

YouGov Survey Results

Sample Size: 2064

Fieldwork: 21st - 24th September 2012

Total	Gender		Age					Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	North	Midlands	East	London	South	Wales

Under the system for changing mobile phone providers and keeping your existing number, you contact your current mobile network telling them that you want to take your existing phone number to a new network, and then contact your new network for them to complete the process.

Based on this and/ or your own experience, to what extent do you agree or disagree with each of the following? (Please tick one option on each row)

Mobile phone providers make it awkward to leave because you always have to go through a conversation about why you're leaving and the offers they can make you. I would be more likely to change my mobile phone provider under a system where my new mobile network automatically contacted my existing network to complete the process

	2064	1008	1056	254	275	351	470	714	484	308	194	276	509	111	182
Unweighted Base	2064	1008	1056	254	275	351	470	714	484	308	194	276	509	111	182
All GB Adults	2064	991	1073	248	346	345	403	722	508	338	198	264	473	103	180
Strongly agree	30%	29%	32%	24%	33%	30%	30%	31%	31%	34%	30%	30%	27%	39%	24%
Agree	34%	33%	34%	37%	34%	40%	36%	28%	33%	33%	39%	36%	35%	28%	30%
Neither agree nor disagree	28%	29%	28%	29%	25%	22%	26%	34%	31%	24%	24%	24%	29%	28%	40%
Disagree	5%	6%	5%	8%	5%	6%	6%	4%	3%	6%	4%	8%	7%	5%	4%
Strongly disagree	2%	3%	2%	2%	3%	2%	2%	2%	2%	3%	3%	2%	2%	-	2%

Customers should be able to change mobile phone provider by contacting a new provider as happens for other services, such as gas, electricity, fixed-line telephone.

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All GB Adults	2064	991	1073	248	346	345	403	722	508	338	198	264	473	103	180
Strongly agree	39%	39%	38%	29%	38%	41%	39%	41%	38%	41%	41%	35%	38%	45%	34%
Agree	40%	37%	42%	40%	37%	42%	43%	38%	35%	41%	42%	48%	40%	33%	39%
Neither agree nor disagree	19%	21%	18%	26%	23%	15%	17%	19%	23%	16%	15%	15%	20%	21%	25%
Disagree	1%	1%	1%	3%	1%	1%	0%	1%	1%	1%	1%	2%	1%	1%	1%
Strongly disagree	1%	2%	1%	1%	2%	1%	0%	1%	2%	1%	1%	0%	1%	-	1%

All figures, unless otherwise stated, are from YouGov Plc.