

National Consumer Agency

Switching Behaviour Market Research Findings



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February 2010
Research Conducted by


amárach
research

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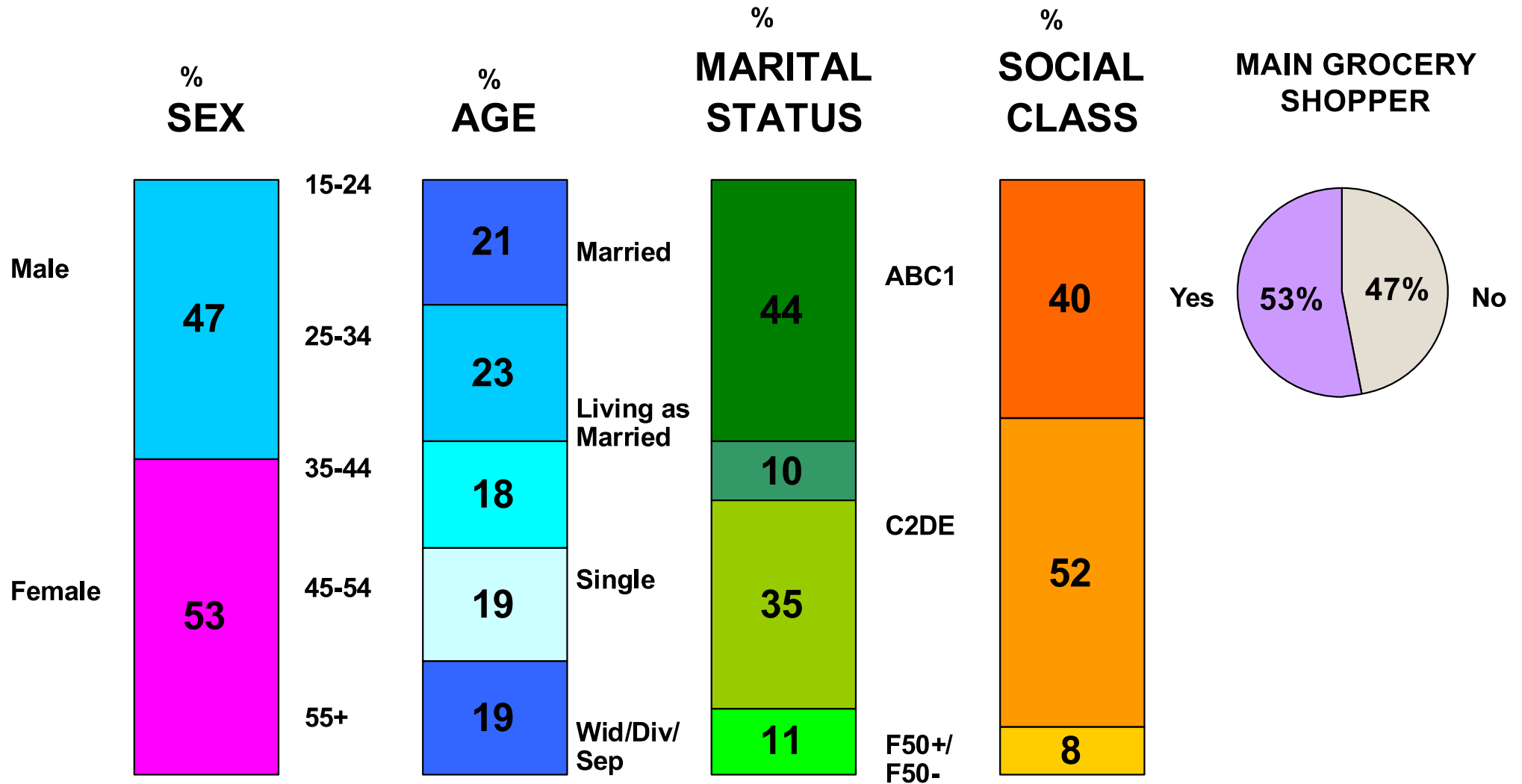
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Profile of Sample – I

(Base: All aged 15-74 – 1,000)



