182	**	**	**	**	**	182	**	92	90	**	**	92	90
	45%	45%	**	**	**	**	**	45%	**	36%	63% a	**	**	36%	63% a
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Worried that the service wouldn't be as good with a new provider	261	261	151	59	38	21	32	111	59	158	103	95	55	63	48
	28%	28%	29%	30%	38%	21%	23%	28%	33%	24%	38% a	24%	44% a	24%	34%
		e	e	ef	abcefg				ef						
Base	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144
Worried about being without the mobile service during the switch (P)	165	165	**	**	**	**	**	165	**	82	83	**	**	82	83
	41%	41%	**	**	**	**	**	41%	**	32%	58% a	**	**	32%	58% a
Base	199	199	199	199	101	98	-	-	-	160	39	160	39	-	-
Worried about being without the fixed line phone service during the switch (P)	110	110	110	110	60	50	**	**	**	80	30	80	30	**	**
	55%	55%	55%	55%	60%	51%	**	**	**	50%	78% a	50%	78% a	**	**
					e										
Base	379	379	379	199	101	98	-	-	181	281	98	281	98	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Worried about being without the broadband service during the switch (P)	127 34%	127 34%	127 34%	71 36%	40 40%	31 31%	- -%	- -%	57 31%	79 28%	49 50%	79 28%	49 50%	- -%	- -%
		fg	fg	fg	abefgh	fg			fg		a		a		
Base	236	236	236	98	-	98	138	-	-	195	41	195	41	-	-
Worried about being without the Pay TV service during the switch (P)	88 37%	88 37%	88 37%	41 42%	** **	41 42%	47 34%	** **	** **	66 34%	** **	66 34%	** **	** **	** **
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Worried that I might have to pay two providers at the same time (P)	363 40%	363 40%	211 41%	88 44%	54 54%	34 35%	45 33%	152 38%	78 43%	216 33%	146 54%	138 35%	73 58%	78 31%	73 51%
		f	f	aef	abcefg				f		a		a		a
Base	598	598	199	199	101	98	-	400	-	416	183	160	39	256	144
Did not want to lose my phone number	225 38%	225 38%	95 48%	95 48%	52 52%	43 44%	** **	130 32%	** **	135 33%	90 49%	69 43%	26 68%	66 26%	63 44%
			ag	ag	ag	g					a		a		a
Base	518	518	518	199	101	98	138	-	181	392	126	392	126	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	189 37%	189 37%	189 37%	76 38%	45 45%	31 32%	42 31%	** **	71 39%	117 30%	72 57%	117 30%	72 57%	** **	** **
				f	abef				f		a		a		

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 145

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Base	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	182 46%	182 46%	** **	** **	** **	** **	** **	182 46%	** **	90 35%	92 64% a	** **	** **	90 35%	92 64% a
Base	400	400	-	-	-	-	-	400	-	256	144	-	-	256	144
Needing to unlock my handset to take it with me	191 48%	191 48%	** **	** **	** **	** **	** **	191 48%	** **	90 35%	102 71% a	** **	** **	90 35%	102 71% a
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Didn't want to have to learn to use a new service	419 46%	419 46% f	249 48% f	105 53% aefg	62 61% abcefg	43 44% f	50 36% f	170 42% f	95 52% fg	244 38% f	174 65% a	165 42% a	84 67% a	79 31% a	90 63% a
Base	236	236	236	98	-	98	138	-	-	195	41	195	41	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	76 32%	76 32%	76 32%	37 38% f	** ** f	37 38% f	39 28% f	** **	** **	55 28%	** **	55 28%	** **	** **	** **
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 145

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Didn't want to lose content (programmes, apps, photos, data) stored on my device	381	381	228	99	63	36	40	153	89	230	151	145	83	85	68
	41%	41%	44%	50%	62%	37%	29%	38%	49%	36%	56%	37%	66%	33%	47%
		f	ef	abefg	abcefg			f	ae		a		a		a
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Worried that other devices or products I own would not work with a new service	420	420	237	103	57	46	49	183	85	249	170	158	79	92	91
	46%	46%	46%	52%	57%	47%	35%	46%	47%	39%	63%	40%	63%	36%	64%
		f	f	abf	abefgh	f		f	f		a		a		a
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Concern about arranging for the old and new services to start and stop at the same time (P)	330	330	191	81	49	32	49	140	61	183	148	123	68	60	80
	36%	36%	37%	41%	48%	33%	36%	35%	34%	28%	55%	31%	54%	24%	55%
				e	abcefg						a		a		a
Base	518	518	518	199	101	98	138	-	181	392	126	392	126	-	-
Did not want to have to install new equipment myself	240	240	240	103	60	43	45	**	92	160	80	160	80	**	**
	46%	46%	46%	52%	60%	44%	33%	**	51%	41%	64%	41%	64%	**	**
		f	f	abef	abcef	f			f		a		a		
Base	518	518	518	199	101	98	138	-	181	392	126	392	126	-	-

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 145

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Did not want to have to get an engineer to install new equipment	214	214	214	95	54	41	51	-	69	140	73	140	73	-	-
	41%	41%	41%	48%	53%	42%	37%	-%	38%	36%	58%	36%	58%	-%	-%
		g	g	abfgh	abefgh	g	g		g		a		a		
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
It's too time consuming to go through the process of switching from one provider to another	327	327	187	79	48	31	42	140	66	191	136	118	69	73	67
	36%	36%	36%	40%	47%	32%	31%	35%	36%	29%	50%	30%	55%	28%	47%
				ef	abcefg						a		a		a
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
I was still in a contract so couldn't leave/ would have to pay to leave	403	403	230	108	60	49	47	173	74	249	154	159	71	90	83
	44%	44%	44%	55%	59%	50%	34%	43%	41%	38%	57%	41%	56%	35%	58%
		f	f	abfgh	abefgh	f		f			a		a		a
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Difficulty when contacting my current provider	455	455	272	118	65	53	58	183	97	265	190	181	91	84	99
	50%	50%	53%	59%	65%	54%	42%	46%	53%	41%	70%	46%	72%	33%	69%
		f	fg	abfg	abefgh	f			f		a		a		a
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Difficulty when contacting potential new providers	430	430	252	110	63	48	55	178	87	253	177	164	87	89	89
	47%	47%	49%	55%	62%	49%	40%	45%	48%	39%	65%	42%	69%	35%	62%
		f	f	abfg	abefgh	f					a		a		a

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 145

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Prefer to stay with a trusted/ known provider	211	211	126	52	32	19	24	86	50	116	95	73	53	43	42
	23%	23%	24%	26%	32%	20%	17%	21%	28%	18%	35%	19%	42%	17%	30%
		f	f	ef	abefg				f		a		a		a
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	364	364	203	84	47	36	43	161	76	213	151	134	69	79	82
	40%	40%	39%	42%	47%	37%	31%	40%	42%	33%	56%	34%	55%	31%	57%
		f	f	f	abef			f	f		a		a		a
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Bad experience when switching communication services previously	444	444	255	116	68	48	54	189	84	264	180	171	84	93	96
	48%	48%	49%	59%	68%	49%	39%	47%	47%	41%	67%	44%	67%	36%	67%
		f	f	abefgh	abcefg	f		f			a		a		a
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	440	440	255	118	67	51	51	184	86	270	170	175	80	95	90
	48%	48%	49%	59%	67%	52%	37%	46%	48%	42%	63%	45%	64%	37%	62%
		f	f	abefgh	abcefg	f		f	f		a		a		a
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 145

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Hassle of needing to contact more than one provider to switch	361	361	215	96	54	42	43	145	77	226	135	143	73	83	62
	39%	39%	42%	48%	53%	43%	31%	36%	42%	35%	50%	36%	58%	33%	43%
		f	f	abfg	abefgh	f			f		a		a		
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Difficulty cancelling my current service (P)	438	438	259	116	62	54	50	179	93	267	171	179	80	87	91
	48%	48%	50%	58%	62%	55%	36%	45%	51%	41%	63%	46%	63%	34%	64%
		f	f	abfg	abfgh	afg		f	f		a		a		a
Base	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Did not want to pay disconnection charges	409	409	222	93	53	40	47	187	82	246	163	152	70	94	93
	45%	45%	43%	47%	52%	41%	34%	47%	45%	38%	60%	39%	56%	37%	64%
		f	f	f	abef			f	f		a		a		a
Base	379	379	379	199	101	98	-	-	181	281	98	281	98	-	-
Did not want to lose the email address I had from my broadband provider	223	223	223	116	67	49	**	**	107	147	76	147	76	**	**
	59%	59%	59%	59%	67%	50%	**	**	59%	52%	78%	52%	78%	**	**
		e	e	e	abce						a		a		
Base	98	98	98	98	54	44	-	-	-	77	21	77	21	-	-
Didn't want to have a VoIP/ digital voice landline service	66	66	66	66	38	29	**	**	**	51	**	51	**	**	**
	68%	68%	68%	68%	70%	66%	**	**	**	67%	**	67%	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 145

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Lack of choice	422	173	247	234	127	61	174	118	47	81	292	128	362	**	**	**	
	46%	45%	47%	39%	57%	69%	46%	49%	38%	48%	47%	44%	46%	**	**	**	
					a	ab	c	c		c	c						
Base	518	217	298	315	147	55	221	131	75	90	352	165	449	34	25	10	
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	309	125	182	157	103	49	118	89	46	56	207	102	267	**	**	**	
	60%	58%	61%	50%	70%	90%	53%	68%	61%	62%	59%	62%	60%	**	**	**	
					a	ab	ae	ae		a	a						
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Not knowing what to do to switch	454	199	255	246	138	70	173	136	66	79	309	145	395	**	**	**	
	50%	52%	49%	41%	62%	80%	46%	56%	53%	47%	50%	50%	50%	**	**	**	
					a	ab	ade	ade									
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
There wasn't enough cost difference for it to be worth switching	272	123	148	157	82	33	109	73	39	51	182	90	226	**	**	**	
	30%	32%	28%	26%	37%	38%	29%	30%	31%	30%	29%	31%	29%	**	**	**	
					a	a											
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Current provider is still the best deal/cheapest	231	100	129	142	65	23	96	65	31	38	161	69	200	**	**	**	
	25%	26%	24%	23%	29%	27%	25%	27%	25%	23%	26%	24%	25%	**	**	**	
					a												
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Current provider has the best quality of service	242	98	143	143	75	24	96	70	32	43	166	75	203	**	**	**	
	26%	26%	27%	24%	33%	27%	25%	29%	25%	26%	27%	26%	26%	**	**	**	
					a												

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 145

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
I negotiated/ accepted a deal with my current provider	270	116	150	167	74	28	105	81	31	53	186	84	229	**	**	**	
	29%	30%	29%	28%	33%	32%	28%	33%	25%	32%	30%	29%	29%	**	**	**	
					a			c									
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Would take too long to research the market	453	201	251	243	143	67	168	137	62	85	304	147	390	**	**	**	
	49%	53%	48%	40%	64%	76%	44%	56%	50%	51%	49%	50%	49%	**	**	**	
					a	ab		ae									
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Difficulty comparing what other providers were offering	389	169	218	212	122	53	161	118	47	62	280	109	330	**	**	**	
	42%	44%	41%	35%	54%	61%	43%	49%	38%	37%	45%	37%	42%	**	**	**	
					a	a		cdf			df						
Base	400	164	228	289	76	33	157	112	51	78	269	128	342	26	25	7	
I'm still in my handset contract period	194	**	108	106	**	**	72	**	**	**	134	**	166	**	**	**	
	49%	**	47%	37%	**	**	46%	**	**	**	50%	**	49%	**	**	**	
Base	400	164	228	289	76	33	157	112	51	78	269	128	342	26	25	7	
I couldn't afford/ didn't want to pay off my handset in one lump sum	182	**	103	101	**	**	76	**	**	**	130	**	159	**	**	**	
	45%	**	45%	35%	**	**	48%	**	**	**	48%	**	47%	**	**	**	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Worried that the service wouldn't be as good with a new provider	261	128	133	148	82	31	92	77	32	59	169	92	229	**	**	**	
	28%	33%	25%	25%	37%	35%	24%	32%	26%	35%	27%	31%	29%	**	**	**	
		b			a	a		a		ace		a					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 145

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Base	400	164	228	289	76	33	157	112	51	78	269	128	342	26	25	7	
Worried about being without the mobile service during the switch (P)	165	**	81	96	**	**	63	**	**	**	118	**	151	**	**	**	
	41%	**	36%	33%	**	**	40%	**	**	**	44%	**	44%	**	**	**	
Base	199	84	113	95	65	38	76	55	27	41	131	68	169	15	12	3	
Worried about being without the fixed line phone service during the switch (P)	110	49	61	46	43	20	37	36	**	24	73	37	94	**	**	**	
	55%	58%	53%	49%	66%	54%	49%	66%	**	58%	56%	54%	55%	**	**	**	
					ac			aef									
Base	379	160	218	220	111	47	144	106	56	72	250	128	333	23	17	7	
Worried about being without the broadband service during the switch (P)	127	64	63	53	52	22	48	39	16	25	87	40	110	**	**	**	
	34%	40%	29%	24%	46%	47%	33%	37%	28%	34%	35%	32%	33%	**	**	**	
		b			a	a											
Base	236	99	137	143	69	25	119	50	30	37	169	68	200	18	14	5	
Worried about being without the Pay TV service during the switch (P)	88	36	52	39	35	**	44	20	**	**	64	25	74	**	**	**	
	37%	36%	38%	27%	51%	**	37%	40%	**	**	38%	36%	37%	**	**	**	
					a												
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Worried that I might have to pay two providers at the same time (P)	363	159	201	187	115	60	138	112	42	70	251	111	318	**	**	**	
	40%	42%	38%	31%	52%	68%	37%	46%	33%	42%	40%	38%	40%	**	**	**	
					a	ab		acf									

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 145

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Base	598	248	341	385	141	70	233	167	77	119	400	196	511	40	37	10	
Did not want to lose my phone number	225	100	120	121	72	31	90	69	26	40	159	66	188	**	**	**	
	38%	40%	35%	32%	51%	45%	39%	41%	34%	34%	40%	34%	37%	**	**	**	
					a	a											
Base	518	217	298	315	147	55	221	131	75	90	352	165	449	34	25	10	
Didn't want to pay the initial connection/ start-up fees/ equipment costs	189	87	101	92	67	29	79	58	25	27	137	52	161	**	**	**	
	37%	40%	34%	29%	46%	54%	36%	44%	33%	31%	39%	32%	36%	**	**	**	
		b			a	a		acdf			df						
Base	400	164	228	289	76	33	157	112	51	78	269	128	342	26	25	7	
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	182	**	98	109	**	**	66	**	**	**	124	**	159	**	**	**	
	46%	**	43%	38%	**	**	42%	**	**	**	46%	**	46%	**	**	**	
Base	400	164	228	289	76	33	157	112	51	78	269	128	342	26	25	7	
Needing to unlock my handset to take it with me	191	**	110	108	**	**	69	**	**	**	134	**	169	**	**	**	
	48%	**	48%	37%	**	**	44%	**	**	**	50%	**	49%	**	**	**	
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Didn't want to have to learn to use a new service	419	177	238	227	138	53	161	128	48	81	289	129	355	**	**	**	
	46%	46%	45%	38%	62%	60%	43%	53%	39%	48%	47%	44%	45%	**	**	**	
					a	a		acef		c	c						
Base	236	99	137	143	69	25	119	50	30	37	169	68	200	18	14	5	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 145

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	76	30	45	33	30	13	34	19	10	13	53	23	61	**	**	**	
	32%	30%	33%	23%	44%	51%	28%	39%	33%	34%	31%	34%	30%	**	**	**	
					a	a		ae									
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Didn't want to lose content (programmes, apps, photos, data) stored on my device	381	170	210	198	128	55	147	120	47	65	267	113	326	**	**	**	
	41%	45%	40%	33%	57%	63%	39%	50%	38%	39%	43%	38%	41%	**	**	**	
					a	a		acdef									
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Worried that other devices or products I own would not work with a new service	420	178	238	224	131	63	157	136	51	74	293	125	365	**	**	**	
	46%	47%	45%	37%	59%	72%	42%	56%	41%	44%	47%	43%	46%	**	**	**	
					a	ab		acdef			a						
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Concern about arranging for the old and new services to start and stop at the same time (P)	330	160	166	164	116	49	131	102	38	59	234	97	283	**	**	**	
	36%	42%	32%	27%	52%	57%	35%	42%	30%	35%	38%	33%	36%	**	**	**	
		b			a	a		acf			c						
Base	518	217	298	315	147	55	221	131	75	90	352	165	449	34	25	10	
Did not want to have to install new equipment myself	240	111	129	118	88	34	98	71	30	42	168	72	206	**	**	**	
	46%	51%	43%	37%	60%	62%	44%	54%	40%	47%	48%	44%	46%	**	**	**	
		b			a	a		acf									

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 145

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Base	518	217	298	315	147	55	221	131	75	90	352	165	449	34	25	10	
Did not want to have to get an engineer to install new equipment	214	96	117	98	80	36	86	59	27	41	145	68	183	**	**	**	
	41%	44%	39%	31%	54%	65%	39%	45%	36%	45%	41%	41%	41%	**	**	**	
					a	ab											
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
It's too time consuming to go through the process of switching from one provider to another	327	160	165	174	111	42	128	88	44	65	216	110	274	**	**	**	
	36%	42%	31%	29%	49%	48%	34%	36%	35%	39%	35%	37%	35%	**	**	**	
		b			a	a											
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
I was still in a contract so couldn't leave/ would have to pay to leave	403	180	219	204	132	67	147	128	50	75	276	125	351	**	**	**	
	44%	47%	42%	34%	59%	77%	39%	53%	40%	45%	44%	43%	44%	**	**	**	
		b			a	ab		acef			a						
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Difficulty when contacting my current provider	455	202	249	239	145	71	168	133	68	85	301	154	396	**	**	**	
	50%	53%	47%	40%	65%	81%	44%	55%	54%	51%	48%	52%	50%	**	**	**	
		b			a	ab		ae	a		a						
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Difficulty when contacting potential new providers	430	172	258	237	134	59	167	127	60	75	294	135	370	**	**	**	
	47%	45%	49%	39%	60%	67%	44%	52%	47%	45%	47%	46%	47%	**	**	**	
					a	a		a									
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 145

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Prefer to stay with a trusted/ known provider	211	93	115	123	64	25	83	63	34	31	146	66	181	**	**	**	
	23%	24%	22%	20%	29%	28%	22%	26%	27%	19%	23%	22%	23%	**	**	**	
					a	a		d	d								
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	364	158	205	209	111	44	130	111	56	65	242	121	314	**	**	**	
	40%	41%	39%	35%	50%	51%	34%	46%	44%	39%	39%	41%	40%	**	**	**	
					a	a		ae	a			a					
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Bad experience when switching communication services previously	444	187	254	232	144	68	169	134	58	83	303	141	380	**	**	**	
	48%	49%	48%	38%	64%	78%	45%	55%	46%	50%	49%	48%	48%	**	**	**	
					a	ab		acef									
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	440	183	254	231	140	69	162	135	64	78	297	141	379	**	**	**	
	48%	48%	48%	38%	63%	79%	43%	56%	51%	46%	48%	48%	48%	**	**	**	
					a	ab		adef									
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Hassle of needing to contact more than one provider to switch	361	158	200	184	124	53	133	109	48	70	242	118	315	**	**	**	
	39%	41%	38%	30%	55%	60%	35%	45%	38%	42%	39%	40%	40%	**	**	**	
					a	a		ae									
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 145

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Difficulty cancelling my current service (P)	438	188	246	237	132	68	180	129	56	73	308	129	379	**	**	**	
	48%	49%	47%	39%	59%	78%	47%	53%	45%	44%	50%	44%	48%	**	**	**	
					a	ab		df									
Base	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Did not want to pay disconnection charges	409	184	222	219	132	57	161	121	53	72	282	125	351	**	**	**	
	45%	48%	42%	36%	59%	66%	43%	50%	42%	43%	45%	43%	44%	**	**	**	
		b			a	a		af									
Base	379	160	218	220	111	47	144	106	56	72	250	128	333	23	17	7	
Did not want to lose the email address I had from my broadband provider	223	90	133	116	77	29	74	73	30	46	147	76	195	**	**	**	
	59%	56%	61%	53%	69%	62%	51%	69%	54%	64%	59%	60%	59%	**	**	**	
					a			acef		a	a	a					
Base	98	39	58	39	34	24	34	28	14	22	62	36	84	8	5	1	
Didn't want to have a VoIP/ digital voice landline service	66	28	38	24	27	**	**	**	**	**	42	24	56	**	**	**	
	68%	73%	65%	60%	79%	**	**	**	**	**	69%	67%	67%	**	**	**	
					a												

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Base	918	816	102	342	471
Lack of choice	422	365	57	137	248
	46%	45%	56%	40%	53%
			a		a
Base	518	453	65	178	296
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	309	260	49	91	199
	60%	57%	75%	51%	67%
			a		a
Base	918	816	102	342	471
Not knowing what to do to switch	454	389	65	153	266
	50%	48%	64%	45%	56%
			a		a
Base	918	816	102	342	471
There wasn't enough cost difference for it to be worth switching	272	234	38	86	151
	30%	29%	38%	25%	32%
			a		a
Base	918	816	102	342	471
Current provider is still the best deal/ cheapest	231	196	35	77	130
	25%	24%	34%	23%	27%
			a		
Base	918	816	102	342	471
Current provider has the best quality of service	242	207	34	84	128
	26%	25%	34%	25%	27%
			a		

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Base	918	816	102	342	471
I negotiated/ accepted a deal with my current provider	270 29%	230 28%	40 39% a	102 30%	137 29%
Base	918	816	102	342	471
Would take too long to research the market	453 49%	384 47%	69 68% a	151 44%	267 57% a
Base	918	816	102	342	471
Difficulty comparing what other providers were offering	389 42%	334 41%	55 54% a	126 37%	231 49% a
Base	400	363	37	164	176
I'm still in my handset contract period	194 49%	169 46%	** **	76 46%	99 57%
Base	400	363	37	164	176
I couldn't afford/ didn't want to pay off my handset in one lump sum	182 45%	158 43%	** **	69 42%	97 55% a
Base	918	816	102	342	471

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Worried that the service wouldn't be as good with a new provider	261 28%	222 27%	40 39% a	90 26%	144 30%
Base	400	363	37	164	176
Worried about being without the mobile service during the switch (P)	165 41%	141 39%	**	62 38%	85 48%
Base	199	171	27	61	124
Worried about being without the fixed line phone service during the switch (P)	110 55%	91 53%	**	33 54%	71 58%
Base	379	327	52	125	222
Worried about being without the broadband service during the switch (P)	127 34%	102 31%	25 48% a	38 30%	81 36%
Base	236	212	24	79	137
Worried about being without the Pay TV service during the switch (P)	88 37%	79 37%	**	26 33%	55 40%
Base	918	816	102	342	471

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Worried that I might have to pay two providers at the same time (P)	363 40%	304 37%	59 58%	114 33%	216 46%
			a		a
Base	598	534	64	225	300
Did not want to lose my phone number	225 38%	186 35%	39 61%	77 34%	129 43%
			a		a
Base	518	453	65	178	296
Didn't want to pay the initial connection/ start-up fees/ equipment costs	189 37%	151 33%	38 58%	52 29%	121 41%
			a		a
Base	400	363	37	164	176
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	182 46%	156 43%	**	71 43%	90 51%
			**		
Base	400	363	37	164	176
Needing to unlock my handset to take it with me	191 48%	164 45%	**	69 42%	100 57%
			**		a
Base	918	816	102	342	471

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Didn't want to have to learn to use a new service	419	351	67	136	244
	46%	43%	66%	40%	52%
			a		a
Base	236	212	24	79	137
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	76	66	**	25	44
	32%	31%	**	32%	32%
Base	918	816	102	342	471
Didn't want to lose content (programmes, apps, photos, data) stored on my device	381	317	63	122	226
	41%	39%	62%	36%	48%
			a		a
Base	918	816	102	342	471
Worried that other devices or products I own would not work with a new service	420	357	63	140	241
	46%	44%	62%	41%	51%
			a		a
Base	918	816	102	342	471
Concern about arranging for the old and new services to start and stop at the same time (P)	330	274	56	105	196
	36%	34%	55%	31%	41%
			a		a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Base	518	453	65	178	296
Did not want to have to install new equipment myself	240	197	44	77	149
	46%	43%	67%	43%	50%
			a		a
Base	518	453	65	178	296
Did not want to have to get an engineer to install new equipment	214	176	38	64	135
	41%	39%	58%	36%	46%
			a		a
Base	918	816	102	342	471
It's too time consuming to go through the process of switching from one provider to another	327	277	50	96	196
	36%	34%	49%	28%	42%
			a		a
Base	918	816	102	342	471
I was still in a contract so couldn't leave/ would have to pay to leave	403	341	62	130	238
	44%	42%	61%	38%	51%
			a		a
Base	918	816	102	342	471
Difficulty when contacting my current provider	455	385	70	153	273
	50%	47%	69%	45%	58%
			a		a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Base	918	816	102	342	471
Difficulty when contacting potential new providers	430	369	61	129	266
	47%	45%	60%	38%	56%
			a		a
Base	918	816	102	342	471
Prefer to stay with a trusted/ known provider	211	178	33	75	114
	23%	22%	32%	22%	24%
			a		
Base	918	816	102	342	471
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	364	314	50	129	197
	40%	39%	49%	38%	42%
			a		
Base	918	816	102	342	471
Bad experience when switching communication services previously	444	377	67	136	270
	48%	46%	66%	40%	57%
			a		a
Base	918	816	102	342	471
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	440	377	63	134	272
	48%	46%	62%	39%	58%
			a		a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Base	918	816	102	342	471
Hassle of needing to contact more than one provider to switch	361	300	61	118	209
	39%	37%	60%	35%	44%
			a		a
Base	918	816	102	342	471
Difficulty cancelling my current service (P)	438	374	63	148	254
	48%	46%	62%	43%	54%
			a		a
Base	918	816	102	342	471
Did not want to pay disconnection charges	409	345	64	145	233
	45%	42%	63%	42%	49%
			a		a
Base	379	327	52	125	222
Did not want to lose the email address I had from my broadband provider	223	183	40	63	143
	59%	56%	77%	51%	64%
			a		a
Base	98	81	17	31	59
Didn't want to have a VoIP/ digital voice landline service	66	54	**	**	41
	68%	67%	**	**	70%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44DA. You said earlier that you were still in a contract/ didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	126	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	125	-	-	-	-	-	-	-	-	-	-	-
Total	41	-	-	-	-	-	-	-	-	-	-	-
Both of my services are within the minimum contract period	25	**	**	**	**	**	**	**	**	**	**	**
	61%	**	**	**	**	**	**	**	**	**	**	**
One of my services is within the minimum contract period the other is out of the minimum contract period	10	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**
One of my services is within the minimum contract period, but I am not sure about the other	4	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44DA. You said earlier that you were still in a contract/ didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	126	-	-	-	-	-	-	-	-
Effective Weighted Sample	125	-	-	-	-	-	-	-	-
Total	41	-	-	-	-	-	-	-	-
Both of my services are within the minimum contract period	25 61%	**	**	**	**	**	**	**	**
One of my services is within the minimum contract period the other is out of the minimum contract period	10 24%	**	**	**	**	**	**	**	**
One of my services is within the minimum contract period, but I am not sure about the other	4 9%	**	**	**	**	**	**	**	**
Don't know	3 6%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 146

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44DA. You said earlier that you were still in a contract/ didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES a	NO ~b	YES a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	126	126	126	126	126	-	-	-	-	102	24	102	24	-	-
Effective Weighted Sample	125	125	125	125	125	-	-	-	-	102	24	102	24	-	-
Total	41	41	41	41	41	-	-	-	-	33	8	33	8	-	-
Both of my services are within the minimum contract period	25	25	25	25	25	**	**	**	**	19	**	19	**	**	**
	61%	61%	61%	61%	61%	**	**	**	**	58%	**	58%	**	**	**
One of my services is within the minimum contract period the other is out of the minimum contract period	10	10	10	10	10	**	**	**	**	9	**	9	**	**	**
	24%	24%	24%	24%	24%	**	**	**	**	27%	**	27%	**	**	**
One of my services is within the minimum contract period, but I am not sure about the other	4	4	4	4	4	**	**	**	**	3	**	3	**	**	**
	9%	9%	9%	9%	9%	**	**	**	**	10%	**	10%	**	**	**
Don't know	3	3	3	3	3	**	**	**	**	2	**	2	**	**	**
	6%	6%	6%	6%	6%	**	**	**	**	6%	**	6%	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 146

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44DA. You said earlier that you were still in a contract/ didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	a	~b	~c	~d	
Unweighted total	126	42	80	70	33	21	42	35	22	27	77	49	110	7	8	1	
Effective Weighted Sample	125	42	80	70	33	21	42	35	22	27	77	49	109	7	8	1	
Total	41	14	26	23	11	7	14	11	7	9	25	16	36	2	3	*	
Both of my services are within the minimum contract period	25	**	**	**	**	**	**	**	**	**	**	**	22	**	**	**	
	61%	**	**	**	**	**	**	**	**	**	**	**	62%	**	**	**	
One of my services is within the minimum contract period the other is out of the minimum contract period	10	**	**	**	**	**	**	**	**	**	**	**	8	**	**	**	
	24%	**	**	**	**	**	**	**	**	**	**	**	23%	**	**	**	
One of my services is within the minimum contract period, but I am not sure about the other	4	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**	
	9%	**	**	**	**	**	**	**	**	**	**	**	8%	**	**	**	
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**	
	6%	**	**	**	**	**	**	**	**	**	**	**	7%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44DA. You said earlier that you were still in a contract/ didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	~b
Unweighted total	126	113	13	45	73
Effective Weighted Sample	125	113	13	45	73
Total	41	37	4	15	24
Both of my services are within the minimum contract period	25 61%	23 62%	**	**	**
One of my services is within the minimum contract period the other is out of the minimum contract period	10 24%	9 24%	**	**	**
One of my services is within the minimum contract period, but I am not sure about the other	4 9%	3 9%	**	**	**
Don't know	3 6%	2 4%	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 147

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44DB. You said earlier that you were still in a contract/ didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	137	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	137	-	-	-	-	-	-	-	-	-	-	-
Total	49	-	-	-	-	-	-	-	-	-	-	-
All of my services are within the minimum contract period	25 51%	**	**	**	**	**	**	**	**	**	**	**
Some of my services are within the minimum contract period, others are outside of the minimum contract period	14 28%	**	**	**	**	**	**	**	**	**	**	**
At least some of my services are within the minimum contract period, but I am unsure about the contract status of other services	7 14%	**	**	**	**	**	**	**	**	**	**	**
Don't know	3 7%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44DB. You said earlier that you were still in a contract/ didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	137	-	-	-	-	-	-	-	-
Effective Weighted Sample	137	-	-	-	-	-	-	-	-
Total	49	-	-	-	-	-	-	-	-
All of my services are within the minimum contract period	25	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**
Some of my services are within the minimum contract period, others are outside of the minimum contract period	14	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**
At least some of my services are within the minimum contract period, but I am unsure about the contract status of other services	7	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**
Don't know	3	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 147

