

## YouGov/ uSwitch Survey Results

Sample Size: 6721

Fieldwork: 14th to 17th May 2010

Total	Tariff		Gender		Age					Social Grade		
Base	Pay monthly	Pay as you go	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	
Unweighted Base	6343	3084	3005	2839	3504	559	977	1013	1031	2763	3743	2600
All GB Adults who have a mobile phone for personal use	6346	3230	2847	2982	3364	764	1126	1120	1162	2174	3509	2837

**\*\*For the purpose of the next set of questions, if you have more than one mobile phone for personal use, please think about the phone that you use most often\*\***

**When did you last change your mobile phone network provider? (Please note that this does not include changing your contract if you remained with the same network provider)**

Within the last month	2%	-	-	2%	2%	5%	2%	2%	2%	1%	2%	3%
More than 1 month ago but up to 4 months ago	4%	5%	3%	4%	3%	5%	6%	4%	3%	3%	3%	4%
More than 4 months ago but within the last 7 months	5%	7%	3%	5%	4%	6%	7%	4%	5%	3%	4%	5%
More than 7 months ago but within the last 10 months	4%	5%	2%	4%	3%	4%	4%	5%	3%	3%	3%	4%
More than 10 months ago but within the last 13 months	4%	6%	3%	4%	5%	6%	5%	7%	5%	2%	4%	5%
More than 13 months ago but within the last 24 months	9%	12%	7%	10%	9%	8%	12%	10%	9%	8%	10%	9%
More than 2 years ago	43%	44%	43%	42%	43%	46%	43%	45%	43%	40%	44%	41%
Don't know	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Not applicable - I have never changed my mobile phone provider	28%	22%	37%	26%	30%	21%	20%	22%	29%	38%	29%	28%

## YouGov/ uSwitch Survey Results

Sample Size: 6721

Fieldwork: 14th to 17th May 2010

Total	Region							Working Status						
Base	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	
Unweighted Base All GB Adults who have a mobile phone for personal use	6343	1510	965	609	856	1454	315	634	3113	912	254	1400	154	510
	6346	1545	1047	619	820	1464	312	540	3343	859	318	1109	184	534

**\*\*For the purpose of the next set of questions, if you have more than one mobile phone for personal use, please think about the phone that you use most often\*\***

**When did you last change your mobile phone network provider? (Please note that this does not include changing your contract if you remained with the same network provider)**

Within the last month	2%	3%	3%	2%	1%	1%	2%	2%	2%	3%	5%	1%	4%	1%
More than 1 month ago but up to 4 months ago	4%	4%	5%	3%	4%	4%	3%	3%	4%	3%	5%	2%	5%	4%
More than 4 months ago but within the last 7 months	5%	5%	5%	4%	6%	4%	3%	4%	5%	4%	5%	4%	4%	4%
More than 7 months ago but within the last 10 months	4%	4%	3%	4%	5%	3%	1%	4%	4%	4%	5%	2%	5%	4%
More than 10 months ago but within the last 13 months	4%	3%	7%	5%	4%	4%	3%	5%	5%	5%	5%	2%	5%	5%
More than 13 months ago but within the last 24 months	9%	12%	8%	7%	8%	9%	12%	10%	10%	9%	12%	8%	8%	9%
More than 2 years ago	43%	42%	41%	48%	39%	42%	49%	44%	44%	42%	45%	39%	39%	42%
Don't know	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%	0%	1%	2%	2%
Not applicable - I have never changed my mobile phone provider	28%	27%	26%	27%	32%	31%	27%	27%	25%	30%	18%	41%	29%	29%

## YouGov/ uSwitch Survey Results

Sample Size: 6721

Fieldwork: 14th to 17th May 2010

Total	Mobile phone network									
Base	T-Mobile	Orange	3	Virgin Mobile	Tesco Mobile	O2	Vodafone	Talk Mobile	Other	
Unweighted Base All GB Adults who have a mobile phone for personal use	6343	701	1402	300	546	306	1695	1127	29	99
	6346	734	1381	321	509	270	1752	1107	24	86

**\*\*For the purpose of the next set of questions, if you have more than one mobile phone for personal use, please think about the phone that you use most often\*\***

**When did you last change your mobile phone network provider? (Please note that this does not include changing your contract if you remained with the same network provider)**

Within the last month	2%	-	-	-	-	-	-	-	-	-
More than 1 month ago but up to 4 months ago	4%	4%	4%	7%	3%	7%	3%	3%	26%	6%
More than 4 months ago but within the last 7 months	5%	5%	5%	6%	5%	6%	4%	5%	28%	9%
More than 7 months ago but within the last 10 months	4%	3%	4%	5%	4%	4%	3%	4%	10%	5%
More than 10 months ago but within the last 13 months	4%	4%	5%	8%	4%	6%	4%	4%	2%	9%
More than 13 months ago but within the last 24 months	9%	8%	8%	15%	11%	11%	11%	8%	8%	21%
More than 2 years ago	43%	47%	37%	54%	47%	50%	46%	41%	13%	38%
Don't know	1%	1%	1%	0%	1%	1%	1%	1%	3%	2%
Not applicable - I have never changed my mobile phone provider	28%	28%	37%	6%	24%	15%	28%	34%	12%	10%

	Total	Tariff		Gender		Age					Social Grade	
	Base	Pay monthly	Pay as you go	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE
Unweighted Base	6343	3084	3005	2839	3504	559	977	1013	1031	2763	3743	2600
All GB Adults who have a mobile phone for personal use	6346	3230	2847	2982	3364	764	1126	1120	1162	2174	3509	2837

Which of the following mobile phone networks are you on?

		Tariff		Gender		Age					Social Grade	
		Base	Pay monthly	Pay as you go	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1
Unweighted Base	6237	3084	3005	2785	3452	537	959	996	1013	2732	3692	2545
All GB Adults who have a mobile phone for personal use and have not changed provider in the last month	6216	3230	2847	2910	3306	726	1099	1101	1141	2149	3454	2762
T-Mobile	12%	12%	12%	11%	12%	11%	12%	11%	13%	12%	12%	12%
Orange	22%	22%	23%	20%	24%	26%	23%	20%	21%	22%	22%	22%
3	5%	9%	1%	6%	5%	6%	6%	5%	5%	4%	4%	6%
Virgin Mobile	8%	7%	9%	8%	8%	3%	4%	9%	9%	11%	8%	8%
Tesco Mobile	4%	0%	9%	4%	5%	1%	3%	4%	5%	6%	4%	5%
O2	28%	30%	27%	28%	28%	38%	34%	30%	25%	22%	29%	28%
Vodafone	18%	18%	17%	19%	16%	13%	15%	19%	20%	19%	18%	17%
Talk Mobile	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%
Other	1%	1%	2%	2%	1%	1%	1%	1%	2%	2%	2%	1%
Don't know	1%	0%	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%

Which of the following mobile phone tariffs do you have?