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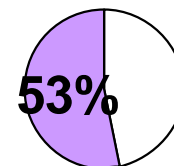
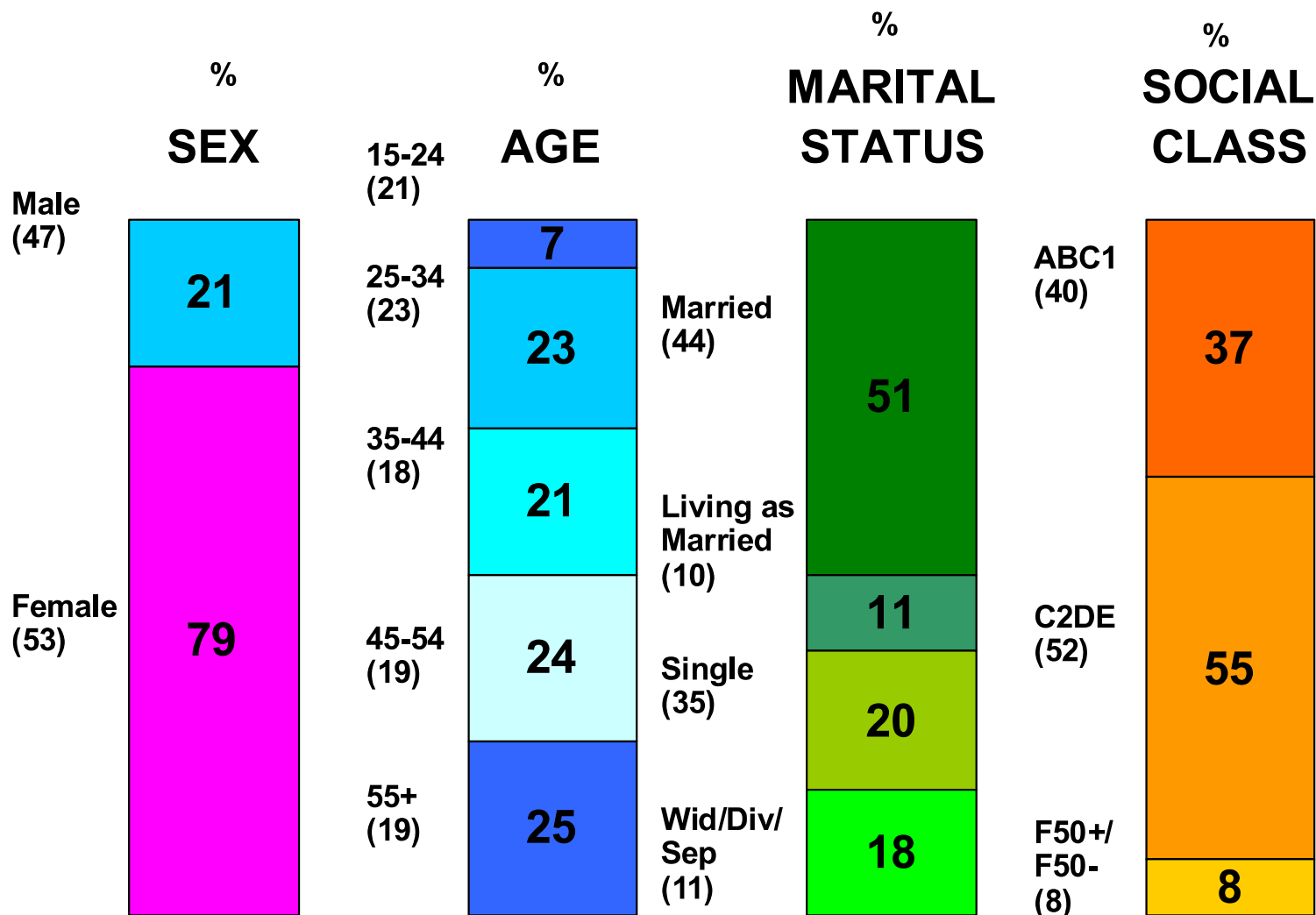


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Profile of Sample – II – Main Grocery Shoppers



(Base: All Mainly Responsible for Grocery Shopping in Home – 525) national consumer agency
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() = Total Sample

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Profile of Sample – III – Internet Use

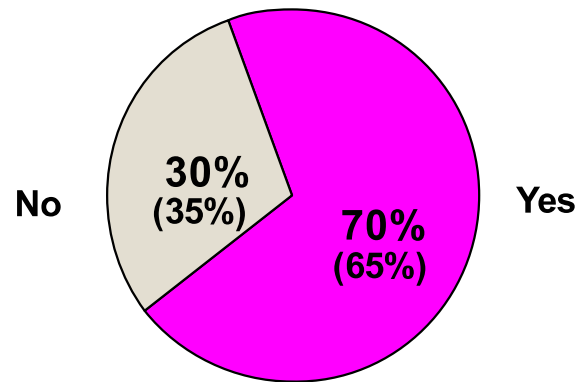


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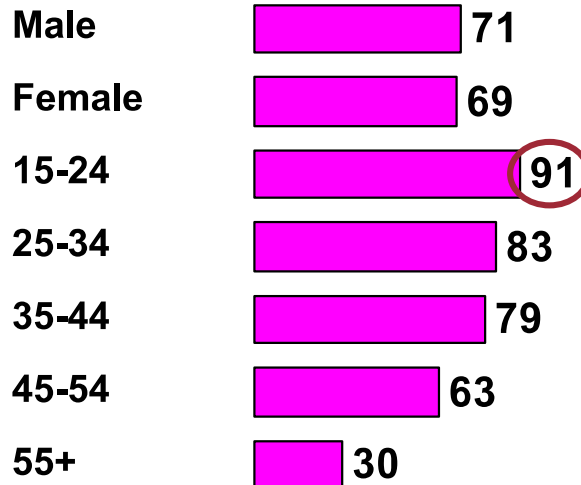
() = figures from Wave 3
2009 (May/June 2009)

(Base: All Respondents – 1,000)

