

## **OFCOM MOBILE RESEARCH 2017 – 22972**

### **QUESTIONNAIRE – FINAL**

#### **NOTE TO SCRIPTER:**

- **Do not show question numbers on html questionnaire**
- **Do not show section headings**
- **Include back and next buttons on each page**
- **Ask all screening questions before closing those that don't qualify**
- **Include percentage completion display**

#### **ONLINE INVITATION**

Panel provider will send invitation to their panellists. Within the invitation is an indication of the subject matter – i.e. study relating to communications technology they have at home.

#### **INTRODUCTION**

This study is being conducted for Ofcom, the regulator for the UK communications industry. Ofcom is very interested in hearing your views on mobile phones and service providers. The interview will last up to 25 minutes.

#### **INITIAL SCREENING**

**First of all, we'd like to ask you a few questions about yourself, just to make sure we are surveying a good cross section of the population. These are only to help analyse the results at a broad level and will not be used to identify you in any way.**

**SAMPLE DEFINITIONS: PLEASE INCLUDE MONITORING QUOTAS**

Sample group	Definition
<b>Switched L18M: All</b>	QA7/1,2,3
Switched L18M: All (PAC)	QA7/1,2,3 AND QA10/1
Switched L18M: All (C&R)	QA7/1,2,3 AND QA10/2
<b>Switched L18M: Contract</b>	QA7/1,2,3 AND QA6/2,3
Switched L18M: Contract (PAC)	QA7/1,2,3 AND QA6/2,3 AND QA10/1
Switched L18M: Contract (C&R)	QA7/1,2,3 AND QA6/2,3 AND QA10/2

**Demographics**

ASK ALL

QA1 Are you...?

Please select one.

SINGLE CODE

- Male 1
- Female 2

ASK ALL

QA2 What is your age?

Please type in.

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SCRIPTER PLEASE CODE TO THE FOLLOWING AGE BANDS

- 16 - 17 1
- 18 - 24 2
- 25 - 34 3
- 35 - 44 4
- 45 - 54 5
- 55 - 64 6
- 65 + 7

ASK ALL

QA3 Which of the following best describes your employment status?

Please select one.

SINGLE CODE.

- Working full time (30+ hours per week)
- Working part time (8-29 hours per week)
- Working part time (under 8 hours per week)
- Unemployed
- Student
- Housewife / house husband
- Retired

ASK ALL

QA4 Which of the following best describes the **main income earner** in your household?

[DISPLAY NOTE BELOW IN SMALLER FONT SIZE AND GREY TEXT.]

Please note:

1. If you live in a household with others, but have separate finances, do not include them in this question. Only consider those who have shared incomes/ outgoings.
2. If the main income earner has been unemployed for less than 6 months, don't answer 'unemployed', but think back to the last job before that.
3. If they're retired and receiving a pension from employment as well as a state pension, please think back to the last job before retirement.

]

Please select one.

SINGLE CODE.

SCRIPTER: DO NOT DISPLAY GRADE IN SURVEY

Very senior management; top level civil servant or professional (e.g. surgeon; partner in a law firm; regional bank manager; board director of medium/ large firm) <b>[A]</b> ...	1
Senior or middle management in large organisation; owner of small business; principal officer in civil service/ local government <b>[B]</b> .....	2
Junior management or professional; or administrative (e.g. most office workers; accounts clerk; secretary; police sergeant) <b>[C1]</b> .....	3
Skilled manual worker (e.g. plumber; electrician) <b>[C2]</b> .....	4
Manual worker (e.g. lorry driver; labourer; hotel porter) <b>[D]</b> .....	5
Casual worker without regular income; or unemployed for 6 months or longer <b>[E]</b>	6
Retired and receiving a state pension <b>only [E]</b> .....	7
Housewife/ house husband/ looking after family <b>[E]</b> .....	8
Student <b>[C1]</b> .....	9

ASK ALL

QA5 Whereabouts in the UK do you live?

Please select one.

SINGLE CODE

North East England	1
North West England	2
Yorkshire and the Humber	3
East Midlands	4
West Midlands	5
East England	6
London	7
South East England	8
South West England	9
Wales	10
Scotland	11
Northern Ireland	12
Don't know	13
Refused	14

**SCRIPTER: PLEASE INCLUDE MONITORING QUOTAS FOR GENDER, AGE, SEG AND REGION**

ASK ALL

QA6 Which of these best describes the **main** mobile phone package you personally use and pay for?

Please select one.

SINGLE CODE. ROTATE 1-3.

1. **Pay as you go** (which requires top-ups)
2. **Monthly contract** (i.e. 12-24 months, including new handset)
3. **SIM only** (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length
4. Someone else pays for my mobile SCREEN OUT
5. I don't have a mobile SCREEN OUT
6. Don't know SCREEN OUT

ASK ALL WITH A MOBILE PHONE PACKAGE THAT THEY PERSONALLY USE AND PAY FOR (QA6 CODE 1-3)

QA7 Have you ever **changed** your mobile phone network provider? If yes, when did you most recently change mobile phone network?

Please think about the company you pay for the service and not the handset itself.