		Tariff		Gender		Age					Social Grade	
		Base	Pay monthly	Pay as you go	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1
Unweighted Base	6237	3084	3005	2785	3452	537	959	996	1013	2732	3692	2545
All GB Adults who have a mobile phone for personal use and have not changed provider in the last month	6216	3230	2847	2910	3306	726	1099	1101	1141	2149	3454	2762
Pay monthly tariff	52%	100%	-	54%	50%	70%	68%	62%	47%	34%	54%	50%
No tariff – I'm on pay as you go	46%	-	100%	43%	48%	28%	29%	35%	50%	64%	43%	49%
Other	2%	-	-	2%	1%	0%	2%	2%	2%	2%	2%	1%
Don't know	1%	-	-	1%	0%	1%	1%	0%	0%	0%	1%	1%

	Total	Region							Working Status					
	Base	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other
Unweighted Base	6343	1510	965	609	856	1454	315	634	3113	912	254	1400	154	510
<b>All GB Adults who have a mobile phone for personal use</b>	6346	1545	1047	619	820	1464	312	540	3343	859	318	1109	184	534

Which of the following mobile phone networks are you on?

		Region							Working Status					
		North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other
Unweighted Base	6237	1483	940	601	847	1435	311	620	3062	893	243	1385	149	505
<b>All GB Adults who have a mobile phone for personal use and have not changed provider in the last month</b>	6216	1505	1013	610	812	1443	306	527	3277	836	302	1096	177	528
T-Mobile	12%	11%	11%	14%	20%	10%	8%	7%	12%	11%	16%	12%	10%	13%
Orange	22%	22%	28%	21%	17%	21%	34%	19%	22%	24%	20%	21%	27%	21%
3	5%	5%	6%	6%	5%	4%	9%	5%	5%	6%	9%	3%	7%	4%
Virgin Mobile	8%	9%	9%	9%	10%	7%	6%	8%	7%	9%	5%	12%	7%	10%
Tesco Mobile	4%	4%	3%	5%	3%	5%	5%	7%	3%	5%	2%	7%	5%	7%
O2	28%	31%	26%	25%	27%	30%	22%	30%	31%	27%	34%	21%	28%	26%
Vodafone	18%	16%	15%	19%	16%	22%	15%	22%	18%	16%	14%	19%	15%	17%
Talk Mobile	0%	0%	0%	-	1%	1%	-	0%	0%	0%	0%	1%	0%	0%
Other	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%	1%	1%
Don't know	1%	1%	0%	0%	1%	0%	-	1%	0%	1%	0%	1%	1%	0%

Which of the following mobile phone tariffs do you have?

		Region							Working Status					
		North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other
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<b>All GB Adults who have a mobile phone for personal use and have not changed provider in the last month</b>	6216	1505	1013	610	812	1443	306	527	3277	836	302	1096	177	528
Pay monthly tariff	52%	50%	53%	49%	66%	51%	46%	43%	63%	47%	70%	28%	36%	36%
No tariff – I'm on pay as you go	46%	48%	44%	49%	32%	46%	53%	54%	34%	51%	29%	70%	65%	61%
Other	2%	1%	2%	2%	1%	2%	1%	2%	2%	1%	1%	1%	-	2%
Don't know	1%	1%	0%	0%	1%	0%	-	1%	1%	0%	0%	0%	-	1%

Total	Mobile phone network									
Base	T-Mobile	Orange	3	Virgin Mobile	Tesco Mobile	O2	Vodafone	Talk Mobile	Other	
Unweighted Base	6343	701	1402	300	546	306	1695	1127	29	99
<b>All GB Adults who have a mobile phone for personal use</b>	6346	734	1381	321	509	270	1752	1107	24	86

Which of the following mobile phone networks are you on?

Unweighted Base	6237	701	1402	300	546	306	1695	1127	29	99
<b>All GB Adults who have a mobile phone for personal use and have not changed provider in the last month</b>	6216	734	1381	321	509	270	1752	1107	24	86

T-Mobile	12%	100%	-	-	-	-	-	-	-	-
Orange	22%	-	100%	-	-	-	-	-	-	-
3	5%	-	-	100%	-	-	-	-	-	-
Virgin Mobile	8%	-	-	-	100%	-	-	-	-	-
Tesco Mobile	4%	-	-	-	-	100%	-	-	-	-
O2	28%	-	-	-	-	-	100%	-	-	-
Vodafone	18%	-	-	-	-	-	-	100%	-	-
Talk Mobile	0%	-	-	-	-	-	-	-	100%	-
Other	1%	-	-	-	-	-	-	-	-	100%
Don't know	1%	-	-	-	-	-	-	-	-	-

Which of the following mobile phone tariffs do you have?

Unweighted Base	6237	701	1402	300	546	306	1695	1127	29	99
<b>All GB Adults who have a mobile phone for personal use and have not changed provider in the last month</b>	6216	734	1381	321	509	270	1752	1107	24	86

Pay monthly tariff	52%	54%	51%	90%	47%	5%	55%	54%	65%	24%
No tariff – I'm on pay as you go	46%	45%	47%	9%	50%	95%	43%	44%	35%	68%
Other	2%	1%	1%	1%	3%	0%	2%	3%	-	6%
Don't know	1%	0%	0%	-	1%	-	0%	0%	-	1%

	Tariff		Gender		Age					Social Grade		
	Base	Pay monthly	Pay as you go	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE
Unweighted Base	6343	3084	3005	2839	3504	559	977	1013	1031	2763	3743	2600
All GB Adults who have a mobile phone for personal use	6346	3230	2847	2982	3364	764	1126	1120	1162	2174	3509	2837

Which ONE of the following methods did you use to sign up to your latest deal?

	Unweighted Base	6237	3084	3005	2785	3452	537	959	996	1013	2732	3692	2545
All GB Adults who have a mobile phone for personal use and have not changed provider in the last month		6216	3230	2847	2910	3306	726	1099	1101	1141	2149	3454	2762
Online via a mobile network's website (e.g. Vodafone website)	16%	20%	11%	17%	15%	18%	20%	18%	15%	12%	16%	16%	
Online via another retailer's website (e.g. Carphone Warehouse website)	4%	5%	2%	4%	3%	4%	5%	5%	3%	2%	4%	4%	
In a network-owned store (e.g. Orange store)	20%	24%	16%	20%	20%	27%	19%	18%	19%	20%	21%	19%	
In an independent store (e.g. Carphone Warehouse)	13%	10%	16%	13%	13%	13%	13%	11%	12%	14%	14%	12%	
On the phone to a mobile network (e.g. Speaking to an O2 customer advisor)	19%	29%	7%	19%	19%	19%	23%	23%	19%	14%	20%	18%	
On the phone to another retailer (e.g. Speaking to a Carphone Warehouse retailer)	2%	2%	1%	2%	2%	2%	2%	2%	1%	1%	2%	2%	
Other	10%	4%	15%	10%	10%	6%	7%	8%	11%	12%	9%	10%	
Don't know/ can't recall	17%	5%	31%	15%	19%	11%	10%	14%	20%	24%	16%	19%	

Overall, how satisfied or dissatisfied are you with each of the following? (Please tick one option per row)