USE INTERNET

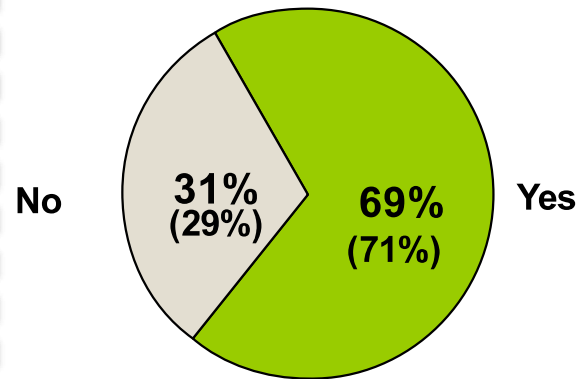


% Yes

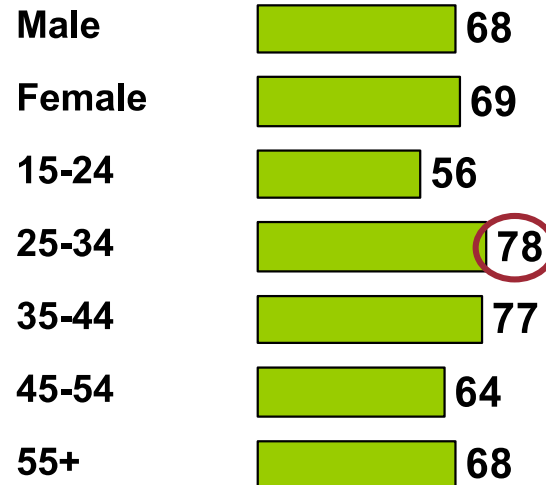


EVER PURCHASED ONLINE

(Base: All Internet Users - 702)

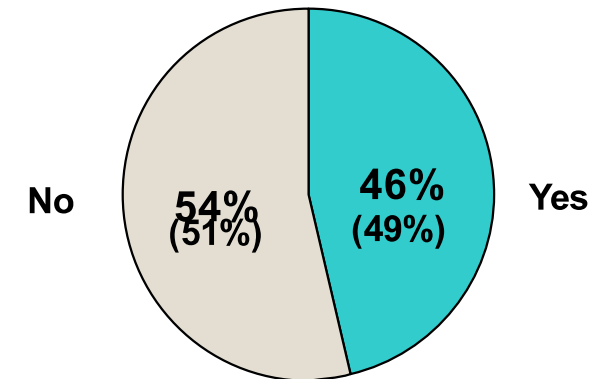


% Yes

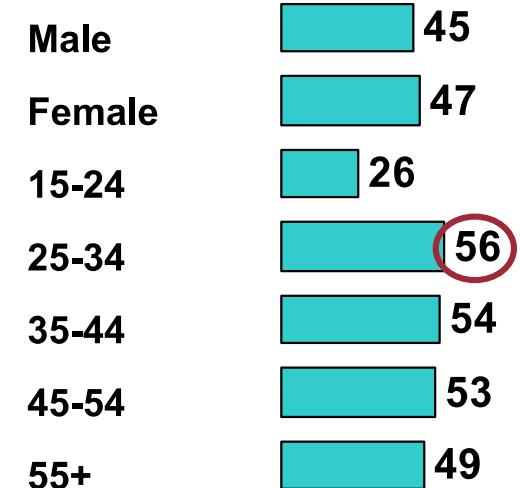


BANKING ONLINE

(Base: All Internet Users - 702)



% Yes



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Section 1: Switching Behaviour