[DISPLAY NOTE IN SMALLER FONT SIZE AND GREY TEXT. If you were previously a customer of Orange/T-Mobile and are now a customer of EE/Everything Everywhere – please do not include this as a change of mobile network provider.  
]

Please select one.

SINGLE CODE.

1. Yes – in the last 6 months
2. Yes – 7-12 months ago
3. Yes – 13-18 months ago (i.e. 1-1.5 years ago)
4. Yes – 19-24 months ago (i.e. 1.5-2 years ago) SCREEN OUT
5. Yes – 2-3 years ago SCREEN OUT
6. Yes – more than 3 years ago SCREEN OUT
7. No – never changed provider SCREEN OUT

SWITCHED IN L18M (QA7 CODES 1-3)

QA8 Before we ask you more about the mobile services you use, please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.

For each statement please indicate how much you agree or disagree...

Please select one answer for each.

SINGLE CODE

	Agree strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree strongly
I try to keep up with technology					
My friends tend to come to me if they have questions about technology					
I'm as knowledgeable about these technologies as the next person					

SWITCHED IN L18M (QA7 CODES 1-3)

QA9 When you switched, what type of mobile package did you switch from?

Please select one.

SINGLE CODE. ROTATE 1-3.

1. **Pay as you go** (which requires top-ups)
2. **Handset and monthly contract** (i.e. 12-24 months, including new handset)
3. **SIM only** (i.e. did not get a handset or was no longer paying for one) this may have been on a 30 day rolling contract or had a longer contract length
4. Other (please type in)

SWITCHED IN L18M (QA7 CODES 1-3)

QA10 And when you switched did you..?

Please select one.

SINGLE CODE

1. Keep the same phone number
2. Change phone number

SWITCHED IN L18M AND CHANGED NUMBER WHEN SWITCHING (QA10 CODE 2)

QA11 You mentioned earlier that you got a new mobile number when you switched provider. Which of the following best describes your original preference for keeping your previous number when you switched?

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES 1-5.

1. Really wanted to change number
2. Mild preference for changing number
3. Not bothered either way
4. Mild preference for keeping number
5. Really wanted to keep number
6. Don't know/don't recall

SWITCHED IN L18M AND CHANGED NUMBER WHEN SWITCHING, BUT SOME PREFERENCE TO KEEP NUMBER (QA10 CODE 2 AND CODES 4-5 AT QA11)

QA12 Why did you change your number?

Please type in.

OPEN

SWITCHED IN L18M (QA7 CODES 1-3)

QA13 And ideally, what do you think you would want to do if you switched again?

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES 1-5.

1. Would definitely want to change my number
2. Would probably want to change my number
3. Would not be bothered either way
4. Would probably want to keep my number
5. Would definitely want to keep my number
6. Don't know/not sure

SWITCHED IN IN L18M (QA7 CODES 1-3)

QA14 Which provider do you currently use for the main mobile phone package you personally use and pay for?

Please say which company you pay for this service, not the handset manufacturer's name.

Please select one.

SINGLE CODE. ROTATE.

Orange	1
T-Mobile	2
Vodafone	3
O2	4
'3' Mobile/Three	5
Virgin Media/ Any Virgin	6
Tesco	7
EE	8
Lebara	9
Lycatel	10
Giffgaff	11
TalkTalk	12
Talk Mobile	13
Sky Mobile	14
Other provider (please type in)	15



SWITCHED IN L18M (QA7 CODES 1-3)

QA15 And which provider did you switch from when you most recently changed mobile phone network?

Again, please say which company you paid for this service, not the handset manufacturer's name.

Please select one.

SINGLE CODE. ROTATE.

DO NOT SHOW PROVIDER SELECTED QA14.

IF CURRENT PROVIDER EE AND SELECT ORANGE OR T-MOBILE AS PREVIOUS PROVIDER THEN CLOSE.

Orange	1
T-Mobile	2
Vodafone	3
O2	4
'3' Mobile/Three	5
Virgin Media/ Any Virgin	6
Tesco	7
EE	8
Lebara	9
Lycatel	10
Giffgaff	11
TalkTalk	12
Talk Mobile	13
Sky Mobile	14
Other provider (please type in)	15

SWITCHED IN L18M FROM FULL CONTRACT, SIM ONLY OR PREPAY (QA7 CODES 1-3 AND QA9 CODES 1-3)

QA16 When you switched did you have another handset in working order that you could still use to make or receive calls or texts?

Please select one.

SINGLE CODE.

1. Yes
2. No
3. Don't know

## Losing Provider Contact

### SWITCHED IN L18M AND PAC SWITCHERS (QA7 CODES 1-3 AND QA10 CODE 1)

QB1 Thinking back to when you switched your mobile provider and kept your phone number, you would have needed to get a code (a Port Authorisation Code or 'PAC') from your **previous** provider to give to your **new** provider, and may have told your **previous** provider that you wanted to end your contract/cancel your service.

[DISPLAY NOTE IN SMALLER FONT SIZE AND GREY TEXT.