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44DB. You said earlier that you were still in a contract/ didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY ~d	TRIPLE PLAY e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES a	NO ~b	YES a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	137	137	137	137	-	137	-	-	-	116	21	116	21	-	-
Effective Weighted Sample	137	137	137	137	-	137	-	-	-	116	21	116	21	-	-
Total	49	49	49	49	-	49	-	-	-	42	8	42	8	-	-
All of my services are within the minimum contract period	25	25	25	25	**	25	**	**	**	21	**	21	**	**	**
	51%	51%	51%	51%	**	51%	**	**	**	51%	**	51%	**	**	**
Some of my services are within the minimum contract period, others are outside of the minimum contract period	14	14	14	14	**	14	**	**	**	12	**	12	**	**	**
	28%	28%	28%	28%	**	28%	**	**	**	28%	**	28%	**	**	**
At least some of my services are within the minimum contract period, but I am unsure about the contract status of other services	7	7	7	7	**	7	**	**	**	6	**	6	**	**	**
	14%	14%	14%	14%	**	14%	**	**	**	14%	**	14%	**	**	**
Don't know	3	3	3	3	**	3	**	**	**	3	**	3	**	**	**
	7%	7%	7%	7%	**	7%	**	**	**	7%	**	7%	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 147

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44DB. You said earlier that you were still in a contract/ didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	a	~b	~c	~d	
Unweighted total	137	57	80	88	34	15	62	28	18	29	90	47	119	7	9	2	
Effective Weighted Sample	137	57	80	88	34	15	62	28	18	29	90	47	119	7	9	2	
Total	49	21	29	32	12	5	22	10	6	10	32	17	43	3	3	1	
All of my services are within the minimum contract period	25	**	**	**	**	**	**	**	**	**	**	**	22	**	**	**	
	51%	**	**	**	**	**	**	**	**	**	**	**	50%	**	**	**	
Some of my services are within the minimum contract period, others are outside of the minimum contract period	14	**	**	**	**	**	**	**	**	**	**	**	12	**	**	**	
	28%	**	**	**	**	**	**	**	**	**	**	**	29%	**	**	**	
At least some of my services are within the minimum contract period, but I am unsure about the contract status of other services	7	**	**	**	**	**	**	**	**	**	**	**	6	**	**	**	
	14%	**	**	**	**	**	**	**	**	**	**	**	14%	**	**	**	
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**	
	7%	**	**	**	**	**	**	**	**	**	**	**	7%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 147

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44DB. You said earlier that you were still in a contract/ didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~a	~b
Unweighted total	137	122	15	37	86
Effective Weighted Sample	137	122	15	37	86
Total	49	44	5	13	31
All of my services are within the minimum contract period	25 51%	21 48%	**	**	**
Some of my services are within the minimum contract period, others are outside of the minimum contract period	14 28%	13 30%	**	**	**
At least some of my services are within the minimum contract period, but I am unsure about the contract status of other services	7 14%	6 15%	**	**	**
Don't know	3 7%	3 7%	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1320	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	945	-	-	-	-	-	-	-	-	-	-	-
Total	876	-	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	131	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	83	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	56	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	53	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	50	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	37	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	35	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**
Did not want to lose my phone number	32	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	21	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1320	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	945	-	-	-	-	-	-	-	-	-	-	-
Total	876	-	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	21 2%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	20 2%	**	**	**	**	**	**	**	**	**	**	**
Lack of choice	18 2%	**	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	18 2%	**	**	**	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	17 2%	**	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	15 2%	**	**	**	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	15 2%	**	**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	15 2%	**	**	**	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	13 2%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1320	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	945	-	-	-	-	-	-	-	-	-	-	-
Total	876	-	-	-	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	13 1%	**	**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	12 1%	**	**	**	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	12 1%	**	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	12 1%	**	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	12 1%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to have to learn to use a new service	12 1%	**	**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	11 1%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1320	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	945	-	-	-	-	-	-	-	-	-	-	-
Total	876	-	-	-	-	-	-	-	-	-	-	-
I couldn't afford/ didn't want to pay off my handset in one lump sum	11 1%	**	**	**	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	10 1%	**	**	**	**	**	**	**	**	**	**	**
I'm still in my handset contract period	10 1%	**	**	**	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	9 1%	**	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	8 1%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	8 1%	**	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	8 1%	**	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	7 1%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1320	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	945	-	-	-	-	-	-	-	-	-	-	-
Total	876	-	-	-	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	6 1%	**	**	**	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	6 1%	**	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	5 1%	**	**	**	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	3 *%	**	**	**	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	3 *%	**	**	**	**	**	**	**	**	**	**	**
Worried about being without the landline phone service during the switch (P)	2 *%	**	**	**	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	2 *%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1320	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	945	-	-	-	-	-	-	-	-	-	-	-
Total	876	-	-	-	-	-	-	-	-	-	-	-
Didn't want to have a VoIP/ digital voice landline service	1	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**
ANY MAIN FACTOR	835	**	**	**	**	**	**	**	**	**	**	**
	95%	**	**	**	**	**	**	**	**	**	**	**
ANY PROCESS FACTOR	65	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**
None of these were a main factor	29	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**
Can't remember	12	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1320	-	-	-	-	-	-	-	-
Effective Weighted Sample	945	-	-	-	-	-	-	-	-
Total	876	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	131	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	83	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**
Current provider has the best quality of service	56	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	53	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	50	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	37	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	35	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**
Did not want to lose my phone number	32	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	21	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1320	-	-	-	-	-	-	-	-
Effective Weighted Sample	945	-	-	-	-	-	-	-	-
Total	876	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	21 2%	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	20 2%	**	**	**	**	**	**	**	**
Lack of choice	18 2%	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	18 2%	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	17 2%	**	**	**	**	**	**	**	**
Not knowing what to do to switch	15 2%	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	15 2%	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	15 2%	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	13 2%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1320	-	-	-	-	-	-	-	-
Effective Weighted Sample	945	-	-	-	-	-	-	-	-
Total	876	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	13 1%	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	12 1%	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	12 1%	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	12 1%	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	12 1%	**	**	**	**	**	**	**	**
Didn't want to have to learn to use a new service	12 1%	**	**	**	**	**	**	**	**
Would take too long to research the market	11 1%	**	**	**	**	**	**	**	**
I couldn't afford/ didn't want to pay off my handset in one lump sum	11 1%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1320	-	-	-	-	-	-	-	-
Effective Weighted Sample	945	-	-	-	-	-	-	-	-
Total	876	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	10 1%	**	**	**	**	**	**	**	**
I'm still in my handset contract period	10 1%	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	9 1%	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	8 1%	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	8 1%	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	8 1%	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	7 1%	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	6 1%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1320	-	-	-	-	-	-	-	-
Effective Weighted Sample	945	-	-	-	-	-	-	-	-
Total	876	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch (P)	6 1%	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	5 1%	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	3 *0%	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	3 *0%	**	**	**	**	**	**	**	**
Worried about being without the landline phone service during the switch (P)	2 *0%	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	2 *0%	**	**	**	**	**	**	**	**
Didn't want to have a VoIP/ digital voice landline service	1 *0%	**	**	**	**	**	**	**	**
ANY MAIN FACTOR	835 95%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Base : Those naming any major factors that made them decide to stay with their current provider

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1320	-	-	-	-	-	-	-	-
Effective Weighted Sample	945	-	-	-	-	-	-	-	-
Total	876	-	-	-	-	-	-	-	-
ANY PROCESS FACTOR	65	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**
None of these were a main factor	29	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**
Can't remember	12	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1320	1320	1037	559	294	265	283	283	195	1004	316	822	215	182	101
Effective Weighted Sample	945	945	865	555	292	265	282	272	193	715	235	694	175	175	97
Total	876	876	498	190	95	95	132	378	175	629	247	386	112	243	135
I negotiated/ accepted a deal with my current provider	131	131	101	47	20	27	22	30	32	131	-	101	-	30	-
	15%	15%	20%	25%	21%	28%	17%	8%	18%	21%	-%	26%	-%	12%	-%
		g	ag	abfg	ag	abfgh	g		g	b		b		b	
Current provider is still the best deal/ cheapest	83	83	48	22	14	8	12	35	14	51	32	34	14	17	18
	9%	9%	10%	12%	15%	9%	9%	9%	8%	8%	13%	9%	12%	7%	14%
					abefgh						a				
Current provider has the best quality of service	56	56	29	12	6	6	7	27	11	36	20	23	6	13	14
	6%	6%	6%	6%	6%	6%	5%	7%	6%	6%	8%	6%	5%	5%	11%
There wasn't enough cost difference for it to be worth switching	53	53	25	11	4	6	6	28	8	34	18	18	7	16	11
	6%	6%	5%	6%	5%	7%	5%	7%	5%	5%	7%	5%	6%	7%	9%
I was still in a contract so couldn't leave/ would have to pay to leave	50	50	30	9	7	2	7	19	14	29	20	16	14	13	6
	6%	6%	6%	5%	8%	2%	5%	5%	8%	5%	8%	4%	12%	5%	5%
		e	e	e	e		e	e	e		a		a		
Prefer to stay with a trusted/ known provider	37	37	18	5	2	3	7	20	6	25	12	12	6	14	6
	4%	4%	4%	3%	2%	3%	5%	5%	3%	4%	5%	3%	6%	6%	4%
							cd	cd							
It's too time consuming to go through the process of switching from one provider to another	35	35	15	4	2	2	4	20	6	21	14	10	5	12	9
	4%	4%	3%	2%	2%	2%	3%	5%	4%	3%	6%	3%	5%	5%	6%
		c						ce							

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1320	1320	1037	559	294	265	283	283	195	1004	316	822	215	182	101
Effective Weighted Sample	945	945	865	555	292	265	282	272	193	715	235	694	175	175	97
Total	876	876	498	190	95	95	132	378	175	629	247	386	112	243	135
Did not want to lose my phone number	32 4%	32 4%	3 1%	3 1%	1 1%	2 2%	- -%	29 8%	- -%	19 3%	13 5%	2 *%	1 1%	17 7%	12 9%
		bcdfh		f		bfn		abcdefh			a				
Worried that the service wouldn't be as good with a new provider	21 2%	21 2%	16 3%	3 2%	1 1%	2 2%	6 4%	5 1%	7 4%	14 2%	7 3%	10 3%	5 5%	4 2%	1 1%
			d				cdg		d						
Worried that other devices or products I own would not work with a new service	21 2%	21 2%	12 2%	4 2%	2 2%	2 2%	4 3%	9 2%	4 2%	19 3%	2 1%	10 3%	2 2%	9 4%	- -%
										b				b	
Didn't want to lose content (programmes, apps, photos, data) stored on my device	20 2%	20 2%	10 2%	3 2%	1 1%	3 3%	4 3%	10 3%	3 2%	16 3%	4 2%	8 2%	2 2%	8 3%	2 1%
							d								
Lack of choice	18 2%	18 2%	12 2%	4 2%	2 2%	3 3%	3 2%	6 2%	5 3%	10 2%	9 4%	7 2%	5 5%	3 1%	3 3%
											a		a		
Worried that I might have to pay two providers at the same time (P)	18 2%	18 2%	11 2%	4 2%	3 3%	1 2%	3 2%	7 2%	4 2%	12 2%	6 2%	6 2%	5 4%	6 2%	1 1%
													a		

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Unweighted total	1320	1320	1037	559	294	265	283	283	195	1004	316	822	215	182	101
Effective Weighted Sample	945	945	865	555	292	265	282	272	193	715	235	694	175	175	97
Total	876	876	498	190	95	95	132	378	175	629	247	386	112	243	135
Hassle of needing to contact more than one provider to switch	17 2%	17 2%	9 2%	2 1%	1 1%	1 1%	3 2%	7 2%	5 3%	9 1%	7 3%	6 2%	3 3%	3 1%	4 3%
Not knowing what to do to switch	15 2%	15 2%	9 2%	2 1%	1 1%	1 1%	2 1%	6 2%	5 3%	8 1%	7 3%	7 2%	2 2%	1 *%	5 4%
Did not want to pay disconnection charges	15 2%	15 2%	10 2%	4 2%	2 2%	2 2%	3 2%	6 2%	3 2%	13 2%	3 1%	7 2%	3 2%	6 2%	- -%
Difficulty comparing what other providers were offering	15 2%	15 2%	8 2%	4 2%	3 3%	2 2%	2 2%	7 2%	1 *%	11 2%	4 2%	4 1%	3 3%	6 3%	1 1%
Difficulty cancelling my current service (P)	13 2%	13 2%	7 1%	2 1%	1 1%	* *%	3 2%	6 2%	3 1%	10 2%	4 1%	6 2%	1 1%	3 1%	3 2%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	13 1%	13 1%	6 1%	1 1%	1 1%	* *%	2 1%	7 2%	3 2%	12 2%	1 *%	5 1%	1 1%	7 3%	- -%
Concern about arranging for the old and new services to start and stop at the same time (P)	12 1%	12 1%	9 2%	1 1%	1 1%	* *%	3 2%	3 1%	5 3%	10 2%	3 1%	6 2%	3 3%	3 1%	- -%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1320	1320	1037	559	294	265	283	283	195	1004	316	822	215	182	101
Effective Weighted Sample	945	945	865	555	292	265	282	272	193	715	235	694	175	175	97
Total	876	876	498	190	95	95	132	378	175	629	247	386	112	243	135
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	12 1%	12 1%	8 2%	2 1%	2 2%	1 1%	3 2%	5 1%	3 2%	11 2%	2 1%	8 2% b	- -%	3 1%	2 1%
Difficulty when contacting potential new providers	12 1%	12 1%	7 1%	2 1%	1 1%	1 1%	1 1%	5 1%	4 2%	10 2%	2 1%	7 2%	* *%	3 1%	2 1%
Worried about being without the broadband service during the switch (P)	12 1%	12 1%	12 2%	5 3%	2 2%	3 3%	- -%	- -%	7 4%	6 1%	6 2%	6 2%	6 5%	- -%	- -%
		fg	fg	fg	fg	fg			afg				a		
Didn't want to have to learn to use a new service	12 1%	12 1%	5 1%	2 1%	* *%	1 2%	2 1%	6 2%	2 1%	9 1%	3 1%	4 1%	1 1%	5 2%	2 1%
Would take too long to research the market	11 1%	11 1%	7 1%	1 1%	1 1%	1 1%	3 2%	5 1%	2 1%	5 1%	6 2%	5 1%	1 1%	- -%	5 3%
							c				a				a
I couldn't afford/ didn't want to pay off my handset in one lump sum	11 1%	11 1%	- -%	- -%	- -%	- -%	- -%	11 3%	- -%	6 1%	5 2%	- -%	- -%	6 3%	5 4%
		bc						abcdefh							

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1320	1320	1037	559	294	265	283	283	195	1004	316	822	215	182	101
Effective Weighted Sample	945	945	865	555	292	265	282	272	193	715	235	694	175	175	97
Total	876	876	498	190	95	95	132	378	175	629	247	386	112	243	135
Bad experience when switching communication services previously	10 1%	10 1%	6 1%	1 1%	1 1%	1 1%	1 1%	5 1%	3 2%	9 1%	1 1%	5 1%	* *%	4 1%	1 1%
I'm still in my handset contract period	10 1%	10 1%	- -%	- -%	- -%	- -%	- -%	10 3%	- -%	4 1%	6 2%	- -%	- -%	4 2%	6 4%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	9 1%	9 1%	- -%	- -%	- -%	- -%	- -%	9 2%	- -%	6 1%	3 1%	- -%	- -%	6 2%	3 3%
Difficulty when contacting my current provider	8 1%	8 1%	4 1%	1 1%	1 1%	- -%	1 1%	4 1%	2 1%	6 1%	2 1%	2 1%	2 2%	4 2%	- -%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	8 1%	8 1%	8 2%	3 2%	2 2%	1 1%	2 1%	- -%	3 2%	5 1%	3 1%	5 1%	3 2%	- -%	- -%
Did not want to have to install new equipment myself	8 1%	8 1%	8 2%	3 1%	1 1%	2 2%	2 2%	- -%	3 1%	7 1%	1 *%	7 2%	1 1%	- -%	- -%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1320	1320	1037	559	294	265	283	283	195	1004	316	822	215	182	101
Effective Weighted Sample	945	945	865	555	292	265	282	272	193	715	235	694	175	175	97
Total	876	876	498	190	95	95	132	378	175	629	247	386	112	243	135
Did not want to have to get an engineer to install new equipment	7 1%	7 1%	7 1%	3 2% g	1 1%	2 2% g	1 1%	- -%	3 1% g	6 1%	1 *% g	6 1%	1 1%	- -%	- -%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	6 1%	6 1%	6 1%	1 1%	- -%	1 2% dg	5 4% abcdgh	- -%	- -%	6 1%	* *% g	6 1%	* *% g	- -%	- -%
Worried about being without the Pay TV service during the switch (P)	6 1%	6 1%	6 1%	3 2% dg	- -%	3 3% abdgh	3 2% adgh	- -%	- -%	4 1%	1 1%	4 1%	1 1%	- -%	- -%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	5 1%	5 1%	5 1%	1 1%	1 1%	* *% g	2 1% g	- -%	2 1%	4 1%	2 1%	4 1%	2 1%	- -%	- -%
Needing to unlock my handset to take it with me	3 *% g	3 *% g	- -%	- -%	- -%	- -%	- -%	3 1% bc	- -%	- -%	3 1% a	- -%	- -%	- -%	3 2% a
Did not want to lose the email address I had from my broadband provider	3 *% g	3 *% g	3 1%	3 1% afg	2 2% abfgh	1 1%	- -%	- -%	- -%	2 *% g	* *% g	2 1%	* *% g	- -%	- -%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	DECIDED NOT TO SWITCH									DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
	Total	ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1320	1320	1037	559	294	265	283	283	195	1004	316	822	215	182	101
Effective Weighted Sample	945	945	865	555	292	265	282	272	193	715	235	694	175	175	97
Total	876	876	498	190	95	95	132	378	175	629	247	386	112	243	135
Worried about being without the landline phone service during the switch (P)	2 *%	2 *%	2 *%	2 1% a	2 2% abfg	1 1%	- -%	- -%	- -%	2 *%	* *%	2 1%	* *%	- -%	- -%
Worried about being without the mobile service during the switch (P)	2 *%	2 *%	- -%	- -%	- -%	- -%	- -%	2 *% b	- -%	2 *%	- -%	- -%	- -%	2 1%	- -%
Didn't want to have a VoIP/ digital voice landline service	1 *%	1 *%	1 *%	1 1% a	1 1% abefg	- -%	- -%	- -%	- -%	* *%	1 *%	* *%	1 1% a	- -%	- -%
ANY MAIN FACTOR	835 95%	835 95%	482 97% g	183 96%	91 96%	92 96%	129 98% g	353 93%	170 97%	601 95%	234 95%	373 97%	108 97%	228 93%	125 93%
ANY PROCESS FACTOR	65 7%	65 7%	47 9% g	17 9% g	8 9%	9 9%	12 9%	18 5%	19 11% g	46 7%	20 8%	31 8%	16 14% a	14 6%	4 3%
None of these were a main factor	29 3%	29 3%	12 2%	6 3%	3 3%	3 3%	2 1%	17 5% f	5 3%	19 3%	11 4%	8 2%	4 3%	10 4%	7 5%
Can't remember	12 1%	12 1%	4 1%	2 1%	1 1%	1 1%	1 1%	8 2%	1 1%	10 2%	2 1%	4 1%	- -%	6 2%	2 2%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1320	518	790	812	353	152	548	348	185	236	896	421	1132	92	71	25	
Effective Weighted Sample	945	337	620	606	241	98	390	252	134	166	642	300	814	62	50	18	
Total	876	366	499	582	210	82	358	238	121	157	595	278	754	59	46	17	
I negotiated/ accepted a deal with my current provider	131	54	77	51	47	33	48	44	19	19	92	39	114	**	**	**	
	15%	15%	15%	9%	22%	40%	14%	18%	16%	12%	16%	14%	15%	**	**	**	
					a	ab		ad									
Current provider is still the best deal/ cheapest	83	30	53	51	23	8	23	26	16	19	49	34	70	**	**	**	
	9%	8%	11%	9%	11%	10%	6%	11%	13%	12%	8%	12%	9%	**	**	**	
								a	ae	a		ae					
Current provider has the best quality of service	56	23	33	34	17	5	22	19	8	8	41	15	46	**	**	**	
	6%	6%	7%	6%	8%	6%	6%	8%	7%	5%	7%	6%	6%	**	**	**	
There wasn't enough cost difference for it to be worth switching	53	25	28	29	17	6	21	18	2	12	39	14	46	**	**	**	
	6%	7%	6%	5%	8%	8%	6%	7%	2%	7%	7%	5%	6%	**	**	**	
					a		c	c		c	c						
I was still in a contract so couldn't leave/ would have to pay to leave	50	19	31	37	9	4	18	12	10	10	30	20	44	**	**	**	
	6%	5%	6%	6%	4%	4%	5%	5%	9%	6%	5%	7%	6%	**	**	**	
Prefer to stay with a trusted/ known provider	37	17	21	29	7	1	17	8	9	3	25	12	33	**	**	**	
	4%	5%	4%	5%	3%	1%	5%	3%	8%	2%	4%	4%	4%	**	**	**	
				c					bde								
It's too time consuming to go through the process of switching from one provider to another	35	12	21	28	6	1	15	9	4	6	25	10	32	**	**	**	
	4%	3%	4%	5%	3%	1%	4%	4%	3%	4%	4%	3%	4%	**	**	**	
Did not want to lose my phone number	32	17	14	25	5	2	13	6	4	9	19	13	30	**	**	**	
	4%	5%	3%	4%	3%	3%	4%	3%	3%	6%	3%	5%	4%	**	**	**	
										b							

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1320	518	790	812	353	152	548	348	185	236	896	421	1132	92	71	25	
Effective Weighted Sample	945	337	620	606	241	98	390	252	134	166	642	300	814	62	50	18	
Total	876	366	499	582	210	82	358	238	121	157	595	278	754	59	46	17	
Worried that the service wouldn't be as good with a new provider	21 2%	8 2%	13 3%	18 3%	3 1%	* **%	13 4%	2 1%	2 1%	4 3%	15 3%	6 2%	18 2%	** **	** **	** **	
							b										
Worried that other devices or products I own would not work with a new service	21 2%	12 3%	9 2%	18 3%	2 1%	1 1%	12 3%	3 1%	1 1%	5 3%	15 3%	6 2%	16 2%	** **	** **	** **	
				b			c										
Didn't want to lose content (programmes, apps, photos, data) stored on my device	20 2%	11 3%	9 2%	15 3%	2 1%	3 3%	9 3%	2 1%	3 2%	5 3%	11 2%	8 3%	15 2%	** **	** **	** **	
							b			b		b					
Lack of choice	18 2%	12 3%	6 1%	10 2%	5 2%	3 4%	10 3%	3 1%	5 4%	* **%	13 2%	5 2%	16 2%	** **	** **	** **	
			b				d		bd		d						
Worried that I might have to pay two providers at the same time (P)	18 2%	7 2%	11 2%	14 2%	3 1%	1 1%	4 1%	5 2%	4 3%	5 3%	9 2%	9 3%	15 2%	** **	** **	** **	
										a		ae					
Hassle of needing to contact more than one provider to switch	17 2%	6 2%	10 2%	13 2%	2 1%	2 2%	8 2%	5 2%	1 1%	1 1%	14 2%	3 1%	14 2%	** **	** **	** **	
Not knowing what to do to switch	15 2%	4 1%	11 2%	12 2%	3 1%	- -%	5 1%	4 2%	3 3%	4 2%	8 1%	7 2%	14 2%	** **	** **	** **	
Did not want to pay disconnection charges	15 2%	8 2%	7 1%	10 2%	4 2%	* 1%	5 1%	2 1%	3 3%	5 3%	7 1%	8 3%	12 2%	** **	** **	** **	
												e					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1320	518	790	812	353	152	548	348	185	236	896	421	1132	92	71	25	
Effective Weighted Sample	945	337	620	606	241	98	390	252	134	166	642	300	814	62	50	18	
Total	876	366	499	582	210	82	358	238	121	157	595	278	754	59	46	17	
Difficulty comparing what other providers were offering	15 2%	5 1%	10 2%	10 2%	5 2%	* **%	9 2%	2 1%	2 2%	2 1%	11 2%	4 2%	14 2%	** **	** **	** **	
Difficulty cancelling my current service (P)	13 2%	3 1%	11 2%	12 2%	1 1%	- -%	4 1%	6 2%	1 1%	2 1%	10 2%	3 1%	12 2%	** **	** **	** **	
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	13 1%	8 2%	5 1%	8 1%	5 2%	- -%	7 2%	3 1%	1 1%	2 1%	10 2%	3 1%	10 1%	** **	** **	** **	
Concern about arranging for the old and new services to start and stop at the same time (P)	12 1%	2 1%	10 2%	10 2%	2 1%	* **%	7 2%	4 2%	1 1%	- -%	12 2%	1 1%	11 2%	** **	** **	** **	
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	12 1%	7 2%	6 1%	9 2%	1 1%	2 2%	8 2%	2 1%	2 2%	* **%	10 2%	2 1%	10 1%	** **	** **	** **	
Difficulty when contacting potential new providers	12 1%	7 2%	5 1%	8 1%	4 2%	* **%	8 2%	3 1%	2 1%	* **%	10 2%	2 1%	10 1%	** **	** **	** **	
Worried about being without the broadband service during the switch (P)	12 1%	3 1%	8 2%	10 2%	2 1%	* **%	4 1%	3 1%	3 2%	2 1%	7 1%	5 2%	11 1%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1320	518	790	812	353	152	548	348	185	236	896	421	1132	92	71	25	
Effective Weighted Sample	945	337	620	606	241	98	390	252	134	166	642	300	814	62	50	18	
Total	876	366	499	582	210	82	358	238	121	157	595	278	754	59	46	17	
Didn't want to have to learn to use a new service	12 1%	9 2%	3 1%	8 1%	3 1%	1 1%	6 2%	2 1%	3 2%	1 1%	8 1%	4 1%	11 2%	** **	** **	** **	
Would take too long to research the market	11 1%	6 2%	5 1%	11 2% b	* *% b	- -%	7 2% f	3 1%	* *% b	1 *% a	10 2% f	1 *% a	10 1%	** **	** **	** **	
I couldn't afford/ didn't want to pay off my handset in one lump sum	11 1%	2 *% b	8 2%	11 2% b	- -%	- -%	1 *% ac	7 3%	- -%	3 2% a	8 1% a	3 1%	11 1%	** **	** **	** **	
Bad experience when switching communication services previously	10 1%	4 1%	5 1%	9 1%	1 1%	* *% a	5 1%	3 1%	1 1%	1 1%	8 1%	2 1%	10 1%	** **	** **	** **	
I'm still in my handset contract period	10 1%	5 1%	5 1%	9 1%	1 1%	- -%	4 1%	3 1%	- -%	2 1%	7 1%	2 1%	9 1%	** **	** **	** **	
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	9 1%	- -% a	9 2%	8 1%	1 1%	- -%	5 1%	1 *% bdf	2 2%	1 1%	6 1%	3 1%	9 1%	** **	** **	** **	
Difficulty when contacting my current provider	8 1%	3 1%	5 1%	7 1%	1 1%	- -%	5 1%	2 1%	- -%	1 1%	7 1%	1 *% a	7 1%	** **	** **	** **	
Didn't want to pay the initial connection/ start-up fees/ equipment costs	8 1%	3 1%	5 1%	6 1%	2 1%	- -%	6 2% bdf	1 *% bdf	1 1%	- -%	7 1%	1 *% a	8 1%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1320	518	790	812	353	152	548	348	185	236	896	421	1132	92	71	25	
Effective Weighted Sample	945	337	620	606	241	98	390	252	134	166	642	300	814	62	50	18	
Total	876	366	499	582	210	82	358	238	121	157	595	278	754	59	46	17	
Did not want to have to install new equipment myself	8 1%	2 1%	5 1%	6 1%	1 1%	- -%	3 1%	3 1%	1 1%	1 1%	6 1%	2 1%	7 1%	** **	** **	** **	
Did not want to have to get an engineer to install new equipment	7 1%	3 1%	4 1%	4 1%	1 *%	1 2%	3 1%	1 1%	2 1%	* *%	5 1%	2 1%	6 1%	** **	** **	** **	
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	6 1%	* *%	6 1%	5 1%	1 *%	* 1%	4 1%	1 1%	* *%	1 1%	5 1%	1 *%	5 1%	** **	** **	** **	
Worried about being without the Pay TV service during the switch (P)	6 1%	3 1%	3 1%	5 1%	1 1%	- -%	3 1%	2 1%	- -%	1 1%	5 1%	1 *%	4 1%	** **	** **	** **	
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	5 1%	4 1%	2 *%	3 1%	2 1%	- -%	3 1%	1 *%	1 1%	- -%	4 1%	1 *%	4 1%	** **	** **	** **	
Needing to unlock my handset to take it with me	3 *%	2 *%	1 *%	3 *%	- -%	- -%	1 *%	- -%	- -%	2 1%	1 *%	2 1%	3 *%	** **	** **	** **	
Did not want to lose the email address I had from my broadband provider	3 *%	1 *%	2 *%	1 *%	- -%	1 2%	1 *%	1 *%	* *%	* *%	2 *%	1 *%	2 *%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1320	518	790	812	353	152	548	348	185	236	896	421	1132	92	71	25	
Effective Weighted Sample	945	337	620	606	241	98	390	252	134	166	642	300	814	62	50	18	
Total	876	366	499	582	210	82	358	238	121	157	595	278	754	59	46	17	
Worried about being without the landline phone service during the switch (P)	2	*	2	*	1	1	1	1	-	1	2	1	2	**	**	**	
	%	%	%	%	1%	1%	%	%	-%	%	%	%	%	**	**	**	
						a											
Worried about being without the mobile service during the switch (P)	2	2	-	-	2	-	2	-	-	-	2	-	-	**	**	**	
	%	%	-%	-%	1%	-%	%	-%	-%	-%	%	-%	-%	**	**	**	
						a											
Didn't want to have a VoIP/ digital voice landline service	1	1	*	1	-	1	1	-	-	*	1	*	1	**	**	**	
	%	%	%	%	-%	1%	%	-%	-%	%	%	%	%	**	**	**	
ANY MAIN FACTOR	835	349	478	558	196	79	352	223	117	141	575	258	723	**	**	**	
	95%	95%	96%	96%	94%	96%	98%	94%	97%	90%	97%	93%	96%	**	**	**	
							bdef		df		bdf						
ANY PROCESS FACTOR	65	20	44	51	12	2	25	20	8	12	45	20	55	**	**	**	
	7%	6%	9%	9%	6%	2%	7%	8%	7%	7%	8%	7%	7%	**	**	**	
			a	c													
None of these were a main factor	29	13	16	16	11	3	4	11	2	12	15	14	22	**	**	**	
	3%	4%	3%	3%	5%	4%	1%	4%	2%	8%	3%	5%	3%	**	**	**	
					a			a		ace		ace					
Can't remember	12	4	5	8	3	-	1	5	1	4	6	5	9	**	**	**	
	1%	1%	1%	1%	1%	-%	%	2%	1%	2%	1%	2%	1%	**	**	**	
							a			a		a					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1320	1165	155	474	724
Effective Weighted Sample	945	836	109	344	515
Total	876	780	96	334	446
I negotiated/ accepted a deal with my current provider	131 15%	105 13%	26 27% a	43 13%	80 18% a
Current provider is still the best deal/ cheapest	83 9%	74 9%	9 10%	32 10%	46 10%
Current provider has the best quality of service	56 6%	51 6%	5 6%	17 5%	35 8%
There wasn't enough cost difference for it to be worth switching	53 6%	47 6%	5 6%	21 6%	29 7%
I was still in a contract so couldn't leave/ would have to pay to leave	50 6%	43 6%	6 7%	21 6%	23 5%
Prefer to stay with a trusted/ known provider	37 4%	32 4%	5 6%	12 4%	22 5%
It's too time consuming to go through the process of switching from one provider to another	35 4%	34 4%	1 1%	16 5%	17 4%
Did not want to lose my phone number	32 4%	27 3%	5 5%	11 3%	16 3%
Worried that the service wouldn't be as good with a new provider	21 2%	16 2%	5 5% a	5 2%	14 3%