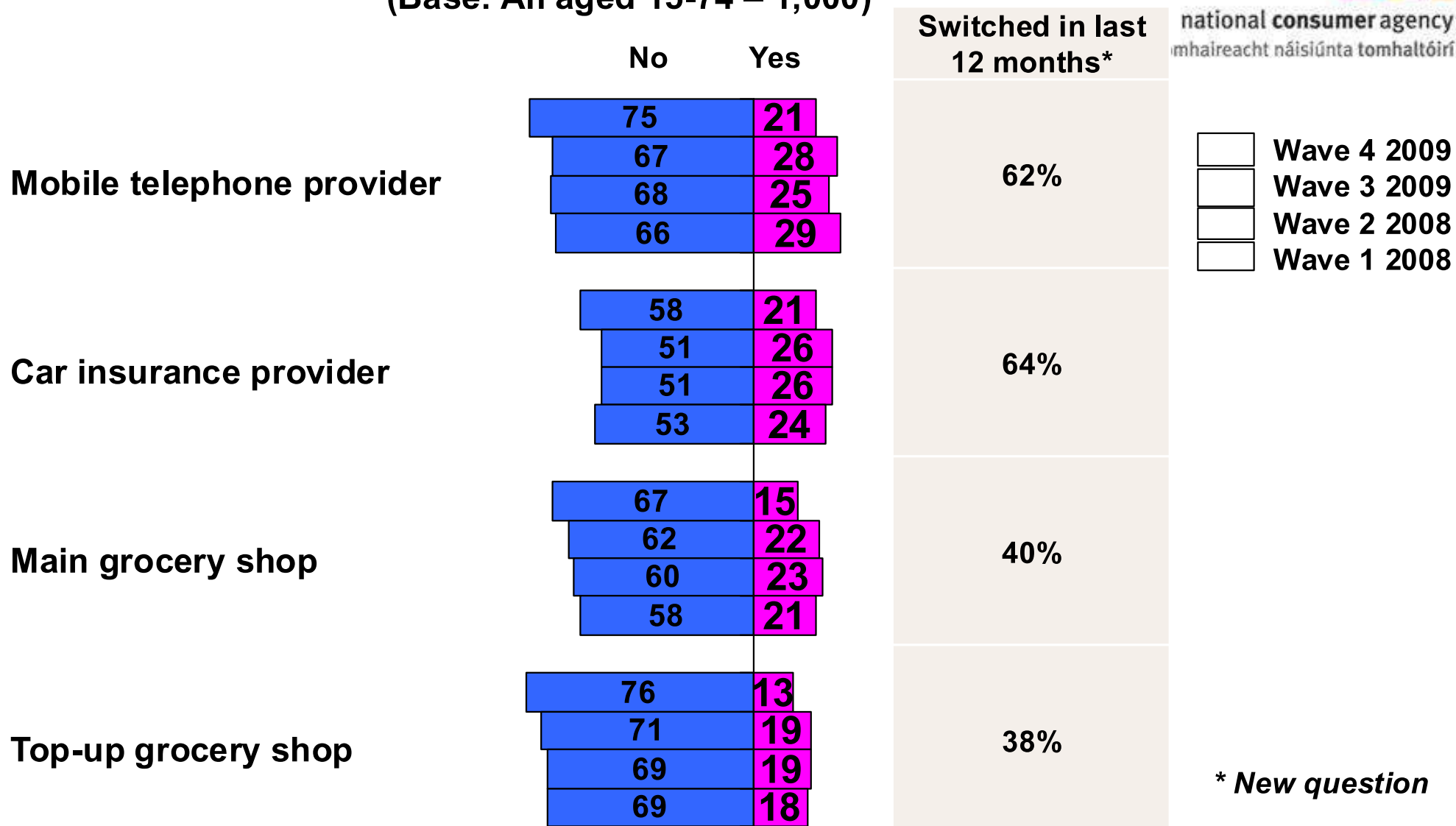
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Extent of Switching Providers – Primary I



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(Base: All aged 15-74 – 1,000)



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Extent of Switching Providers – Primary II

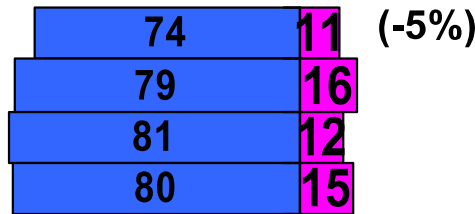


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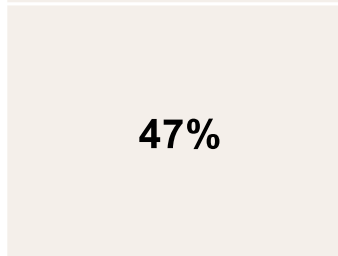
(Base: All aged 15-74 – 1,000)

No Yes

Fixed/landline telephone provider

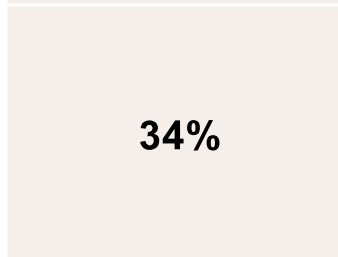
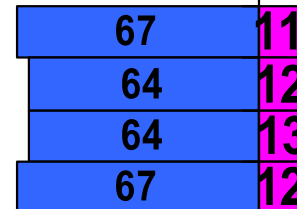


Switched in last 12 months*

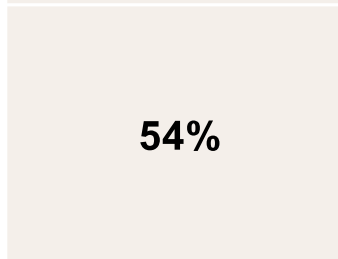
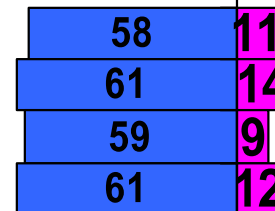


- Wave 4 2009
- Wave 3 2009
- Wave 2 2008
- Wave 1 2008

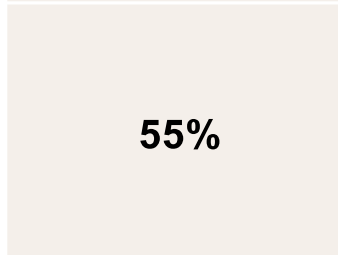
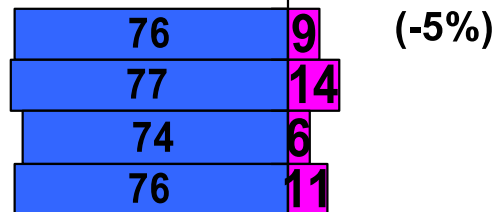
Bank/financial institution who offers current a/c service