N.B. A 'port authorisation code' more commonly known as a 'PAC' is the code that you gave to your new provider that enabled you to keep your old mobile number.

]

Did you do both of these, and if so did you do them at the same time, or at different times?

Please select one.

SINGLE CODE. ROTATE CODES 1-3.

1. Requested a PAC and told them I wanted to cancel **at the same time**
2. Requested a PAC and told them I wanted to cancel **on separate occasions**
3. **Only** requested a PAC, I didn't tell them I wanted to end my contract/cancel my service
4. Don't know/can't recall

### SWITCHED IN L18M AND C&R SWITCHERS (QA7 CODES 1-3 AND QA10 CODE 2)

QB2 Thinking back to when you switched your mobile provider, did you at any point request a code (a PAC) from your previous provider to give to your **new** provider that would have allowed you to keep your old number?

Please select one.

SINGLE CODE.

1. Yes
2. No
3. Don't know/don't recall

ALL PAC SWITCHERS AND ALL C&R THAT REQUESTED A PAC (QA10 CODE 1 OR QB2 CODE 1)

QB3 And at what point did you request a PAC from your previous mobile provider?

Please select all that apply.

MULTI CODE. ROTATE CODES 1-4.

1. Before I had looked at alternatives
2. After I had looked at alternatives but before I had made a final decision on an alternative mobile provider
3. After I had decided to switch to my new provider, but before I had signed up
4. After I had signed up with my new provider
5. Don't know/don't recall

SWITCHED IN L18M (QA7 CODES 1-3)

ASK IF PAC SWITCHER AND REQUESTED PAC AND CANCELED AT SAME TIME (QB1 CODE 1) OR DON'T KNOW (QB1 CODE 4)

QB4A How did you contact your previous provider to request a PAC and cancel your service?

ASK IF PAC SWITCHER AND REQUESTED PAC AND CANCELED AT DIFFERENT TIMES OR ONLY REQUESTED PAC; OR IF C&R SWITCHER AND REQUESTED PAC (QB1 CODE 2-3; OR QB2 CODE 1)

QB4B How did you contact your previous provider **to request a PAC**?

ASK IF PAC SWITCHER AND REQUESTED PAC AND CANCELED AT DIFFERENT TIMES; OR IF C&R SWITCHER (QB1 CODE 2; OR QA10 CODE 2)

QB4C And how did you contact your previous provider to **cancel**?

Please select all that apply.

MULTI CODE. ROTATE CODES 1-8.

1. Telephone
2. Email
3. Web-chat
4. Post
5. In-store sales agent – previous provider
6. In-store sales agent – new provider
7. In-store sales agent – third party, e.g. Carphone Warehouse
8. Via web-form
9. Other (please type in)
10. Provider contacted me
11. Don't know/can't recall [SINGLE CODE]

[IF CODE 1, 2, 3 OR 4 AT QB1] OR [IF C&R SWITCHER AND REQUESTED PAC (QB2 CODE 1)]

QB5A How satisfied were you with [IF ONE RESPONSE SELECTED AT QB4A OR QB4B this method][IF MORE THAN ONE RESPONSE SELECTED AT QB4A OR QB4B these methods] of requesting a PAC?

Please select one.

SINGLE CODE. REVERSE ORDER OF CODES 1-4.

**SCRIPTER: PLEASE DISPLAY TEXT FROM CODES SELECTED AT QB4A AND QB4B.**

1. Very dissatisfied
2. Fairly dissatisfied
3. Fairly satisfied
4. Very satisfied
5. Don't know

ASK ALL ANSWERING QB5A (QB5A CODES 1-5)

QB6A What, if anything, was there about [IF ONE RESPONSE SELECTED AT QB4A OR QB4B this method][IF MORE THAN ONE RESPONSE SELECTED AT QB4A OR QB4B these methods] of requesting a PAC that you liked?

IF MORE THAN ONE RESPONSE SELECTED AT QB4A OR QB4B If you used more than one method, please say anything you liked about each.

Please type in.

OPEN.

ASK ALL ANSWERING QB5A (QB5A CODES 1-5)

QB6B What, if anything, was there about [IF ONE RESPONSE SELECTED AT QB4A OR QB4B this method][IF MORE THAN ONE RESPONSE SELECTED AT QB4A OR QB4B these methods] of requesting a PAC that you **did not** like?

IF MORE THAN ONE RESPONSE SELECTED AT QB4A OR QB4B If you used more than one method, please say anything you didn't like about each.

Please type in.

OPEN.

[IF CODE 1, 2 OR 4 AT QB1] OR [IF C&R SWITCHER ([QA10 CODE 2](#))]

QB5B How satisfied were you with [IF ONE RESPONSE SELECTED AT QB4A OR QB4C this method][IF MORE THAN ONE RESPONSE SELECTED AT QB4A OR QB4C these methods] of cancelling your service?

Please select one.

SINGLE CODE. REVERSE ORDER OF CODES 1-4.