The sign up procedure you experienced when getting your latest tariff/ deal

	Unweighted Base	6237	3084	3005	2785	3452	537	959	996	1013	2732	3692	2545
All GB Adults who have a mobile phone for personal use and have not changed provider in the last month		6216	3230	2847	2910	3306	726	1099	1101	1141	2149	3454	2762
Very satisfied	29%	33%	25%	27%	31%	31%	29%	28%	29%	29%	28%	31%	
Fairly satisfied	35%	43%	26%	37%	33%	42%	43%	37%	31%	29%	36%	33%	
Neither satisfied nor dissatisfied	16%	12%	21%	17%	15%	10%	13%	16%	19%	18%	16%	16%	
Fairly dissatisfied	4%	5%	2%	4%	3%	5%	4%	4%	4%	3%	4%	3%	
Very dissatisfied	2%	3%	1%	2%	2%	3%	3%	2%	2%	1%	2%	2%	
Don't know/ can't recall	14%	3%	26%	13%	16%	9%	8%	12%	16%	20%	14%	15%	
Mean	2.00	2.00	2.00	2.10	2.00	2.00	2.00	2.00	2.10	2.00	2.00	2.00	

	Total	Region							Working Status					
	Base	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other
Unweighted Base	6343	1510	965	609	856	1454	315	634	3113	912	254	1400	154	510
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Which ONE of the following methods did you use to sign up to your latest deal?

	Unweighted Base	6237	1483	940	601	847	1435	311	620	3062	893	243	1385	149	505
<b>All GB Adults who have a mobile phone for personal use and have not changed provider in the last month</b>		6216	1505	1013	610	812	1443	306	527	3277	836	302	1096	177	528
Online via a mobile network's website (e.g. Vodafone website)	16%	16%	15%	18%	14%	16%	15%	15%	17%	13%	19%	12%	22%	15%	15%
Online via another retailer's website (e.g. Carphone Warehouse website)	4%	4%	5%	4%	3%	3%	3%	3%	4%	4%	3%	2%	6%	2%	2%
In a network-owned store (e.g. Orange store)	20%	20%	19%	20%	21%	21%	20%	18%	20%	21%	28%	21%	9%	15%	15%
In an independent store (e.g. Carphone Warehouse)	13%	12%	14%	11%	13%	14%	13%	14%	13%	12%	11%	15%	20%	11%	11%
On the phone to a mobile network (e.g. Speaking to an O2 customer advisor)	19%	21%	19%	17%	22%	17%	19%	15%	22%	20%	19%	11%	13%	18%	18%
On the phone to another retailer (e.g. Speaking to a Carphone Warehouse retailer)	2%	1%	2%	1%	3%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%
Other	10%	9%	9%	10%	9%	10%	10%	14%	9%	10%	5%	12%	6%	12%	12%
Don't know/ can't recall	17%	17%	18%	18%	15%	18%	18%	19%	14%	18%	13%	25%	23%	25%	25%

Overall, how satisfied or dissatisfied are you with each of the following? (Please tick one option per row)

The sign up procedure you experienced when getting your latest tariff/ deal

	Unweighted Base	6237	1483	940	601	847	1435	311	620	3062	893	243	1385	149	505
<b>All GB Adults who have a mobile phone for personal use and have not changed provider in the last month</b>		6216	1505	1013	610	812	1443	306	527	3277	836	302	1096	177	528
Very satisfied	29%	30%	32%	30%	25%	28%	30%	28%	28%	28%	30%	32%	31%	29%	29%
Fairly satisfied	35%	34%	34%	33%	38%	36%	32%	34%	38%	35%	41%	26%	32%	31%	31%
Neither satisfied nor dissatisfied	16%	16%	15%	18%	15%	16%	18%	16%	16%	16%	12%	18%	17%	16%	16%
Fairly dissatisfied	4%	4%	3%	1%	5%	4%	5%	4%	4%	3%	5%	2%	2%	2%	2%
Very dissatisfied	2%	2%	3%	2%	3%	2%	1%	3%	2%	2%	4%	1%	3%	3%	3%
Don't know/ can't recall	14%	14%	14%	15%	14%	15%	14%	15%	12%	16%	8%	20%	15%	19%	19%
<b>Mean</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>1.90</b>	<b>2.10</b>	<b>2.00</b>	<b>2.00</b>	<b>2.10</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>1.90</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>

Total	Mobile phone network									
Base	T-Mobile	Orange	3	Virgin Mobile	Tesco Mobile	O2	Vodafone	Talk Mobile	Other	
Unweighted Base	6343	701	1402	300	546	306	1695	1127	29	99
<b>All GB Adults who have a mobile phone for personal use</b>	6346	734	1381	321	509	270	1752	1107	24	86

Which ONE of the following methods did you use to sign up to your latest deal?

Unweighted Base	6237	701	1402	300	546	306	1695	1127	29	99
<b>All GB Adults who have a mobile phone for personal use and have not changed provider in the last month</b>	6216	734	1381	321	509	270	1752	1107	24	86

Online via a mobile network's website (e.g. Vodafone website)	16%	12%	11%	16%	27%	16%	18%	17%	12%	15%
Online via another retailer's website (e.g. Carphone Warehouse website)	4%	3%	4%	5%	3%	1%	4%	3%	13%	-
In a network-owned store (e.g. Orange store)	20%	20%	27%	23%	11%	13%	19%	19%	3%	8%
In an independent store (e.g. Carphone Warehouse)	13%	14%	16%	8%	12%	7%	12%	12%	43%	10%
On the phone to a mobile network (e.g. Speaking to an O2 customer advisor)	19%	18%	17%	35%	18%	4%	20%	19%	6%	14%
On the phone to another retailer (e.g. Speaking to a Carphone Warehouse retailer)	2%	2%	1%	2%	1%	0%	3%	1%	16%	5%
Other	10%	11%	6%	4%	9%	34%	7%	12%	3%	33%
Don't know/ can't recall	17%	20%	17%	7%	18%	23%	16%	17%	3%	15%

Overall, how satisfied or dissatisfied are you with each of the following? (Please tick one option per row)

The sign up procedure you experienced when getting your latest tariff/ deal

Unweighted Base	6237	701	1402	300	546	306	1695	1127	29	99
<b>All GB Adults who have a mobile phone for personal use and have not changed provider in the last month</b>	6216	734	1381	321	509	270	1752	1107	24	86
Very satisfied	29%	23%	26%	34%	35%	39%	32%	25%	32%	40%
Fairly satisfied	35%	35%	36%	43%	28%	26%	36%	35%	38%	33%
Neither satisfied nor dissatisfied	16%	17%	18%	11%	17%	19%	13%	17%	20%	16%
Fairly dissatisfied	4%	5%	4%	5%	4%	2%	3%	4%	5%	1%
Very dissatisfied	2%	2%	2%	3%	1%	1%	2%	2%	-	2%
Don't know/ can't recall	14%	18%	15%	4%	14%	14%	13%	16%	5%	8%
<b>Mean</b>	<b>2.00</b>	<b>2.10</b>	<b>2.10</b>	<b>2.00</b>	<b>1.90</b>	<b>1.80</b>	<b>2.00</b>	<b>1.80</b>	<b>2.30</b>	<b>1.90</b>

Total	Tariff		Gender		Age					Social Grade		
Base	Pay monthly	Pay as you go	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	
Unweighted Base	6343	3084	3005	2839	3504	559	977	1013	1031	2763	3743	2600
All GB Adults who have a mobile phone for personal use	6346	3230	2847	2982	3364	764	1126	1120	1162	2174	3509	2837