Home insurance provider



Broadband internet access provider



* New question

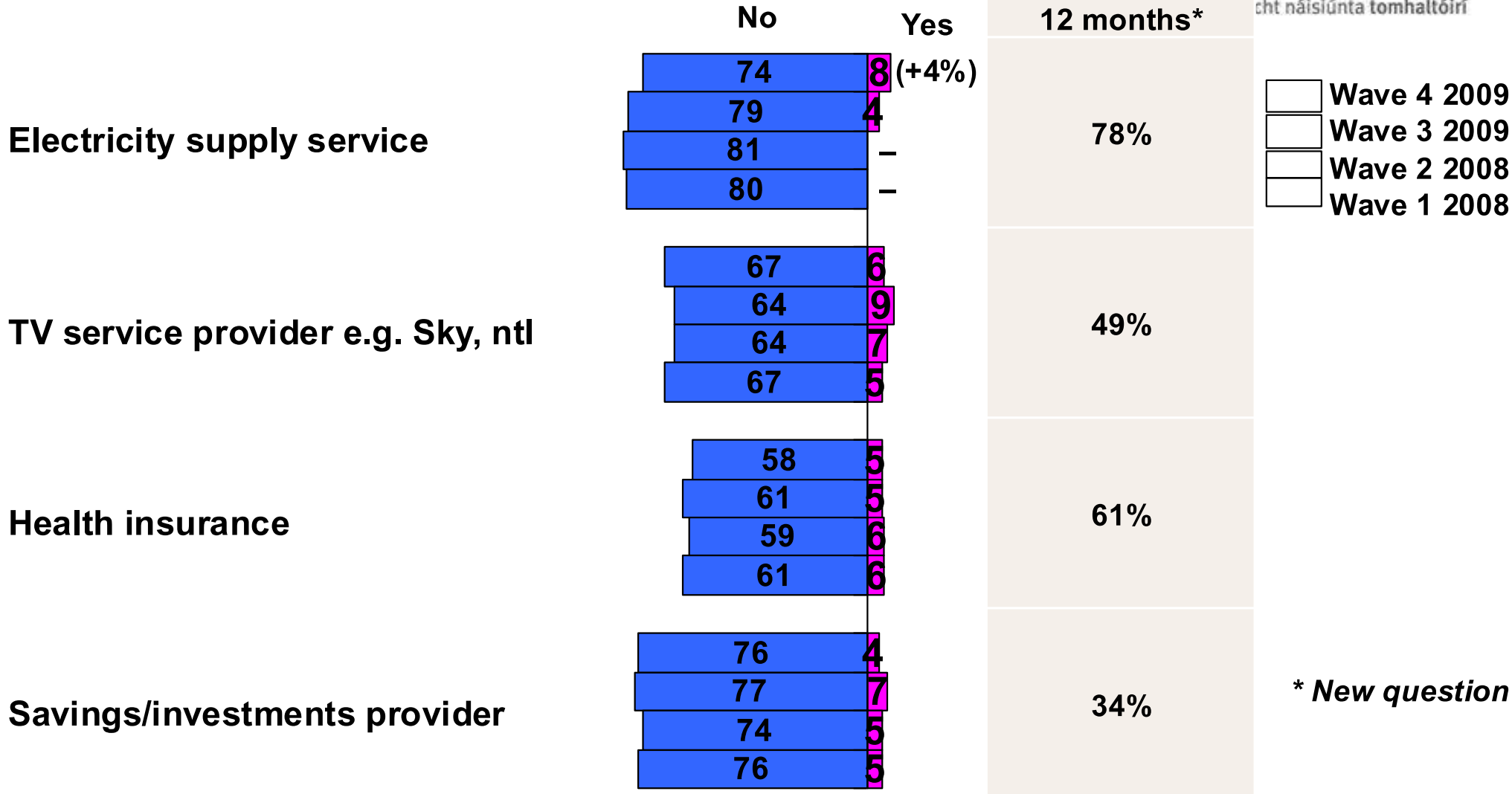
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Extent of Switching Providers – Tertiary – I



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(Base: All aged 15-74 – 1,000)