**SCRIPTER: PLEASE DISPLAY TEXT FROM CODES SELECTED AT QB4A AND QB4C.**

1. Very dissatisfied
2. Fairly dissatisfied
3. Fairly satisfied
4. Very satisfied
5. Don't know

ASK ALL ANSWERING QB5B ([QB5B CODES 1-5](#))

QB6C What, if anything, was there about [IF ONE RESPONSE SELECTED AT QB4A OR QB4C this method][IF MORE THAN ONE RESPONSE SELECTED AT QB4A OR QB4C these methods] of cancelling your service that you liked?

IF MORE THAN ONE RESPONSE SELECTED AT QB4A OR QB4C If you used more than one method, please say what you liked about each.

Please type in.

OPEN.

ASK ALL ANSWERING QB5B ([QB5B CODES 1-5](#))

QB6D What, if anything, was there about [IF ONE RESPONSE SELECTED AT QB4A OR QB4C this method][IF MORE THAN ONE RESPONSE SELECTED AT QB4A OR QB4C these methods] of cancelling your service that you **did not** like?

IF MORE THAN ONE RESPONSE SELECTED AT QB4A OR QB4C If you used more than one method, please say anything you didn't like about each.

Please type in.

OPEN.

SWITCHED IN L18M, APART FROM REQUESTED PAC AND CANCEL ON SEPARATE OCCASIONS (ALL EXCEPT QB1 CODE 2)

PAC=QA10/1

C&R=QA10/2

QB7 Did you have contact with your previous provider more than once [PAC AND QB1 CODE 1 OR 4 OR C&R AND QB2 CODE 1: to request your PAC and cancel your service][PAC AND QB1 CODE 3: to request your PAC][C&R AND NO PAC REQUEST (QB2 NOT CODE 1): to cancel your service]?

Please select one.

SINGLE CODE.

1. Once
2. More than once
3. Don't know/can't recall

SWITCHED IN L18M (QA7 CODES 1-3). IF REQUESTED PAC/CANCELLED VIA EMAIL, POST, THIRD PARTY, OR WEBFORM ONLY (ONLY CODES 2, 4, 7 OR 8 AT QB4A OR ONLY CODES 4, 7 OR 8 AT QB4B AND QB4C) THEN DO NOT ASK

PAC=QA10/1

C&R=QA10/2

QB8 Did you and your previous provider talk about anything else when you [PAC THAT CODE 1-2 OR 4 AT QB1 OR QB2 CODE 1: requested your PAC and cancelled your service][PAC THAT CODE 3 AT QB1: requested your PAC][C&R AND NO PAC REQUEST OR DK (QB2 NOT CODE 1): cancelled your service]?

Please select one.

SINGLE CODE.

1. Yes
2. No, only discussed [PAC THAT CODE 1-2 OR 4 AT QB1 OR QB2 CODE 1: PAC / cancellation][PAC THAT CODE 3 AT QB1: PAC][C&R AND NO PAC REQUEST OR DK (QB2 NOT CODE 1): cancellation]
3. Don't know/can't recall

ALL THAT TALKED ABOUT SOMETHING ELSE (QB8 CODE 1)

QB9 What else did you talk about?

Please select all that apply.

MULTI CODE. ROTATE CODES 1-9.

1. We talked about outstanding charges I would need to pay if I left them (e.g. termination charges)
2. We talked about my usage and current package
3. We talked about my end of contract date
4. We talked about aspects of services that I would lose if I left them
5. We talked about outstanding credit I had
6. They offered me another deal/discount
7. We talked about their other products/services
8. We talked about my new provider's service
9. We talked about my notice period
10. Other (please type in)
11. Don't know/can't recall

ASK ALL

QB10 How did you contact your **new** provider to sign up for your new service?

If you tried to sign up via more than one method, then please select the final one you used.

Please select one.

SINGLE CODE. ROTATE

1. Telephone
2. Email
3. Web-chat
4. Post
5. In-store sales agent – mobile provider
6. In-store sales agent – third party, e.g. Carphone Warehouse
7. Via web-form
8. Other (please type in)
9. Don't know/can't recall [SINGLE CODE]

**PAC SCENARIOS:**

**TO BE ASKED OF ALL SWITCHED IN L18M AND PAC SWITCHERS (QA7 CODES 1-3 AND QA10 CODE 1)**

**ROTATE 'AUTO-SWITCH' OPTION (QC1-QC6D) AND 'GPL' OPTION (QD1-QD6) SECTIONS SHOWN FIRST BETWEEN RESPONDENTS**

**BEFORE THE FIRST ROTATION SHOW TEXT: We are now going to show you some hypothetical scenarios and ask you some questions about them.**

**BEFORE SECOND ROTATION SHOW TEXT: We are now going to show you another scenario and ask you some similar questions about it. When considering this next scenario, please imagine that the one you have just been thinking about is not available to you.**

**AUTO-SWITCH OPTION**

**SHOW TO SWITCHED IN L18M AND PAC SWITCHERS (QA7 CODES 1-3 AND QA10 CODE 1)**

Imagine the following scenario:

*You are about to switch from [INSERT CURRENT MOBILE PROVIDER FROM QA14] and take your number with you and, like when you last switched, you need to get a code called a PAC.*

*SHOW AUTO-SWITCH VARIANT 1 DIAGRAM – FOR PREVIOUSLY SWITCHED BY PAC WITH IMAGES FOR EACH STEP ADDED IN SEQUENCE.*

**SWITCHED IN L18M AND PAC SWITCHERS (QA7 CODES 1-3 AND QA10 CODE 1)**

Still thinking about this scenario:

*You are about to switch from [INSERT CURRENT MOBILE PROVIDER FROM QA14] and take your number with you and, like when you last switched, you need to get a code called a PAC.*

*SHOW AUTO-SWITCH VARIANT 1 DIAGRAM – FOR PREVIOUSLY SWITCHED BY PAC: SINGLE IMAGE SHOWING ALL STEPS.*

KEEP IMAGE ON SCREEN FOR QC1 TO QC2B.