The value for money you receive from your mobile network provider

	Unweighted Base	6237	3084	3005	2785	3452	537	959	996	1013	2732	3692	2545
All GB Adults who have a mobile phone for personal use and have not changed provider in the last month	6216	3230	2847	2910	3306	726	1099	1101	1141	2149	3454	2762	
Very satisfied	27%	28%	27%	24%	30%	27%	26%	28%	27%	28%	24%	31%	
Fairly satisfied	41%	44%	38%	41%	41%	42%	45%	42%	42%	38%	43%	39%	
Neither satisfied nor dissatisfied	19%	14%	23%	22%	16%	10%	16%	18%	20%	22%	20%	17%	
Fairly dissatisfied	7%	9%	5%	8%	7%	13%	8%	7%	7%	6%	7%	7%	
Very dissatisfied	3%	3%	2%	3%	2%	4%	3%	2%	3%	2%	2%	3%	
Don't know/ can't recall	3%	1%	4%	3%	3%	3%	2%	3%	3%	4%	3%	3%	
Mean	2.10	2.10	2.10	2.20	2.10	2.20	2.10	2.10	2.10	2.10	2.20	2.10	

The customer support services provided by your mobile network provider (please consider all the factors that contribute to good service in this area such as the variety of methods available to contact them, the ease of contacting them, range and quality of information, the time taken to respond to any queries, the speed of query resolution, the satisfaction with the outcome of your query etc.)

	Unweighted Base	6237	3084	3005	2785	3452	537	959	996	1013	2732	3692	2545
All GB Adults who have a mobile phone for personal use and have not changed provider in the last month	6216	3230	2847	2910	3306	726	1099	1101	1141	2149	3454	2762	
Very satisfied	22%	24%	20%	19%	24%	22%	21%	21%	22%	22%	20%	24%	
Fairly satisfied	37%	41%	32%	36%	37%	36%	40%	38%	36%	34%	38%	35%	
Neither satisfied nor dissatisfied	22%	18%	27%	25%	20%	18%	21%	21%	23%	24%	22%	22%	
Fairly dissatisfied	6%	8%	4%	6%	6%	9%	7%	5%	5%	5%	6%	5%	
Very dissatisfied	2%	4%	1%	3%	2%	5%	3%	3%	2%	1%	3%	2%	
Don't know	11%	6%	16%	10%	12%	9%	8%	11%	12%	13%	11%	11%	
Mean	2.20	2.20	2.20	2.30	2.10	2.30	2.20	2.20	2.20	2.20	2.30	2.20	

	Total	Region							Working Status					
	Base	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other
Unweighted Base	6343	1510	965	609	856	1454	315	634	3113	912	254	1400	154	510
<b>All GB Adults who have a mobile phone for personal use</b>	6346	1545	1047	619	820	1464	312	540	3343	859	318	1109	184	534

**The value for money you receive from your mobile network provider**

	Unweighted Base	6237	1483	940	601	847	1435	311	620	3062	893	243	1385	149	505
<b>All GB Adults who have a mobile phone for personal use and have not changed provider in the last month</b>		6216	1505	1013	610	812	1443	306	527	3277	836	302	1096	177	528
Very satisfied	27%	29%	32%	28%	24%	26%	23%	27%	26%	29%	25%	29%	31%	31%	
Fairly satisfied	41%	40%	39%	39%	41%	43%	44%	40%	43%	43%	45%	36%	33%	39%	
Neither satisfied nor dissatisfied	19%	18%	18%	19%	20%	17%	19%	20%	19%	16%	10%	23%	22%	17%	
Fairly dissatisfied	7%	7%	7%	8%	8%	8%	8%	7%	8%	6%	15%	6%	9%	5%	
Very dissatisfied	3%	2%	2%	2%	3%	3%	3%	3%	2%	3%	2%	2%	4%	4%	
Don't know/ can't recall	3%	3%	2%	4%	4%	3%	3%	2%	3%	4%	3%	4%	1%	4%	
<b>Mean</b>	<b>2.10</b>	<b>2.10</b>	<b>2.10</b>	<b>2.10</b>	<b>2.20</b>	<b>2.20</b>	<b>2.20</b>	<b>2.20</b>	<b>2.20</b>	<b>2.10</b>	<b>2.20</b>	<b>2.10</b>	<b>2.20</b>	<b>2.20</b>	<b>2.10</b>

**The customer support services provided by your mobile network provider (please consider all the factors that contribute to good service in this area such as the variety of methods available to contact them, the ease of contacting them, range and quality of information, the time taken to respond to any queries, the speed of query resolution, the satisfaction with the outcome of your query etc.)**

	Unweighted Base	6237	1483	940	601	847	1435	311	620	3062	893	243	1385	149	505
<b>All GB Adults who have a mobile phone for personal use and have not changed provider in the last month</b>		6216	1505	1013	610	812	1443	306	527	3277	836	302	1096	177	528
Very satisfied	22%	25%	23%	21%	18%	21%	25%	19%	20%	21%	21%	24%	26%	25%	
Fairly satisfied	37%	35%	36%	35%	42%	36%	37%	38%	39%	37%	30%	33%	27%	34%	
Neither satisfied nor dissatisfied	22%	21%	22%	24%	21%	23%	20%	25%	21%	22%	24%	24%	27%	21%	
Fairly dissatisfied	6%	5%	6%	7%	7%	6%	5%	4%	6%	6%	10%	4%	8%	5%	
Very dissatisfied	2%	3%	2%	2%	4%	2%	3%	2%	3%	2%	3%	1%	5%	3%	
Don't know	11%	12%	10%	13%	9%	12%	10%	11%	10%	13%	10%	14%	8%	11%	
<b>Mean</b>	<b>2.20</b>	<b>2.20</b>	<b>2.20</b>	<b>2.20</b>	<b>2.30</b>	<b>2.20</b>	<b>2.10</b>	<b>2.20</b>	<b>2.20</b>	<b>2.20</b>	<b>2.40</b>	<b>2.10</b>	<b>2.30</b>	<b>2.20</b>	

Total	Mobile phone network									
Base	T-Mobile	Orange	3	Virgin Mobile	Tesco Mobile	O2	Vodafone	Talk Mobile	Other	
Unweighted Base	6343	701	1402	300	546	306	1695	1127	29	99
All GB Adults who have a mobile phone for personal use	6346	734	1381	321	509	270	1752	1107	24	86

The value for money you receive from your mobile network provider

	Unweighted Base	6237	701	1402	300	546	306	1695	1127	29	99
All GB Adults who have a mobile phone for personal use and have not changed provider in the last month		6216	734	1381	321	509	270	1752	1107	24	86
Very satisfied	27%	23%	24%	35%	34%	44%	29%	21%	33%	52%	
Fairly satisfied	41%	42%	41%	42%	38%	36%	42%	43%	34%	27%	
Neither satisfied nor dissatisfied	19%	20%	21%	12%	16%	15%	17%	20%	18%	17%	
Fairly dissatisfied	7%	8%	7%	9%	6%	2%	7%	10%	13%	4%	
Very dissatisfied	3%	3%	3%	3%	3%	1%	2%	3%	2%	0%	
Don't know/ can't recall	3%	4%	3%	1%	3%	2%	2%	4%	-	-	
Mean	2.10	2.20	2.20	2.00	2.00	1.80	2.20	1.70	2.70	2.10	

The customer support services provided by your mobile network provider (please consider all the factors that contribute to good service in this area such as the variety of methods available to contact them, the ease of contacting them, range and quality of information, the time taken to respond to any queries, the speed of query resolution, the satisfaction with the outcome of your query etc.)