Wave 4 2009
 Wave 3 2009
 Wave 2 2008
 Wave 1 2008

* New question

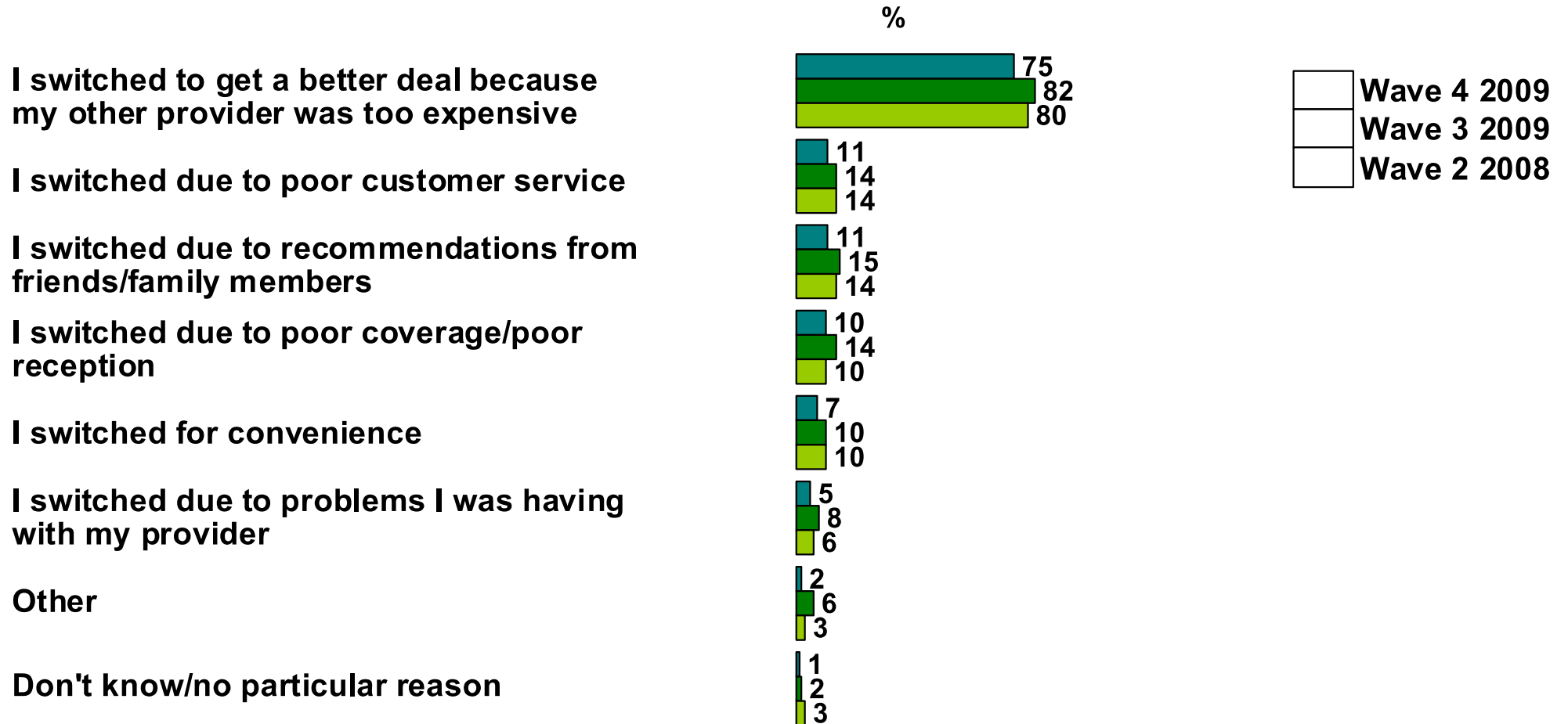
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Reasons for Switching



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(Base: All aged 15-74 who switched providers – 484)