QC1 How likely would you be to request your PAC via a **free text message** rather than the way you requested it last time you switched?

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I definitely wouldn't
2. I probably wouldn't
3. I possibly would/possibly wouldn't



4. I probably would
5. I definitely would

ASK ALL SAYING WOULD/MIGHT USE SMS (QC1 CODES 3-5)

QC2A Why do you say you [QC1 CODE 4-5: would][QC1 CODE 3: might] request your PAC via a free text message?

Please type in.  
OPEN.

ASK ALL SAYING WOULD NOT USE SMS (QC1 CODES 1-2)

QC2B Why do you say you **wouldn't** request your PAC via a free text message?

Please type in.  
OPEN.

Still thinking about this scenario:

You are about to switch from [*INSERT CURRENT MOBILE PROVIDER FROM QA14*] and take your number with you and, like when you last switched, you need to get a code called a PAC.

SHOW AUTO-SWITCH VARIANT 1 DIAGRAM – FOR PREVIOUSLY SWITCHED BY PAC: SINGLE IMAGE SHOWING ALL STEPS.

KEEP IMAGE ON SCREEN FOR QC3A TO QC3D.

**WTP option:**

ASK ALL PAC SWITCHERS SAYING WOULD/MIGHT USE SMS (QC1 CODES 3-5)

QC3A **WTP** You said you [QC1 CODE 4-5: **would**][QC1 CODE 3: **might**] request your PAC via a free text message if this method were available.

If, instead of being free, there had been a charge to use this method of [PRICE OPTIONS: 50p, £1, £2, £5, £10] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

[RANDOMISE PRICE OPTIONS – IF RESPONDENT SAYS THEY PROBABLY/DEFINITELY WOULDN'T, THEN DO NOT SHOW A HIGHER VALUE; – IF RESPONDENT SAYS THEY DEFINITELY WOULD, THEN DO NOT SHOW A LOWER VALUE]

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I definitely wouldn't
2. I probably wouldn't
3. I possibly would/possibly wouldn't
4. I probably would
5. I definitely would

IF WOULD NOT TAKE UP AT ALL PRICE OPTIONS (QC3A CODES 1-2 FOR ALL)

QC3B You said you would not take up this option if there was a 50p charge.

Why do you say this?

Please select all that apply.

MULTI CODE. ROTATE.

1. Because it's not worth paying extra for
2. Because I should not have to pay anything for this option
3. Other (please type in)
4. Don't know

**WTA option:**

IF WOULD NOT TAKE UP ON PRINCIPLE (QC3B CODE 2)

QC3C **WTA** Now imagine that the option to request your PAC via a free text message was available (**and remained free**), but you were offered [**PRICE OPTIONS**: 50p, £1, £2, £5, £10] to request your PAC the same way you did last time you switched.

How likely would you be to accept this offer and use the same method as last time you switched to request your PAC?

[RANDOMISE PRICE OPTIONS – IF RESPONDENT SAYS THEY PROBABLY/DEFINITELY WOULDN'T, THEN DO NOT SHOW A LOWER VALUE; – IF RESPONDENT SAYS THEY **DEFINITELY** WOULD, THEN DO NOT SHOW A **HIGHER** VALUE]

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I definitely wouldn't
2. I probably wouldn't
3. I possibly would/possibly wouldn't
4. I probably would
5. I definitely would

IF WOULD NOT ACCEPT AT ANY PRICE OPTIONS (QC3C CODES 1-2 FOR ALL)

QC3D You said you would not give up this option to send a free text message for your PAC if you were offered £10.

Why do you say this?

Please type in.

OPEN.

ASK ALL PAC SWITCHERS WHO WOULD/MIGHT USE SMS (QC1 CODES 3-5)

Still thinking about this scenario:

*SHOW AUTO-SWITCH VARIANT 1 DIAGRAM – FOR PREVIOUSLY SWITCHED BY PAC:  
SINGLE IMAGE SHOWING ALL STEPS.*

QC3E If you had followed these steps last time you switched do you think you **would also** have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I definitely **wouldn't** have contacted my previous provider
2. I probably **wouldn't** have contacted my previous provider
3. I possibly **would**/possibly **wouldn't**
4. I probably **would** have contacted my previous provider
5. I definitely **would** have contacted my previous provider

ASK ALL STILL WOULD/MIGHT HAVE CONTACTED LOSING PROVIDER (QC3E CODES 3-5)

QC3F And which, if any, of these would be reasons that you would still have contacted your previous provider?