	Unweighted Base	6237	701	1402	300	546	306	1695	1127	29	99
All GB Adults who have a mobile phone for personal use and have not changed provider in the last month		6216	734	1381	321	509	270	1752	1107	24	86
Very satisfied	22%	17%	20%	18%	28%	26%	25%	18%	20%	31%	
Fairly satisfied	37%	39%	40%	38%	36%	31%	34%	36%	37%	30%	
Neither satisfied nor dissatisfied	22%	23%	21%	18%	18%	25%	23%	26%	21%	19%	
Fairly dissatisfied	6%	7%	5%	13%	5%	1%	5%	6%	10%	4%	
Very dissatisfied	2%	2%	3%	6%	3%	0%	1%	3%	2%	2%	
Don't know	11%	12%	10%	7%	10%	17%	12%	11%	10%	14%	
Mean	2.20	2.30	2.20	2.50	2.10	2.00	2.30	2.00	2.50	2.10	

Total	Tariff		Gender		Age					Social Grade		
Base	Pay monthly	Pay as you go	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	
Unweighted Base	6343	3084	3005	2839	3504	559	977	1013	1031	2763	3743	2600
<b>All GB Adults who have a mobile phone for personal use</b>	6346	3230	2847	2982	3364	764	1126	1120	1162	2174	3509	2837

The billing services provided by your mobile phone provider (please consider all the factors that contribute to good service in this area such as the accuracy of bills, the clarity of the information, the frequency and timeliness of bills etc.)

	Unweighted Base	3232	3084	-	1458	1774	394	683	649	519	987	1981	1251
<b>Base: All GB adults who are not on pay as you go</b>		3369	3230	-	1646	1724	520	781	718	567	783	1954	1415
Very satisfied	29%	29%	-	26%	32%	23%	24%	30%	29%	37%	28%	31%	
Fairly satisfied	45%	46%	-	46%	45%	49%	47%	44%	48%	40%	46%	44%	
Neither satisfied nor dissatisfied	15%	15%	-	17%	14%	12%	16%	17%	16%	14%	15%	15%	
Fairly dissatisfied	6%	6%	-	6%	6%	9%	8%	4%	5%	4%	6%	5%	
Very dissatisfied	2%	2%	-	3%	2%	4%	2%	3%	1%	2%	2%	2%	
Don't know	3%	2%	-	3%	2%	3%	2%	3%	2%	3%	3%	2%	
<b>Mean</b>	<b>2.00</b>	<b>2.00</b>	<b>-</b>	<b>2.10</b>	<b>2.00</b>	<b>2.20</b>	<b>2.10</b>	<b>2.00</b>	<b>2.00</b>	<b>1.90</b>	<b>2.10</b>	<b>2.00</b>	

Overall, how satisfied or dissatisfied are you with each of the following? (Please tick one answer per row)

The network coverage when making or receiving calls from your mobile phone

	Unweighted Base	6237	3084	3005	2785	3452	537	959	996	1013	2732	3692	2545
<b>All GB Adults who have a mobile phone for personal use and have not changed provider in the last month</b>		6216	3230	2847	2910	3306	726	1099	1101	1141	2149	3454	2762
Very satisfied	29%	28%	30%	27%	31%	28%	28%	27%	31%	29%	27%	31%	
Fairly satisfied	43%	46%	41%	44%	43%	42%	44%	47%	42%	42%	45%	41%	
Neither satisfied nor dissatisfied	14%	13%	16%	16%	13%	12%	14%	13%	14%	15%	14%	15%	
Fairly dissatisfied	8%	9%	6%	8%	7%	10%	9%	8%	7%	6%	8%	7%	
Very dissatisfied	3%	4%	2%	4%	2%	6%	3%	2%	3%	2%	3%	3%	
Don't know	3%	1%	5%	3%	4%	3%	2%	3%	3%	5%	3%	3%	
<b>Mean</b>	<b>2.10</b>	<b>2.10</b>	<b>2.00</b>	<b>2.20</b>	<b>2.00</b>	<b>2.20</b>	<b>2.10</b>	<b>2.10</b>	<b>2.10</b>	<b>2.10</b>	<b>2.10</b>	<b>2.10</b>	

	Total	Region							Working Status					
	Base	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other
Unweighted Base	6343	1510	965	609	856	1454	315	634	3113	912	254	1400	154	510
<b>All GB Adults who have a mobile phone for personal use</b>	6346	1545	1047	619	820	1464	312	540	3343	859	318	1109	184	534

The billing services provided by your mobile phone provider (please consider all the factors that contribute to good service in this area such as the accuracy of bills, the clarity of the information, the frequency and timeliness of bills etc.)

	Unweighted Base	3232	742	498	288	553	731	141	279	1986	423	175	400	54	194
<b>Base: All GB adults who are not on pay as you go</b>		3369	784	563	314	549	773	144	242	2156	406	214	326	63	204
Very satisfied	29%	31%	28%	34%	24%	30%	30%	30%	30%	28%	31%	19%	41%	29%	32%
Fairly satisfied	45%	43%	47%	46%	47%	45%	49%	44%	44%	47%	43%	48%	38%	47%	42%
Neither satisfied nor dissatisfied	15%	16%	15%	13%	18%	15%	9%	15%	15%	15%	16%	16%	13%	13%	17%
Fairly dissatisfied	6%	4%	7%	5%	5%	7%	8%	6%	6%	6%	6%	11%	3%	5%	5%
Very dissatisfied	2%	3%	2%	0%	3%	2%	3%	3%	3%	2%	1%	3%	2%	4%	2%
Don't know	3%	4%	2%	2%	3%	2%	2%	2%	2%	3%	3%	3%	2%	1%	1%
<b>Mean</b>	<b>2.00</b>	<b>2.00</b>	<b>2.10</b>	<b>1.90</b>	<b>2.10</b>	<b>2.00</b>	<b>2.00</b>	<b>2.10</b>	<b>2.10</b>	<b>2.10</b>	<b>2.00</b>	<b>2.30</b>	<b>1.80</b>	<b>2.10</b>	<b>2.00</b>

Overall, how satisfied or dissatisfied are you with each of the following? (Please tick one answer per row)