Columns Tested: a,b - a,b

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1320	1165	155	474	724
Effective Weighted Sample	945	836	109	344	515
Total	876	780	96	334	446
Worried that other devices or products I own would not work with a new service	21 2%	21 3%	- -%	12 4%	7 1%
		b		b	
Didn't want to lose content (programmes, apps, photos, data) stored on my device	20 2%	19 2%	1 1%	5 2%	7 2%
Lack of choice	18 2%	15 2%	4 4%	7 2%	9 2%
Worried that I might have to pay two providers at the same time (P)	18 2%	18 2%	* *%	10 3%	7 2%
Hassle of needing to contact more than one provider to switch	17 2%	15 2%	2 2%	7 2%	8 2%
Not knowing what to do to switch	15 2%	15 2%	- -%	8 2%	7 2%
Did not want to pay disconnection charges	15 2%	15 2%	1 1%	6 2%	6 1%
Difficulty comparing what other providers were offering	15 2%	15 2%	* *%	6 2%	8 2%
Difficulty cancelling my current service (P)	13 2%	13 2%	- -%	2 1%	7 2%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1320	1165	155	474	724
Effective Weighted Sample	945	836	109	344	515
Total	876	780	96	334	446
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	13 1%	12 1%	1 2%	7 2%	4 1%
Concern about arranging for the old and new services to start and stop at the same time (P)	12 1%	12 1%	1 1%	6 2%	5 1%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	12 1%	12 2%	1 1%	5 1%	6 1%
Difficulty when contacting potential new providers	12 1%	12 2%	- -%	6 2%	6 1%
Worried about being without the broadband service during the switch (P)	12 1%	10 1%	2 2%	1 *%	10 2% a
Didn't want to have to learn to use a new service	12 1%	11 1%	* *%	3 1%	4 1%
Would take too long to research the market	11 1%	11 1%	- -%	7 2%	1 *%

Columns Tested: a,b - a,b

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL b	YES a	NO b
Significance Level: 95%					
Unweighted total	1320	1165	155	474	724
Effective Weighted Sample	945	836	109	344	515
Total	876	780	96	334	446
I couldn't afford/ didn't want to pay off my handset in one lump sum	11 1%	11 1%	- -%	6 2%	5 1%
Bad experience when switching communication services previously	10 1%	8 1%	2 2%	4 1%	5 1%
I'm still in my handset contract period	10 1%	9 1%	1 1%	6 2%	3 1%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	9 1%	8 1%	1 1%	7 2% b	1 *%
Difficulty when contacting my current provider	8 1%	8 1%	* *%	3 1%	6 1%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	8 1%	8 1%	- -%	3 1%	5 1%
Did not want to have to install new equipment myself	8 1%	7 1%	* *%	3 1%	5 1%
Did not want to have to get an engineer to install new equipment	7 1%	6 1%	* *%	3 1%	3 1%

Columns Tested: a,b - a,b

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1320	1165	155	474	724
Effective Weighted Sample	945	836	109	344	515
Total	876	780	96	334	446
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	6 1%	6 1%	* *%	3 1%	3 1%
Worried about being without the Pay TV service during the switch (P)	6 1%	6 1%	- -%	* *%	5 1% a
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	5 1%	4 1%	1 1%	4 1%	2 *%
Needing to unlock my handset to take it with me	3 *%	3 *%	- -%	2 1%	- -%
Did not want to lose the email address I had from my broadband provider	3 *%	2 *%	* *%	* *%	2 *%
Worried about being without the landline phone service during the switch (P)	2 *%	1 *%	1 1%	1 *%	1 *%
Worried about being without the mobile service during the switch (P)	2 *%	2 *%	- -%	- -%	2 *%

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1320	1165	155	474	724
Effective Weighted Sample	945	836	109	344	515
Total	876	780	96	334	446
Didn't want to have a VoIP/ digital voice landline service	1 *%	1 *%	- -%	1 *%	* *%
ANY MAIN FACTOR	835 95%	745 95%	90 93%	320 96%	429 96%
ANY PROCESS FACTOR	65 7%	61 8%	4 4%	20 6%	38 8%
None of these were a main factor	29 3%	26 3%	4 4%	10 3%	15 3%
Can't remember	12 1%	9 1%	3 3%	4 1%	1 *%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	131	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	83	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	56	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	53	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	50	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	37	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	35	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**
Did not want to lose my phone number	32	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	21	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	BBAND S/A ~d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	21 2%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	20 2%	**	**	**	**	**	**	**	**	**	**	**
Lack of choice	18 2%	**	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	18 2%	**	**	**	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	17 2%	**	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	15 2%	**	**	**	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	15 2%	**	**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	15 2%	**	**	**	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	13 1%	**	**	**	**	**	**	**	**	**	**	**

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Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	13 1%	**	**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	12 1%	**	**	**	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	12 1%	**	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	12 1%	**	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	12 1%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to have to learn to use a new service	12 1%	**	**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	11 1%	**	**	**	**	**	**	**	**	**	**	**

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SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
I couldn't afford/ didn't want to pay off my handset in one lump sum	11	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	10	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**
I'm still in my handset contract period	10	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	9	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	8	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	8	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	8	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	7	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**

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Significance Level: 95%												
Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	6 1%	**	**	**	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	6 1%	**	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	5 1%	**	**	**	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	3 *%	**	**	**	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	3 *%	**	**	**	**	**	**	**	**	**	**	**
Worried about being without the landline phone service during the switch (P)	2 *%	**	**	**	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	2 *%	**	**	**	**	**	**	**	**	**	**	**

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Unweighted total	1380	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-	-	-	-
Didn't want to have a VoIP/ digital voice landline service	1	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**
ANY MAIN FACTOR	835	**	**	**	**	**	**	**	**	**	**	**
	91%	**	**	**	**	**	**	**	**	**	**	**
ANY PROCESS FACTOR	65	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**
None of these were a main factor	29	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**
Can't remember	12	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**
NO MAJOR FACTOR	41	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	131	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	83	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**
Current provider has the best quality of service	56	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	53	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	50	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	37	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	35	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**
Did not want to lose my phone number	32	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	21	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

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Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	21 2%	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	20 2%	**	**	**	**	**	**	**	**
Lack of choice	18 2%	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	18 2%	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	17 2%	**	**	**	**	**	**	**	**
Not knowing what to do to switch	15 2%	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	15 2%	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	15 2%	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	13 1%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

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Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	13 1%	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	12 1%	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	12 1%	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	12 1%	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	12 1%	**	**	**	**	**	**	**	**
Didn't want to have to learn to use a new service	12 1%	**	**	**	**	**	**	**	**
Would take too long to research the market	11 1%	**	**	**	**	**	**	**	**
I couldn't afford/ didn't want to pay off my handset in one lump sum	11 1%	**	**	**	**	**	**	**	**

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Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	10 1%	**	**	**	**	**	**	**	**
I'm still in my handset contract period	10 1%	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	9 1%	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	8 1%	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	8 1%	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	8 1%	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	7 1%	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	6 1%	**	**	**	**	**	**	**	**

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Total	918	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch (P)	6 1%	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	5 1%	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	3 *0%	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	3 *0%	**	**	**	**	**	**	**	**
Worried about being without the landline phone service during the switch (P)	2 *0%	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	2 *0%	**	**	**	**	**	**	**	**
Didn't want to have a VoIP/ digital voice landline service	1 *0%	**	**	**	**	**	**	**	**
ANY MAIN FACTOR	835 91%	**	**	**	**	**	**	**	**

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Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	1380	-	-	-	-	-	-	-	-
Effective Weighted Sample	988	-	-	-	-	-	-	-	-
Total	918	-	-	-	-	-	-	-	-
ANY PROCESS FACTOR	65	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**
None of these were a main factor	29	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**
Can't remember	12	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**
NO MAJOR FACTOR	41	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 149

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
I negotiated/ accepted a deal with my current provider	131	131	101	47	20	27	22	30	32	131	-	101	-	30	-
	14%	14%	20%	24%	20%	28%	16%	7%	18%	20%	-%	26%	-%	12%	-%
		g	ag	abfg	ag	abdfgh	g		g	b		b		b	
Current provider is still the best deal/ cheapest	83	83	48	22	14	8	12	35	14	51	32	34	14	17	18
	9%	9%	9%	11%	14%	8%	8%	9%	8%	8%	12%	9%	11%	6%	13%
					abefgh						a				
Current provider has the best quality of service	56	56	29	12	6	6	7	27	11	36	20	23	6	13	14
	6%	6%	6%	6%	6%	6%	5%	7%	6%	6%	7%	6%	5%	5%	10%
There wasn't enough cost difference for it to be worth switching	53	53	25	11	4	6	6	28	8	34	18	18	7	16	11
	6%	6%	5%	6%	4%	7%	4%	7%	4%	5%	7%	5%	5%	6%	8%
I was still in a contract so couldn't leave/ would have to pay to leave	50	50	30	9	7	2	7	19	14	29	20	16	14	13	6
	5%	5%	6%	5%	7%	2%	5%	5%	8%	5%	8%	4%	11%	5%	4%
		e	e		e		e	e	e		a		a		
Prefer to stay with a trusted/ known provider	37	37	18	5	2	3	7	20	6	25	12	12	6	14	6
	4%	4%	3%	2%	2%	3%	5%	5%	3%	4%	4%	3%	5%	5%	4%
							cd	d							
It's too time consuming to go through the process of switching from one provider to another	35	35	15	4	2	2	4	20	6	21	14	10	5	12	9
	4%	4%	3%	2%	2%	2%	3%	5%	4%	3%	5%	2%	4%	5%	6%
								ce							

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 149

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Did not want to lose my phone number	32 4%	32 4%	3 1%	3 1%	1 1%	2 2%	- -%	29 7%	- -%	19 3%	13 5%	2 *%	1 1%	17 7%	12 8%
		bcdfh		f		bfn		abcdefh							
Worried that the service wouldn't be as good with a new provider	21 2%	21 2%	16 3%	3 2%	1 1%	2 2%	6 4%	5 1%	7 4%	14 2%	7 2%	10 3%	5 4%	4 2%	1 1%
			d				cdg		cd						
Worried that other devices or products I own would not work with a new service	21 2%	21 2%	12 2%	4 2%	2 2%	2 2%	4 3%	9 2%	4 2%	19 3%	2 1%	10 3%	2 1%	9 4%	- -%
							b							b	
Didn't want to lose content (programmes, apps, photos, data) stored on my device	20 2%	20 2%	10 2%	3 2%	1 1%	3 3%	4 3%	10 2%	3 2%	16 2%	4 1%	8 2%	2 2%	8 3%	2 1%
							d								
Lack of choice	18 2%	18 2%	12 2%	4 2%	2 2%	3 3%	3 2%	6 2%	5 3%	10 1%	9 3%	7 2%	5 4%	3 1%	3 2%
											a		a		
Worried that I might have to pay two providers at the same time (P)	18 2%	18 2%	11 2%	4 2%	3 3%	1 1%	3 2%	7 2%	4 2%	12 2%	6 2%	6 2%	5 4%	6 2%	1 1%
Hassle of needing to contact more than one provider to switch	17 2%	17 2%	9 2%	2 1%	1 1%	1 1%	3 2%	7 2%	5 3%	9 1%	7 3%	6 1%	3 3%	3 1%	4 3%
Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b															

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 149

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Not knowing what to do to switch	15 2%	15 2%	9 2%	2 1%	1 1%	1 1%	2 1%	6 2%	5 3% cd	8 1%	7 3%	7 2%	2 1%	1 *%	5 4% a
Did not want to pay disconnection charges	15 2%	15 2%	10 2%	4 2%	2 2%	2 2%	3 2%	6 1%	3 2%	13 2%	3 1%	7 2%	3 2%	6 2%	- -%
Difficulty comparing what other providers were offering	15 2%	15 2%	8 1%	4 2%	3 3%	2 2%	2 2%	7 2%	1 *%	11 2%	4 2%	4 1%	3 2%	6 2%	1 1%
Difficulty cancelling my current service (P)	13 1%	13 1%	7 1%	2 1%	1 1%	* *%	3 2%	6 2%	3 1%	10 1%	4 1%	6 2%	1 1%	3 1%	3 2%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	13 1%	13 1%	6 1%	1 1%	1 1%	* *%	2 1%	7 2%	3 2%	12 2% b	1 *%	5 1%	1 1%	7 3%	- -%
Concern about arranging for the old and new services to start and stop at the same time (P)	12 1%	12 1%	9 2% c	1 1%	1 1%	* *%	3 2% c	3 1%	5 3% cde	10 1%	3 1%	6 2%	3 2%	3 1%	- -%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	12 1%	12 1%	8 2%	2 1%	2 2%	1 1%	3 2%	5 1%	3 1%	11 2%	2 1%	8 2% b	- -%	3 1%	2 1%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 149

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Difficulty when contacting potential new providers	12 1%	12 1%	7 1%	2 1%	1 1%	1 1%	1 1%	5 1%	4 2%	10 2%	2 1%	7 2%	* *%	3 1%	2 1%
Worried about being without the broadband service during the switch (P)	12 1%	12 1%	12 2%	5 2%	2 2%	3 3%	- -%	- -%	7 4%	6 1%	6 2%	6 2%	6 5%	- -%	- -%
		fg	fg	fg	fg	afg			afg				a		
Didn't want to have to learn to use a new service	12 1%	12 1%	5 1%	2 1%	* *%	1 1%	2 1%	6 2%	2 1%	9 1%	3 1%	4 1%	1 1%	5 2%	2 1%
Would take too long to research the market	11 1%	11 1%	7 1%	1 1%	1 1%	1 1%	3 2%	5 1%	2 1%	5 1%	6 2%	5 1%	1 1%	- -%	5 3%
							c				a				a
I couldn't afford/ didn't want to pay off my handset in one lump sum	11 1%	11 1%	- -%	- -%	- -%	- -%	- -%	11 3%	- -%	6 1%	5 2%	- -%	- -%	6 2%	5 3%
		bc						abcdefh							
Bad experience when switching communication services previously	10 1%	10 1%	6 1%	1 1%	1 1%	1 1%	1 1%	5 1%	3 2%	9 1%	1 1%	5 1%	* *%	4 1%	1 1%
I'm still in my handset contract period	10 1%	10 1%	- -%	- -%	- -%	- -%	- -%	10 2%	- -%	4 1%	6 2%	- -%	- -%	4 2%	6 4%
		bc						bcdefh			a				

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 149

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	DECIDED NOT TO SWITCH									DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
	Total	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	9 1%	9 1%	- -%	- -%	- -%	- -%	- -%	9 2%	- -%	6 1%	3 1%	- -%	- -%	6 2%	3 2%
		bc						bcd	efh						
Difficulty when contacting my current provider	8 1%	8 1%	4 1%	1 *%	1 1%	- -%	1 1%	4 1%	2 1%	6 1%	2 1%	2 1%	2 1%	4 2%	- -%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	8 1%	8 1%	8 2%	3 2%	2 2%	1 1%	2 1%	- -%	3 1%	5 1%	3 1%	5 1%	3 2%	- -%	- -%
			g	g	ag		g		g						
Did not want to have to install new equipment myself	8 1%	8 1%	8 1%	3 1%	1 1%	2 2%	2 2%	- -%	3 1%	7 1%	1 *%	7 2%	1 1%	- -%	- -%
			g	g		g	g		g						
Did not want to have to get an engineer to install new equipment	7 1%	7 1%	7 1%	3 2%	1 1%	2 2%	1 1%	- -%	3 1%	6 1%	1 *%	6 1%	1 1%	- -%	- -%
			g	g		g			g						
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	6 1%	6 1%	6 1%	1 1%	- -%	1 1%	5 3%	- -%	- -%	6 1%	* *%	6 1%	* *%	- -%	- -%
						dg	abcdgh								

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 149

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Worried about being without the Pay TV service during the switch (P)	6 1%	6 1%	6 1%	3 1% dg	- -%	3 3% abdgh	3 2% adgh	- -%	- -%	4 1%	1 1%	4 1%	1 1%	- -%	- -%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	5 1%	5 1%	5 1%	1 1%	1 1%	* *% g	2 1%	- -%	2 1%	4 1%	2 1%	4 1%	2 1%	- -%	- -%
Needing to unlock my handset to take it with me	3 *% bc	3 *% a	- -%	- -%	- -%	- -%	- -%	3 1% bc	- -%	- -%	3 1% a	- -%	- -%	- -%	3 2%
Did not want to lose the email address I had from my broadband provider	3 *% afg	3 *% a	3 1%	3 1% afg	2 2% abfgh	1 1%	- -%	- -%	- -%	2 *% a	* *% a	2 1%	* *% a	- -%	- -%
Worried about being without the landline phone service during the switch (P)	2 *% a	2 *% a	2 *% a	2 1% a	2 2% abfg	1 1%	- -%	- -%	- -%	2 *% a	* *% a	2 1%	* *% a	- -%	- -%
Worried about being without the mobile service during the switch (P)	2 *% b	2 *% a	- -%	- -%	- -%	- -%	- -%	2 *% b	- -%	2 *% a	- -%	- -%	- -%	2 1% a	- -%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 149

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Unweighted total	1380	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	988	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	918	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Didn't want to have a VoIP/ digital voice landline service	1 *%	1 *%	1 *%	1 1% a	1 1% abfg	- -%	- -%	- -%	- -%	* *%	1 *%	* *%	1 1% a	- -%	- -%
ANY MAIN FACTOR	835 91%	835 91%	482 93% g	183 92% g	91 91% g	92 94% g	129 93% g	353 88% g	170 94% g	601 93% b	234 87% b	373 95% b	108 86% a	228 89% a	125 87% a
ANY PROCESS FACTOR	65 7%	65 7%	47 9% g	17 8% g	8 8% g	9 9% g	12 8% g	18 5% g	19 10% g	46 7% g	20 7% g	31 8% g	16 13% a	14 6% a	4 3% a
None of these were a main factor	29 3%	29 3%	12 2% f	6 3% f	3 3% f	3 3% f	2 1% f	17 4% f	5 3% f	19 3% f	11 4% f	8 2% f	4 3% f	10 4% f	7 5% f
Can't remember	12 1%	12 1%	4 1% f	2 1% f	1 1% f	1 1% f	1 1% f	8 2% f	1 1% f	10 1% f	2 1% f	4 1% f	- -% f	6 2% f	2 2% f
NO MAJOR FACTOR	41 5%	41 5%	20 4% f	8 4% f	6 6% f	3 3% f	6 4% f	22 5% f	5 3% f	18 3% f	23 9% f	6 2% f	14 11% f	13 5% f	9 6% f

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 149

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
I negotiated/ accepted a deal with my current provider	131 14%	54 14%	77 15%	51 8%	47 21%	33 37%	48 13%	44 18%	19 15%	19 12%	92 15%	39 13%	114 14%	** **	** **	** **	
Current provider is still the best deal/ cheapest	83 9%	30 8%	53 10%	51 9%	23 10%	8 9%	23 6%	26 11%	16 12%	19 11%	49 8%	34 12%	70 9%	** **	** **	** **	
Current provider has the best quality of service	56 6%	23 6%	33 6%	34 6%	17 8%	5 5%	22 6%	19 8%	8 6%	8 5%	41 7%	15 5%	46 6%	** **	** **	** **	
There wasn't enough cost difference for it to be worth switching	53 6%	25 6%	28 5%	29 5%	17 8%	6 7%	21 6%	18 7%	2 2%	12 7%	39 6%	14 5%	46 6%	** **	** **	** **	
I was still in a contract so couldn't leave/ would have to pay to leave	50 5%	19 5%	31 6%	37 6%	9 4%	4 4%	18 5%	12 5%	10 8%	10 6%	30 5%	20 7%	44 6%	** **	** **	** **	
Prefer to stay with a trusted/ known provider	37 4%	17 4%	21 4%	29 5%	7 3%	1 1%	17 5%	8 3%	9 7%	3 2%	25 4%	12 4%	33 4%	** **	** **	** **	
It's too time consuming to go through the process of switching from one provider to another	35 4%	12 3%	21 4%	28 5%	6 3%	1 1%	15 4%	9 4%	4 3%	6 4%	25 4%	10 3%	32 4%	** **	** **	** **	
Did not want to lose my phone number	32 4%	17 4%	14 3%	25 4%	5 2%	2 3%	13 3%	6 3%	4 3%	9 5%	19 3%	13 4%	30 4%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 149

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Worried that the service wouldn't be as good with a new provider	21 2%	8 2%	13 2%	18 3%	3 1%	* **	13 3%	2 1%	2 1%	4 2%	15 2%	6 2%	18 2%	** **	** **	** **	
Worried that other devices or products I own would not work with a new service	21 2%	12 3%	9 2%	18 3%	2 1%	1 1%	12 3%	3 1%	1 1%	5 3%	15 2%	6 2%	16 2%	** **	** **	** **	
Didn't want to lose content (programmes, apps, photos, data) stored on my device	20 2%	11 3%	9 2%	15 2%	2 1%	3 3%	9 2%	2 1%	3 2%	5 3%	11 2%	8 3%	15 2%	** **	** **	** **	
Lack of choice	18 2%	12 3%	6 1%	10 2%	5 2%	3 3%	10 3%	3 1%	5 4%	* **	13 2%	5 2%	16 2%	** **	** **	** **	
Worried that I might have to pay two providers at the same time (P)	18 2%	7 2%	11 2%	14 2%	3 1%	1 1%	4 1%	5 2%	4 3%	5 3%	9 1%	9 3%	15 2%	** **	** **	** **	
Hassle of needing to contact more than one provider to switch	17 2%	6 2%	10 2%	13 2%	2 1%	2 2%	8 2%	5 2%	1 1%	1 1%	14 2%	3 1%	14 2%	** **	** **	** **	
Not knowing what to do to switch	15 2%	4 1%	11 2%	12 2%	3 1%	- -%	5 1%	4 2%	3 2%	4 2%	8 1%	7 2%	14 2%	** **	** **	** **	
Did not want to pay disconnection charges	15 2%	8 2%	7 1%	10 2%	4 2%	* 1%	5 1%	2 1%	3 2%	5 3%	7 1%	8 3%	12 2%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 149

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Difficulty comparing what other providers were offering	15 2%	5 1%	10 2%	10 2%	5 2%	* **%	9 2%	2 1%	2 2%	2 1%	11 2%	4 1%	14 2%	** **	** **	** **	
Difficulty cancelling my current service (P)	13 1%	3 1%	11 2% a	12 2% b	1 *%	- -%	4 1%	6 2%	1 1%	2 1%	10 2%	3 1%	12 2%	** **	** **	** **	
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	13 1%	8 2% b	5 1%	8 1%	5 2%	- -%	7 2%	3 1%	1 1%	2 1%	10 2%	3 1%	10 1%	** **	** **	** **	
Concern about arranging for the old and new services to start and stop at the same time (P)	12 1%	2 1%	10 2% a	10 2%	2 1%	* **%	7 2% df	4 2% df	1 1%	- -%	12 2% df	1 *%	11 1%	** **	** **	** **	
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	12 1%	7 2%	6 1%	9 1%	1 1%	2 2%	8 2% d	2 1%	2 2%	* **%	10 2%	2 1%	10 1%	** **	** **	** **	
Difficulty when contacting potential new providers	12 1%	7 2%	5 1%	8 1%	4 2%	* **%	8 2% d	3 1%	2 1%	* **%	10 2%	2 1%	10 1%	** **	** **	** **	
Worried about being without the broadband service during the switch (P)	12 1%	3 1%	8 2%	10 2%	2 1%	* **%	4 1%	3 1%	3 2%	2 1%	7 1%	5 2%	11 1%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 149

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Didn't want to have to learn to use a new service	12 1%	9 2% b	3 1%	8 1%	3 1%	1 1%	6 1%	2 1%	3 2%	1 *%	8 1%	4 1%	11 1%	** **	** **	** **	
Would take too long to research the market	11 1%	6 2%	5 1%	11 2% b	* *% b	- -%	7 2% f	3 1%	* *% b	1 *% a	10 2% f	1 *% a	10 1%	** **	** **	** **	
I couldn't afford/ didn't want to pay off my handset in one lump sum	11 1%	2 *% b	8 2%	11 2% b	- -%	- -%	1 *% acf	7 3% acf	- -%	3 2% a	8 1% a	3 1% a	11 1%	** **	** **	** **	
Bad experience when switching communication services previously	10 1%	4 1%	5 1%	9 1%	1 1%	* *% a	5 1%	3 1%	1 1%	1 1%	8 1%	2 1%	10 1%	** **	** **	** **	
I'm still in my handset contract period	10 1%	5 1%	5 1%	9 1%	1 1%	- -%	4 1%	3 1%	- -%	2 1%	7 1%	2 1%	9 1%	** **	** **	** **	
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	9 1%	- -% a	9 2%	8 1%	1 1%	- -%	5 1%	1 *% a	2 2%	1 1%	6 1%	3 1%	9 1%	** **	** **	** **	
Difficulty when contacting my current provider	8 1%	3 1%	5 1%	7 1%	1 1%	- -%	5 1%	2 1%	- -%	1 1%	7 1%	1 *% a	7 1%	** **	** **	** **	
Didn't want to pay the initial connection/ start-up fees/ equipment costs	8 1%	3 1%	5 1%	6 1%	2 1%	- -%	6 2% bdf	1 *% bdf	1 1%	- -%	7 1%	1 *% a	8 1%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 149

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Did not want to have to install new equipment myself	8 1%	2 1%	5 1%	6 1%	1 1%	- -%	3 1%	3 1%	1 1%	1 1%	6 1%	2 1%	7 1%	** **	** **	** **	
Did not want to have to get an engineer to install new equipment	7 1%	3 1%	4 1%	4 1%	1 *%	1 2%	3 1%	1 1%	2 1%	* *%	5 1%	2 1%	6 1%	** **	** **	** **	
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	6 1%	* *%	6 1%	5 1%	1 *%	* 1%	4 1%	1 1%	* *%	1 *%	5 1%	1 *%	5 1%	** **	** **	** **	
Worried about being without the Pay TV service during the switch (P)	6 1%	3 1%	3 1%	5 1%	1 1%	- -%	3 1%	2 1%	- -%	1 1%	5 1%	1 *%	4 1%	** **	** **	** **	
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	5 1%	4 1%	2 *%	3 *%	2 1%	- -%	3 1%	1 *%	1 1%	- -%	4 1%	1 *%	4 1%	** **	** **	** **	
Needing to unlock my handset to take it with me	3 *%	2 *%	1 *%	3 *%	- -%	- -%	1 *%	- -%	- -%	2 1%	1 *%	2 1%	3 *%	** **	** **	** **	
Did not want to lose the email address I had from my broadband provider	3 *%	1 *%	2 *%	1 *%	- -%	1 1%	1 *%	1 *%	* *%	* *%	2 *%	1 *%	2 *%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 149

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1380	542	826	843	374	160	576	358	192	251	934	443	1185	94	76	25	
Effective Weighted Sample	988	352	648	628	257	103	410	259	140	177	669	316	853	64	54	18	
Total	918	382	525	605	224	88	379	243	126	167	621	293	791	60	50	17	
Worried about being without the landline phone service during the switch (P)	2 *%	* *%	2 *%	* *%	1 1%	1 1%	1 *%	1 *%	- -%	1 *%	2 *%	1 *%	2 *%	** **	** **	** **	
Worried about being without the mobile service during the switch (P)	2 *%	2 *%	- -%	- -%	2 1% a	- -%	2 *%	- -%	- -%	- -%	2 *%	- -%	- -%	** **	** **	** **	
Didn't want to have a VoIP/ digital voice landline service	1 *%	1 *%	* *%	1 *%	- -%	1 1%	1 *%	- -%	- -%	* *%	1 *%	* *%	1 *%	** **	** **	** **	
ANY MAIN FACTOR	835 91%	349 91%	478 91%	558 92% b	196 88%	79 91%	352 93% df	223 92% d	117 93% d	141 84%	575 92% df	258 88%	723 91%	** **	** **	** **	
ANY PROCESS FACTOR	65 7%	20 5%	44 8% a	51 9% c	12 5%	2 2%	25 7%	20 8%	8 7%	12 7%	45 7%	20 7%	55 7%	** **	** **	** **	
None of these were a main factor	29 3%	13 3%	16 3%	16 3%	11 5% a	3 4%	4 1%	11 4% a	2 2%	12 7% ace	15 2%	14 5% ae	22 3%	** **	** **	** **	
Can't remember	12 1%	4 1%	5 1%	8 1%	3 1%	- -%	1 *%	5 2% a	1 1%	4 2% a	6 1%	5 2% a	9 1%	** **	** **	** **	
NO MAJOR FACTOR	41 5%	16 4%	26 5%	22 4%	14 6% a	5 6%	21 6% b	5 2%	5 4%	10 6% b	26 4%	15 5% b	36 5%	** **	** **	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
I negotiated/ accepted a deal with my current provider	131 14%	105 13%	26 26% a	43 13%	80 17% a
Current provider is still the best deal/ cheapest	83 9%	74 9%	9 9%	32 9%	46 10%
Current provider has the best quality of service	56 6%	51 6%	5 5%	17 5%	35 7%
There wasn't enough cost difference for it to be worth switching	53 6%	47 6%	5 5%	21 6%	29 6%
I was still in a contract so couldn't leave/ would have to pay to leave	50 5%	43 5%	6 6%	21 6%	23 5%
Prefer to stay with a trusted/ known provider	37 4%	32 4%	5 5%	12 3%	22 5%
It's too time consuming to go through the process of switching from one provider to another	35 4%	34 4%	1 1%	16 5%	17 4%
Did not want to lose my phone number	32 4%	27 3%	5 5%	11 3%	16 3%
Worried that the service wouldn't be as good with a new provider	21 2%	16 2%	5 4%	5 2%	14 3%