Please select all that apply.

MULTI CODE. ROTATE CODES 1-11.

1. To give notice
2. To check that my service had been cancelled
3. To find out what I needed to do to change provider
4. To negotiate a better deal
5. To find out about any charges for ending my contract early
6. To arrange the 'stop date'
7. To obtain information about my contract e.g. my usage patterns/spend
8. To find out when my contract ended
9. To find out if I needed to give them a notice period to leave
10. To talk about their products and services
11. To check how much my final bill would be
12. Other (please type in)
13. Don't know/don't recall

ASK ALL PAC SWITCHERS WHO WOULD/MIGHT USE SMS (QC1 CODES 3-5)

Still thinking about this scenario:

*SHOW AUTO-SWITCH VARIANT 1 DIAGRAM – FOR PREVIOUSLY SWITCHED BY PAC:  
SINGLE IMAGE SHOWING ALL STEPS.*

QC3G How, if at all, do you think this new method of requesting your PAC would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I would have spent **more time** speaking to my previous provider
2. It would **not have changed** the amount of time I would have spent speaking to my previous provider
3. I would have spent **less time** speaking to my previous provider
4. Don't know

SWITCHED IN L18M AND PAC SWITCHERS (QA7 CODES 1-3 AND QA10 CODE 1)

QC4 IF SAYING WOULD/MIGHT USE SMS (QC1 CODES 3-5)

You said previously that you [QC1 CODE 4-5: **would**][QC1 CODE 3: **might**] use an option to request your PAC via a free text message.

Suppose that this option was available (**and remained free**) but there was also an option to request your PAC **through your online account with your current provider**.

*SHOW AUTO-SWITCH VARIANT 1 **ONLINE** DIAGRAM – FOR PREVIOUSLY SWITCHED BY PAC WITH IMAGES FOR EACH STEP ADDED IN SEQUENCE.*

How likely would you be to request your PAC **online** rather than texting a free number?

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I definitely wouldn't request online rather than texting a free number
2. I probably wouldn't request online rather than texting a free number
3. I possibly would/possibly wouldn't
4. I probably would request online rather than texting a free number
5. I definitely would request online rather than texting a free number

IF SAYING WOULD NOT USE SMS (QC1 CODES 1-2)

You said previously that you **wouldn't** use an option to request your PAC via a free text message.

Suppose that this option was available (**and remained free**) but there was also an option to request your PAC **through your online account with your current provider**.

*SHOW AUTO-SWITCH VARIANT 1 **ONLINE** DIAGRAM – FOR PREVIOUSLY SWITCHED BY PAC WITH IMAGES FOR EACH STEP ADDED IN SEQUENCE.*

How likely would you be to request your PAC **online** rather than the way you requested your PAC last time you switched?

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I definitely wouldn't request online rather than the way I did last time
2. I probably wouldn't request online rather than the way I did last time
3. I possibly would/possibly wouldn't
4. I probably would request online rather than the way I did last time
5. I definitely would request online rather than the way I did last time

SHOW AUTO-SWITCH VARIANT 1 **ONLINE** DIAGRAM – FOR PREVIOUSLY SWITCHED BY PAC. SINGLE IMAGE SHOWING ALL STEPS.

KEEP IMAGE ON SCREEN FOR QC5A TO QC5B.

ASK ALL SAYING WOULD/MIGHT USE ONLINE ACCOUNT (QC4 CODES 3-5)

QC5A Why do you say you [QC4 CODE 4-5: would][QC4 CODE 3: might] request your PAC via your online account?

Please type in.

OPEN.

ASK ALL SAYING WOULD NOT USE ONLINE ACCOUNT (QC4 CODES 1-2)

QC5B Why do you say you **wouldn't** request your PAC via your online account?

Please type in.

OPEN.



Still thinking about this scenario:

SHOW AUTO-SWITCH VARIANT 1 **ONLINE** DIAGRAM – FOR PREVIOUSLY SWITCHED BY PAC: SINGLE IMAGE SHOWING ALL STEPS.

KEEP IMAGE ON SCREEN FOR QC6A TO QC6D.

**WTP option:**

ASK ALL PAC SWITCHERS SAID WOULD NOT USE SMS BUT WOULD/MIGHT USE ONLINE ACCOUNT (QC1 CODES 1-2 AND QC4 CODES 3-5)

QC6A **WTP** You said you [QC4 CODE 4-5: **would**][QC4 CODE 3: **might**] request your PAC through your online account with your current provider if this method were available.

If there was a charge to use this method of [PRICE OPTIONS: 50p, £1, £2, £5, £10] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

[RANDOMISE PRICE OPTIONS – IF RESPONDENT SAYS THEY PROBABLY/DEFINITELY WOULDN'T, THEN DO NOT SHOW A HIGHER VALUE; – IF RESPONDENT SAYS THEY **DEFINITELY** WOULD, THEN DO NOT SHOW A **LOWER** VALUE]

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I definitely wouldn't
2. I probably wouldn't
3. I possibly would/possibly wouldn't
4. I probably would
5. I definitely would

IF WOULD NOT TAKE UP AT ALL PRICE OPTIONS (QC6A CODES 1-2 FOR ALL)

QC6B You said you would not take up this option if there was a 50p charge.