The network coverage when making or receiving calls from your mobile phone

	Unweighted Base	6237	1483	940	601	847	1435	311	620	3062	893	243	1385	149	505
<b>All GB Adults who have a mobile phone for personal use and have not changed provider in the last month</b>		6216	1505	1013	610	812	1443	306	527	3277	836	302	1096	177	528
Very satisfied	29%	29%	31%	28%	27%	28%	28%	28%	28%	27%	31%	24%	30%	28%	35%
Fairly satisfied	43%	42%	45%	41%	44%	44%	41%	45%	45%	45%	43%	47%	41%	41%	38%
Neither satisfied nor dissatisfied	14%	14%	13%	15%	16%	14%	15%	12%	13%	14%	14%	14%	16%	15%	13%
Fairly dissatisfied	8%	8%	5%	10%	7%	8%	6%	8%	9%	7%	8%	5%	6%	6%	8%
Very dissatisfied	3%	2%	3%	2%	3%	3%	5%	3%	3%	2%	5%	2%	2%	6%	3%
Don't know	3%	4%	2%	3%	3%	2%	4%	4%	3%	3%	2%	5%	5%	4%	4%
<b>Mean</b>	<b>2.10</b>	<b>2.10</b>	<b>2.00</b>	<b>2.10</b>	<b>2.10</b>	<b>2.10</b>	<b>2.20</b>	<b>2.10</b>	<b>2.10</b>	<b>2.10</b>	<b>2.00</b>	<b>2.20</b>	<b>2.00</b>	<b>2.20</b>	<b>2.00</b>

Total	Mobile phone network									
Base	T-Mobile	Orange	3	Virgin Mobile	Tesco Mobile	O2	Vodafone	Talk Mobile	Other	
Unweighted Base	6343	701	1402	300	546	306	1695	1127	29	99
<b>All GB Adults who have a mobile phone for personal use</b>	6346	734	1381	321	509	270	1752	1107	24	86

The billing services provided by your mobile phone provider (please consider all the factors that contribute to good service in this area such as the accuracy of bills, the clarity of the information, the frequency and timeliness of bills etc.)

	Unweighted Base	3232	364	682	269	265	16	949	621	16	35
<b>Base: All GB adults who are not on pay as you go</b>		3369	405	726	292	255	15	991	625	15	27
Very satisfied	29%	28%	26%	31%	46%	18%	31%	24%	20%	36%	
Fairly satisfied	45%	52%	47%	44%	35%	45%	45%	46%	50%	38%	
Neither satisfied nor dissatisfied	15%	11%	14%	17%	12%	4%	16%	18%	19%	20%	
Fairly dissatisfied	6%	6%	8%	5%	4%	4%	5%	6%	8%	-	
Very dissatisfied	2%	1%	4%	2%	2%	-	1%	3%	4%	2%	
Don't know	3%	3%	2%	1%	1%	28%	2%	4%	-	3%	
<b>Mean</b>	<b>2.00</b>	<b>2.00</b>	<b>2.10</b>	<b>2.00</b>	<b>1.80</b>	<b>1.90</b>	<b>2.30</b>	<b>1.90</b>	<b>2.50</b>	<b>2.00</b>	

Overall, how satisfied or dissatisfied are you with each of the following? (Please tick one answer per row)

The network coverage when making or receiving calls from your mobile phone

	Unweighted Base	6237	701	1402	300	546	306	1695	1127	29	99
<b>All GB Adults who have a mobile phone for personal use and have not changed provider in the last month</b>		6216	734	1381	321	509	270	1752	1107	24	86
Very satisfied	29%	18%	24%	20%	27%	36%	36%	31%	16%	42%	
Fairly satisfied	43%	48%	43%	43%	45%	43%	43%	42%	44%	35%	
Neither satisfied nor dissatisfied	14%	16%	16%	16%	13%	13%	11%	15%	24%	14%	
Fairly dissatisfied	8%	10%	9%	12%	8%	5%	6%	6%	7%	5%	
Very dissatisfied	3%	4%	4%	8%	3%	0%	2%	3%	5%	0%	
Don't know	3%	4%	4%	1%	4%	2%	2%	3%	5%	4%	
<b>Mean</b>	<b>2.10</b>	<b>2.30</b>	<b>2.20</b>	<b>2.40</b>	<b>2.10</b>	<b>1.90</b>	<b>2.40</b>	<b>1.80</b>	<b>1.90</b>	<b>1.90</b>	

Total	Tariff		Gender		Age					Social Grade		
	Base	Pay monthly	Pay as you go	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE
Unweighted Base	6343	3084	3005	2839	3504	559	977	1013	1031	2763	3743	2600
<b>All GB Adults who have a mobile phone for personal use</b>	6346	3230	2847	2982	3364	764	1126	1120	1162	2174	3509	2837

Overall, how satisfied or dissatisfied are you with each of the following?

The choice of handsets available on your mobile network provider

	Unweighted Base	6237	3084	3005	2785	3452	537	959	996	1013	2732	3692	2545
<b>All GB Adults who have a mobile phone for personal use and have not changed provider in the last month</b>		6216	3230	2847	2910	3306	726	1099	1101	1141	2149	3454	2762
Very satisfied	21%	24%	18%	19%	22%	26%	21%	20%	22%	19%	19%	19%	24%
Fairly satisfied	36%	43%	28%	37%	35%	36%	43%	41%	35%	30%	37%	37%	35%
Neither satisfied nor dissatisfied	24%	18%	30%	25%	23%	17%	18%	22%	26%	29%	24%	24%	23%
Fairly dissatisfied	5%	7%	3%	5%	5%	9%	6%	6%	4%	3%	5%	5%	5%
Very dissatisfied	2%	2%	1%	2%	1%	3%	3%	2%	2%	1%	2%	2%	2%
Don't know	13%	5%	20%	11%	14%	9%	10%	9%	12%	18%	14%	14%	12%
<b>Mean</b>	<b>2.20</b>	<b>2.20</b>	<b>2.30</b>	<b>2.20</b>	<b>2.20</b>	<b>2.20</b>	<b>2.20</b>	<b>2.20</b>	<b>2.20</b>	<b>2.20</b>	<b>2.20</b>	<b>2.20</b>	<b>2.20</b>

The perks or 'freebies' provided by your mobile phone provider

	Unweighted Base	6237	3084	3005	2785	3452	537	959	996	1013	2732	3692	2545
<b>All GB Adults who have a mobile phone for personal use and have not changed provider in the last month</b>		6216	3230	2847	2910	3306	726	1099	1101	1141	2149	3454	2762
Very satisfied	14%	12%	16%	13%	15%	19%	17%	13%	13%	11%	11%	11%	18%
Fairly satisfied	23%	24%	23%	23%	24%	27%	27%	27%	23%	19%	22%	22%	24%
Neither satisfied nor dissatisfied	34%	33%	34%	37%	31%	23%	28%	31%	36%	40%	36%	36%	30%
Fairly dissatisfied	11%	15%	7%	11%	12%	17%	15%	12%	9%	8%	12%	12%	11%
Very dissatisfied	5%	8%	3%	6%	5%	9%	6%	7%	5%	3%	5%	5%	6%
Don't know	13%	8%	17%	11%	14%	5%	6%	10%	15%	19%	14%	14%	11%
<b>Mean</b>	<b>2.70</b>	<b>2.80</b>	<b>2.50</b>	<b>2.70</b>	<b>2.60</b>	<b>2.70</b>	<b>2.60</b>	<b>2.70</b>	<b>2.60</b>	<b>2.70</b>	<b>2.70</b>	<b>2.70</b>	<b>2.60</b>

	Total	Region							Working Status					
	Base	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other
Unweighted Base	6343	1510	965	609	856	1454	315	634	3113	912	254	1400	154	510
<b>All GB Adults who have a mobile phone for personal use</b>	6346	1545	1047	619	820	1464	312	540	3343	859	318	1109	184	534

Overall, how satisfied or dissatisfied are you with each of the following?