Columns Tested: a,b - a,b

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Worried that other devices or products I own would not work with a new service	21 2%	21 3%	- -%	12 3%	7 1%
		b		b	
Didn't want to lose content (programmes, apps, photos, data) stored on my device	20 2%	19 2%	1 1%	5 2%	7 1%
Lack of choice	18 2%	15 2%	4 4%	7 2%	9 2%
Worried that I might have to pay two providers at the same time (P)	18 2%	18 2%	* *%	10 3%	7 2%
Hassle of needing to contact more than one provider to switch	17 2%	15 2%	2 2%	7 2%	8 2%
Not knowing what to do to switch	15 2%	15 2%	- -%	8 2%	7 1%
Did not want to pay disconnection charges	15 2%	15 2%	1 1%	6 2%	6 1%
Difficulty comparing what other providers were offering	15 2%	15 2%	* *%	6 2%	8 2%
Difficulty cancelling my current service (P)	13 1%	13 2%	- -%	2 1%	7 1%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL b	YES a	NO b
Significance Level: 95%					
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	13 1%	12 1%	1 1%	7 2%	4 1%
Concern about arranging for the old and new services to start and stop at the same time (P)	12 1%	12 1%	1 1%	6 2%	5 1%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	12 1%	12 1%	1 1%	5 1%	6 1%
Difficulty when contacting potential new providers	12 1%	12 1%	- -%	6 2%	6 1%
Worried about being without the broadband service during the switch (P)	12 1%	10 1%	2 2%	1 *%	10 2% a
Didn't want to have to learn to use a new service	12 1%	11 1%	* *%	3 1%	4 1%
Would take too long to research the market	11 1%	11 1%	- -%	7 2%	1 *%

Columns Tested: a,b - a,b

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL b	YES a	NO b
Significance Level: 95%					
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
I couldn't afford/ didn't want to pay off my handset in one lump sum	11 1%	11 1%	- -%	6 2%	5 1%
Bad experience when switching communication services previously	10 1%	8 1%	2 2%	4 1%	5 1%
I'm still in my handset contract period	10 1%	9 1%	1 1%	6 2%	3 1%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	9 1%	8 1%	1 1%	7 2% b	1 *%
Difficulty when contacting my current provider	8 1%	8 1%	* *%	3 1%	6 1%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	8 1%	8 1%	- -%	3 1%	5 1%
Did not want to have to install new equipment myself	8 1%	7 1%	* *%	3 1%	5 1%
Did not want to have to get an engineer to install new equipment	7 1%	6 1%	* *%	3 1%	3 1%

Columns Tested: a,b - a,b

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	6 1%	6 1%	* *%	3 1%	3 1%
Worried about being without the Pay TV service during the switch (P)	6 1%	6 1%	- -%	* *%	5 1% a
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	5 1%	4 1%	1 1%	4 1%	2 *%
Needing to unlock my handset to take it with me	3 *%	3 *%	- -%	2 1% b	- -%
Did not want to lose the email address I had from my broadband provider	3 *%	2 *%	* *%	* *%	2 *%
Worried about being without the landline phone service during the switch (P)	2 *%	1 *%	1 1%	1 *%	1 *%
Worried about being without the mobile service during the switch (P)	2 *%	2 *%	- -%	- -%	2 *%

Columns Tested: a,b - a,b

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Base : Those interviewed about deciding not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1380	1217	163	488	761
Effective Weighted Sample	988	873	115	353	542
Total	918	816	102	342	471
Didn't want to have a VoIP/ digital voice landline service	1 *%	1 *%	- -%	1 *%	* *%
ANY MAIN FACTOR	835 91%	745 91%	90 88%	320 94%	429 91%
ANY PROCESS FACTOR	65 7%	61 8%	4 4%	20 6%	38 8%
None of these were a main factor	29 3%	26 3%	4 4%	10 3%	15 3%
Can't remember	12 1%	9 1%	3 3%	4 1%	1 *%
NO MAJOR FACTOR	41 5%	36 4%	6 6%	8 2%	26 5%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	667	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	483	-	-	-	-	-	-	-	-	-	-	-
Total	385	-	-	-	-	-	-	-	-	-	-	-
Reduced the cost of my service/ package	259	**	**	**	**	**	**	**	**	**	**	**
67%		**	**	**	**	**	**	**	**	**	**	**
Increase the broadband speed	62	**	**	**	**	**	**	**	**	**	**	**
16%		**	**	**	**	**	**	**	**	**	**	**
Increased cost of services/ package	54	**	**	**	**	**	**	**	**	**	**	**
14%		**	**	**	**	**	**	**	**	**	**	**
Added other TV or video services e.g. Netflix, Amazon Prime Video etc.	38	**	**	**	**	**	**	**	**	**	**	**
10%		**	**	**	**	**	**	**	**	**	**	**
Reduced content/ channel package e.g. removed TNT Sports, removed Movies or Sports channel package	29	**	**	**	**	**	**	**	**	**	**	**
8%		**	**	**	**	**	**	**	**	**	**	**
Added a mobile phone service in your package	28	**	**	**	**	**	**	**	**	**	**	**
7%		**	**	**	**	**	**	**	**	**	**	**
Added inclusive calls	26	**	**	**	**	**	**	**	**	**	**	**
7%		**	**	**	**	**	**	**	**	**	**	**
Added a new channel package e.g. TNT Sports	16	**	**	**	**	**	**	**	**	**	**	**
4%		**	**	**	**	**	**	**	**	**	**	**
Decrease in broadband speed	11	**	**	**	**	**	**	**	**	**	**	**
3%		**	**	**	**	**	**	**	**	**	**	**
Other	14	**	**	**	**	**	**	**	**	**	**	**
4%		**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 150

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Total	667	-	-	-	-	-	-	-	-	-	-
Unweighted total	483	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	385	-	-	-	-	-	-	-	-	-	-
Total	14	**	**	**	**	**	**	**	**	**	**
Can't remember	4%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	667	-	-	-	-	-	-	-	-
Effective Weighted Sample	483	-	-	-	-	-	-	-	-
Total	385	-	-	-	-	-	-	-	-
Reduced the cost of my service/ package	259	**	**	**	**	**	**	**	**
67%		**	**	**	**	**	**	**	**
Increase the broadband speed	62	**	**	**	**	**	**	**	**
16%		**	**	**	**	**	**	**	**
Increased cost of services/ package	54	**	**	**	**	**	**	**	**
14%		**	**	**	**	**	**	**	**
Added other TV or video services e.g. Netflix, Amazon Prime Video etc.	38	**	**	**	**	**	**	**	**
10%		**	**	**	**	**	**	**	**
Reduced content/ channel package e.g. removed TNT Sports, removed Movies or Sports channel package	29	**	**	**	**	**	**	**	**
8%		**	**	**	**	**	**	**	**
Added a mobile phone service in your package	28	**	**	**	**	**	**	**	**
7%		**	**	**	**	**	**	**	**
Added inclusive calls	26	**	**	**	**	**	**	**	**
7%		**	**	**	**	**	**	**	**
Added a new channel package e.g. TNT Sports	16	**	**	**	**	**	**	**	**
4%		**	**	**	**	**	**	**	**
Decrease in broadband speed	11	**	**	**	**	**	**	**	**
3%		**	**	**	**	**	**	**	**
Other	14	**	**	**	**	**	**	**	**
4%		**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	667	-	-	-	-	-	-	-	-
Effective Weighted Sample	483	-	-	-	-	-	-	-	-
Total	385	-	-	-	-	-	-	-	-
Can't remember	14	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE ~g	BBAND S/A ~h	YES a	NO ~b	YES a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	667	667	576	335	160	175	152	91	89	667	-	576	-	91	-
Effective Weighted Sample	483	483	486	333	159	175	151	88	89	483	-	486	-	88	-
Total	385	385	266	115	52	63	71	119	80	385	-	266	-	119	-
Reduced the cost of my service/ package	259 67%	259 67%	172 65%	79 69%	37 71%	42 67%	42 59%	** **	** **	259 67%	** **	172 65%	** **	** **	** **
Increase the broadband speed	62 16%	62 16%	62 23%	30 26%	12 24%	18 28%	- -%	** **	** **	62 16%	** **	62 23%	** **	** **	** **
Increased cost of services/ package	54 14%	54 14%	33 13%	12 10%	5 10%	6 10%	10 14%	** **	** **	54 14%	** **	33 13%	** **	** **	** **
Added other TV or video services e.g. Netflix, Amazon Prime Video etc.	38 10%	38 10%	38 14%	13 11%	- -%	13 20%	26 36%	** **	** **	38 10%	** **	38 14%	** **	** **	** **
Reduced content/ channel package e.g. removed TNT Sports, removed Movies or Sports channel package	29 8%	29 8%	29 11%	8 7%	- -%	8 13%	21 30%	** **	** **	29 8%	** **	29 11%	** **	** **	** **
Added a mobile phone service in your package	28 7%	28 7%	28 10%	8 7%	4 7%	5 7%	11 16%	** **	** **	28 7%	** **	28 10%	** **	** **	** **
Added inclusive calls	26 7%	26 7%	5 2%	5 5%	3 5%	3 5%	- -%	** **	** **	26 7%	** **	5 2%	** **	** **	** **

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 150

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	~g	~h	a	~b	a	~b	~a	~b
Significance Level: 95%															
Unweighted total	667	667	576	335	160	175	152	91	89	667	-	576	-	91	-
Effective Weighted Sample	483	483	486	333	159	175	151	88	89	483	-	486	-	88	-
Total	385	385	266	115	52	63	71	119	80	385	-	266	-	119	-
Added a new channel package e.g. TNT Sports	16 4%	16 4%	16 6%	7 6%	- -%	7 11%	9 13%	** **	** **	16 4%	** **	16 6%	** **	** **	** **
		d	d	d		abcd	abcd								
Decrease in broadband speed	11 3%	11 3%	11 4%	9 7%	5 9%	4 6%	- -%	** **	** **	11 3%	** **	11 4%	** **	** **	** **
		f	f	abf	abf	f									
Other	14 4%	14 4%	8 3%	2 2%	2 4%	* 1%	* 1%	** **	** **	14 4%	** **	8 3%	** **	** **	** **
		e			e										
Can't remember	14 4%	14 4%	7 3%	5 4%	2 4%	3 4%	1 1%	** **	** **	14 4%	** **	7 3%	** **	** **	** **

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 150

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	~c	d	e	f	a	~b	~c	~d	
Unweighted total	667	249	412	375	184	107	266	188	94	118	454	212	573	47	31	16	
Effective Weighted Sample	483	164	321	282	129	73	197	135	69	83	332	151	419	32	21	12	
Total	385	147	232	234	97	53	149	108	56	70	257	127	333	25	17	11	
Reduced the cost of my service/ package	259 67%	94 64%	163 70%	152 65%	69 71%	38 72%	91 61%	82 76%	** ae	48 68%	173 67%	87 68%	228 68%	**	**	**	
Increase the broadband speed	62 16%	28 19%	34 14%	38 16%	13 14%	10 19%	23 15%	21 20%	** d	8 11%	44 17%	18 14%	57 17%	**	**	**	
Increased cost of services/ package	54 14%	24 16%	29 12%	43 18%	10 10%	2 3%	24 16%	12 11%	** bc	10 14%	36 14%	18 15%	48 14%	**	**	**	
Added other TV or video services e.g. Netflix, Amazon Prime Video etc.	38 10%	18 12%	21 9%	27 11%	9 9%	3 5%	23 15%	6 6%	** bdf	4 6%	29 11%	9 7%	34 10%	**	**	**	
Reduced content/ channel package e.g. removed TNT Sports, removed Movies or Sports channel package	29 8%	12 8%	18 8%	18 8%	8 9%	3 5%	17 12%	6 6%	** bdf	3 4%	24 9%	6 5%	25 7%	**	**	**	
Added a mobile phone service in your package	28 7%	14 10%	13 6%	22 10%	4 4%	2 3%	16 11%	5 5%	** bdf	3 4%	22 9%	6 5%	23 7%	**	**	**	
Added inclusive calls	26 7%	8 5%	15 7%	19 8%	4 4%	3 5%	9 6%	8 8%	** bc	6 8%	18 7%	8 7%	22 7%	**	**	**	
Added a new channel package e.g. TNT Sports	16 4%	8 6%	8 3%	9 4%	4 5%	2 4%	9 6%	3 3%	** bc	2 4%	13 5%	3 3%	12 4%	**	**	**	
Decrease in broadband speed	11 3%	8 6%	3 1%	7 3%	3 3%	1 3%	4 3%	3 2%	** b	1 1%	7 3%	4 3%	10 3%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 150

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	~c	d	e	f	a	~b	~c	~d	
Unweighted total	667	249	412	375	184	107	266	188	94	118	454	212	573	47	31	16	
Effective Weighted Sample	483	164	321	282	129	73	197	135	69	83	332	151	419	32	21	12	
Total	385	147	232	234	97	53	149	108	56	70	257	127	333	25	17	11	
Other	14	6	8	4	5	5	4	4	**	4	9	5	13	**	**	**	
	4%	4%	3%	2%	6%	9%	3%	4%	**	6%	3%	4%	4%	**	**	**	
					a	a											
Can't remember	14	8	7	9	2	3	5	2	**	5	7	6	10	**	**	**	
	4%	5%	3%	4%	2%	6%	3%	2%	**	6%	3%	4%	3%	**	**	**	
										b							

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	667	586	81	227	399
Effective Weighted Sample	483	424	60	169	290
Total	385	342	42	140	215
Reduced the cost of my service/ package	259 67%	229 67%	**	92 66%	153 71%
Increase the broadband speed	62 16%	53 16%	**	19 14%	39 18%
Increased cost of services/ package	54 14%	50 15%	**	22 16%	27 13%
Added other TV or video services e.g. Netflix, Amazon Prime Video etc.	38 10%	36 11%	**	13 9%	23 11%
Reduced content/ channel package e.g. removed TNT Sports, removed Movies or Sports channel package	29 8%	27 8%	**	10 7%	18 8%
Added a mobile phone service in your package	28 7%	27 8%	**	11 8%	16 7%
Added inclusive calls	26 7%	25 7%	**	12 9%	10 5%
Added a new channel package e.g. TNT Sports	16 4%	14 4%	**	7 5%	8 3%
Decrease in broadband speed	11 3%	11 3%	**	3 2%	7 3%
Other	14 4%	12 3%	**	4 3%	10 5%

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	667	586	81	227	399
Effective Weighted Sample	483	424	60	169	290
Total	385	342	42	140	215
Can't remember	14	14	**	3	5
	4%	4%	**	2%	2%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 151

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q48. You said 'lack of choice' was a major factor that made you stay with your current Pay TV provider. Which one of these best describes what you mean by 'lack of choice'?

Base : Those interviewed about deciding not to switch their Pay TV service in the last six months who say that lack of choice was a major factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	77	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	77	-	-	-	-	-	-	-	-	-	-	-
Total	36	-	-	-	-	-	-	-	-	-	-	-
There are no other Pay TV providers available in my area	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No other pay TV provider can give me anything better than I already have	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q48. You said 'lack of choice' was a major factor that made you stay with your current Pay TV provider. Which one of these best describes what you mean by 'lack of choice'?

Base : Those interviewed about deciding not to switch their Pay TV service in the last six months who say that lack of choice was a major factor in their decision not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	77	-	-	-	-	-	-	-	-
Effective Weighted Sample	77	-	-	-	-	-	-	-	-
Total	36	-	-	-	-	-	-	-	-
There are no other Pay TV providers available in my area	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No other pay TV provider can give me anything better than I already have	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 151

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q48. You said 'lack of choice' was a major factor that made you stay with your current Pay TV provider. Which one of these best describes what you mean by 'lack of choice'?

Base : Those interviewed about deciding not to switch their Pay TV service in the last six months who say that lack of choice was a major factor in their decision not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	77	77	77	-	-	-	77	-	-	67	10	67	10	-	-
Effective Weighted Sample	77	77	77	-	-	-	77	-	-	67	10	67	10	-	-
Total	36	36	36	-	-	-	36	-	-	31	5	31	5	-	-
There are no other Pay TV providers available in my area	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No other pay TV provider can give me anything better than I already have	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 151

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q48. You said 'lack of choice' was a major factor that made you stay with your current Pay TV provider. Which one of these best describes what you mean by 'lack of choice'?

Base : Those interviewed about deciding not to switch their Pay TV service in the last six months who say that lack of choice was a major factor in their decision not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	
Unweighted total	77	36	41	61	13	3	45	14	12	6	59	18	61	6	9	1	
Effective Weighted Sample	77	36	41	61	13	3	45	14	12	6	59	18	61	6	9	1	
Total	36	17	19	29	6	1	21	7	6	3	28	8	29	3	4	*	
There are no other Pay TV providers available in my area	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No other pay TV provider can give me anything better than I already have	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q48. You said 'lack of choice' was a major factor that made you stay with your current Pay TV provider. Which one of these best describes what you mean by 'lack of choice'?

Base : Those interviewed about deciding not to switch their Pay TV service in the last six months who say that lack of choice was a major factor in their decision not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~a	~b
Unweighted total	77	66	11	33	39
Effective Weighted Sample	77	66	11	33	39
Total	36	31	5	15	18
There are no other Pay TV providers available in my area	**	**	**	**	**
	**	**	**	**	**
No other pay TV provider can give me anything better than I already have	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 152

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package/' Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	264	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	259	-	-	-	-	-	-	-	-	-	-	-
Total	111	-	-	-	-	-	-	-	-	-	-	-
Access to other TV services such as Netflix	39	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**
The ability to watch programmes 'on the go' using different devices	38	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**
Particular programmes or channels	38	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**
Programmes stored on my device	38	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**
Flexible subscription, that allows you to change what's included in your package	36	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**
Ability to record multiple programmes at the same time	36	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**
The ability to watch different programmes on different TV sets/devices at the same time	35	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**
Particular HD programmes or channels	27	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 152

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Significance Level: 95%												
Unweighted total	264	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	259	-	-	-	-	-	-	-	-	-	-	-
Total	111	-	-	-	-	-	-	-	-	-	-	-
Other	2	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**
Can't remember	1	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
		~a	~b	~c	~d	~e	~f	~a	~b
Significance Level: 95%									
Unweighted total	264	-	-	-	-	-	-	-	-
Effective Weighted Sample	259	-	-	-	-	-	-	-	-
Total	111	-	-	-	-	-	-	-	-
Access to other TV services such as Netflix	39	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**
The ability to watch programmes 'on the go' using different devices	38	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**
Particular programmes or channels	38	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**
Programmes stored on my device	38	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**
Flexible subscription, that allows you to change what's included in your package	36	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**
Ability to record multiple programmes at the same time	36	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**
The ability to watch different programmes on different TV sets/devices at the same time	35	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**
Particular HD programmes or channels	27	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package/' Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
		~a	~b	~c	~d	~e	~f	~a	~b
Significance Level: 95%									
Unweighted total	264	-	-	-	-	-	-	-	-
Effective Weighted Sample	259	-	-	-	-	-	-	-	-
Total	111	-	-	-	-	-	-	-	-
Other	2	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**
Can't remember	1	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY ~d	TRIPLE PLAY e	PAY TV S/A f	MOBILE ~g	BBAND S/A ~h	YES a	NO ~b	YES a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	264	264	264	112	-	112	152	-	-	235	29	235	29	-	-
Effective Weighted Sample	259	259	259	112	-	112	151	-	-	230	29	230	29	-	-
Total	111	111	111	40	-	40	71	-	-	99	13	99	13	-	-
Access to other TV services such as Netflix	39 35%	39 35%	39 35%	14 34%	** **	14 34%	25 36%	** **	** **	34 35%	** **	34 35%	** **	** **	** **
The ability to watch programmes 'on the go' using different devices	38 34%	38 34%	38 34%	10 26%	** **	10 26%	28 39% ce	** **	** **	35 35%	** **	35 35%	** **	** **	** **
Particular programmes or channels	38 34%	38 34%	38 34%	11 27%	** **	11 27%	27 38%	** **	** **	34 34%	** **	34 34%	** **	** **	** **
Programmes stored on my device	38 34%	38 34%	38 34%	14 35%	** **	14 35%	23 33%	** **	** **	33 34%	** **	33 34%	** **	** **	** **
Flexible subscription, that allows you to change what's included in your package	36 32%	36 32%	36 32%	12 29%	** **	12 29%	24 34%	** **	** **	33 34%	** **	33 34%	** **	** **	** **
Ability to record multiple programmes at the same time	36 32%	36 32%	36 32%	12 30%	** **	12 30%	23 33%	** **	** **	32 32%	** **	32 32%	** **	** **	** **
The ability to watch different programmes on different TV sets/devices at the same time	35 32%	35 32%	35 32%	11 28%	** **	11 28%	24 34%	** **	** **	33 33%	** **	33 33%	** **	** **	** **

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 152

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	DECIDED NOT TO SWITCH										DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
	Total	ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY ~d	TRIPLE PLAY e	PAY TV S/A f	MOBILE ~g	BBAND S/A ~h	YES a	NO ~b	YES a	NO ~b	YES ~a	NO ~b	
Significance Level: 95%																
Unweighted total	264	264	264	112	-	112	152	-	-	235	29	235	29	-	-	
Effective Weighted Sample	259	259	259	112	-	112	151	-	-	230	29	230	29	-	-	
Total	111	111	111	40	-	40	71	-	-	99	13	99	13	-	-	
Particular HD programmes or channels	27 24%	27 24%	27 24%	8 21%	** **	8 21%	18 26%	** **	** **	24 25%	** **	24 25%	** **	** **	** **	
Other	2 2%	2 2%	2 2%	* 1%	** **	* 1%	1 2%	** **	** **	* *%	** **	* *%	** **	** **	** **	
Can't remember	1 1%	1 1%	1 1%	1 4%	** **	1 4%	- -%	** **	** **	1 1%	** **	1 1%	** **	** **	** **	

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package/' Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	~b	~c	a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	264	109	154	184	58	22	132	54	32	46	186	78	219	19	17	9	
Effective Weighted Sample	259	106	152	180	57	22	129	53	31	45	182	77	214	19	17	9	
Total	111	46	64	79	24	9	57	22	14	18	79	32	92	8	8	4	
Access to other TV services such as Netflix	39	20	19	30	**	**	22	**	**	**	29	**	33	**	**	**	
	35%	44%	29%	38%	**	**	38%	**	**	**	37%	**	36%	**	**	**	
		b															
The ability to watch programmes 'on the go' using different devices	38	17	21	30	**	**	20	**	**	**	28	**	31	**	**	**	
	34%	37%	32%	38%	**	**	36%	**	**	**	36%	**	33%	**	**	**	
Particular programmes or channels	38	19	18	24	**	**	21	**	**	**	28	**	31	**	**	**	
	34%	40%	29%	31%	**	**	38%	**	**	**	35%	**	34%	**	**	**	
		b															
Programmes stored on my device	38	17	21	23	**	**	18	**	**	**	26	**	32	**	**	**	
	34%	37%	32%	29%	**	**	32%	**	**	**	32%	**	35%	**	**	**	
Flexible subscription, that allows you to change what's included in your package	36	13	23	28	**	**	20	**	**	**	26	**	30	**	**	**	
	32%	27%	36%	36%	**	**	36%	**	**	**	33%	**	33%	**	**	**	
Ability to record multiple programmes at the same time	36	13	22	23	**	**	16	**	**	**	25	**	30	**	**	**	
	32%	29%	35%	30%	**	**	28%	**	**	**	32%	**	33%	**	**	**	
The ability to watch different programmes on different TV sets/devices at the same time	35	14	21	26	**	**	18	**	**	**	26	**	31	**	**	**	
	32%	30%	33%	32%	**	**	31%	**	**	**	33%	**	33%	**	**	**	
Particular HD programmes or channels	27	13	13	19	**	**	15	**	**	**	20	**	22	**	**	**	
	24%	29%	21%	25%	**	**	26%	**	**	**	26%	**	24%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 152

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package/' 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	~b	~c	a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	264	109	154	184	58	22	132	54	32	46	186	78	219	19	17	9	
Effective Weighted Sample	259	106	152	180	57	22	129	53	31	45	182	77	214	19	17	9	
Total	111	46	64	79	24	9	57	22	14	18	79	32	92	8	8	4	
Other	2	-	2	1	**	**	1	**	**	**	1	**	2	**	**	**	
	2%	-%	3%	1%	**	**	2%	**	**	**	2%	**	2%	**	**	**	
Can't remember	1	-	1	1	**	**	1	**	**	**	1	**	1	**	**	**	
	1%	-%	2%	1%	**	**	1%	**	**	**	1%	**	2%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL ~b	YES ~a	NO b
Significance Level: 95%					
Unweighted total	264	237	27	96	149
Effective Weighted Sample	259	232	27	95	146
Total	111	100	11	41	62
Access to other TV services such as Netflix	39 35%	36 36%	** **	** **	22 36%
The ability to watch programmes 'on the go' using different devices	38 34%	35 35%	** **	** **	22 36%
Particular programmes or channels	38 34%	33 33%	** **	** **	24 39%
Programmes stored on my device	38 34%	33 33%	** **	** **	20 32%
Flexible subscription, that allows you to change what's included in your package	36 32%	33 33%	** **	** **	17 28%
Ability to record multiple programmes at the same time	36 32%	34 34%	** **	** **	20 32%
The ability to watch different programmes on different TV sets/devices at the same time	35 32%	32 33%	** **	** **	17 27%
Particular HD programmes or channels	27 24%	25 25%	** **	** **	14 22%

Columns Tested: a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL ~b	YES ~a	NO b
Significance Level: 95%					
Unweighted total	264	237	27	96	149
Effective Weighted Sample	259	232	27	95	146
Total	111	100	11	41	62
Other	2	2	**	**	*
	2%	2%	**	**	1%
Can't remember	1	1	**	**	1
	1%	1%	**	**	1%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	568	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	557	-	-	-	-	-	-	-	-	-	-	-
Total	236	-	-	-	-	-	-	-	-	-	-	-
Sky Sports Premier League	92 39%	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Football	94 40%	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Cricket	52 22%	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Golf	50 21%	**	**	**	**	**	**	**	**	**	**	**
Sky Sports F1	64 27%	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Racing	46 19%	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Arena	44 19%	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Main Event	59 25%	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Tennis	50 21%	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Action	51 22%	**	**	**	**	**	**	**	**	**	**	**
Sky Sports News	73 31%	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Mix	46 19%	**	**	**	**	**	**	**	**	**	**	**
We pay for Sky Sports channels, but not sure which ones are included	31 13%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	568	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	557	-	-	-	-	-	-	-	-	-	-	-
Total	236	-	-	-	-	-	-	-	-	-	-	-
TNT Sports channels	41	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**
ANY SKY SPORTS CHANNELS	161	**	**	**	**	**	**	**	**	**	**	**
	68%	**	**	**	**	**	**	**	**	**	**	**
TNT SPORTS CHANNELS	41	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**
ANY SKY SPORTS OR TNT SPORTS CHANNELS	167	**	**	**	**	**	**	**	**	**	**	**
	71%	**	**	**	**	**	**	**	**	**	**	**
ONLY SKY SPORTS CHANNELS	126	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**
ONLY TNT SPORTS CHANNELS	6	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**
BOTH SKY SPORTS AND TNT SPORTS CHANNELS	35	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**
None of these channels	59	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**
Don't know	9	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	568	-	-	-	-	-	-	-	-
Effective Weighted Sample	557	-	-	-	-	-	-	-	-
Total	236	-	-	-	-	-	-	-	-
Sky Sports Premier League	92 39%	**	**	**	**	**	**	**	**
Sky Sports Football	94 40%	**	**	**	**	**	**	**	**
Sky Sports Cricket	52 22%	**	**	**	**	**	**	**	**
Sky Sports Golf	50 21%	**	**	**	**	**	**	**	**
Sky Sports F1	64 27%	**	**	**	**	**	**	**	**
Sky Sports Racing	46 19%	**	**	**	**	**	**	**	**
Sky Sports Arena	44 19%	**	**	**	**	**	**	**	**
Sky Sports Main Event	59 25%	**	**	**	**	**	**	**	**
Sky Sports Tennis	50 21%	**	**	**	**	**	**	**	**
Sky Sports Action	51 22%	**	**	**	**	**	**	**	**
Sky Sports News	73 31%	**	**	**	**	**	**	**	**
Sky Sports Mix	46 19%	**	**	**	**	**	**	**	**
We pay for Sky Sports channels, but not sure which ones are included	31 13%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	568	-	-	-	-	-	-	-	-
Effective Weighted Sample	557	-	-	-	-	-	-	-	-
Total	236	-	-	-	-	-	-	-	-
TNT Sports channels	41	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**
ANY SKY SPORTS CHANNELS	161	**	**	**	**	**	**	**	**
	68%	**	**	**	**	**	**	**	**
TNT SPORTS CHANNELS	41	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**
ANY SKY SPORTS OR TNT SPORTS CHANNELS	167	**	**	**	**	**	**	**	**
	71%	**	**	**	**	**	**	**	**
ONLY SKY SPORTS CHANNELS	126	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**
ONLY TNT SPORTS CHANNELS	6	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**
BOTH SKY SPORTS AND TNT SPORTS CHANNELS	35	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**
None of these channels	59	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**
Don't know	9	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY ~d	TRIPLE PLAY e	PAY TV S/A f	MOBILE ~g	BBAND S/A ~h	YES a	NO ~b	YES a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	568	568	568	272	-	272	296	-	-	472	96	472	96	-	-
Effective Weighted Sample	557	557	557	272	-	272	295	-	-	463	95	463	95	-	-
Total	236	236	236	98	-	98	138	-	-	195	41	195	41	-	-
Sky Sports Premier League	92 39%	92 39%	92 39%	35 36%	** **	35 36%	57 41%	** **	** **	76 39%	** **	76 39%	** **	** **	** **
Sky Sports Football	94 40%	94 40%	94 40%	33 34%	** **	33 34%	60 43% ce	** **	** **	81 42%	** **	81 42%	** **	** **	** **
Sky Sports Cricket	52 22%	52 22%	52 22%	21 21%	** **	21 21%	32 23%	** **	** **	45 23%	** **	45 23%	** **	** **	** **
Sky Sports Golf	50 21%	50 21%	50 21%	19 19%	** **	19 19%	31 22%	** **	** **	44 22%	** **	44 22%	** **	** **	** **
Sky Sports F1	64 27%	64 27%	64 27%	24 24%	** **	24 24%	40 29%	** **	** **	53 27%	** **	53 27%	** **	** **	** **
Sky Sports Racing	46 19%	46 19%	46 19%	16 17%	** **	16 17%	30 21%	** **	** **	39 20%	** **	39 20%	** **	** **	** **
Sky Sports Arena	44 19%	44 19%	44 19%	15 16%	** **	15 16%	29 21%	** **	** **	39 20%	** **	39 20%	** **	** **	** **
Sky Sports Main Event	59 25%	59 25%	59 25%	24 24%	** **	24 24%	35 25%	** **	** **	52 27%	** **	52 27%	** **	** **	** **
Sky Sports Tennis	50 21%	50 21%	50 21%	18 19%	** **	18 19%	32 23%	** **	** **	43 22%	** **	43 22%	** **	** **	** **
Sky Sports Action	51 22%	51 22%	51 22%	17 18%	** **	17 18%	34 24% ce	** **	** **	43 22%	** **	43 22%	** **	** **	** **
Sky Sports News	73 31%	73 31%	73 31%	25 26%	** **	25 26%	48 35% ce	** **	** **	62 32%	** **	62 32%	** **	** **	** **