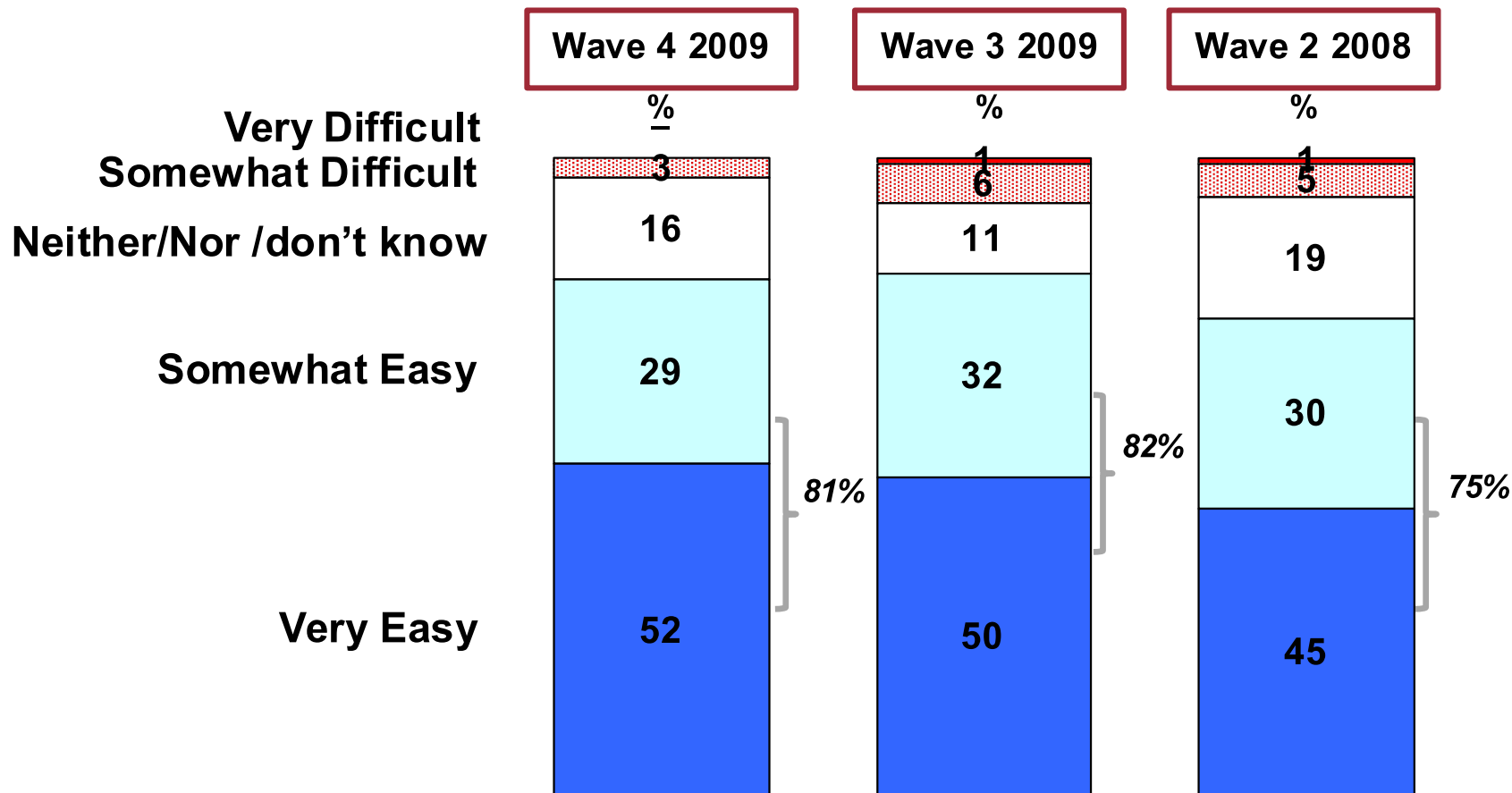
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Experience of the Switching Process



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(Base: All who have switched providers - 484)



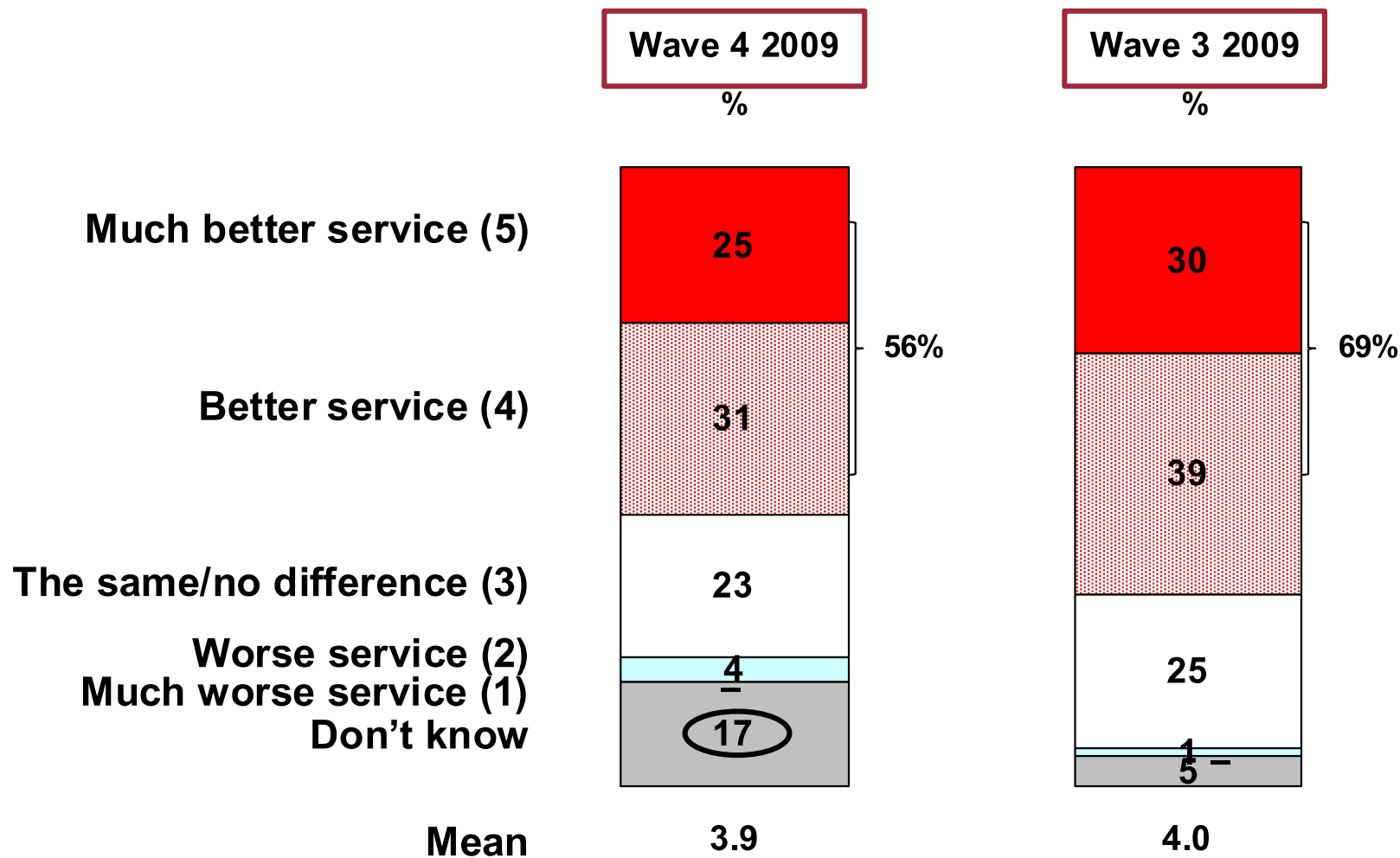
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Service Receiving with New Provider