The choice of handsets available on your mobile network provider

	Unweighted Base	6237	1483	940	601	847	1435	311	620	3062	893	243	1385	149	505
<b>All GB Adults who have a mobile phone for personal use and have not changed provider in the last month</b>		6216	1505	1013	610	812	1443	306	527	3277	836	302	1096	177	528
Very satisfied	21%	23%	21%	22%	18%	19%	21%	22%	20%	23%	22%	19%	22%	22%	25%
Fairly satisfied	36%	35%	37%	32%	37%	37%	36%	35%	40%	37%	37%	27%	30%	30%	32%
Neither satisfied nor dissatisfied	24%	24%	22%	26%	24%	24%	21%	23%	22%	21%	19%	31%	34%	34%	21%
Fairly dissatisfied	5%	5%	4%	5%	7%	4%	4%	5%	6%	5%	9%	3%	3%	3%	6%
Very dissatisfied	2%	2%	2%	1%	3%	1%	2%	2%	2%	1%	3%	1%	1%	1%	2%
Don't know	13%	11%	14%	14%	10%	14%	16%	12%	10%	14%	10%	19%	11%	11%	14%
<b>Mean</b>	<b>2.20</b>	<b>2.20</b>	<b>2.20</b>	<b>2.20</b>	<b>2.30</b>	<b>2.20</b>	<b>2.20</b>	<b>2.20</b>	<b>2.20</b>	<b>2.10</b>	<b>2.30</b>	<b>2.20</b>	<b>2.20</b>	<b>2.20</b>	<b>2.20</b>

The perks or 'freebies' provided by your mobile phone provider

	Unweighted Base	6237	1483	940	601	847	1435	311	620	3062	893	243	1385	149	505
<b>All GB Adults who have a mobile phone for personal use and have not changed provider in the last month</b>		6216	1505	1013	610	812	1443	306	527	3277	836	302	1096	177	528
Very satisfied	14%	16%	15%	14%	13%	13%	14%	11%	13%	15%	13%	12%	24%	21%	21%
Fairly satisfied	23%	23%	25%	21%	25%	22%	22%	26%	25%	24%	29%	18%	22%	21%	21%
Neither satisfied nor dissatisfied	34%	33%	30%	37%	32%	36%	30%	35%	34%	33%	23%	38%	33%	28%	28%
Fairly dissatisfied	11%	11%	11%	10%	13%	11%	12%	10%	13%	10%	19%	7%	9%	9%	10%
Very dissatisfied	5%	6%	6%	5%	6%	5%	6%	5%	6%	4%	9%	3%	4%	4%	7%
Don't know	13%	12%	12%	13%	12%	14%	15%	14%	10%	14%	6%	22%	8%	11%	11%
<b>Mean</b>	<b>2.70</b>	<b>2.60</b>	<b>2.60</b>	<b>2.70</b>	<b>2.70</b>	<b>2.70</b>	<b>2.70</b>	<b>2.70</b>	<b>2.70</b>	<b>2.60</b>	<b>2.80</b>	<b>2.60</b>	<b>2.40</b>	<b>2.60</b>	<b>2.60</b>

Total	Mobile phone network									
Base	T-Mobile	Orange	3	Virgin Mobile	Tesco Mobile	O2	Vodafone	Talk Mobile	Other	
Unweighted Base	6343	701	1402	300	546	306	1695	1127	29	99
All GB Adults who have a mobile phone for personal use	6346	734	1381	321	509	270	1752	1107	24	86

Overall, how satisfied or dissatisfied are you with each of the following?

The choice of handsets available on your mobile network provider

	Unweighted Base	6237	701	1402	300	546	306	1695	1127	29	99
All GB Adults who have a mobile phone for personal use and have not changed provider in the last month		6216	734	1381	321	509	270	1752	1107	24	86
Very satisfied	21%	15%	21%	19%	19%	20%	25%	21%	11%	10%	
Fairly satisfied	36%	38%	37%	43%	36%	37%	35%	35%	19%	26%	
Neither satisfied nor dissatisfied	24%	23%	23%	18%	23%	30%	23%	25%	35%	34%	
Fairly dissatisfied	5%	7%	5%	11%	4%	3%	4%	5%	11%	10%	
Very dissatisfied	2%	3%	2%	4%	2%	0%	1%	1%	5%	2%	
Don't know	13%	14%	12%	4%	16%	10%	12%	13%	19%	18%	
Mean	2.20	2.30	2.20	2.40	2.20	2.20	2.70	2.60	2.40	2.10	

The perks or 'freebies' provided by your mobile phone provider

	Unweighted Base	6237	701	1402	300	546	306	1695	1127	29	99
All GB Adults who have a mobile phone for personal use and have not changed provider in the last month		6216	734	1381	321	509	270	1752	1107	24	86
Very satisfied	14%	11%	13%	15%	13%	24%	19%	8%	9%	10%	
Fairly satisfied	23%	20%	26%	26%	20%	24%	28%	17%	14%	11%	
Neither satisfied nor dissatisfied	34%	35%	34%	25%	33%	31%	30%	40%	43%	48%	
Fairly dissatisfied	11%	12%	10%	16%	9%	5%	11%	14%	18%	10%	
Very dissatisfied	5%	7%	6%	10%	6%	2%	4%	6%	3%	6%	
Don't know	13%	16%	12%	7%	19%	14%	8%	16%	13%	15%	
Mean	2.70	2.80	2.70	2.80	2.70	2.30	2.90	2.90	2.90	2.50	

Total	Tariff		Gender		Age					Social Grade		
	Base	Pay monthly	Pay as you go	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE
Unweighted Base	6343	3084	3005	2839	3504	559	977	1013	1031	2763	3743	2600
<b>All GB Adults who have a mobile phone for personal use</b>	6346	3230	2847	2982	3364	764	1126	1120	1162	2174	3509	2837

The roaming tariffs/ service provided by your mobile phone network provider

	Unweighted Base	6237	3084	3005	2785	3452	537	959	996	1013	2732	3692	2545
<b>All GB Adults who have a mobile phone for personal use and have not changed provider in the last month</b>		6216	3230	2847	2910	3306	726	1099	1101	1141	2149	3454	2762
Very satisfied	11%	12%	10%	9%	13%	13%	12%	9%	11%	10%	9%	12%	12%
Fairly satisfied	26%	29%	22%	24%	26%	27%	30%	29%	25%	21%	26%	25%	25%
Neither satisfied nor dissatisfied	27%	24%	30%	29%	26%	21%	23%	26%	31%	30%	27%	27%	27%
Fairly dissatisfied	10%	12%	7%	11%	8%	14%	10%	9%	8%	9%	10%	9%	9%
Very dissatisfied	5%	6%	3%	6%	3%	6%	5%	4%	5%	4%	5%	4%	4%
Don't know	22%	17%	28%	21%	24%	21%	20%	23%	21%	25%	22%	23%	23%
<b>Mean</b>	<b>2.60</b>	<b>2.60</b>	<b>2.60</b>	<b>2.80</b>	<b>2.50</b>	<b>2.70</b>	<b>2.60</b>	<b>2.60</b>	<b>2.60</b>	<b>2.70</b>	<b>2.70</b>	<b>2.60</b>	<b>2.60</b>

How satisfied or dissatisfied are you with the online services provided by your mobile phone network provider? (Please consider all the factors that contribute to good service in this area such as the ease of use, range and quality of the services available, reliability etc.)