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY ~d	TRIPLE PLAY e	PAY TV S/A f	MOBILE ~g	BBAND S/A ~h	YES a	NO ~b	YES a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	568	568	568	272	-	272	296	-	-	472	96	472	96	-	-
Effective Weighted Sample	557	557	557	272	-	272	295	-	-	463	95	463	95	-	-
Total	236	236	236	98	-	98	138	-	-	195	41	195	41	-	-
Sky Sports Mix	46	46	46	18	**	18	28	**	**	42	**	42	**	**	**
	19%	19%	19%	18%	**	18%	20%	**	**	21%	**	21%	**	**	**
We pay for Sky Sports channels, but not sure which ones are included	31	31	31	14	**	14	17	**	**	24	**	24	**	**	**
	13%	13%	13%	14%	**	14%	12%	**	**	12%	**	12%	**	**	**
TNT Sports channels	41	41	41	19	**	19	22	**	**	35	**	35	**	**	**
	17%	17%	17%	19%	**	19%	16%	**	**	18%	**	18%	**	**	**
ANY SKY SPORTS CHANNELS	161	161	161	56	**	56	105	**	**	134	**	134	**	**	**
	68%	68%	68%	57%	**	57%	76%	**	**	69%	**	69%	**	**	**
		ce	ce				abce								
TNT SPORTS CHANNELS	41	41	41	19	**	19	22	**	**	35	**	35	**	**	**
	17%	17%	17%	19%	**	19%	16%	**	**	18%	**	18%	**	**	**
ANY SKY SPORTS OR TNT SPORTS CHANNELS	167	167	167	61	**	61	107	**	**	140	**	140	**	**	**
	71%	71%	71%	62%	**	62%	77%	**	**	72%	**	72%	**	**	**
		ce	ce				ce								
ONLY SKY SPORTS CHANNELS	126	126	126	42	**	42	84	**	**	105	**	105	**	**	**
	53%	53%	53%	43%	**	43%	61%	**	**	54%	**	54%	**	**	**
		ce	ce				abce								
ONLY TNT SPORTS CHANNELS	6	6	6	5	**	5	1	**	**	5	**	5	**	**	**
	3%	3%	3%	5%	**	5%	1%	**	**	3%	**	3%	**	**	**
				f		f									
BOTH SKY SPORTS AND TNT SPORTS CHANNELS	35	35	35	14	**	14	21	**	**	30	**	30	**	**	**
	15%	15%	15%	14%	**	14%	15%	**	**	15%	**	15%	**	**	**
None of these channels	59	59	59	31	**	31	29	**	**	48	**	48	**	**	**
	25%	25%	25%	32%	**	32%	21%	**	**	25%	**	25%	**	**	**
				abf		abf									

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 153

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY ~d	TRIPLE PLAY e	PAY TV S/A f	MOBILE ~g	BBAND S/A ~h	YES a	NO ~b	YES a	NO ~b	YES ~a	NO ~b
Significance Level: 95%		a	b	c	~d	e	f	~g	~h	a	~b	a	~b	~a	~b
Unweighted total	568	568	568	272	-	272	296	-	-	472	96	472	96	-	-
Effective Weighted Sample	557	557	557	272	-	272	295	-	-	463	95	463	95	-	-
Total	236	236	236	98	-	98	138	-	-	195	41	195	41	-	-
Don't know	9	9	9	6	**	6	3	**	**	7	**	7	**	**	**
	4%	4%	4%	6%	**	6%	2%	**	**	4%	**	4%	**	**	**
				f		f									

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 153

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	568	238	329	337	167	64	282	122	72	92	404	164	482	42	33	11	
Effective Weighted Sample	557	233	324	331	164	63	276	120	71	90	396	161	473	41	32	11	
Total	236	99	137	143	69	25	119	50	30	37	169	68	200	18	14	5	
Sky Sports Premier League	92 39%	52 52% b	40 29%	56 39%	27 39%	** **	51 43%	18 36%	** **	** **	69 41%	23 34%	79 40%	** **	** **	** **	
Sky Sports Football	94 40%	53 53% b	41 30%	60 42%	26 38%	** **	53 45% f	18 37%	** **	** **	72 42% f	22 33%	80 40%	** **	** **	** **	
Sky Sports Cricket	52 22%	33 33% b	19 14%	27 19%	18 26%	** **	35 30% f	11 22% f	** **	** **	46 27% f	6 9%	43 21%	** **	** **	** **	
Sky Sports Golf	50 21%	31 31% b	19 14%	30 21%	14 21%	** **	32 27% f	9 19%	** **	** **	42 25% f	8 12%	41 20%	** **	** **	** **	
Sky Sports F1	64 27%	35 35% b	28 21%	37 26%	20 29%	** **	40 34% f	13 27% f	** **	** **	54 32% f	10 15%	53 27%	** **	** **	** **	
Sky Sports Racing	46 19%	27 27% b	19 14%	26 18%	15 21%	** **	30 25% f	10 20% f	** **	** **	40 24% f	6 9%	39 20%	** **	** **	** **	
Sky Sports Arena	44 19%	28 28% b	16 12%	28 19%	12 17%	** **	30 25% f	9 17% f	** **	** **	39 23% f	6 8%	37 19%	** **	** **	** **	
Sky Sports Main Event	59 25%	36 36% b	23 17%	33 23%	19 27%	** **	37 31% f	11 22% f	** **	** **	48 29% f	10 15%	49 24%	** **	** **	** **	
Sky Sports Tennis	50 21%	29 30% b	20 15%	29 21%	15 22%	** **	30 25% f	11 23% f	** **	** **	42 25% f	8 12%	44 22%	** **	** **	** **	
Sky Sports Action	51 22%	30 30% b	21 16%	32 22%	15 22%	** **	32 27% f	10 21% f	** **	** **	43 25% f	8 12%	44 22%	** **	** **	** **	
Sky Sports News	73 31%	42 42% b	31 23%	43 30%	22 32%	** **	44 37% f	14 29%	** **	** **	58 35% f	15 22%	62 31%	** **	** **	** **	

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 153

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	568	238	329	337	167	64	282	122	72	92	404	164	482	42	33	11	
Effective Weighted Sample	557	233	324	331	164	63	276	120	71	90	396	161	473	41	32	11	
Total	236	99	137	143	69	25	119	50	30	37	169	68	200	18	14	5	
Sky Sports Mix	46	26	20	25	16	**	27	12	**	**	38	8	39	**	**	**	
	19%	26%	15%	18%	23%	**	22%	23%	**	**	23%	11%	19%	**	**	**	
		b					f	f			f						
We pay for Sky Sports channels, but not sure which ones are included	31	9	21	22	6	**	17	6	**	**	23	8	25	**	**	**	
	13%	9%	16%	15%	9%	**	14%	11%	**	**	14%	12%	13%	**	**	**	
			a														
TNT Sports channels	41	24	17	23	13	**	22	8	**	**	30	11	36	**	**	**	
	17%	25%	12%	16%	19%	**	19%	16%	**	**	18%	16%	18%	**	**	**	
		b															
ANY SKY SPORTS CHANNELS	161	79	81	107	41	**	93	29	**	**	122	39	138	**	**	**	
	68%	80%	59%	75%	59%	**	78%	59%	**	**	72%	58%	69%	**	**	**	
		b		b			bf				bf						
TNT SPORTS CHANNELS	41	24	17	23	13	**	22	8	**	**	30	11	36	**	**	**	
	17%	25%	12%	16%	19%	**	19%	16%	**	**	18%	16%	18%	**	**	**	
		b															
ANY SKY SPORTS OR TNT SPORTS CHANNELS	167	84	83	108	44	**	96	31	**	**	127	40	144	**	**	**	
	71%	85%	61%	76%	65%	**	80%	63%	**	**	75%	60%	72%	**	**	**	
		b		b			bf				bf						
ONLY SKY SPORTS CHANNELS	126	60	66	85	32	**	74	23	**	**	97	29	108	**	**	**	
	53%	60%	48%	59%	46%	**	62%	47%	**	**	57%	43%	54%	**	**	**	
		b		b			bf				bf						
ONLY TNT SPORTS CHANNELS	6	5	2	2	4	**	3	2	**	**	5	1	6	**	**	**	
	3%	5%	1%	1%	6%	**	3%	4%	**	**	3%	2%	3%	**	**	**	
		b			a												
BOTH SKY SPORTS AND TNT SPORTS CHANNELS	35	20	15	22	9	**	19	6	**	**	25	10	30	**	**	**	
	15%	20%	11%	15%	13%	**	16%	12%	**	**	15%	15%	15%	**	**	**	
		b															
None of these channels	59	15	45	28	22	**	20	15	**	**	34	25	48	**	**	**	
	25%	15%	33%	20%	33%	**	16%	30%	**	**	20%	37%	24%	**	**	**	
			a		a			ae				ae					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 153

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	b	~c	~d	e	f	a	~b	~c	~d	
Unweighted total	568	238	329	337	167	64	282	122	72	92	404	164	482	42	33	11	
Effective Weighted Sample	557	233	324	331	164	63	276	120	71	90	396	161	473	41	32	11	
Total	236	99	137	143	69	25	119	50	30	37	169	68	200	18	14	5	
Don't know	9	*	9	7	2	**	4	4	**	**	7	2	8	**	**	**	
	4%	*%	7%	5%	3%	**	3%	7%	**	**	4%	3%	4%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	568	510	58	186	335
Effective Weighted Sample	557	500	57	183	328
Total	236	212	24	79	137
Sky Sports Premier League	92 39%	84 39%	**	24 30%	61 44%
					a
Sky Sports Football	94 40%	85 40%	**	26 33%	60 44%
					a
Sky Sports Cricket	52 22%	46 22%	**	17 21%	31 23%
Sky Sports Golf	50 21%	45 21%	**	14 17%	32 24%
Sky Sports F1	64 27%	56 26%	**	20 26%	39 28%
Sky Sports Racing	46 19%	41 19%	**	13 17%	30 22%
Sky Sports Arena	44 19%	41 19%	**	14 18%	27 20%
Sky Sports Main Event	59 25%	52 24%	**	19 24%	35 26%
Sky Sports Tennis	50 21%	46 22%	**	16 20%	32 23%
Sky Sports Action	51 22%	47 22%	**	17 21%	31 22%
Sky Sports News	73 31%	66 31%	**	24 30%	45 33%
Sky Sports Mix	46 19%	42 20%	**	13 16%	30 22%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	568	510	58	186	335
Effective Weighted Sample	557	500	57	183	328
Total	236	212	24	79	137
We pay for Sky Sports channels, but not sure which ones are included	31 13%	29 14%	**	12 15%	18 13%
TNT Sports channels	41 17%	37 17%	**	14 18%	26 19%
ANY SKY SPORTS CHANNELS	161 68%	148 69%	**	57 72%	91 66%
TNT SPORTS CHANNELS	41 17%	37 17%	**	14 18%	26 19%
ANY SKY SPORTS OR TNT SPORTS CHANNELS	167 71%	152 72%	**	59 74%	96 70%
ONLY SKY SPORTS CHANNELS	126 53%	115 54%	**	45 57%	70 51%
ONLY TNT SPORTS CHANNELS	6 3%	5 2%	**	2 2%	5 3%
BOTH SKY SPORTS AND TNT SPORTS CHANNELS	35 15%	32 15%	**	12 16%	21 15%
None of these channels	59 25%	51 24%	**	18 23%	36 26%
Don't know	9 4%	9 4%	**	2 3%	6 4%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51. How important was keeping these sports channels in your decision not to switch to another Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months with any sports channels

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	397	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	390	-	-	-	-	-	-	-	-	-	-	-
Total	167	-	-	-	-	-	-	-	-	-	-	-
Very important	90	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**
Fairly important	58	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**
Not very important	13	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**
Not at all important	6	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**
TOTAL IMPORTANT	149	**	**	**	**	**	**	**	**	**	**	**
	89%	**	**	**	**	**	**	**	**	**	**	**
TOTAL NOT IMPORTANT	18	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**
Don't know	*	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51. How important was keeping these sports channels in your decision not to switch to another Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months with any sports channels

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b
Significance Level: 95%									
Unweighted total	397	-	-	-	-	-	-	-	-
Effective Weighted Sample	390	-	-	-	-	-	-	-	-
Total	167	-	-	-	-	-	-	-	-
Very important	90 54%	**	**	**	**	**	**	**	**
Fairly important	58 35%	**	**	**	**	**	**	**	**
Not very important	13 7%	**	**	**	**	**	**	**	**
Not at all important	6 3%	**	**	**	**	**	**	**	**
TOTAL IMPORTANT	149 89%	**	**	**	**	**	**	**	**
TOTAL NOT IMPORTANT	18 11%	**	**	**	**	**	**	**	**
Don't know	* *0%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 154

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51. How important was keeping these sports channels in your decision not to switch to another Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months with any sports channels

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY ~d	TRIPLE PLAY e	PAY TV S/A f	MOBILE ~g	BBAND S/A ~h	YES a	NO ~b	YES a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	397	397	397	169	-	169	228	-	-	332	65	332	65	-	-
Effective Weighted Sample	390	390	390	169	-	169	227	-	-	326	64	326	64	-	-
Total	167	167	167	61	-	61	107	-	-	140	28	140	28	-	-
Very important	90 54%	90 54%	90 54%	31 51%	** **	31 51%	59 55%	** **	** **	78 56%	** **	78 56%	** **	** **	** **
Fairly important	58 35%	58 35%	58 35%	23 38%	** **	23 38%	35 33%	** **	** **	47 33%	** **	47 33%	** **	** **	** **
Not very important	13 7%	13 7%	13 7%	4 6%	** **	4 6%	9 8%	** **	** **	10 7%	** **	10 7%	** **	** **	** **
Not at all important	6 3%	6 3%	6 3%	3 4%	** **	3 4%	3 3%	** **	** **	4 3%	** **	4 3%	** **	** **	** **
TOTAL IMPORTANT	149 89%	149 89%	149 89%	54 89%	** **	54 89%	94 89%	** **	** **	125 89%	** **	125 89%	** **	** **	** **
TOTAL NOT IMPORTANT	18 11%	18 11%	18 11%	6 10%	** **	6 10%	12 11%	** **	** **	14 10%	** **	14 10%	** **	** **	** **
Don't know	* *%	* *%	* *%	* 1%	** **	* 1%	- -%	** **	** **	* *%	** **	* *%	** **	** **	** **

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 154

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51. How important was keeping these sports channels in your decision not to switch to another Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months with any sports channels

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	~c	a	~b	~c	~d	e	~f	a	~b	~c	~d	
Unweighted total	397	201	195	251	108	38	225	75	50	47	300	97	341	25	25	6	
Effective Weighted Sample	390	196	192	246	106	37	221	74	49	46	294	95	335	25	25	6	
Total	167	84	83	108	44	15	96	31	21	19	127	40	144	11	10	3	
Very important	90 54%	45 53%	46 55%	56 52%	28 62%	**	52 54%	**	**	**	69 54%	**	78 54%	**	**	**	
Fairly important	58 35%	31 37%	27 33%	40 37%	13 29%	**	36 38%	**	**	**	46 36%	**	51 36%	**	**	**	
Not very important	13 7%	5 6%	7 9%	8 8%	3 7%	**	6 6%	**	**	**	9 7%	**	11 8%	**	**	**	
Not at all important	6 3%	3 4%	3 3%	2 2%	1 2%	**	2 2%	**	**	**	3 3%	**	4 3%	**	**	**	
TOTAL IMPORTANT	149 89%	76 91%	72 87%	97 90%	41 91%	**	88 92%	**	**	**	115 90%	**	129 90%	**	**	**	
TOTAL NOT IMPORTANT	18 11%	8 9%	10 12%	11 10%	4 9%	**	8 8%	**	**	**	12 10%	**	15 10%	**	**	**	
Don't know	* *%	- -%	* *%	* *%	- -%	**	* *%	**	**	**	* *%	**	- -%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 154

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51. How important was keeping these sports channels in your decision not to switch to another Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months with any sports channels

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	a	b
Unweighted total	397	360	37	137	230
Effective Weighted Sample	390	353	36	135	225
Total	167	152	15	59	96
Very important	90 54%	81 53%	**	27 46%	58 61%
					a
Fairly important	58 35%	54 35%	**	23 40%	29 30%
Not very important	13 7%	12 8%	**	6 10%	5 6%
Not at all important	6 3%	5 4%	**	2 4%	3 3%
TOTAL IMPORTANT	149 89%	135 89%	**	51 86%	87 91%
TOTAL NOT IMPORTANT	18 11%	17 11%	**	8 14%	8 9%
Don't know	* *0%	* *0%	**	- -0%	* *0%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	1827	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1010	706	1180	272	222	64	315	150	279	721	491	292
Total	2297	466	1751	104	192	27	122	149	168	1284	988	297
Very easy	859 37%	183 39%	647 37%	50 48% b	69 36%	** **	59 48% cd	50 33%	62 37%	464 36%	367 37%	97 33%
Fairly easy	1109 48%	225 48%	854 49%	40 38%	98 51% a	** **	45 37%	80 54% b	87 52% b	629 49%	488 49%	141 48%
Fairly difficult	213 9%	40 9%	149 9%	6 6%	18 9%	** **	9 7%	14 9%	16 10%	109 8%	77 8%	32 11%
Very difficult	60 3%	11 2%	45 3%	6 6% b	2 1%	** **	6 5% d	2 1%	2 1%	35 3%	24 2%	11 4%
TOTAL EASY	1968 86%	408 87%	1501 86%	90 86%	167 87%	** **	104 85%	130 87%	148 88%	1093 85%	855 87% c	238 80%
TOTAL DIFFICULT	273 12%	51 11%	194 11%	12 12%	20 11%	** **	15 12%	16 11%	18 11%	144 11%	100 10%	44 15%
Don't know	56 2%	8 2%	55 3% a	2 2%	4 2%	** **	3 3%	3 2%	1 1%	48 4%	33 3%	15 5%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	1827	223	178	399	252	147	100	81	100
Effective Weighted Sample	1010	197	164	360	247	143	98	81	100
Total	2297	344	300	640	496	145	97	36	511
Very easy	859 37%	150 44%	123 41%	192 30%	149 30%	42 29%	34 35%	**	205 40%
		cde	cde					**	
Fairly easy	1109 48%	142 41%	141 47%	345 54%	275 55%	71 49%	47 49%	**	235 46%
				a	a			**	
Fairly difficult	213 9%	28 8%	15 5%	67 10%	47 10%	20 14%	8 8%	**	56 11%
				b		b		**	
Very difficult	60 3%	10 3%	11 4%	14 2%	9 2%	5 3%	5 5%	**	15 3%
				e	e			**	
TOTAL EASY	1968 86%	292 85%	264 88%	537 84%	424 86%	113 78%	82 84%	**	440 86%
			e	e				**	
TOTAL DIFFICULT	273 12%	37 11%	25 8%	81 13%	57 11%	25 17%	12 13%	**	72 14%
						b		**	
Don't know	56 2%	15 4%	10 3%	22 3%	15 3%	7 5%	3 3%	**	- -
								**	

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 155

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g	BBAND S/A ~h	YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	1827	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1010	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2297	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very easy	859 37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly easy	1109 48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly difficult	213 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very difficult	60 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL EASY	1968 86%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL DIFFICULT	273 12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	56 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 155

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	~c	~d	
Unweighted total	1827	641	1167	1171	481	173	693	444	268	406	1137	674	1577	120	97	33	
Effective Weighted Sample	1010	386	618	659	267	100	384	242	149	229	625	378	878	60	54	18	
Total	2297	955	1318	1610	524	162	936	549	330	468	1484	798	2009	139	106	43	
Very easy	859 37%	414 43%	444 34%	568 35%	218 42%	73 45%	353 38%	190 35%	112 34%	204 44%	542 37%	316 40%	739 37%	53 38%	**	**	
		b		a	a				bce								
Fairly easy	1109 48%	415 43%	679 52%	795 49%	249 48%	65 40%	434 46%	293 53%	179 54%	195 42%	727 49%	374 47%	984 49%	67 48%	**	**	
		a	a	c			adf	adf	d								
Fairly difficult	213 9%	86 9%	124 9%	166 10%	37 7%	9 6%	97 10%	46 8%	25 8%	44 9%	144 10%	69 9%	190 9%	11 8%	**	**	
				bc													
Very difficult	60 3%	22 2%	37 3%	35 2%	16 3%	10 6%	37 4%	13 2%	4 1%	7 1%	50 3%	11 1%	48 2%	7 5%	**	**	
						a	cdf				cf						
TOTAL EASY	1968 86%	829 87%	1123 85%	1363 85%	467 89%	138 85%	787 84%	483 88%	291 88%	399 85%	1270 86%	690 86%	1722 86%	120 86%	**	**	
				a													
TOTAL DIFFICULT	273 12%	108 11%	161 12%	201 13%	53 10%	19 12%	135 14%	59 11%	29 9%	51 11%	194 13%	79 10%	238 12%	18 13%	**	**	
							cf				c						
Don't know	56 2%	18 2%	34 3%	46 3%	4 1%	5 3%	14 2%	7 1%	11 3%	18 4%	21 1%	28 4%	48 2%	2 1%	**	**	
				b		b			e	abe		abe					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1827	1631	196	683	886
Effective Weighted Sample	1010	912	101	378	472
Total	2297	2102	195	891	1032
Very easy	859 37%	791 38%	68 35%	346 39%	400 39%
Fairly easy	1109 48%	1027 49%	82 42%	404 45%	527 51%
					a
Fairly difficult	213 9%	189 9%	23 12%	89 10%	74 7%
Very difficult	60 3%	49 2%	12 6%	32 4%	23 2%
			a		
TOTAL EASY	1968 86%	1818 86%	151 77%	750 84%	927 90%
		b			a
TOTAL DIFFICULT	273 12%	238 11%	35 18%	121 14%	97 9%
			a	b	
Don't know	56 2%	47 2%	9 5%	20 2%	8 1%
			a	b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q53. Overall, how satisfied are you with your decision to switch/ to stay with your provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
Very satisfied	1335 42%	247 53%	839 48%	56 53%	99 52%	** **	68 55%	72 48%	90 54%	592 46%	451 46%	141 48%
Fairly satisfied	1384 43%	173 37%	642 37%	35 33%	72 38%	** **	40 32%	59 39%	65 39%	469 37%	361 37%	108 36%
Fairly dissatisfied	317 10%	29 6%	159 9%	6 6%	14 7%	** **	6 5%	13 9%	9 6%	130 10%	101 10%	29 10%
Very dissatisfied	97 3%	10 2%	59 3%	6 6%	2 1%	** **	7 5%	2 1%	1 1%	50 4%	44 4%	6 2%
TOTAL SATISFIED	2719 85%	420 90%	1481 85%	90 87%	171 89%	** **	107 87%	130 87%	156 93%	1061 83%	812 82%	249 84%
TOTAL DISSATISFIED	414 13%	39 8%	218 12%	12 11%	16 8%	** **	13 10%	15 10%	10 6%	179 14%	145 15%	35 12%
Don't know	82 3%	8 2%	52 3%	2 2%	4 2%	** **	3 2%	4 3%	1 1%	44 3%	31 3%	13 4%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q53. Overall, how satisfied are you with your decision to switch/ to stay with your provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
		a	b	c	d	e	f	~a	b
Significance Level: 95%									
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
Very satisfied	1335 42%	166 48%	169 56%	257 40%	191 39%	66 45%	43 44%	** **	163 32%
		d	cde						
Fairly satisfied	1384 43%	119 34%	87 29%	263 41%	207 42%	56 39%	42 43%	** **	245 48%
				b	b		b		
Fairly dissatisfied	317 10%	36 11%	19 6%	74 12%	60 12%	14 10%	9 9%	** **	82 16%
					b				
Very dissatisfied	97 3%	9 3%	11 4%	29 5%	25 5%	4 3%	2 2%	** **	10 2%
TOTAL SATISFIED	2719 85%	284 83%	257 86%	520 81%	398 80%	122 84%	85 87%	** **	409 80%
TOTAL DISSATISFIED	414 13%	46 13%	30 10%	103 16%	85 17%	19 13%	11 11%	** **	92 18%
					b				
Don't know	82 3%	14 4%	13 4%	17 3%	12 3%	4 3%	2 2%	** **	10 2%

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 156

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q53. Overall, how satisfied are you with your decision to switch/ to stay with your provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Very satisfied	1335 42%	322 35% d	165 32%	64 32%	27 27%	37 38% dh	48 35% d	157 39% bcdh	53 29%	236 36%	86 32%	135 35% b	29 23%	101 39%	56 39%
Fairly satisfied	1384 43%	480 52%	284 55%	109 55%	58 58% g	51 52%	70 51%	196 49%	105 58%	344 53%	136 50%	219 56%	65 52%	125 49%	71 49%
Fairly dissatisfied	317 10%	71 8%	43 8%	13 7%	7 7%	6 6%	14 10%	28 7%	16 9%	44 7%	28 10% a	24 6%	19 15% a	19 8%	9 6%
Very dissatisfied	97 3%	25 3%	15 3%	7 4%	6 5% abe	2 2%	4 3%	10 2%	4 2%	11 2%	14 5% a	7 2%	9 7% a	5 2%	5 4%
TOTAL SATISFIED	2719 85%	802 87%	449 87%	173 87%	85 85%	88 90% d	119 86%	353 88%	157 87%	580 90% b	222 82%	355 91% b	95 75%	226 88%	127 88%
TOTAL DISSATISFIED	414 13%	96 11%	59 11%	21 10%	13 13% e	8 8%	17 13%	38 9%	21 12%	55 8%	42 15% a	31 8%	28 22% a	24 9%	14 10%
Don't know	82 3%	19 2%	10 2%	5 2%	3 3%	2 2%	2 2%	9 2%	3 1%	13 2%	6 2%	6 2%	4 3%	6 2%	3 2%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 156

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q53. Overall, how satisfied are you with your decision to switch/ to stay with your provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	~d
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
Very satisfied	1335 42%	585 44%	745 40%	844 38%	367 49%	124 50%	546 42%	307 39%	179 39%	297 47%	852 40%	476 44%	1156 41%	81 41%	77 49%	** **	
					a	a				abce		b			a		
Fairly satisfied	1384 43%	550 41%	826 45%	977 44%	317 42%	89 36%	545 41%	371 47%	216 47%	249 39%	916 43%	466 43%	1207 43%	89 45%	60 38%	** **	
			a	c	c			ad	ad								
Fairly dissatisfied	317 10%	125 9%	178 10%	264 12%	35 5%	16 6%	146 11%	83 10%	36 8%	50 8%	229 11%	86 8%	282 10%	18 9%	10 6%	** **	
				bc			df				df						
Very dissatisfied	97 3%	38 3%	57 3%	74 3%	16 2%	8 3%	52 4%	17 2%	10 2%	17 3%	69 3%	27 3%	86 3%	7 3%	3 2%	** **	
							bf										
TOTAL SATISFIED	2719 85%	1135 85%	1571 85%	1821 82%	684 91%	214 86%	1090 83%	678 86%	395 87%	547 86%	1768 84%	942 86%	2363 84%	170 85%	136 87%	** **	
					ac							a					
TOTAL DISSATISFIED	414 13%	162 12%	236 13%	338 15%	51 7%	23 9%	198 15%	100 13%	46 10%	67 11%	298 14%	114 10%	368 13%	25 12%	13 8%	** **	
				bc			cdf				cdf						
Don't know	82 3%	40 3%	37 2%	56 3%	13 2%	12 5%	26 2%	13 2%	14 3%	21 3%	40 2%	36 3%	68 2%	4 2%	7 4%	** **	
						ab				be		be					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q53. Overall, how satisfied are you with your decision to switch/ to stay with your provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
Very satisfied	1335 42%	1219 42%	116 39%	490 40%	681 45%
					a
Fairly satisfied	1384 43%	1247 43%	137 46%	511 41%	692 46%
					a
Fairly dissatisfied	317 10%	292 10%	25 8%	158 13%	90 6%
				b	
Very dissatisfied	97 3%	91 3%	6 2%	48 4%	25 2%
				b	
TOTAL SATISFIED	2719 85%	2466 85%	253 85%	1001 81%	1372 91%
					a
TOTAL DISSATISFIED	414 13%	382 13%	31 11%	205 17%	115 8%
				b	
Don't know	82 3%	69 2%	13 4%	26 2%	16 1%
			a	b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q54. How long did the switching process take - starting from confirming you wanted to switch to being able to use your [SERVICE/S] with your new provider?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A c	BBAND S/A d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1027	846	846	279	262	75	321	150	300	-	-	-
Effective Weighted Sample	349	706	706	272	222	64	315	150	279	-	-	-
Total	1013	466	466	104	192	27	122	149	168	-	-	-
1 day	120 12%	64 14%	64 14%	13 12%	27 14%	** **	15 12%	24 16%	24 14%	** **	** **	** **
2-3 days	203 20%	81 17%	81 17%	13 12%	37 19%	** **	17 14%	30 20%	30 18%	** **	** **	** **
4-6 days	241 24%	56 12%	56 12%	10 10%	30 16%	** **	11 9%	28 19%	16 10%	** **	** **	** **
A week	158 16%	89 19%	89 19%	20 19%	38 20%	** **	22 18%	30 20%	32 19%	** **	** **	** **
2-3 weeks	152 15%	106 23%	106 23%	30 28%	36 19%	** **	36 29%	22 15%	39 23%	** **	** **	** **
A month	60 6%	27 6%	27 6%	5 4%	10 5%	** **	6 5%	7 5%	12 7%	** **	** **	** **
More than a month	19 2%	9 2%	9 2%	5 5%	2 1%	** **	6 5%	1 1%	2 1%	** **	** **	** **
Don't know	60 6%	33 7%	33 7%	10 9%	11 6%	** **	11 9%	8 5%	13 8%	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q54. How long did the switching process take - starting from confirming you wanted to switch to being able to use your [SERVICE/S] with your new provider?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1027	-	-	-	-	-	-	81	100
Effective Weighted Sample	349	-	-	-	-	-	-	81	100
Total	1013	-	-	-	-	-	-	36	511
1 day	120 12%	**	**	**	**	**	**	**	51 10%
2-3 days	203 20%	**	**	**	**	**	**	**	113 22%
4-6 days	241 24%	**	**	**	**	**	**	**	179 35%
A week	158 16%	**	**	**	**	**	**	**	61 12%
2-3 weeks	152 15%	**	**	**	**	**	**	**	41 8%
A month	60 6%	**	**	**	**	**	**	**	31 6%
More than a month	19 2%	**	**	**	**	**	**	**	10 2%
Don't know	60 6%	**	**	**	**	**	**	**	25 5%

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q54. How long did the switching process take - starting from confirming you wanted to switch to being able to use your [SERVICE/S] with your new provider?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	1027	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	349	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	1013	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 day	120 12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	203 20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-6 days	241 24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A week	158 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	152 15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A month	60 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than a month	19 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	60 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 157