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(Base: All who have switched service provider – 484)



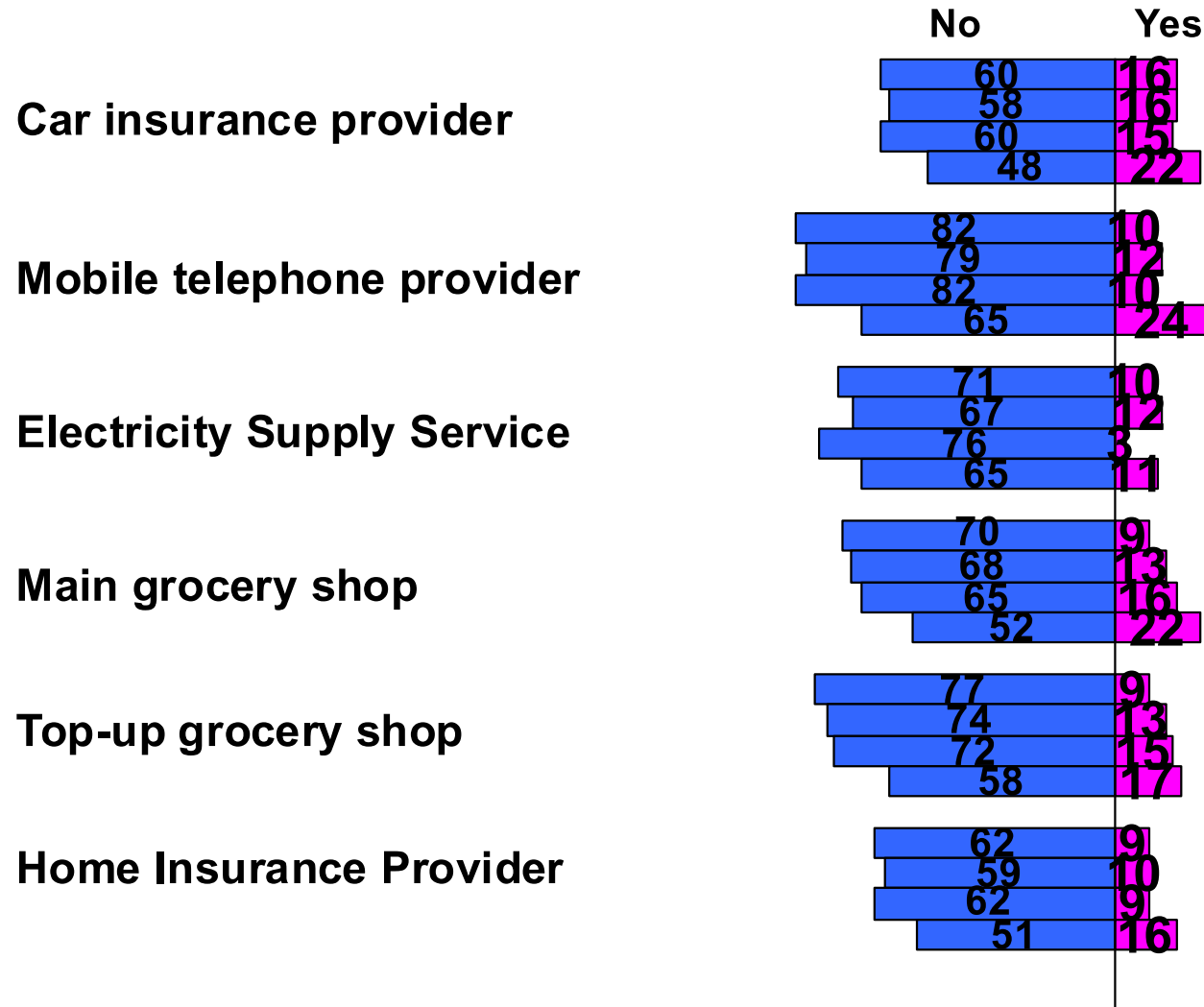
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Future Likelihood of Switching Providers – Primary

(Base: All aged 15-74 – 1,000)



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Wave 4 2009
 Wave 3 2009
 Wave 2 2008
 Wave 1 2008

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