	Unweighted Base	6237	3084	3005	2785	3452	537	959	996	1013	2732	3692	2545
<b>All GB Adults who have a mobile phone for personal use and have not changed provider in the last month</b>		6216	3230	2847	2910	3306	726	1099	1101	1141	2149	3454	2762
Very satisfied	15%	17%	13%	13%	17%	17%	17%	15%	15%	14%	13%	17%	17%
Fairly satisfied	34%	41%	28%	37%	32%	43%	42%	34%	34%	28%	34%	35%	35%
Neither satisfied nor dissatisfied	23%	21%	25%	25%	21%	18%	19%	23%	25%	25%	23%	22%	22%
Fairly dissatisfied	4%	5%	3%	5%	4%	7%	6%	4%	3%	3%	4%	4%	4%
Very dissatisfied	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%
Don't know	22%	14%	30%	18%	26%	13%	15%	22%	22%	29%	24%	20%	20%
<b>Mean</b>	<b>2.30</b>	<b>2.20</b>	<b>2.30</b>	<b>2.30</b>	<b>2.20</b>	<b>2.20</b>	<b>2.20</b>	<b>2.30</b>	<b>2.30</b>	<b>2.30</b>	<b>2.30</b>	<b>2.30</b>	<b>2.20</b>

	Total	Region							Working Status					
	Base	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other
Unweighted Base	6343	1510	965	609	856	1454	315	634	3113	912	254	1400	154	510
All GB Adults who have a mobile phone for personal use	6346	1545	1047	619	820	1464	312	540	3343	859	318	1109	184	534

The roaming tariffs/ service provided by your mobile phone network provider

	Unweighted Base	6237	1483	940	601	847	1435	311	620	3062	893	243	1385	149	505
All GB Adults who have a mobile phone for personal use and have not changed provider in the last month		6216	1505	1013	610	812	1443	306	527	3277	836	302	1096	177	528
Very satisfied	11%	12%	11%	12%	9%	11%	11%	8%	10%	11%	10%	11%	16%	15%	
Fairly satisfied	26%	27%	25%	24%	27%	24%	23%	30%	28%	25%	28%	19%	23%	24%	
Neither satisfied nor dissatisfied	27%	26%	28%	29%	27%	27%	27%	26%	27%	27%	22%	30%	30%	24%	
Fairly dissatisfied	10%	9%	8%	9%	11%	10%	8%	10%	11%	10%	14%	7%	6%	7%	
Very dissatisfied	5%	4%	5%	3%	10%	4%	4%	5%	5%	3%	6%	4%	7%	5%	
Don't know	22%	22%	23%	23%	17%	25%	27%	21%	20%	25%	20%	27%	18%	25%	
Mean	2.60	2.60	2.60	2.60	2.80	2.60	2.60	2.60	2.70	2.60	2.70	2.60	2.60	2.50	

How satisfied or dissatisfied are you with the online services provided by your mobile phone network provider? (Please consider all the factors that contribute to good service in this area such as the ease of use, range and quality of the services available, reliability etc.)

	Unweighted Base	6237	1483	940	601	847	1435	311	620	3062	893	243	1385	149	505
All GB Adults who have a mobile phone for personal use and have not changed provider in the last month		6216	1505	1013	610	812	1443	306	527	3277	836	302	1096	177	528
Very satisfied	15%	16%	16%	15%	14%	14%	14%	15%	15%	14%	14%	15%	18%	18%	
Fairly satisfied	34%	34%	37%	32%	34%	35%	31%	35%	37%	33%	44%	27%	34%	31%	
Neither satisfied nor dissatisfied	23%	24%	20%	25%	25%	21%	25%	21%	23%	24%	16%	25%	26%	20%	
Fairly dissatisfied	4%	3%	4%	4%	5%	4%	7%	4%	5%	4%	7%	3%	3%	4%	
Very dissatisfied	1%	1%	1%	0%	2%	2%	0%	1%	2%	0%	2%	1%	2%	1%	
Don't know	22%	21%	21%	24%	20%	24%	23%	22%	19%	24%	17%	30%	16%	26%	
Mean	2.30	2.20	2.20	2.30	2.30	2.30	2.30	2.30	2.30	2.20	2.30	2.30	2.20	2.20	

Total	Mobile phone network									
Base	T-Mobile	Orange	3	Virgin Mobile	Tesco Mobile	O2	Vodafone	Talk Mobile	Other	
Unweighted Base	6343	701	1402	300	546	306	1695	1127	29	99
All GB Adults who have a mobile phone for personal use	6346	734	1381	321	509	270	1752	1107	24	86

The roaming tariffs/ service provided by your mobile phone network provider

Unweighted Base	6237	701	1402	300	546	306	1695	1127	29	99
All GB Adults who have a mobile phone for personal use and have not changed provider in the last month	6216	734	1381	321	509	270	1752	1107	24	86
Very satisfied	11%	7%	9%	10%	10%	14%	14%	11%	9%	14%
Fairly satisfied	26%	27%	24%	30%	24%	30%	26%	25%	26%	21%
Neither satisfied nor dissatisfied	27%	27%	29%	25%	26%	28%	25%	28%	37%	21%
Fairly dissatisfied	10%	10%	9%	11%	7%	4%	11%	11%	5%	9%
Very dissatisfied	5%	6%	4%	6%	5%	1%	5%	4%	2%	7%
Don't know	22%	24%	25%	17%	27%	23%	19%	22%	21%	29%
Mean	2.60	2.80	2.70	2.70	2.60	2.30	2.60	2.60	2.50	2.60

How satisfied or dissatisfied are you with the online services provided by your mobile phone network provider? (Please consider all the factors that contribute to good service in this area such as the ease of use, range and quality of the services available, reliability etc.)

Unweighted Base	6237	701	1402	300	546	306	1695	1127	29	99
All GB Adults who have a mobile phone for personal use and have not changed provider in the last month	6216	734	1381	321	509	270	1752	1107	24	86
Very satisfied	15%	13%	12%	14%	19%	13%	20%	13%	4%	14%
Fairly satisfied	34%	36%	33%	43%	33%	29%	37%	33%	23%	20%
Neither satisfied nor dissatisfied	23%	24%	24%	18%	23%	27%	20%	25%	29%	21%
Fairly dissatisfied	4%	3%	5%	9%	3%	1%	4%	4%	5%	4%
Very dissatisfied	1%	2%	1%	1%	1%	1%	1%	2%	-	5%
Don't know	22%	23%	24%	14%	21%	30%	19%	23%	40%	35%
Mean	2.30	2.30	2.30	2.30	2.20	2.30	2.60	2.50	3.00	2.10