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q54. How long did the switching process take - starting from confirming you wanted to switch to being able to use your [SERVICE/S] with your new provider?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1027	365	652	597	304	124	401	255	149	215	656	364	877	74	59	17	
Effective Weighted Sample	349	142	203	214	106	60	143	86	49	70	228	119	301	24	20	6	
Total	1013	421	580	710	227	74	442	246	137	183	688	321	881	69	44	19	
1 day	120 12%	56 13%	63 11%	78 11%	28 12%	13 17%	65 15% cdf	36 15% cdf	7 5%	12 6%	101 15% cdf	19 6%	97 11%	**	**	**	
2-3 days	203 20%	95 23%	107 18%	157 22% c	39 17% c	7 9%	97 22% b	30 12% b	32 23% b	43 24% b	127 18% b	75 23% b	179 20%	**	**	**	
4-6 days	241 24%	103 25%	138 24%	203 29% bc	34 15% c	4 5%	102 23% d	79 32% acdf	32 23% d	26 14%	182 26% df	58 18%	203 23%	**	**	**	
A week	158 16%	71 17%	85 15%	108 15%	38 17%	12 17%	64 14%	36 15%	24 17%	33 18%	100 15%	57 18%	140 16%	**	**	**	
2-3 weeks	152 15%	61 15%	90 16%	81 11%	49 22% a	23 30% a	67 15%	31 13%	21 16%	32 17%	98 14%	53 17%	136 15%	**	**	**	
A month	60 6%	14 3%	45 8% a	42 6%	15 7%	3 3%	25 6%	15 6%	4 3%	16 8%	40 6%	20 6%	55 6%	**	**	**	
More than a month	19 2%	5 1%	15 3%	7 1%	10 4% a	2 3%	2 1%	9 4% a	2 1%	6 3% a	12 2%	8 2% a	18 2%	**	**	**	
Don't know	60 6%	16 4%	38 7%	35 5%	14 6%	11 15% ab	20 5%	9 3%	15 11% abe	15 8% be	29 4%	31 10% abe	54 6%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q54. How long did the switching process take - starting from confirming you wanted to switch to being able to use your [SERVICE/S] with your new provider?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1027	891	136	365	554
Effective Weighted Sample	349	307	47	123	186
Total	1013	918	95	381	485
1 day	120 12%	110 12%	9 10%	55 14%	48 10%
				b	
2-3 days	203 20%	195 21%	7 8%	75 20%	98 20%
		b			
4-6 days	241 24%	231 25%	11 11%	84 22%	116 24%
		b			
A week	158 16%	141 15%	17 18%	62 16%	77 16%
2-3 weeks	152 15%	123 13%	30 31%	59 15%	74 15%
			a		
A month	60 6%	57 6%	2 2%	21 5%	31 6%
More than a month	19 2%	7 1%	13 13%	14 4%	4 1%
			a	b	
Don't know	60 6%	55 6%	6 6%	12 3%	37 8%
					a

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q55. How did this compare to your expectations before starting the switching process?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A c	BBAND S/A d	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%												
Unweighted total	1027	846	846	279	262	75	321	150	300	-	-	-
Effective Weighted Sample	349	706	706	272	222	64	315	150	279	-	-	-
Total	1013	466	466	104	192	27	122	149	168	-	-	-
It was much slower than I expected	66 7%	28 6%	28 6%	8 8%	12 6%	** **	11 9% d	9 6%	8 5%	** **	** **	** **
It was a little slower than I expected	214 21%	59 13%	59 13%	12 12%	26 13%	** **	12 10%	23 15%	21 12%	** **	** **	** **
It took as long as I expected	414 41%	226 48%	226 48%	53 50%	86 45%	** **	63 52% c	61 41%	86 51% c	** **	** **	** **
It was a little quicker than I expected	204 20%	78 17%	78 17%	18 17%	30 16%	** **	20 17%	25 17%	29 17%	** **	** **	** **
It was much quicker than I expected	74 7%	46 10%	46 10%	8 8%	21 11%	** **	9 8%	18 12%	16 10%	** **	** **	** **
TOTAL SLOWER	280 28%	87 19%	87 19%	21 20%	38 20%	** **	23 19%	32 21%	29 17%	** **	** **	** **
TOTAL QUICKER	278 27%	123 26%	123 26%	26 25%	51 27%	** **	30 24%	43 29%	45 27%	** **	** **	** **
Don't know	41 4%	30 6%	30 6%	5 5%	17 9%	** **	6 5%	14 9%	8 5% d	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q55. How did this compare to your expectations before starting the switching process?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	1027	-	-	-	-	-	-	81	100
Effective Weighted Sample	349	-	-	-	-	-	-	81	100
Total	1013	-	-	-	-	-	-	36	511
It was much slower than I expected	66 7%	**	**	**	**	**	**	**	36 7%
It was a little slower than I expected	214 21%	**	**	**	**	**	**	**	148 29%
It took as long as I expected	414 41%	**	**	**	**	**	**	**	174 34%
It was a little quicker than I expected	204 20%	**	**	**	**	**	**	**	118 23%
It was much quicker than I expected	74 7%	**	**	**	**	**	**	**	25 5%
TOTAL SLOWER	280 28%	**	**	**	**	**	**	**	184 36%
TOTAL QUICKER	278 27%	**	**	**	**	**	**	**	143 28%
Don't know	41 4%	**	**	**	**	**	**	**	10 2%

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q55. How did this compare to your expectations before starting the switching process?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	1027	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	349	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	1013	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It was much slower than I expected	66 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
It was a little slower than I expected	214 21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
It took as long as I expected	414 41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
It was a little quicker than I expected	204 20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
It was much quicker than I expected	74 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL SLOWER	280 28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL QUICKER	278 27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	41 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q55. How did this compare to your expectations before starting the switching process?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	~b	~c	~d	
Unweighted total	1027	365	652	597	304	124	401	255	149	215	656	364	877	74	59	17	
Effective Weighted Sample	349	142	203	214	106	60	143	86	49	70	228	119	301	24	20	6	
Total	1013	421	580	710	227	74	442	246	137	183	688	321	881	69	44	19	
It was much slower than I expected	66 7%	27 6%	38 7%	48 7%	15 7%	3 4%	25 6%	16 7%	11 8%	13 7%	41 6%	24 8%	55 6%	**	**	**	
It was a little slower than I expected	214 21%	85 20%	128 22%	178 25% bc	27 12%	9 12%	105 24% df	53 22% d	32 23% d	23 13%	158 23% df	55 17%	171 19%	**	**	**	
It took as long as I expected	414 41%	187 44%	225 39%	254 36%	117 51% a	43 58% a	148 33%	119 48% ae	58 42%	90 49% ae	266 39%	147 46% ae	368 42%	**	**	**	
It was a little quicker than I expected	204 20%	81 19%	121 21%	157 22% c	39 17%	8 11%	116 26% bdf	31 13%	29 21% b	28 15%	147 21% bd	56 18%	182 21%	**	**	**	
It was much quicker than I expected	74 7%	30 7%	44 8%	45 6%	22 10%	7 10%	31 7%	17 7%	4 3%	20 11% c	49 7%	24 8%	70 8%	**	**	**	
TOTAL SLOWER	280 28%	112 27%	166 29%	226 32% bc	42 19%	12 15%	130 30% d	69 28% d	43 32% d	36 20%	200 29% d	80 25%	227 26%	**	**	**	
TOTAL QUICKER	278 27%	111 26%	165 28%	202 28%	61 27%	15 20%	147 33% bcf	48 20%	33 24%	47 26%	196 28% b	80 25%	252 29%	**	**	**	
Don't know	41 4%	11 3%	24 4%	28 4%	7 3%	5 7%	17 4%	9 4%	3 2%	10 5%	26 4%	13 4%	35 4%	**	**	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q55. How did this compare to your expectations before starting the switching process?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	1027	891	136	365	554
Effective Weighted Sample	349	307	47	123	186
Total	1013	918	95	381	485
It was much slower than I expected	66 7%	57 6%	9 10%	33 9% b	20 4%
It was a little slower than I expected	214 21%	197 21%	17 18%	107 28% b	80 16%
It took as long as I expected	414 41%	369 40%	45 47%	126 33%	232 48% a
It was a little quicker than I expected	204 20%	194 21% b	10 11%	71 19%	107 22%
It was much quicker than I expected	74 7%	64 7%	10 10%	33 9%	33 7%
TOTAL SLOWER	280 28%	254 28%	26 28%	140 37% b	100 21%
TOTAL QUICKER	278 27%	258 28%	20 21%	105 27%	140 29%
Don't know	41 4%	37 4%	4 4%	10 3%	12 3%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56. Do you have an online account with your [SERVICE/S] provider which you can use to check your bill or check your usage, for example? You may access this via your providers website or via an app.

Base : Those interviewed about switching or deciding not to switch in the last six months (excluding mobile)

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	~a	~b	~c
Unweighted total	2107	846	846	279	262	75	321	150	300	-	-	-
Effective Weighted Sample	725	706	706	272	222	64	315	150	279	-	-	-
Total	1531	466	466	104	192	27	122	149	168	-	-	-
Yes, I have an online account and use it monthly	653	211	211	56	85	**	65	60	68	**	**	**
	43%	45%	45%	53%	44%	**	53%	40%	41%	**	**	**
				b			cd					
Yes, I have an online account and use it once every few months	513	121	121	22	57	**	26	51	41	**	**	**
	34%	26%	26%	21%	30%	**	22%	34%	24%	**	**	**
					a			bd				
Yes, I have an online account but haven't used it in the last 12 months	164	33	33	5	16	**	5	15	13	**	**	**
	11%	7%	7%	5%	8%	**	4%	10%	7%	**	**	**
								b				
Yes, I have an online account but have never used it	80	33	33	6	8	**	7	6	18	**	**	**
	5%	7%	7%	6%	4%	**	6%	4%	11%	**	**	**
									bc			
No, I don't have an online account	72	43	43	10	14	**	11	11	19	**	**	**
	5%	9%	9%	9%	7%	**	9%	7%	11%	**	**	**
Don't know	48	25	25	5	11	**	7	7	9	**	**	**
	3%	5%	5%	5%	6%	**	6%	5%	5%	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56. Do you have an online account with your [SERVICE/S] provider which you can use to check your bill or check your usage, for example? You may access this via your providers website or via an app.

Base : Those interviewed about switching or deciding not to switch in the last six months (excluding mobile)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	2107	-	-	-	-	-	-	81	100
Effective Weighted Sample	725	-	-	-	-	-	-	81	100
Total	1531	-	-	-	-	-	-	36	511
Yes, I have an online account and use it monthly	653	**	**	**	**	**	**	**	199
	43%	**	**	**	**	**	**	**	39%
Yes, I have an online account and use it once every few months	513	**	**	**	**	**	**	**	210
	34%	**	**	**	**	**	**	**	41%
Yes, I have an online account but haven't used it in the last 12 months	164	**	**	**	**	**	**	**	72
	11%	**	**	**	**	**	**	**	14%
Yes, I have an online account but have never used it	80	**	**	**	**	**	**	**	26
	5%	**	**	**	**	**	**	**	5%
No, I don't have an online account	72	**	**	**	**	**	**	**	-
	5%	**	**	**	**	**	**	**	-%
Don't know	48	**	**	**	**	**	**	**	5
	3%	**	**	**	**	**	**	**	1%

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 159

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56. Do you have an online account with your [SERVICE/S] provider which you can use to check your bill or check your usage, for example? You may access this via your providers website or via an app.

Base : Those interviewed about switching or deciding not to switch in the last six months (excluding mobile)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE ~g	BBAND S/A h	YES a	NO b	YES a	NO b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	2107	1080	1080	583	311	272	296	-	201	838	242	838	242	-	-
Effective Weighted Sample	725	902	902	579	308	272	295	-	199	708	198	708	198	-	-
Total	1531	518	518	199	101	98	138	-	181	392	126	392	126	-	-
Yes, I have an online account and use it monthly	653 43%	229 44%	229 44%	95 48% dh	41 41%	54 55% abdh	68 49% h	** **	67 37%	177 45%	53 42%	177 45%	53 42%	** **	** **
Yes, I have an online account and use it once every few months	513 34%	170 33%	170 33%	61 31%	35 35% e	26 27%	42 30%	** **	67 37% e	134 34%	36 29%	134 34%	36 29%	** **	** **
Yes, I have an online account but haven't used it in the last 12 months	164 11%	53 10%	53 10%	16 8%	9 9%	7 7%	11 8%	** **	26 14% cef	41 10%	12 10%	41 10%	12 10%	** **	** **
Yes, I have an online account but have never used it	80 5%	21 4%	21 4%	9 5%	5 5%	4 4%	7 5%	** **	5 3%	15 4%	6 5%	15 4%	6 5%	** **	** **
No, I don't have an online account	72 5%	28 5%	28 5%	10 5%	6 6%	4 4%	8 6%	** **	10 5%	18 5%	11 8% a	18 5%	11 8% a	** **	** **
Don't know	48 3%	16 3%	16 3%	7 4%	4 4%	3 3%	3 2%	** **	5 3%	8 2%	8 7% a	8 2%	8 7% a	** **	** **

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 159

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56. Do you have an online account with your [SERVICE/S] provider which you can use to check your bill or check your usage, for example? You may access this via your providers website or via an app.

Base : Those interviewed about switching or deciding not to switch in the last six months (excluding mobile)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	2107	812	1279	1218	624	261	862	527	302	408	1389	710	1804	150	116	37	
Effective Weighted Sample	725	296	423	413	247	142	295	181	105	141	476	246	622	49	44	13	
Total	1531	639	878	1025	374	129	663	377	212	273	1040	485	1330	103	69	29	
Yes, I have an online account and use it monthly	653	280	371	401	190	62	280	163	82	127	443	210	561	49	36	**	
	43%	44%	42%	39%	51%	48%	42%	43%	39%	47%	43%	43%	42%	47%	52%	**	
					a	a				c					a		
Yes, I have an online account and use it once every few months	513	213	297	386	96	31	225	123	80	85	347	165	450	28	19	**	
	34%	33%	34%	38%	26%	24%	34%	33%	38%	31%	33%	34%	34%	27%	28%	**	
				bc													
Yes, I have an online account but haven't used it in the last 12 months	164	70	92	130	27	8	80	50	18	15	130	33	147	10	4	**	
	11%	11%	11%	13%	7%	6%	12%	13%	8%	6%	13%	7%	11%	9%	5%	**	
				bc			df	cdf			cdf						
Yes, I have an online account but have never used it	80	34	46	48	22	11	30	23	14	12	54	26	70	8	3	**	
	5%	5%	5%	5%	6%	8%	5%	6%	7%	4%	5%	5%	5%	8%	4%	**	
						a											
No, I don't have an online account	72	30	41	37	25	10	29	11	12	19	41	32	58	7	6	**	
	5%	5%	5%	4%	7%	8%	4%	3%	6%	7%	4%	6%	4%	7%	9%	**	
					a	a				abe		be			a		
Don't know	48	11	30	24	15	7	18	7	6	15	25	20	45	2	1	**	
	3%	2%	3%	2%	4%	5%	3%	2%	3%	5%	2%	4%	3%	2%	2%	**	
			a		a	a				abe		be					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56. Do you have an online account with your [SERVICE/S] provider which you can use to check your bill or check your usage, for example? You may access this via your providers website or via an app.

Base : Those interviewed about switching or deciding not to switch in the last six months (excluding mobile)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	2107	1835	272	730	1183
Effective Weighted Sample	725	626	111	243	426
Total	1531	1370	160	559	781
Yes, I have an online account and use it monthly	653 43%	564 41%	89 56% a	229 41%	351 45%
Yes, I have an online account and use it once every few months	513 34%	476 35% b	37 23%	194 35%	264 34%
Yes, I have an online account but haven't used it in the last 12 months	164 11%	152 11%	12 8%	73 13% b	64 8%
Yes, I have an online account but have never used it	80 5%	75 6%	5 3%	24 4%	42 5%
No, I don't have an online account	72 5%	59 4%	13 8% a	22 4%	41 5%
Don't know	48 3%	44 3%	4 3%	15 3%	19 2%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11A. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Comparing the costs of the various deals available in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
Very confident	1495	200	835	47	86	**	57	66	66	636	486	150
	46%	43%	48%	45%	45%	**	47%	44%	39%	49%	49%	50%
			a									
Fairly confident	1276	212	671	42	86	**	49	65	83	459	353	106
	40%	45%	38%	41%	45%	**	40%	43%	49%	36%	36%	36%
		b							b			
Not very confident	292	36	161	10	13	**	11	12	13	125	99	26
	9%	8%	9%	9%	7%	**	9%	8%	8%	10%	10%	9%
Not at all confident	111	10	48	3	4	**	3	4	3	37	32	5
	3%	2%	3%	3%	2%	**	3%	3%	2%	3%	3%	2%
Don't know	41	8	35	2	3	**	2	3	3	27	17	10
	1%	2%	2%	2%	2%	**	2%	2%	2%	2%	2%	3%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11A. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Comparing the costs of the various deals available in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
		a	b	c	d	e	f	~a	b
Significance Level: 95%									
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
Very confident	1495	205	105	325	251	74	55	**	256
	46%	60%	35%	51%	51%	51%	57%	**	50%
		bcd		b	b	b	b		
Fairly confident	1276	91	153	214	163	51	29	**	189
	40%	27%	51%	33%	33%	35%	30%	**	37%
			acdef						
Not very confident	292	34	24	66	52	15	10	**	36
	9%	10%	8%	10%	10%	10%	10%	**	7%
Not at all confident	111	9	7	22	19	2	2	**	31
	3%	3%	2%	3%	4%	1%	2%	**	6%
Don't know	41	4	10	13	10	3	2	**	-
	1%	1%	3%	2%	2%	2%	2%	**	-%

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 160

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11A. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Comparing the costs of the various deals available in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Very confident	1495 46%	386 42%	227 44%	85 43%	42 42%	43 44%	59 43%	159 40%	83 46%	278 43%	108 40%	165 42%	62 49% a	113 44% b	46 32%
Fairly confident	1276 40%	403 44%	234 45%	92 46%	48 48%	44 45%	63 46%	169 42%	79 44%	284 44%	119 44%	184 47% b	50 39%	100 39%	69 48%
Not very confident	292 9%	92 10% bh	38 7%	16 8%	8 8%	9 9%	12 9%	54 13% bcdh	9 5%	58 9%	34 13% a	29 8%	8 7%	28 11%	26 18%
Not at all confident	111 3%	32 3%	16 3%	4 2%	3 3%	2 2%	3 2%	16 4%	8 5%	25 4%	7 3%	12 3%	4 3%	12 5%	3 2%
Don't know	41 1%	6 1%	3 1%	1 1%	* *%	1 1%	* *%	2 1%	2 1%	4 1%	2 1%	1 *% a	2 2%	2 1%	- -%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 160

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11A. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Comparing the costs of the various deals available in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
Very confident	1495	700	773	1050	358	84	661	324	201	301	985	502	1292	94	78	**	
	46%	52%	42%	47%	48%	34%	50%	41%	44%	47%	47%	46%	46%	47%	50%	**	
		b		c	c		bcef			b	b	b					
Fairly confident	1276	472	797	849	297	130	490	354	201	225	843	427	1123	74	62	**	
	40%	35%	43%	38%	40%	52%	37%	45%	44%	35%	40%	39%	40%	37%	40%	**	
			a			ab		adef	ad		d						
Not very confident	292	117	173	204	63	24	109	85	32	65	193	97	258	19	10	**	
	9%	9%	9%	9%	8%	10%	8%	11%	7%	10%	9%	9%	9%	10%	6%	**	
								c									
Not at all confident	111	35	74	80	21	10	47	23	13	28	70	41	89	12	2	**	
	3%	3%	4%	4%	3%	4%	4%	3%	3%	4%	3%	4%	3%	6%	2%	**	
			a											ac			
Don't know	41	12	27	32	9	1	9	6	9	16	15	25	38	*	3	**	
	1%	1%	1%	1%	1%	1%	1%	1%	2%	3%	1%	2%	1%	1%	2%	**	
									ae	abe		abe					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11A. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Comparing the costs of the various deals available in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
Very confident	1495 46%	1380 47%	115 39%	611 50%	672 45%
Fairly confident	1276 40%	1138 39%	139 47%	456 37%	648 43%
Not very confident	292 9%	262 9%	30 10%	106 9%	131 9%
Not at all confident	111 3%	102 3%	9 3%	48 4%	42 3%
Don't know	41 1%	36 1%	5 2%	10 1%	11 1%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 161

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11B. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Speaking to your current provider about new deals?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
Very confident	1040	159	573	46	61	**	54	44	51	414	311	103
	32%	34%	33%	44%	32%	**	44%	29%	30%	32%	31%	35%
				b			cd					
Fairly confident	1468	216	797	39	90	**	45	72	86	581	459	123
	46%	46%	46%	38%	47%	**	37%	48%	52%	45%	46%	41%
					a			b	b			
Not very confident	519	70	274	11	36	**	13	32	23	204	154	49
	16%	15%	16%	11%	19%	**	10%	21%	14%	16%	16%	17%
					a			bd				
Not at all confident	142	11	69	5	2	**	6	2	3	57	44	14
	4%	2%	4%	5%	1%	**	5%	1%	2%	4%	4%	5%
				b			d					
Don't know	46	9	37	3	2	**	5	-	4	28	20	8
	1%	2%	2%	3%	1%	**	4%	-%	3%	2%	2%	3%
							c					

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 161

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11B. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Speaking to your current provider about new deals?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%		a	b	c	d	e	f		
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
Very confident	1040	108	101	205	150	55	34	**	143
	32%	31%	34%	32%	30%	38%	35%	**	28%
Fairly confident	1468	162	130	289	229	60	38	**	261
	46%	47%	43%	45%	46%	41%	39%	**	51%
Not very confident	519	51	42	111	87	23	17	**	76
	16%	15%	14%	17%	18%	16%	17%	**	15%
Not at all confident	142	13	17	27	22	5	5	**	25
	4%	4%	6%	4%	5%	3%	6%	**	5%
Don't know	46	10	9	9	7	2	3	**	5
	1%	3%	3%	1%	1%	1%	3%	**	1%

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 161

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11B. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Speaking to your current provider about new deals?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Very confident	1040 32%	311 34%	204 39%	84 42%	40 40%	44 45%	56 41%	106 27%	64 35%	224 35%	86 32%	156 40%	48 38%	68 27%	38 27%
Fairly confident	1468 46%	396 43%	215 42%	85 43%	45 44%	40 41%	54 39%	181 45%	76 42%	300 46%	96 36%	174 44%	41 33%	126 49%	55 38%
Not very confident	519 16%	160 17%	76 15%	22 11%	11 10%	12 12%	26 19%	85 21%	28 16%	96 15%	65 24%	49 12%	27 21%	47 18%	37 26%
Not at all confident	142 4%	48 5%	20 4%	7 4%	5 5%	2 2%	1 1%	28 7%	12 6%	27 4%	21 8%	13 3%	8 6%	15 6%	13 9%
Don't know	46 1%	2 *%	2 *%	1 *%	* *%	* *%	1 1%	- -%	1 *%	* *%	2 1%	* *%	2 2%	- -%	- -%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 161

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11B. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Speaking to your current provider about new deals?

Base : All eligible respondents (switched or decided not to switch)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
Very confident	1040	466	562	647	283	108	448	217	140	232	664	373	903	68	54	**	
	32%	35%	30%	29%	38%	44%	34%	27%	31%	37%	32%	34%	32%	34%	35%	**	
		b			a	a	b			bce	b	b					
Fairly confident	1468	632	821	1031	336	98	594	387	215	261	981	476	1276	83	77	**	
	46%	47%	45%	47%	45%	40%	45%	49%	47%	41%	47%	44%	46%	41%	49%	**	
				c				df	d		d						
Not very confident	519	191	324	394	92	33	219	129	78	90	348	168	463	31	17	**	
	16%	14%	18%	18%	12%	13%	17%	16%	17%	14%	17%	15%	17%	15%	11%	**	
			a	bc									c				
Not at all confident	142	33	108	108	28	7	45	48	18	31	93	49	117	16	5	**	
	4%	2%	6%	5%	4%	3%	3%	6%	4%	5%	4%	4%	4%	8%	3%	**	
			a					a						ac			
Don't know	46	15	29	35	9	2	9	10	4	21	19	25	40	2	3	**	
	1%	1%	2%	2%	1%	1%	1%	1%	1%	3%	1%	2%	1%	1%	2%	**	
										abce		ae					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11B. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Speaking to your current provider about new deals?

Base : All eligible respondents (switched or decided not to switch)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
Very confident	1040 32%	939 32%	102 34%	385 31%	546 36%
Fairly confident	1468 46%	1337 46%	131 44%	547 44%	701 47%
Not very confident	519 16%	477 16%	41 14%	220 18%	203 14%
Not at all confident	142 4%	127 4%	15 5%	61 5%	41 3%
Don't know	46 1%	38 1%	7 2%	20 2%	11 1%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11C. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the language and terminology used by providers?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
Very confident	909	139	512	35	54	**	42	40	49	373	277	95
	28%	30%	29%	34%	28%	**	34%	27%	29%	29%	28%	32%
Fairly confident	1327	208	688	46	85	**	54	65	77	480	369	110
	41%	45%	39%	44%	44%	**	44%	43%	46%	37%	37%	37%
		b										
Not very confident	749	89	428	16	43	**	18	37	30	339	269	70
	23%	19%	24%	15%	23%	**	14%	25%	18%	26%	27%	24%
			a		a			b				
Not at all confident	197	24	95	6	8	**	6	7	10	71	60	12
	6%	5%	5%	5%	4%	**	5%	5%	6%	6%	6%	4%
Don't know	34	6	28	2	2	**	3	1	2	22	13	9
	1%	1%	2%	2%	1%	**	2%	1%	1%	2%	1%	3%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11C. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the language and terminology used by providers?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
Very confident	909	102	83	187	134	53	32	**	143
	28%	30%	28%	29%	27%	37%	33%	**	28%
Fairly confident	1327	116	124	240	193	46	39	**	205
	41%	34%	41%	37%	39%	32%	40%	**	40%
Not very confident	749	107	63	169	132	37	21	**	133
	23%	31%	21%	26%	27%	25%	21%	**	26%
		b							
Not at all confident	197	13	21	37	32	5	3	**	31
	6%	4%	7%	6%	7%	3%	4%	**	6%
Don't know	34	5	9	8	4	4	2	**	-
	1%	2%	3%	1%	1%	3%	2%	**	-%

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 162

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11C. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the language and terminology used by providers?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Very confident	909 28%	245 27%	158 31%	61 31%	28 28%	33 34%	49 35%	86 22%	48 27%	175 27%	69 26%	116 30%	42 34%	59 23%	27 19%
Fairly confident	1327 41%	419 46%	228 44%	84 42%	43 43%	41 42%	58 42%	191 48%	86 48%	292 45%	127 47%	172 44%	56 45%	120 47%	70 49%
Not very confident	749 23%	180 20%	90 17%	38 19%	22 21%	16 17%	23 17%	89 22%	29 16%	132 20%	47 17%	75 19%	15 12%	58 23%	32 22%
Not at all confident	197 6%	70 8%	37 7%	13 7%	7 7%	6 7%	7 5%	33 8%	16 9%	45 7%	24 9%	27 7%	9 8%	18 7%	15 10%
Don't know	34 1%	5 1%	4 1%	2 1%	1 1%	1 1%	1 1%	1 *%	1 *%	3 *%	2 1%	2 *%	2 2%	1 *%	- -%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 162

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11C. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the language and terminology used by providers?

Base : All eligible respondents (switched or decided not to switch)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
Very confident	909 28%	435 33%	463 25%	584 26%	255 34%	68 27%	405 31%	189 24%	123 27%	189 30%	594 28%	312 29%	783 28%	54 27%	57 37%	** **	
		b			ac		b			b	b	b			ab		
Fairly confident	1327 41%	568 43%	745 40%	880 40%	321 43%	125 50%	556 42%	342 43%	182 40%	241 38%	898 43%	423 39%	1159 41%	88 44%	59 38%	** **	
						ab		df			df						
Not very confident	749 23%	259 19%	482 26%	591 27%	125 17%	31 12%	264 20%	212 27%	122 27%	144 23%	476 23%	266 24%	663 24%	44 22%	31 20%	** **	
			a	bc			ae	a				a					
Not at all confident	197 6%	68 5%	129 7%	137 6%	38 5%	22 9%	84 6%	45 6%	24 5%	44 7%	129 6%	68 6%	166 6%	12 6%	5 3%	** **	
			a			b											
Don't know	34 1%	7 *%	25 1%	23 1%	8 1%	3 1%	6 *%	3 *%	5 1%	17 3%	9 *%	23 2%	29 1%	2 1%	3 2%	** **	
			a							abe		abe					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11C. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the language and terminology used by providers?