Why do you say this?

Please select all that apply.

MULTI CODE. ROTATE.

1. Because it's not worth paying extra for
2. Because I should not have to pay anything for this option
3. Other (please type in)
4. Don't know

**WTA option:**

IF WOULD NOT TAKE UP ON PRINCIPLE (QC6B CODE 2)

QC6C **WTA** Now imagine that the option to request your PAC through your online account with your current provider was available (**and remained free**), but you were offered [PRICE OPTIONS: 50p, £1, £2, £5, £10] to request your PAC the same way you did last time you switched.

How likely would you be to accept this offer and use the same method as last time you switched to request your PAC?

[RANDOMISE PRICE OPTIONS – IF RESPONDENT SAYS THEY PROBABLY/DEFINITELY WOULDN'T, THEN DO NOT SHOW A LOWER VALUE; – IF RESPONDENT SAYS THEY DEFINITELY WOULD, THEN DO NOT SHOW A HIGHER VALUE]

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I definitely wouldn't
2. I probably wouldn't
3. I possibly would/possibly wouldn't
4. I probably would
5. I definitely would

IF WOULD NOT ACCEPT AT ANY PRICE OPTIONS (QC6C CODES 1-2 FOR ALL)

QC6D You said you would not give up the option to request your PAC through your online account with your current provider if you were offered £10.

Why do you say this?

Please type in.

OPEN.

ASK ALL PAC SWITCHERS WHO WOULD NOT USE SMS BUT WOULD/MIGHT USE ONLINE ACCOUNT (QC1 CODES 1-2 AND QC4 CODES 3-5)

Still thinking about this scenario:

SHOW AUTO-SWITCH VARIANT 1 **ONLINE** DIAGRAM – FOR PREVIOUSLY SWITCHED BY PAC: SINGLE IMAGE SHOWING ALL STEPS.

QC7 If you had followed these steps last time you switched do you think you **would also** have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I definitely **wouldn't** have contacted my previous provider
2. I probably **wouldn't** have contacted my previous provider
3. I possibly **would**/possibly **wouldn't**
4. I probably **would** have contacted my previous provider
5. I definitely **would** have contacted my previous provider

ASK ALL STILL WOULD/MIGHT HAVE CONTACTED LOSING PROVIDER (QC7 CODES 3-5)

QC8 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Please select all that apply.

MULTI CODE. ROTATE CODES 1-11.

1. To give notice
2. To check that my service had been cancelled
3. To find out what I needed to do to change provider
4. To negotiate a better deal
5. To find out about any charges for ending my contract early
6. To arrange the 'stop date'
7. To obtain information about my contract e.g. my usage patterns/spend
8. To find out when my contract ended
9. To find out if I needed to give them a notice period to leave
10. To talk about their products and services
11. To check how much my final bill would be
12. Other (please type in)
13. Don't know/don't recall

ASK ALL PAC SWITCHERS WHO WOULD NOT USE SMS BUT WOULD/MIGHT USE ONLINE ACCOUNT (QC1 CODES 1-2 AND QC4 CODES 3-5)

Still thinking about this scenario:

SHOW AUTO-SWITCH VARIANT 1 **ONLINE** DIAGRAM – FOR PREVIOUSLY SWITCHED BY PAC: SINGLE IMAGE SHOWING ALL STEPS.

QC9 How, if at all, do you think this new method of requesting your PAC would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I would have spent **more time** speaking to my previous provider
2. It would **not have changed** the amount of time I would have spent speaking to my previous provider
3. I would have spent **less time** speaking to my previous provider
4. Don't know

## GPL OPTION

SHOW TO SWITCHED IN L18M AND PAC SWITCHERS (QA7 CODES 1-3 AND QA10 CODE 1)

Imagine the following scenario:

You are about to switch from [INSERT CURRENT MOBILE PROVIDER FROM QA14].

Now imagine it was possible to do this via your new provider. Under this process:

SHOW GPL DIAGRAM – WITH IMAGES FOR EACH STEP ADDED IN SEQUENCE.

SWITCHED IN L18M AND PAC SWITCHERS (QA7 CODES 1-3 AND QA10 CODE 1)

Still thinking about this scenario:

You are about to switch from [INSERT CURRENT MOBILE PROVIDER FROM QA14].

Now imagine it was possible to do this via your new provider. Under this process:

SHOW GPL DIAGRAM –: SINGLE IMAGE SHOWING ALL STEPS.

KEEP IMAGE ON SCREEN FOR QD1 TO QD2B.

QD1 How likely would you be to use this method, rather than the way you switched last time you switched?

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I definitely wouldn't
2. I probably wouldn't
3. I possibly would/possibly wouldn't
4. I probably would
5. I definitely would

ASK ALL SAYING WOULD/MIGHT USE GPL (QD1 CODES 3-5)

QD2A Why do you say you [QD1 CODE 1-2: would][QD1 CODE 3: might] use this method?

