



# GfK Market Tracker: Broadband

Bridging the gap in today's market data

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**GfK Market Tracker: Broadband** plots ISP market share, delivering quarterly updates based on detailed analysis of customer gains and losses, together with usage and satisfaction.

## Other key features include:

- » Market size and profile
- » ISP ownership by household
- » Recent ISP acquisition by first time buyers, upgrades and switchers
- » ISP switching and churn analysis
- » Mobile Broadband penetration and its impact on the Broadband sector
- » How packages are changing the ISP profile
- » Full demographic profiles by named supplier

The **GfK Market Tracker: Broadband** is available as regular quarterly reporting, or one off reports.

As the most detailed data source available on the market, this specialist market tracker gives you a far more informative picture of the immediate market landscape and trends – delivering the ability to analyse and forecast consumer purchase patterns.

## Key tracking metrics delivered include:



### ISP share

- » ISP acquisitions split by first time buyers, upgraders and switchers
- » Quarterly updates of ISP customer base and ownership
- » Benchmark your share against the competition – either overall or within customer segments including age, region, class and spend

### Switching and churn analysis

- » Net gains and losses profiled – who's winning and who's losing
- » Reasons for switching
- » Demographic profile of switchers vs upgraders

### Consumer demographics and segmentation

- » Demographics of the market place
- » Who shops where and why
- » Method of ordering
- » Cross product consumption and loyalty

### Reason for purchase

- » Purchase decision drivers
- » Reasons for choice of ISP

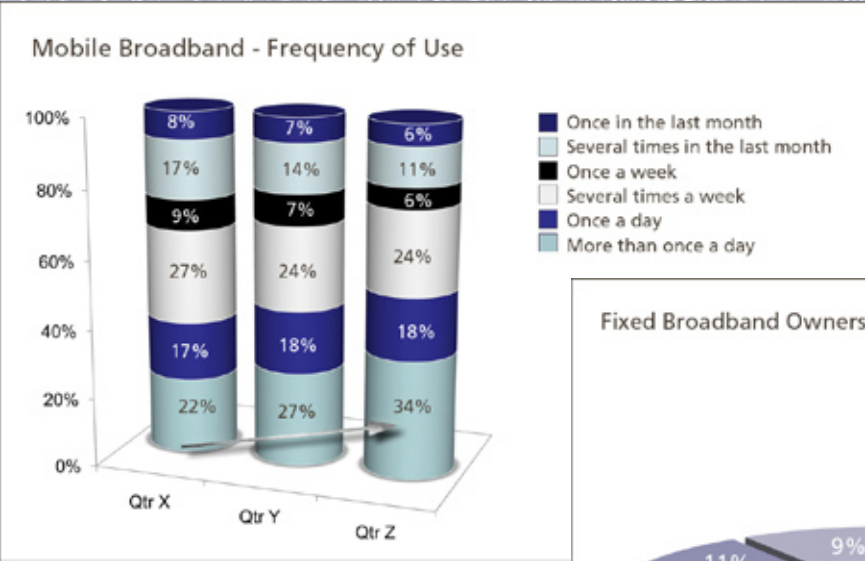
### Consideration and Conversion

- » How many consumers considered acquiring your ISP?
- » Which ISP did they finally purchase?
- » Demographic profiles of consumers who reject your ISP

### Mobile Broadband & Packages

- » Is Mobile Broadband a threat to fixed Broadband?
- » How important are multiple product packages to the consumer?
- » Which product combinations appeal most?

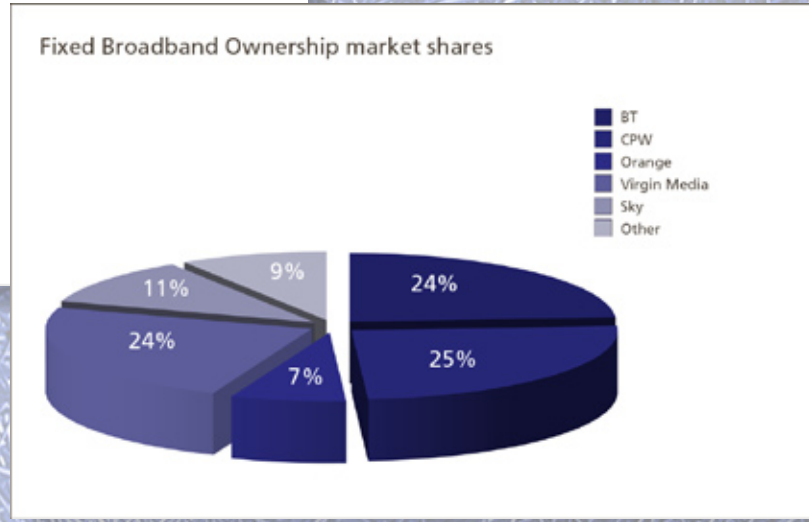
What a typical report includes: ≡



» Trends

- ### What were the reasons you chose to move away from your previous ISP (switchers only)
- Problems or errors with billing 21%
  - There are better deals available for new rather than existing customers 24%
  - No offers or promotions available 17%
  - Unreliable connection/ Connection cutting out 25%
  - When calling customer services experienced bad service 31%
  - Poor value for money 33%
  - Cheaper monthly subscription elsewhere 47%

» Quotes



» Snapshots



## [ How the panel works ≡

We use our 12,000 strong GfK Communications panel to detail their internet usage and behaviour in order for us to determine what the GB broadband market is doing and why.

Combined with expert knowledge from both GfK and Point-Topic market specialists, this delivers precise analysis to guide successful marketing and product development strategy.

The strength of our continuous panel is its measurement of change; both in determining the size of change and its duration, and in exploring the reasons for that change.

In addition, our continuous panels offer:

**Reliability** - a panel where 80% of the sample is present in two surveys is more than five times more reliable at measuring change than two independent samples.

**Task comprehension** – panellists rapidly learn what is expected of them in these continuous surveys, which generates consistency of measurement.

**Difficult tasks** – because panellists have an ongoing relationship with GfK, they are more willing to take on ‘difficult’ research tasks.

**Reduced over-claim** – the “willingness to please” factor, which can lead to overstatement in ad hoc studies, rapidly disappears as panellists come to regard their task as routine.

**Data quality** – short recall periods and repetition of task assist the panellist to accurately record their behaviour and QC to identify ‘outliers’.

**Cost** – because the sample is “in situ” and data collection techniques are efficient, panel research can be very cost-effective, interview for interview.

## Why you can trust us for data and insight

GfK Research Panels has managed consumer panels across Great Britain for over 60 years. Using our continuous panels, we provide market tracking information and insight to many leading multi-national companies across 65 product fields.

The **GfK Market Tracker: Broadband** is independently verified by Broadband market specialists Point-Topic.

### Contact Us

For more information on any of our continuous panels and ad-hoc research services, please contact [researchpanels@gfk.com](mailto:researchpanels@gfk.com) or visit our website: [www.gfkresearchpanels.com](http://www.gfkresearchpanels.com)