Base : All eligible respondents (switched or decided not to switch)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
Very confident	909 28%	828 28%	81 27%	333 27%	463 31% a
Fairly confident	1327 41%	1197 41%	129 44%	475 39%	657 44% a
Not very confident	749 23%	693 24% b	55 19%	315 26% b	308 20%
Not at all confident	197 6%	170 6%	27 9% a	99 8% b	64 4%
Don't know	34 1%	30 1%	4 1%	10 1%	11 1%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11D. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the different options for the services in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
Very confident	1022	152	563	39	60	**	48	43	52	411	307	105
	32%	33%	32%	38%	31%	**	39%	29%	31%	32%	31%	35%
							cd					
Fairly confident	1360	205	712	43	80	**	50	60	81	507	402	105
	42%	44%	41%	41%	42%	**	41%	40%	48%	39%	41%	35%
Not very confident	528	79	280	14	37	**	15	34	28	201	151	50
	16%	17%	16%	14%	19%	**	12%	23%	16%	16%	15%	17%
							b					
Not at all confident	256	24	166	5	13	**	6	12	6	141	115	26
	8%	5%	9%	5%	7%	**	5%	8%	4%	11%	12%	9%
			a									
Don't know	49	7	30	3	3	**	4	1	1	23	13	11
	2%	1%	2%	3%	1%	**	3%	1%	1%	2%	1%	4%
							d					b

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11D. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the different options for the services in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
Very confident	1022 32%	110 32%	96 32%	205 32%	153 31%	52 36%	39 40%	**	169 33%
Fairly confident	1360 42%	133 39%	124 42%	249 39%	202 41%	47 33%	36 37%	**	220 43%
Not very confident	528 16%	48 14%	50 17%	104 16%	77 16%	26 18%	14 14%	**	82 16%
Not at all confident	256 8%	47 14%	21 7%	74 12%	58 12%	16 11%	6 6%	**	31 6%
Don't know	49 2%	6 2%	9 3%	8 1%	5 1%	3 2%	3 3%	**	10 2%

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 163

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11D. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the different options for the services in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Very confident	1022 32%	278 30%	187 36%	64 32%	28 27%	36 37%	54 39%	91 23%	69 38%	194 30%	84 31%	133 34%	54 42%	60 24%	31 21%
		g	adg	g		adg	acdg		adg			a			
Fairly confident	1360 42%	415 45%	230 44%	95 48%	52 51%	43 44%	58 42%	184 46%	78 43%	294 45%	120 45%	178 45%	52 42%	117 46%	68 47%
					abf										
Not very confident	528 16%	160 17%	73 14%	28 14%	14 14%	14 14%	19 14%	87 22%	26 14%	116 18%	45 17%	59 15%	14 11%	57 22%	30 21%
		b						bcdefh							
Not at all confident	256 8%	57 6%	23 4%	10 5%	5 5%	4 4%	6 4%	34 9%	8 4%	40 6%	17 6%	19 5%	4 3%	21 8%	13 9%
								bcef							
Don't know	49 2%	8 1%	5 1%	2 1%	1 1%	1 1%	2 1%	3 1%	1 *	5 1%	3 1%	3 1%	2 1%	1 *	2 1%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 163

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11D. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the different options for the services in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
Very confident	1022 32%	484 36%	528 29%	674 30%	270 36%	77 31%	468 36%	197 25%	135 30%	217 34%	665 32%	352 32%	879 31%	74 37%	56 36%	** **	
		b		a	a		bce			b	b	b					
Fairly confident	1360 42%	518 39%	830 45%	930 42%	319 43%	110 44%	531 40%	375 47%	205 45%	247 39%	905 43%	451 41%	1201 43%	63 31%	70 45%	** **	
			a				adef		d				b		b		
Not very confident	528 16%	210 16%	310 17%	387 17%	98 13%	42 17%	214 16%	132 17%	92 20%	87 14%	346 16%	179 16%	459 16%	41 20%	19 12%	** **	
				b					de					c			
Not at all confident	256 8%	110 8%	144 8%	192 9%	47 6%	17 7%	92 7%	80 10%	16 4%	63 10%	171 8%	79 7%	218 8%	19 10%	8 5%	** **	
				b			c	acf		acf	c	c					
Don't know	49 2%	15 1%	32 2%	32 1%	14 2%	3 1%	11 1%	7 1%	8 2%	21 3%	18 1%	29 3%	43 2%	3 1%	3 2%	** **	
										abe		abe					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11D. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the different options for the services in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
Very confident	1022 32%	941 32%	81 27%	379 31%	518 34%
					a
Fairly confident	1360 42%	1223 42%	137 46%	463 38%	700 47%
					a
Not very confident	528 16%	482 17%	46 15%	236 19%	205 14%
				b	
Not at all confident	256 8%	235 8%	21 7%	139 11%	63 4%
				b	
Don't know	49 2%	37 1%	12 4%	16 1%	16 1%
			a		

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 164

Any break column with 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. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
Hearing: Poor hearing or are D/deaf	256	22	145	7	8	**	7	6	6	124	107	16
	8%	5%	8%	7%	4%	**	6%	4%	4%	10%	11%	6%
			a							c	c	
Eyesight: Poor vision, colour blindness, partial sight, or are blind	342	37	187	5	19	**	5	18	13	150	124	26
	11%	8%	11%	4%	10%	**	4%	12%	8%	12%	13%	9%
			a		a			b	b			
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	354	39	174	13	15	**	16	10	11	135	105	30
	11%	8%	10%	13%	8%	**	13%	7%	7%	10%	11%	10%
							cd					
Dexterity: Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	243	19	122	5	7	**	5	7	7	102	84	18
	8%	4%	7%	5%	4%	**	4%	5%	4%	8%	9%	6%
			a									
Breathing: Breathlessness or chest pains	176	28	105	6	14	**	6	12	8	78	57	20
	5%	6%	6%	6%	7%	**	5%	8%	4%	6%	6%	7%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 164

Any break column with 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. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A c	BBAND S/A d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%												
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
Mental abilities: Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	213 7%	23 5%	119 7%	5 4%	12 6%	** **	6 5%	10 7%	6 3%	96 7%	64 6%	33 11% b
Social behaviour: Conditions associated with this such as autism, attention deficit disorder, etc.	191 6%	21 5%	104 6%	4 3%	9 5%	** **	4 3%	8 5%	8 5%	82 6%	64 6%	18 6%
Your mental health: Such as anxiety, depression, or trauma-related conditions	507 16%	81 17%	278 16%	18 17%	37 19%	** **	21 17%	27 18%	26 15%	198 15%	137 14%	60 20% b
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	209 7%	34 7% b	94 5%	10 9%	11 6%	** **	10 8%	9 6%	14 8%	59 5%	42 4%	17 6%
Nothing: no impairments or conditions impact or limit your daily activities or the work you can do	1503 47%	255 55% b	801 46%	61 59% b	91 47%	** **	73 59% c	67 45%	101 60% c	547 43%	432 44%	115 39%
Prefer not to say	373 12%	51 11%	223 13%	4 4%	31 16% a	** **	5 4%	29 19% bd	16 10% b	173 13%	123 13%	49 17%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 164

Any break column with 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. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A c	BBAND S/A d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%												
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
Don't know	106	5	60	*	3	**	*	3	2	55	42	13
	3%	1%	3%	*%	2%	**	*%	2%	1%	4%	4%	4%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
Hearing: Poor hearing or are D/deaf	256	64	16	44	38	6	7	**	57
	8%	19%	5%	7%	8%	4%	8%	**	11%
		bcdef							
Eyesight: Poor vision, colour blindness, partial sight, or are blind	342	60	10	80	68	12	12	**	72
	11%	18%	3%	12%	14%	8%	12%	**	14%
		be		b	b	b	b		
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	354	39	22	74	61	13	10	**	82
	11%	11%	7%	12%	12%	9%	11%	**	16%
Dexterity: Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	243	44	10	48	38	10	5	**	72
	8%	13%	3%	8%	8%	7%	5%	**	14%
		bcf		b					
Breathing: Breathlessness or chest pains	176	21	20	37	26	11	6	**	10
	5%	6%	7%	6%	5%	8%	6%	**	2%
Mental abilities: Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	213	23	28	45	26	19	6	**	31
	7%	7%	9%	7%	5%	13%	6%	**	6%
						acd			

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 164

Any break column with 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. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
Social behaviour: Conditions associated with this such as autism, attention deficit disorder, etc.	191 6%	21 6%	13 4%	48 8%	40 8%	9 6%	8 8%	** **	36 7%
Your mental health: Such as anxiety, depression, or trauma-related conditions	507 16%	59 17%	37 12%	101 16%	72 15%	29 20%	20 21%	** **	71 14%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	209 7%	14 4%	14 5%	32 5%	25 5%	7 5%	7 8%	** **	36 7%
Nothing: no impairments or conditions impact or limit your daily activities or the work you can do	1503 47%	99 29%	181 60% acdef	267 42% af	209 42% af	58 40% a	30 31%	** **	215 42%
Prefer not to say	373 12%	52 15%	29 10%	92 14%	68 14%	24 17%	19 19% b	** **	61 12%
Don't know	106 3%	13 4%	10 3%	32 5%	25 5%	7 5%	2 3%	** **	26 5%

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with 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. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Hearing: Poor hearing or are D/deaf	256	52	21	8	4	4	6	31	7	47	5	21	1	26	4
	8%	6%	4%	4%	4%	4%	4%	8%	4%	7%	2%	5%	1%	10%	3%
								bce		b		b		b	
Eyesight: Poor vision, colour blindness, partial sight, or are blind	342	80	40	7	4	4	13	40	19	65	14	33	6	32	8
	11%	9%	8%	4%	4%	4%	9%	10%	11%	10%	5%	9%	5%	13%	6%
		cde	cde				cde	cde	cde	b					
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	354	93	53	21	12	9	15	40	17	68	24	41	12	27	13
	11%	10%	10%	11%	12%	9%	11%	10%	9%	11%	9%	10%	9%	11%	9%
Dexterity: Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	243	47	27	7	5	2	9	20	10	39	8	21	5	17	3
	8%	5%	5%	4%	5%	2%	7%	5%	6%	6%	3%	5%	4%	7%	2%
		e	e		e		ce	e	e	b					
Breathing: Breathlessness or chest pains	176	57	26	11	7	4	7	31	7	41	16	21	5	20	11
	5%	6%	5%	6%	7%	4%	5%	8%	4%	6%	6%	5%	4%	8%	8%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 164

Any break column with 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. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Mental abilities: Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	213 7%	61 7%	34 7%	9 5%	6 6%	3 3%	13 9%	27 7%	12 7%	45 7%	16 6%	27 7%	7 6%	18 7%	9 6%
		e	e				ce	e							
Social behaviour: Conditions associated with this such as autism, attention deficit disorder, etc.	191 6%	50 5%	23 5%	7 4%	4 4%	3 3%	11 8%	27 7%	6 3%	40 6%	10 4%	20 5%	3 3%	20 8%	6 4%
							bcd	eh	c						
Your mental health: Such as anxiety, depression, or trauma-related conditions	507 16%	152 17%	78 15%	27 14%	15 15%	13 13%	22 16%	74 19%	28 15%	99 15%	53 20%	60 15%	17 14%	39 15%	36 25%
															a
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	209 7%	76 8%	40 8%	16 8%	9 9%	6 6%	10 7%	36 9%	14 8%	50 8%	26 10%	29 7%	11 9%	21 8%	15 10%
Nothing: no impairments or conditions impact or limit your daily activities or the work you can do	1503 47%	471 51%	296 57%	124 62%	60 59%	64 65%	73 53%	176 44%	99 55%	335 52%	137 51%	225 57%	71 56%	110 43%	66 46%
				abfgh	ag	abfgh	g		g						

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 164

Any break column with 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. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Prefer not to say	373 12%	85 9% bcd	34 7%	11 6%	5 5%	6 6%	8 6%	51 13% bcdef	14 8%	59 9%	25 9%	24 6%	10 8%	36 14%	16 11%
Don't know	106 3%	19 2%	10 2%	2 1%	1 1%	2 2%	3 2%	9 2%	5 3%	14 2%	6 2%	7 2%	3 3%	7 3%	2 2%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 164

Any break column with 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. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
Hearing: Poor hearing or are D/deaf	256	154	99	192	36	27	121	46	45	43	167	88	213	14	22	**	
	8%	11%	5%	9%	5%	11%	9%	6%	10%	7%	8%	8%	8%	7%	14%	**	
		b		b		b	b		b		b				ab		
Eyesight: Poor vision, colour blindness, partial sight, or are blind	342	168	171	292	40	10	163	76	38	64	239	102	282	34	19	**	
	11%	13%	9%	13%	5%	4%	12%	10%	8%	10%	11%	9%	10%	17%	12%	**	
		b		bc			cf							a			
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	354	187	166	235	79	40	138	86	54	76	224	129	298	21	19	**	
	11%	14%	9%	11%	11%	16%	10%	11%	12%	12%	11%	12%	11%	11%	12%	**	
		b				ab											
Dexterity: Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	243	137	103	178	51	13	111	43	34	53	154	88	194	23	12	**	
	8%	10%	6%	8%	7%	5%	8%	5%	8%	8%	7%	8%	7%	12%	8%	**	
		b					b			b		b		a			
Breathing: Breathlessness or chest pains	176	85	89	107	47	22	51	45	24	55	96	79	150	12	9	**	
	5%	6%	5%	5%	6%	9%	4%	6%	5%	9%	5%	7%	5%	6%	6%	**	
						a				abce		ae					
Mental abilities: Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	213	86	126	163	46	5	70	54	30	59	123	89	182	18	10	**	
	7%	6%	7%	7%	6%	2%	5%	7%	6%	9%	6%	8%	6%	9%	6%	**	
				c	c					ae		ae					

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 164

Any break column with 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. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	~d
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
Social behaviour: Conditions associated with this such as autism, attention deficit disorder, etc.	191 6%	84 6%	103 6%	165 7% bc	25 3% c	- -%	81 6%	38 5%	32 7%	38 6%	119 6%	71 6%	157 6%	19 9% a	9 6%	** **	
Your mental health: Such as anxiety, depression, or trauma-related conditions	507 16%	152 11%	350 19% a	359 16% c	125 17% c	23 9%	147 11%	135 17% ae	72 16% a	150 24% abce	283 13%	222 20% ace	440 16%	30 15%	24 16%	** **	
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	209 7%	77 6%	131 7%	116 5%	65 9% a	28 11% a	66 5%	53 7%	29 6%	60 9% ae	119 6%	89 8% ae	175 6%	13 6%	8 5%	** **	
Nothing: no impairments or conditions impact or limit your daily activities or the work you can do	1503 47%	649 49%	850 46%	966 44%	384 51% a	153 61% ab	657 50% cdf	381 48% df	199 44%	262 41%	1039 49% cdf	462 42%	1335 48%	84 42%	71 46%	** **	
Prefer not to say	373 12%	109 8%	247 13% a	294 13% bc	71 9% c	6 2%	139 11%	93 12%	47 10%	83 13%	232 11%	130 12%	322 11%	24 12%	17 11%	** **	
Don't know	106 3%	56 4% b	50 3%	67 3% c	37 5% ac	2 1%	42 3%	27 3%	21 5%	16 3%	69 3%	37 3%	95 3%	5 3%	5 3%	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with 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. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
Hearing: Poor hearing or are D/deaf	256	238	18	256	-
	8%	8%	6%	21%	-%
				b	
Eyesight: Poor vision, colour blindness, partial sight, or are blind	342	331	11	342	-
	11%	11%	4%	28%	-%
		b		b	
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	354	325	29	354	-
	11%	11%	10%	29%	-%
				b	
Dexterity: Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	243	224	18	243	-
	8%	8%	6%	20%	-%
				b	
Breathing: Breathlessness or chest pains	176	167	9	176	-
	5%	6%	3%	14%	-%
		b		b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 164

Any break column with 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. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
Mental abilities: Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	213 7%	199 7%	14 5%	213 17% b	- -%
Social behaviour: Conditions associated with this such as autism, attention deficit disorder, etc.	191 6%	181 6% b	10 3%	191 15% b	- -%
Your mental health: Such as anxiety, depression, or trauma-related conditions	507 16%	451 15%	56 19%	507 41% b	- -%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	209 7%	175 6%	35 12% a	209 17% b	- -%
Nothing: no impairments or conditions impact or limit your daily activities or the work you can do	1503 47%	1357 46%	147 49%	- -%	1503 100% a
Prefer not to say	373 12%	342 12%	32 11%	- -%	- -%

Columns Tested: a,b - a,b

Any break column with 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. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
Don't know	106	100	6	-	-
	3%	3%	2%	-%	-%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 165

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
WHITE												
English/ Welsh/ Scottish/ Northern Irish/ British	2069	348	1138	90	129	**	103	93	127	789	625	165
	64%	75%	65%	86%	67%	**	84%	63%	76%	61%	63%	56%
		b		b			cd		c		c	
Irish	33	4	18	1	1	**	1	-	2	14	11	3
	1%	1%	1%	1%	*%	**	1%	-%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	13	2	11	-	1	**	-	1	1	9	8	1
	*%	*%	1%	-%	1%	**	-%	1%	1%	1%	1%	*%
Any other white background	63	10	33	2	4	**	3	2	4	23	16	7
	2%	2%	2%	2%	2%	**	3%	1%	3%	2%	2%	2%
MIXED/ MULTIPLE ETHNIC GROUPS												
White and Black Caribbean	57	7	29	2	2	**	2	2	3	22	13	9
	2%	1%	2%	2%	1%	**	1%	1%	2%	2%	1%	3%
White and Black African	48	2	15	-	*	**	*	-	2	13	12	1
	2%	*%	1%	-%	*%	**	*%	-%	1%	1%	1%	*%
White and Asian	47	8	33	1	6	**	1	6	*	25	23	2
	1%	2%	2%	1%	3%	**	1%	4%	*%	2%	2%	1%
					a			bd				
Any other mixed/ multiple ethnic background	9	3	7	1	1	**	1	1	*	4	2	2
	*%	1%	*%	1%	1%	**	1%	1%	*%	*%	*%	1%
ASIAN AND BRITISH ASIAN												
Indian	88	7	48	1	3	**	2	2	4	41	37	4
	3%	2%	3%	1%	1%	**	1%	1%	2%	3%	4%	1%
											c	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 165

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A c	BBAND S/A d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%												
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
Pakistani	124 4%	10 2%	66 4% a	1 1%	5 3%	** **	2 2%	4 3%	4 3%	55 4%	41 4%	14 5%
Bangladeshi	26 1%	2 *%	10 1%	* *%	* *%	** **	* *%	- -%	1 1%	8 1%	5 1%	3 1%
Chinese	39 1%	4 1%	29 2%	- -%	2 1%	** **	- -%	2 1%	2 1%	25 2%	19 2%	5 2%
Any other Asian background	31 1%	2 1%	16 1%	- -%	1 1%	** **	* *%	1 1%	1 1%	14 1%	11 1%	3 1%
BLACK AND BLACK BRITISH												
Caribbean	48 1%	4 1%	23 1%	1 1%	2 1%	** **	2 2%	1 1%	1 1%	19 1%	15 2%	3 1%
African	203 6%	19 4%	101 6%	1 1%	12 6% a	** **	1 1%	12 8% b	6 4% b	82 6%	51 5%	31 10% ab
Any other Black/ African/ Caribbean background	14 *%	3 1%	5 *%	* *%	1 1%	** **	* *%	1 1%	1 1%	2 *%	2 *%	- -%
OTHER ETHNIC GROUP												
Arab	27 1%	3 1%	11 1%	- -%	3 2% a	** **	- -%	3 2% bd	- -%	8 1%	8 1%	- -%
Any other ethnic background	11 *%	2 *%	6 *%	1 1%	1 1%	** **	1 1%	1 1%	* *%	4 *%	2 *%	2 1%
Prefer not to say	265 8%	26 6%	154 9% a	3 3%	18 9% a	** **	3 2%	17 11% bd	6 4%	128 10%	86 9%	42 14% ab

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
WHITE									
English/ Welsh/ Scottish/ Northern Irish/ British	2069 64%	190 55%	225 75% acdef	374 58%	294 59%	80 55%	51 52%	** **	291 57%
Irish	33 1%	4 1%	2 1%	9 1%	6 1%	3 2%	- -%	** **	5 1%
Gypsy, Traveller or Irish Traveller	13 *%	3 1%	2 1%	4 1%	4 1%	- -%	1 1%	** **	- -%
Any other white background	63 2%	7 2%	4 1%	13 2%	10 2%	3 2%	4 4%	** **	10 2%
MIXED/ MULTIPLE ETHNIC GROUPS									
White and Black Caribbean	57 2%	5 2%	3 1%	14 2%	9 2%	5 3%	1 1%	** **	15 3%
White and Black African	48 2%	3 1%	2 1%	8 1%	8 2%	- -%	1 1%	** **	15 3%
White and Asian	47 1%	11 3% e	4 1%	11 2%	11 2%	- -%	- -%	** **	5 1%
Any other mixed/ multiple ethnic background	9 *%	1 *%	2 1%	1 *%	- -%	1 1%	1 1%	** **	- -%
ASIAN AND BRITISH ASIAN									
Indian	88 3%	13 4% f	4 1%	23 4%	20 4% f	3 2%	- -%	** **	15 3%
Pakistani	124 4%	12 4%	6 2%	37 6%	28 6%	9 6%	4 4%	** **	25 5%

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
Bangladeshi	26 1%	2 1%	4 1%	3 *%	2 *%	1 1%	2 2%	** **	10 2%
Chinese	39 1%	10 3%	3 1%	12 2%	10 2%	2 1%	3 3%	** **	- -%
Any other Asian background	31 1%	4 1%	6 2%	4 1%	4 1%	1 1%	2 2%	** **	5 1%
BLACK AND BLACK BRITISH									
Caribbean	48 1%	7 2%	- -%	12 2%	11 2% b	1 1%	3 3% b	** **	10 2%
African	203 6%	31 9% b	11 4%	41 6%	30 6%	11 7%	15 15% bcd	** **	36 7%
Any other Black/ African/ Caribbean background	14 *%	- -%	- -%	2 *%	2 *%	- -%	- -%	** **	5 1%
OTHER ETHNIC GROUP									
Arab	27 1%	6 2%	- -%	2 *%	2 *%	- -%	- -%	** **	15 3%
Any other ethnic background	11 *%	- -%	- -%	4 1%	2 *%	2 1%	- -%	** **	- -%
Prefer not to say	265 8%	37 11%	22 7%	69 11%	44 9%	25 17% bcd	11 11%	** **	46 9%

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 165

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
WHITE															
English/ Welsh/ Scottish/ Northern Irish/ British	2069 64%	617 67% g	377 73% agh	164 82% abfgh	85 84% abfgh	79 81% abfgh	100 73% gh	240 60%	113 62%	424 65%	193 71% a	282 72%	95 75%	142 56%	98 68% a
Irish	33 1%	10 1%	3 1%	1 1%	* *% 1%	1 1%	2 1%	6 2%	- -% 1%	7 1%	2 1%	3 1%	* *% 1%	5 2%	2 1%
Gypsy, Traveller or Irish Traveller	13 *%	2 *%	- -% 1%	- -% 1%	- -% 1%	- -% 1%	- -% 1%	2 *% b	- -% 1%	2 *% 1%	- -% 1%	- -% 1%	- -% 1%	2 1%	- -% 1%
Any other white background	63 2%	20 2%	17 3% g	7 4% g	4 4% g	3 3% g	2 2% g	2 1%	8 4% g	16 2% g	4 2% g	13 3% g	4 3% g	2 1% g	- -% g
MIXED/ MULTIPLE ETHNIC GROUPS															
White and Black Caribbean	57 2%	13 1%	9 2%	2 1%	1 1%	1 1%	3 2%	5 1%	4 2%	9 1%	4 2%	7 2%	2 2%	2 1%	2 2%
White and Black African	48 2%	17 2% cd	11 2% cd	1 1%	- -% 1%	1 1%	3 2% cd	6 2% d	6 4% cd	15 2% cd	2 1%	10 2%	1 1%	5 2%	1 1%
White and Asian	47 1%	7 1%	4 1%	1 *% ce	1 1%	- -% 1%	2 2% ce	4 1%	1 *% ce	6 1%	2 1%	3 1%	* *% 1%	2 1%	1 1%
Any other mixed/ multiple ethnic background	9 *%	3 *%	3 1%	* *% 1%	* *% 1%	- -% 1%	* *% 1%	- -% 1%	2 1%	1 *% 1%	1 1%	1 *% 1%	1 1%	- -% 1%	- -% 1%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 165

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
ASIAN AND BRITISH ASIAN															
Indian	88 3%	24 3%	14 3%	5 2%	1 1%	3 3%	5 3%	10 2%	5 3%	21 3% b	3 1%	11 3%	3 2%	10 4% b	- -%
Pakistani	124 4%	33 4% cd	16 3% c	3 1%	1 1%	1 1%	2 2%	17 4% cd	11 6% bcdef	26 4%	7 3%	14 4%	2 1%	11 4%	5 4%
Bangladeshi	26 1%	5 1%	1 *% *	1 *% *	- -%	1 1%	- -%	5 1% b	- -%	2 *% *	3 1%	1 *% *	- -%	2 1%	3 2%
Chinese	39 1%	10 1%	5 1%	1 *% *	* *% *	* *% *	1 1%	5 1%	4 2% c	9 1%	1 *% *	4 1%	1 1%	5 2%	- -%
Any other Asian background	31 1%	9 1%	3 1%	* *% *	* *% *	- -%	* *% *	6 1% ce	3 1% ce	5 1%	4 2%	2 1%	1 1%	2 1%	3 2%
BLACK AND BLACK BRITISH															
Caribbean	48 1%	13 1% ce	6 1%	* *% *	* *% *	- -%	2 2% ce	8 2% ce	3 2% ce	9 1%	4 1%	5 1%	* *% *	4 2%	3 2%
African	203 6%	64 7% bcde	19 4%	4 2%	2 2%	2 2%	8 6% cde	45 11% abcdefh	6 4%	43 7%	20 8%	14 4%	5 4%	29 12%	15 11%
Any other Black/ African/ Caribbean background	14 *% *	4 *% *	1 *% *	* *% *	- -%	* *% *	* *% *	3 1%	- -%	3 *% *	* *% *	* *% *	* *% *	3 1%	- -%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 165

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
OTHER ETHNIC GROUP															
Arab	27	1	1	1	1	-	*	-	-	1	-	1	-	-	-
	1%	*%	*%	*%	1%	-%	*%	-%	-%	*%	-%	*%	-%	-%	-%
Any other ethnic background	11	5	1	*	-	*	-	3	1	2	2	-	1	2	1
	*%	1%	*%	*%	-%	*%	-%	1%	1%	*%	1%	-%	1%	1%	1%
													a		
Prefer not to say	265	62	28	7	3	4	5	34	15	46	16	19	8	26	8
	8%	7%	5%	4%	3%	4%	4%	9%	8%	7%	6%	5%	6%	10%	6%
		cdf						bcdef	cdef						

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 165

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
WHITE																	
English/ Welsh/ Scottish/ Northern Irish/ British	2069	868	1194	1255	577	237	783	500	306	475	1283	781	1777	147	117	**	
	64%	65%	65%	57%	77%	95%	60%	63%	67%	75%	61%	72%	63%	74%	75%	**	
				a	a	ab			ae	abce		abe		a	a		
Irish	33	11	22	22	10	1	13	5	9	6	18	15	26	-	*	**	
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	**	
						be											
Gypsy, Traveller or Irish Traveller	13	5	7	11	2	-	5	6	2	-	11	2	10	-	-	**	
	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	0%	**	
						d											
Any other white background	63	27	35	51	10	2	24	24	3	11	48	15	57	2	2	**	
	2%	2%	2%	2%	1%	1%	2%	3%	1%	2%	2%	1%	2%	1%	1%	**	
				c				cf			c						
MIXED/ MULTIPLE ETHNIC GROUPS																	
White and Black Caribbean	57	25	32	45	11	1	27	8	9	13	34	22	43	8	*	**	
	2%	2%	2%	2%	1%	1%	2%	1%	2%	2%	2%	2%	2%	4%	1%	**	
				c										ac			
White and Black African	48	25	24	45	4	-	26	17	3	2	44	5	44	2	3	**	
	2%	2%	1%	2%	1%	0%	2%	2%	1%	1%	2%	1%	2%	1%	2%	**	
				bc			df	cdf			cdf						
White and Asian	47	25	19	41	5	-	28	8	9	2	36	11	36	2	5	**	
	1%	2%	1%	2%	1%	0%	2%	1%	2%	1%	2%	1%	1%	1%	3%	**	
				bc			bdf	d	d		d						
Any other mixed/ multiple ethnic background	9	5	5	7	1	1	3	5	*	1	8	1	7	2	-	**	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	**	
								f						a			

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 165

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
ASIAN AND BRITISH ASIAN																	
Indian	88 3%	49 4%	38 2%	68 3%	19 3%	* *%	41 3%	21 3%	9 2%	18 3%	61 3%	26 2%	86 3%	1 *%	1 *%	** **	
		b		c	c								bc				
Pakistani	124 4%	42 3%	82 4%	110 5%	13 2%	1 *%	40 3%	32 4%	36 8%	15 2%	72 3%	51 5%	120 4%	2 1%	- -%	** **	
				bc					abdef			ad	bc				
Bangladeshi	26 1%	9 1%	17 1%	24 1%	2 *%	- -%	14 1%	8 1%	3 1%	1 *%	22 1%	4 *%	26 1%	- -%	- -%	** **	
				b			d				df						
Chinese	39 1%	11 1%	27 1%	31 1%	6 1%	- -%	17 1%	15 2%	3 1%	3 1%	32 2%	6 1%	35 1%	- -%	- -%	** **	
				c				df			f						
Any other Asian background	31 1%	3 *%	28 1%	25 1%	5 1%	* *%	11 1%	7 1%	3 1%	10 2%	18 1%	13 1%	29 1%	- -%	2 1%	** **	
			a														
BLACK AND BLACK BRITISH																	
Caribbean	48 1%	21 2%	22 1%	42 2%	6 1%	* *%	30 2%	7 1%	7 2%	4 1%	37 2%	11 1%	45 2%	1 1%	2 1%	** **	
				bc			bdf				d						
African	203 6%	84 6%	117 6%	179 8%	24 3%	- -%	113 9%	52 7%	19 4%	19 3%	165 8%	38 4%	186 7%	10 5%	5 3%	** **	
				bc	c		cdf	df			cdf						
Any other Black/ African/ Caribbean background	14 *%	11 1%	3 *%	6 *%	8 1%	* *%	13 1%	- -%	* *%	1 *%	13 1%	1 *%	14 *%	1 *%	- -%	** **	
		b		a			bdf				bf						
OTHER ETHNIC GROUP																	
Arab	27 1%	9 1%	18 1%	26 1%	1 *%	- -%	18 1%	5 1%	3 1%	1 *%	23 1%	4 *%	19 1%	5 3%	3 2%	** **	
				bc			df				df			a	a		

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
Any other ethnic background	11	2	9	9	1	-	5	5	*	1	10	1	10	*	-	**	
	*%	*%	*%	*%	*%	-%	*%	1%	*%	*%	*%	*%	*%	*%	-%	**	
Prefer not to say	265	106	146	218	42	4	104	68	31	51	172	82	231	15	16	**	
	8%	8%	8%	10%	6%	2%	8%	9%	7%	8%	8%	8%	8%	8%	10%	**	
				bc	c												

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
WHITE					
English/ Welsh/ Scottish/ Northern Irish/ British	2069	1814	255	813	1083
	64%	62%	86%	66%	72%
			a		a
Irish	33	29	4	16	12
	1%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	13	13	-	9	-
	*%	*%	-%	1%	-%
				b	
Any other white background	63	60	3	21	36
	2%	2%	1%	2%	2%
MIXED/ MULTIPLE ETHNIC GROUPS					
White and Black Caribbean	57	56	1	24	25
	2%	2%	*%	2%	2%
		b			
White and Black African	48	48	-	16	27
	2%	2%	-%	1%	2%
		b			
White and Asian	47	44	3	28	12
	1%	1%	1%	2%	1%
				b	
Any other mixed/ multiple ethnic background	9	9	1	3	5
	*%	*%	*%	*%	*%
ASIAN AND BRITISH ASIAN					
Indian	88	86	2	34	49
	3%	3%	1%	3%	3%
		b			

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
Pakistani	124	123	1	61	35
	4%	4%	*%	5%	2%
		b		b	
Bangladeshi	26	26	-	19	6
	1%	1%	-%	2%	*%
				b	
Chinese	39	39	-	11	24
	1%	1%	-%	1%	2%
		b			
Any other Asian background	31	31	-	13	14
	1%	1%	-%	1%	1%
BLACK AND BLACK BRITISH					
Caribbean	48	48	-	19	27
	1%	2%	-%	2%	2%
		b			
African	203	200	3	56	111
	6%	7%	1%	5%	7%
		b			a
Any other Black/ African/ Caribbean background	14	12	3	6	3
	*%	*%	1%	*%	*%
OTHER ETHNIC GROUP					
Arab	27	27	-	25	1
	1%	1%	-%	2%	*%
				b	
Any other ethnic background	11	10	*	5	5
	*%	*%	*%	*%	*%
Prefer not to say	265	244	21	54	29
	8%	8%	7%	4%	2%
				b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which of the following best describes you?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
In full time employment	1831	221	931	47	101	**	54	82	72	710	569	141
	57%	48%	53%	45%	53%	**	44%	55%	43%	55%	58%	47%
			a					bd		c	c	
In part time employment	541	80	307	16	27	**	18	20	38	227	169	57
	17%	17%	18%	15%	14%	**	15%	13%	22%	18%	17%	19%
									bc			
Unemployed	208	33	126	7	12	**	9	8	14	93	50	43
	6%	7%	7%	7%	6%	**	8%	5%	8%	7%	5%	14%
												ab
A student	154	23	95	*	15	**	1	15	8	72	53	19
	5%	5%	5%	*%	8%	**	1%	10%	5%	6%	5%	6%
					a			bd	b			
Full- time responsibility for home/ family	142	27	77	6	10	**	9	6	10	50	38	13
	4%	6%	4%	6%	5%	**	7%	4%	6%	4%	4%	4%
Retired	264	66	160	24	21	**	28	14	21	94	83	11
	8%	14%	9%	23%	11%	**	23%	9%	12%	7%	8%	4%
		b		b			cd			c	c	
Other	37	11	26	3	3	**	3	2	5	16	12	4
	1%	2%	2%	3%	2%	**	2%	1%	3%	1%	1%	1%
Prefer not to say	37	5	28	*	3	**	*	3	1	23	14	10
	1%	1%	2%	*%	2%	**	*%	2%	1%	2%	1%	3%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which of the following best describes you?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	f	~a	b
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
In full time employment	1831	203	125	382	302	80	43	**	353
	57%	59%	42%	60%	61%	55%	44%	**	69%
		bf		bf	bf	b			
In part time employment	541	61	65	100	81	19	23	**	76
	17%	18%	22%	16%	16%	13%	24%	**	15%
			e			e			
Unemployed	208	29	31	33	15	18	17	**	26
	6%	8%	10%	5%	3%	12%	18%	**	5%
		d	cd			cd	acd		
A student	154	23	6	42	32	10	9	**	20
	5%	7%	2%	7%	7%	7%	9%	**	4%
		b		b	b	b	b		
Full- time responsibility for home/ family	142	13	4	33	24	9	1	**	25
	4%	4%	1%	5%	5%	6%	1%	**	5%
				b		bf			
Retired	264	6	55	33	28	6	-	**	10
	8%	2%	18%	5%	6%	4%	-%	**	2%
			acdef	af	af	f			
Other	37	2	7	6	5	1	2	**	-
	1%	1%	2%	1%	1%	1%	2%	**	-%
Prefer not to say	37	6	7	10	8	3	3	**	-
	1%	2%	2%	2%	2%	2%	3%	**	-%

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 166

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which of the following best describes you?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
In full time employment	1831	525	297	104	47	57	94	228	99	379	146	231	66	148	80
	57%	57%	57%	52%	47%	58%	68%	57%	55%	59%	54%	59%	52%	58%	55%
		d	d			d	abcdegh	d							
In part time employment	541	152	80	32	17	15	22	72	25	109	43	59	21	50	22
	17%	17%	15%	16%	17%	16%	16%	18%	14%	17%	16%	15%	17%	20%	15%
Unemployed	208	54	29	9	6	3	5	25	15	35	19	19	10	16	9
	6%	6%	6%	5%	6%	3%	4%	6%	8%	5%	7%	5%	8%	6%	6%
									ef						
A student	154	38	16	1	1	-	4	21	12	23	15	10	6	13	9
	5%	4%	3%	*%	1%	-%	3%	5%	6%	4%	5%	3%	5%	5%	6%
		cde	cde				cde	cde	bcde						
Full- time responsibility for home/ family	142	38	25	8	4	3	4	13	13	24	14	16	9	8	5
	4%	4%	5%	4%	4%	3%	3%	3%	7%	4%	5%	4%	7%	3%	4%
									afg						
Retired	264	92	60	39	22	17	8	32	13	65	27	49	11	16	17
	8%	10%	12%	20%	21%	18%	5%	8%	7%	10%	10%	13%	8%	6%	12%
		f	f	abfgh	abfgh	abfgh									
Other	37	11	10	5	4	1	2	1	3	8	3	7	3	1	-
	1%	1%	2%	3%	4%	1%	1%	*%	1%	1%	1%	2%	2%	*%	-%
			g	ag	ag										
Prefer not to say	37	8	1	1	1	-	-	7	1	5	3	*	1	5	2
	1%	1%	*%	*%	1%	-%	-%	2%	*%	1%	1%	*%	1%	2%	2%
								bcef					a		

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 166

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which of the following best describes you?

