

TABLE 3 – RESULTS OF JULY 2012’S PROMOTIONAL PRICING CAMPAIGN

REGION	PROMOTIONAL PRICE (PER WEEK)	TOTAL NUMBER OF HOME CUSTOMERS BEFORE PROMOTIONAL PRICING CAMPAIGN	NEW CUSTOMERS ACQUIRED DURING PROMOTIONAL PRICING CAMPAIGN	PERCENTAGE OF NEW CUSTOMERS CANCELLING CONTRACT WITHIN THREE MONTHS
South East	£8.50	1170	240	5%
North West	£8.50	310	100	3%
Yorkshire	£8.50	900	not available	16%
West Midlands	£8.50	620	80	20%