Base : All eligible respondents (switched or decided not to switch)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
In full time employment	1831	896	921	1413	403	15	930	488	239	172	1418	411	1603	106	91	**	
	57%	67%	50%	64%	54%	6%	71%	62%	52%	27%	67%	38%	57%	53%	58%	**	
		b		bc	c		bcdef	cdf	df		bcdf	d					
In part time employment	541	121	415	368	150	23	166	135	110	131	301	241	469	34	25	**	
	17%	9%	23%	17%	20%	9%	13%	17%	24%	21%	14%	22%	17%	17%	16%	**	
		a		c	ac		a	abe	ae		abe						
Unemployed	208	78	122	139	68	1	38	17	12	136	55	148	181	15	11	**	
	6%	6%	7%	6%	9%	0%	3%	2%	3%	21%	3%	14%	6%	7%	7%	**	
				c	ac					abcef		abce					
A student	154	47	104	150	4	-	54	56	30	11	110	41	148	3	3	**	
	5%	4%	6%	7%	1%	0%	4%	7%	7%	2%	5%	4%	5%	1%	2%	**	
			a	bc			d	adef	adf		d	d	b				
Full-time responsibility for home/ family	142	13	128	96	40	5	28	14	26	74	42	100	119	12	8	**	
	4%	1%	7%	4%	5%	2%	2%	2%	6%	12%	2%	9%	4%	6%	5%	**	
			a	c	c				abe	abce		abce					
Retired	264	157	107	4	56	204	88	67	33	76	155	109	218	25	13	**	
	8%	12%	6%	0%	7%	82%	7%	8%	7%	12%	7%	10%	8%	12%	8%	**	
		b			a	ab				abce		ae		a			
Other	37	12	24	15	22	*	2	8	4	22	10	26	30	2	3	**	
	1%	1%	1%	1%	3%	0%	0%	1%	1%	4%	0%	2%	1%	1%	2%	**	
				ac			a	a	a	abce		abce					
Prefer not to say	37	12	22	30	5	-	8	7	2	12	15	14	31	2	2	**	
	1%	1%	1%	1%	1%	0%	1%	1%	0%	2%	1%	1%	1%	1%	1%	**	
				c						ace							

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which of the following best describes you?

Base : All eligible respondents (switched or decided not to switch)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
In full time employment	1831	1701	130	650	926
	57%	58%	44%	53%	62%
		b			a
In part time employment	541	490	51	214	250
	17%	17%	17%	17%	17%
Unemployed	208	195	13	102	60
	6%	7%	4%	8%	4%
				b	
A student	154	146	9	84	30
	5%	5%	3%	7%	2%
				b	
Full- time responsibility for home/ family	142	122	20	60	62
	4%	4%	7%	5%	4%
			a		
Retired	264	196	68	91	164
	8%	7%	23%	7%	11%
			a		a
Other	37	33	4	24	7
	1%	1%	1%	2%	*%
				b	
Prefer not to say	37	34	3	7	3
	1%	1%	1%	1%	*%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C7. What is the total number of people in the household (including yourself and any children)?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
1	453	74	258	25	20	**	27	16	29	184	145	39
	14%	16%	15%	24%	10%	**	22%	11%	17%	14%	15%	13%
				b			c					
2	810	124	439	33	46	**	39	30	44	314	249	66
	25%	27%	25%	32%	24%	**	32%	20%	27%	24%	25%	22%
							c					
3-4	1464	205	790	40	93	**	48	75	72	584	442	142
	46%	44%	45%	38%	48%	**	39%	50%	43%	45%	45%	48%
					a			b				
5-6	322	51	182	7	26	**	8	22	19	131	97	35
	10%	11%	10%	6%	13%	**	7%	15%	11%	10%	10%	12%
					a			b	b			
7 or more	104	8	56	-	5	**	*	5	3	48	36	12
	3%	2%	3%	-%	3%	**	*%	3%	2%	4%	4%	4%
			a		a			b				
Refused	63	3	26	*	2	**	*	2	1	22	19	3
	2%	1%	1%	*%	1%	**	*%	1%	1%	2%	2%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C7. What is the total number of people in the household (including yourself and any children)?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES ~a	WHEN MOVING b
Significance Level: 95%									
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
1	453 14%	43 12%	68 23%	73 11%	59 12%	14 10%	17 18%	**	51 10%
			acde						
2	810 25%	85 25%	100 33%	129 20%	102 21%	27 19%	22 23%	**	112 22%
			cde					**	
3-4	1464 46%	153 44%	102 34%	329 51%	254 51%	75 52%	40 42%	**	240 47%
		b		b	b	b		**	
5-6	322 10%	38 11%	20 7%	73 11%	53 11%	20 14%	10 11%	**	51 10%
						b		**	
7 or more	104 3%	15 4%	7 2%	25 4%	19 4%	6 4%	5 5%	**	31 6%
								**	
Refused	63 2%	11 3%	2 1%	10 2%	8 2%	2 1%	2 2%	**	26 5%
								**	

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 167

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C7. What is the total number of people in the household (including yourself and any children)?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
1	453	140	72	31	17	14	15	68	26	98	42	54	18	44	24
	14%	15%	14%	16%	17%	15%	11%	17%	14%	15%	15%	14%	14%	17%	17%
		f		f	f			f							
2	810	251	161	74	41	33	35	91	52	175	77	121	40	53	37
	25%	27%	31%	37%	40%	34%	25%	23%	29%	27%	28%	31%	31%	21%	26%
			afg	abfgh	abfgh	afg									
3-4	1464	415	227	76	36	40	64	188	86	305	110	176	52	129	58
	46%	45%	44%	39%	36%	41%	46%	47%	48%	47%	41%	45%	41%	51%	40%
		cd	cd				cd	cd	cd	b					
5-6	322	84	47	15	7	9	20	37	12	49	35	33	14	16	21
	10%	9%	9%	8%	7%	9%	15%	9%	7%	8%	13%	8%	11%	6%	14%
							abcdegh			a					a
7 or more	104	17	8	1	*	1	4	9	3	13	4	5	3	8	1
	3%	2%	1%	1%	%	1%	3%	2%	1%	2%	1%	1%	2%	3%	1%
							cd	d							
Refused	63	11	3	*	-	*	1	8	2	8	3	3	-	5	3
	2%	1%	1%	%	-%	%	1%	2%	1%	1%	1%	1%	-%	2%	2%
		c						bcd							

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 167

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C7. What is the total number of people in the household (including yourself and any children)?

Base : All eligible respondents (switched or decided not to switch)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
1	453	213	238	218	153	83	160	108	32	149	268	181	386	30	25	**	
	14%	16%	13%	10%	20%	33%	12%	14%	7%	23%	13%	17%	14%	15%	16%	**	
		b			a	ab	c	c		abcef	c	ace					
2	810	337	462	433	232	143	303	224	110	170	527	280	704	59	40	**	
	25%	25%	25%	20%	31%	58%	23%	28%	24%	27%	25%	26%	25%	30%	26%	**	
					a	ab		a									
3-4	1464	617	835	1128	315	19	619	345	251	240	964	491	1284	80	66	**	
	46%	46%	45%	51%	42%	8%	47%	44%	55%	38%	46%	45%	46%	40%	42%	**	
				bc	c		d	d	abdef		d	d					
5-6	322	100	220	278	41	3	159	71	48	43	230	91	279	18	18	**	
	10%	7%	12%	13%	5%	1%	12%	9%	11%	7%	11%	8%	10%	9%	12%	**	
			a	bc	c		bdf		d		df						
7 or more	104	41	60	98	3	1	41	32	10	20	73	30	91	6	7	**	
	3%	3%	3%	4%	*%	*%	3%	4%	2%	3%	3%	3%	3%	3%	4%	**	
				bc													
Refused	63	29	30	59	4	-	33	11	5	14	44	19	55	5	*	**	
	2%	2%	2%	3%	1%	-%	3%	1%	1%	2%	2%	2%	2%	3%	*%	**	
				bc													

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C7. What is the total number of people in the household (including yourself and any children)?

Base : All eligible respondents (switched or decided not to switch)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
1	453	410	43	183	213
	14%	14%	14%	15%	14%
2	810	709	100	275	435
	25%	24%	34%	22%	29%
			a		a
3-4	1464	1341	123	571	666
	46%	46%	41%	46%	44%
5-6	322	299	23	116	144
	10%	10%	8%	9%	10%
7 or more	104	97	6	47	39
	3%	3%	2%	4%	3%
Refused	63	61	2	41	6
	2%	2%	1%	3%	*%
			b		

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. And what is the total number of children aged under 18 in the household?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
NONE	1478	246	839	70	85	**	81	61	90	593	471	123
	46%	53%	48%	67%	44%	**	67%	41%	54%	46%	48%	41%
		b		b			cd		c			
1	805	88	414	14	44	**	18	34	29	326	247	80
	25%	19%	24%	14%	23%	**	15%	23%	17%	25%	25%	27%
			a		a			b				
2	672	94	352	16	44	**	17	38	34	258	197	61
	21%	20%	20%	15%	23%	**	14%	25%	20%	20%	20%	21%
					a			b	b			
3-4	224	35	124	5	16	**	6	14	14	88	61	27
	7%	8%	7%	5%	8%	**	5%	9%	9%	7%	6%	9%
5-6	30	2	17	-	1	**	-	1	1	15	11	5
	1%	*%	1%	-%	1%	**	-%	1%	*%	1%	1%	2%
7 or more	7	2	5	-	2	**	-	2	-	3	2	1
	*%	*%	*%	-%	1%	**	-%	1%	-%	*%	*%	*%
							bd					

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. And what is the total number of children aged under 18 in the household?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
		a	b	c	d	e	f	~a	b
Significance Level: 95%									
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
NONE	1478	146	192	255	197	58	38	**	158
	46%	43%	64%	40%	40%	40%	39%	**	31%
			acdef						
1	805	106	48	173	144	29	32	**	164
	25%	31%	16%	27%	29%	20%	33%	**	32%
		be		b	be		be		
2	672	64	45	149	113	36	18	**	143
	21%	19%	15%	23%	23%	25%	18%	**	28%
				b		b			
3-4	224	22	14	52	34	18	7	**	41
	7%	6%	5%	8%	7%	13%	8%	**	8%
						abd			
5-6	30	6	-	9	6	3	2	**	5
	1%	2%	-%	1%	1%	2%	2%	**	1%
7 or more	7	-	-	3	2	1	-	**	-
	*%	-%	-%	*%	*%	1%	-%	**	-%

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 168

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. And what is the total number of children aged under 18 in the household?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 95%															
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
NONE	1478	468	262	120	64	56	56	206	86	324	144	196	66	128	78
	46%	51%	51%	60%	63%	57%	40%	52%	48%	50%	53%	50%	52%	50%	54%
		f	f	abfgh	abfgh	bfn		f							
1	805	214	119	38	20	18	38	94	44	163	51	94	25	68	26
	25%	23%	23%	19%	19%	19%	27%	24%	24%	25%	19%	24%	20%	27%	18%
		c					cde			b					
2	672	170	99	30	14	17	30	71	39	118	51	75	24	43	28
	21%	18%	19%	15%	13%	17%	22%	18%	22%	18%	19%	19%	19%	17%	19%
		d	cd				cd		cd						
3-4	224	57	34	10	4	6	14	23	10	35	22	24	10	11	11
	7%	6%	7%	5%	4%	7%	10%	6%	6%	5%	8%	6%	8%	4%	8%
							abcdg								
5-6	30	7	3	*	-	*	*	5	2	6	1	3	-	3	1
	1%	1%	*%	*%	-%	*%	*%	1%	1%	1%	*%	1%	-%	1%	1%
7 or more	7	2	*	-	-	-	*	1	-	1	*	-	*	1	-
	*%	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	-%	*%	1%	-%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 168

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. And what is the total number of children aged under 18 in the household?

Base : All eligible respondents (switched or decided not to switch)

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
NONE	1478	635	825	803	432	242	522	410	168	368	931	536	1288	90	74	**	
	46%	47%	45%	36%	58%	97%	40%	52%	37%	58%	44%	49%	46%	45%	47%	**	
				a	ab		ace		abcef	ac	ace						
1	805	348	450	641	159	3	338	196	157	111	533	268	683	66	40	**	
	25%	26%	24%	29%	21%	1%	26%	25%	34%	17%	25%	25%	24%	33%	26%	**	
				bc	c		d	d	abdef		d	d		a			
2	672	267	401	540	129	3	324	138	101	105	462	206	606	24	28	**	
	21%	20%	22%	24%	17%	1%	25%	17%	22%	17%	22%	19%	22%	12%	18%	**	
				bc	c		bdf		bd		bdf		b				
3-4	224	73	149	198	25	1	120	38	23	43	158	66	193	18	9	**	
	7%	5%	8%	9%	3%	*%	9%	5%	5%	7%	8%	6%	7%	9%	6%	**	
			a	bc	c		bcf				b						
5-6	30	13	16	28	2	-	8	9	5	7	17	12	23	2	5	**	
	1%	1%	1%	1%	*%	-%	1%	1%	1%	1%	1%	1%	1%	1%	3%	**	
				bc											a		
7 or more	7	2	3	5	*	-	2	2	2	1	4	3	7	-	-	**	
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	-%	**	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. And what is the total number of children aged under 18 in the household?

Base : All eligible respondents (switched or decided not to switch)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
NONE	1478	1309	169	529	735
	46%	45%	57%	43%	49%
			a		a
1	805	755	50	359	336
	25%	26%	17%	29%	22%
		b		b	
2	672	620	52	253	305
	21%	21%	18%	21%	20%
3-4	224	200	24	74	115
	7%	7%	8%	6%	8%
5-6	30	27	3	15	13
	1%	1%	1%	1%	1%
7 or more	7	7	-	3	*
	*%	*%	-%	*%	*%

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	BBAND S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	c	d	a	b	c
Unweighted total	3207	846	1646	279	262	75	321	150	300	800	500	300
Effective Weighted Sample	1701	706	1180	272	222	64	315	150	279	721	491	292
Total	3215	466	1751	104	192	27	122	149	168	1284	988	297
Up to £10,399	244	28	146	7	12	**	8	10	9	118	80	38
	8%	6%	8%	6%	6%	**	7%	7%	6%	9%	8%	13%
			a									b
From £10,400 to £15,599	236	34	151	11	6	**	12	3	17	117	87	29
	7%	7%	9%	10%	3%	**	10%	2%	10%	9%	9%	10%
				b			c		c			
From £15,600 to £25,999	514	73	258	23	25	**	25	19	25	185	148	37
	16%	16%	15%	22%	13%	**	20%	13%	15%	14%	15%	12%
				b			c					
From £26,000 to £36,399	541	80	294	18	38	**	22	27	23	214	172	42
	17%	17%	17%	17%	20%	**	18%	18%	14%	17%	17%	14%
From £36,400 to £51,999	558	80	271	15	30	**	18	23	34	191	145	45
	17%	17%	15%	14%	16%	**	15%	15%	21%	15%	15%	15%
£52,000 to £77,999	422	76	238	18	35	**	21	29	22	162	133	30
	13%	16%	14%	18%	18%	**	17%	19%	13%	13%	13%	10%
£78,000 and above	432	52	213	5	26	**	9	22	20	161	129	33
	13%	11%	12%	5%	14%	**	7%	15%	12%	13%	13%	11%
				a			b		b			
Don't know	132	15	86	2	9	**	2	8	4	70	50	21
	4%	3%	5%	1%	5%	**	2%	5%	3%	5%	5%	7%
				a			b					
Prefer not to say	136	28	94	6	11	**	6	9	12	66	43	23
	4%	6%	5%	5%	6%	**	5%	6%	7%	5%	4%	8%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%	a	b	c	d	e	f	~a	b	
Unweighted total	3207	223	178	399	252	147	100	81	100
Effective Weighted Sample	1701	197	164	360	247	143	98	81	100
Total	3215	344	300	640	496	145	97	36	511
Up to £10,399	244 8%	49 14%	17 6%	52 8%	35 7%	17 12%	16 17%	** **	46 9%
		bcd				b	bcd		
From £10,400 to £15,599	236 7%	34 10%	40 13%	43 7%	31 6%	11 8%	8 8%	** **	20 4%
			cd						
From £15,600 to £25,999	514 16%	53 15%	42 14%	91 14%	77 16%	13 9%	17 17%	** **	112 22%
From £26,000 to £36,399	541 17%	69 20%	44 15%	101 16%	81 16%	19 13%	16 17%	** **	77 15%
From £36,400 to £51,999	558 17%	51 15%	45 15%	95 15%	73 15%	22 15%	16 17%	** **	102 20%
£52,000 to £77,999	422 13%	22 7%	54 18%	86 13%	66 13%	20 14%	6 6%	** **	36 7%
			af	af	a	a			
£78,000 and above	432 13%	41 12%	25 8%	96 15%	74 15%	23 16%	8 8%	** **	97 19%
			b	b	b				
Don't know	132 4%	9 2%	18 6%	44 7%	32 7%	11 8%	5 5%	** **	20 4%
			a	a	a				
Prefer not to say	136 4%	17 5%	15 5%	34 5%	25 5%	8 6%	5 6%	** **	- -

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 169

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE	BBAND S/A	YES	NO	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	a	b	a	b	a	b
Unweighted total	3207	1380	1080	583	311	272	296	300	201	1030	350	838	242	192	108
Effective Weighted Sample	1701	988	902	579	308	272	295	288	199	733	260	708	198	184	104
Total	3215	918	518	199	101	98	138	400	181	648	270	392	126	256	144
Up to £10,399	244	51	21	7	5	2	5	29	10	35	16	17	4	18	11
	8%	6%	4%	3%	5%	2%	3%	7%	6%	5%	6%	4%	3%	7%	8%
		ce						bcef	e						
From £10,400 to £15,599	236	60	35	14	9	5	9	25	12	48	12	28	7	21	5
	7%	7%	7%	7%	9%	5%	6%	6%	6%	7%	4%	7%	6%	8%	3%
					e					b					
From £15,600 to £25,999	514	139	79	35	19	16	15	60	28	93	46	60	19	33	27
	16%	15%	15%	18%	19%	17%	11%	15%	15%	14%	17%	15%	15%	13%	19%
				f	f										
From £26,000 to £36,399	541	164	86	35	19	17	22	78	28	116	48	62	24	54	24
	17%	18%	17%	18%	19%	17%	16%	20%	16%	18%	18%	16%	19%	21%	17%
From £36,400 to £51,999	558	180	108	38	19	18	31	73	39	127	54	84	24	43	30
	17%	20%	21%	19%	19%	19%	23%	18%	21%	20%	20%	21%	19%	17%	21%
£52,000 to £77,999	422	145	87	35	15	21	24	58	27	103	41	68	19	36	22
	13%	16%	17%	18%	14%	21%	18%	14%	15%	16%	15%	17%	15%	14%	16%
						adg									
£78,000 and above	432	113	71	24	9	15	27	41	20	79	34	52	20	27	14
	13%	12%	14%	12%	9%	15%	20%	10%	11%	12%	13%	13%	16%	11%	10%
			d			d	abcdgh								
Don't know	132	26	11	2	2	1	1	15	7	18	8	8	3	10	5
	4%	3%	2%	1%	2%	1%	1%	4%	4%	3%	3%	2%	2%	4%	3%
		ce						cef	cef						
Prefer not to say	136	40	21	8	4	4	3	20	10	28	12	14	7	15	5
	4%	4%	4%	4%	4%	4%	2%	5%	5%	4%	5%	3%	5%	6%	4%
									f						

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

	Total	GENDER		AGE			SEG						NATION				N ~d
		MAN a	WOMAN b	16-44 a	45-64 b	65+ c	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ENGLAND a	SCOTLAND b	WALES c	IRELAND	
Significance Level: 95%																	
Unweighted total	3207	1183	1993	2014	855	333	1269	802	460	657	2071	1117	2762	214	173	58	
Effective Weighted Sample	1701	643	1050	1086	458	185	657	425	246	363	1081	608	1471	105	96	31	
Total	3215	1337	1844	2215	748	249	1314	791	456	635	2106	1091	2800	199	156	60	
Up to £10,399	244 8%	93 7%	145 8%	162 7% c	78 10% ac	5 2%	63 5%	44 6% c	12 3%	124 19% abcef	107 5% c	136 12% abce	204 7%	17 8%	16 10%	** **	
From £10,400 to £15,599	236 7%	75 6%	157 8% a	134 6%	54 7%	48 19% ab	49 4%	41 5%	29 6% ae	115 18% abcef	89 4%	144 13% abce	193 7%	19 10%	17 11% a	** **	
From £15,600 to £25,999	514 16%	194 15%	317 17% a	334 15%	128 17%	51 21% a	147 11%	132 17% ae	106 23% abe	126 20% ae	279 13%	232 21% abe	435 16%	39 20%	29 19%	** **	
From £26,000 to £36,399	541 17%	262 20% b	273 15%	366 17%	127 17%	48 19%	154 12%	182 23% ade	104 23% ade	101 16% a	337 16% a	204 19% ae	459 16%	46 23% ac	22 14%	** **	
From £36,400 to £51,999	558 17%	237 18%	318 17%	393 18%	115 15%	49 20%	251 19% df	150 19% df	98 22% df	58 9%	400 19% df	156 14% d	501 18%	28 14%	24 15%	** **	
£52,000 to £77,999	422 13%	196 15% b	225 12%	269 12%	122 16% a	30 12%	212 16% cdf	130 16% cdf	54 12% df	25 4%	343 16% cdf	79 7% d	382 14% b	15 8%	17 11%	** **	
£78,000 and above	432 13%	208 16% b	222 12%	346 16% bc	74 10% c	11 5%	362 28% bcdef	45 6% cdf	13 3%	11 2%	407 19% bcdf	23 2%	383 14%	22 11%	18 11%	** **	
Don't know	132 4%	33 2%	99 5% a	112 5% bc	19 3% c	1 *% *	38 3%	38 5% a	13 3%	40 6% ace	76 4% ace	53 5% a	123 4% b	2 1%	6 4% b	** **	
Prefer not to say	136 4%	39 3%	88 5% a	98 4%	30 4%	6 2%	38 3%	29 4%	26 6% ae	35 6% ae	68 3%	61 6% ae	118 4%	11 5%	6 4%	** **	

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

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C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN a	RURAL b	YES a	NO b
Significance Level: 95%					
Unweighted total	3207	2848	359	1171	1647
Effective Weighted Sample	1701	1518	189	626	848
Total	3215	2918	297	1232	1503
Up to £10,399	244 8%	231 8%	13 4%	132 11%	67 4%
		b		b	
From £10,400 to £15,599	236 7%	209 7%	27 9%	113 9%	99 7%
				b	
From £15,600 to £25,999	514 16%	465 16%	49 16%	255 21%	192 13%
				b	
From £26,000 to £36,399	541 17%	480 16%	61 21%	201 16%	268 18%
			a		
From £36,400 to £51,999	558 17%	511 18%	46 16%	197 16%	281 19%
£52,000 to £77,999	422 13%	377 13%	44 15%	124 10%	264 18%
					a
£78,000 and above	432 13%	397 14%	35 12%	125 10%	260 17%
					a
Don't know	132 4%	124 4%	8 3%	45 4%	41 3%
Prefer not to say	136 4%	123 4%	13 4%	41 3%	31 2%
				b	

Columns Tested: a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 170

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A c	BBAND S/A d	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%												
Unweighted total	2927	769	1471	259	236	69	299	132	269	702	447	255
Effective Weighted Sample	1525	641	1047	252	199	59	293	132	250	634	439	248
Total	2922	421	1560	97	171	25	114	131	151	1139	885	253
Most Financially Vulnerable	576 20%	68 16%	326 21% a	13 14%	27 16%	** **	16 14%	21 16%	27 18%	258 23%	186 21%	72 28% b
Potentially Financially Vulnerable	1200 41%	189 45%	647 41%	49 50%	72 42%	** **	55 48%	53 40%	66 44%	458 40%	354 40%	104 41%
Least Financially Vulnerable	1145 39%	165 39%	587 38%	35 36%	71 42%	** **	43 37%	58 44%	57 38%	423 37%	346 39%	77 30% c

Columns Tested: a,b - a,b - a,b,c,d - a,b,c

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 170

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING
Significance Level: 95%		a	b	c	d	e	~f	~a	~b
Unweighted total	2927	202	155	345	219	126	89	75	95
Effective Weighted Sample	1525	179	144	311	215	123	87	75	95
Total	2922	314	267	558	433	125	87	33	486
Most Financially Vulnerable	576	90	38	130	95	35	**	**	**
	20%	29%	14%	23%	22%	28%	**	**	**
		b		b		b			
Potentially Financially Vulnerable	1200	142	112	205	163	42	**	**	**
	41%	45%	42%	37%	38%	33%	**	**	**
		e							
Least Financially Vulnerable	1145	82	117	224	175	48	**	**	**
	39%	26%	44%	40%	41%	39%	**	**	**
			a	a	a	a			

Columns Tested: a,b,c,d,e,f - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 170

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	DECIDED NOT TO SWITCH								DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g	BBAND S/A h	YES a	NO b	YES a	NO b	YES a	NO ~b
Significance Level: 95%															
Unweighted total	2927	1286	1018	552	294	258	285	268	181	961	325	792	226	169	99
Effective Weighted Sample	1525	916	851	548	291	258	284	257	179	683	240	670	185	162	95
Total	2922	843	484	188	95	93	133	359	163	594	249	368	116	226	133
Most Financially Vulnerable	576 20%	131 16%	66 14%	23 12%	13 13%	10 11%	21 16%	65 18% ce	22 13%	93 16%	39 16%	52 14%	15 13%	41 18%	** **
Potentially Financially Vulnerable	1200 41%	353 42% f	204 42% f	83 44% f	47 50% abefg	36 39%	44 33%	149 41% f	77 47% f	252 42%	101 41%	157 43%	47 41%	94 42%	** **
Least Financially Vulnerable	1145 39%	359 43%	214 44%	82 43%	35 37%	47 50%	68 51%	145 40%	65 40%	250 42%	109 44%	160 43%	54 47%	90 40%	** **

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2024 - WAVE 1 (APRIL 2024) AND WAVE 2 (AUGUST TO SEPTEMBER 2024)

Table 170

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	GENDER		AGE			SEG						NATION				N
		MAN	WOMAN	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 95%		a	b	a	b	c	a	b	c	d	e	f	a	b	c	~d	
Unweighted total	2927	1111	1793	1811	796	317	1199	735	415	571	1934	986	2517	199	157	54	
Effective Weighted Sample	1525	594	931	955	420	177	614	388	216	304	1000	520	1315	97	86	29	
Total	2922	1253	1644	1980	698	243	1233	713	413	553	1947	967	2540	182	143	56	
Most Financially Vulnerable	576	203	364	439	132	6	157	120	89	205	277	294	487	38	37	**	
	20%	16%	22%	22%	19%	2%	13%	17%	22%	37%	14%	30%	19%	21%	26%	**	
			a	c	c		a	abe	abcef		abce		a				
Potentially Financially Vulnerable	1200	502	687	753	302	145	359	338	225	277	698	502	1029	91	55	**	
	41%	40%	42%	38%	43%	60%	29%	47%	54%	50%	36%	52%	41%	50%	38%	**	
			a	a	ab		ae	abe	ae	a	ae		ac				
Least Financially Vulnerable	1145	548	593	788	264	92	717	255	99	72	972	171	1024	52	51	**	
	39%	44%	36%	40%	38%	38%	58%	36%	24%	13%	50%	18%	40%	29%	36%	**	
		b					bcddef	cdf	df		bcd	d	b				

Columns Tested: a,b - a,b,c - a,b,c,d,e,f - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	a	b
Unweighted total	2927	2595	332	1077	1560
Effective Weighted Sample	1525	1358	172	565	797
Total	2922	2646	275	1131	1426
Most Financially Vulnerable	576	539	38	283	196
	20%	20%	14%	25%	14%
		b		b	
Potentially Financially Vulnerable	1200	1068	132	502	551
	41%	40%	48%	44%	39%
			a	b	
Least Financially Vulnerable	1145	1039	106	347	679
	39%	39%	38%	31%	48%
					a

Columns Tested: a,b - a,b