Please type in.

OPEN.

ASK ALL SAYING WOULD NOT USE GPL (QD1 CODES 1-2)

QD2B Why do you say you **wouldn't** use this method?

Please type in.

OPEN.

Still thinking about this scenario:

You are about to switch from [*INSERT CURRENT MOBILE PROVIDER FROM QA14*].

Now imagine it was possible to do this via your new provider. Under this process:

SHOW GPL DIAGRAM –: SINGLE IMAGE SHOWING ALL STEPS.

KEEP IMAGE ON SCREEN FOR QD3A TO QD3D.

**WTP option:**

ASK ALL PAC SWITCHERS WOULD/MIGHT USE GPL (*QD1 CODES 3-5*)

QD3A **WTP** You said you [*QD1 CODE 4-5: would*][*QD1 CODE 3: might*] use this method of switching if it was available.

If there was a charge to use this method of [*PRICE OPTIONS: 50p, £1, £2, £5, £10*], how likely would be to use this method rather than the way you switched last time you switched?

[*RANDOMISE PRICE OPTIONS – IF RESPONDENT SAYS THEY PROBABLY/DEFINITELY WOULDN'T, THEN DO NOT SHOW A HIGHER VALUE; – IF RESPONDENT SAYS THEY DEFINITELY WOULD, THEN DO NOT SHOW A LOWER VALUE*]

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I definitely wouldn't
2. I probably wouldn't
3. I possibly would/possibly wouldn't
4. I probably would
5. I definitely would

IF WOULD NOT TAKE UP AT ALL PRICE OPTIONS (*QD3A CODES 1-2 FOR ALL*)

QD3B You said you would not use this method of switching if there was a 50p charge.

Why do you say this?

Please select all that apply.

MULTI CODE. ROTATE.

1. Because it's not worth paying extra for
2. Because I should not have to pay anything for this option
3. Other (please type in)
4. Don't know

**WTA option:**

IF WOULD NOT TAKE UP ON PRINCIPLE (QD3B CODE 2)

QD3C **WTA** Now imagine that this method of switching was available (**and remained free**), but you were offered [**PRICE OPTIONS**: 50p, £1, £2, £5, £10] to switch the same way you did last time you switched.

How likely would you be to accept this offer and switch the same way you did last time you switched?

[RANDOMISE PRICE OPTIONS – IF RESPONDENT SAYS THEY PROBABLY/DEFINITELY WOULDN'T, THEN DO NOT SHOW A LOWER VALUE; – IF RESPONDENT SAYS THEY **DEFINITELY** WOULD, THEN DO NOT SHOW A **HIGHER** VALUE]

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I definitely wouldn't
2. I probably wouldn't
3. I possibly would/possibly wouldn't
4. I probably would
5. I definitely would

IF WOULD NOT ACCEPT AT ANY PRICE OPTIONS (QD3C CODES 1-2 FOR ALL)

QD3D You said you would not give up the alternative method of switching if you were offered £10.

Why do you say this?

Please type in.

OPEN.

ASK ALL PAC SWITCHERS SAYING WOULD/MIGHT USE GPL (QD1 CODES 3-5)

Still thinking about this scenario:

SHOW GPL DIAGRAM – SINGLE IMAGE SHOWING ALL STEPS.

QD4 If you had followed these steps last time you switched do you think you **would also** have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I definitely **wouldn't** have contacted my previous provider
2. I probably **wouldn't** have contacted my previous provider
3. I possibly **would**/possibly **wouldn't**
4. I probably **would** have contacted my previous provider
5. I definitely **would** have contacted my previous provider

ASK ALL STILL WOULD/MIGHT HAVE CONTACTED LOSING PROVIDER (QD4 CODES 3-5)

QD5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Please select all that apply.

MULTI CODE. ROTATE CODES 1-11.

1. To give notice
2. To check that my service had been cancelled
3. To find out what I needed to do to change provider
4. To negotiate a better deal
5. To find out about any charges for ending my contract early
6. To arrange the 'stop date'
7. To obtain information about my contract e.g. my usage patterns/spend
8. To find out when my contract ended
9. To find out if I needed to give them a notice period to leave
10. To talk about their products and services
11. To check how much my final bill would be
12. Other (please type in)
13. Don't know/don't recall



ASK ALL PAC SWITCHERS SAYING WOULD/MIGHT USE GPL (QD1 CODES 3-5)

Still thinking about this scenario:

*SHOW GPL DIAGRAM--*: SINGLE IMAGE SHOWING ALL STEPS.

QD6 How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I would have spent **less time** speaking to my previous provider
2. It would **not have changed** the amount of time I would have spent speaking to my previous provider
3. I would have spent **more time** speaking to my previous provider
4. Don't know

## AUTO-SWITCH VS. GPL

ASK IF SAID WOULD/MIGHT USE **BOTH** ONE OF THE AUTO-SWITCH OPTIONS (SMS OR ONLINE) **AND** GPL.

IF WOULD/MIGHT USE BOTH AUTO-SWITCH OPTIONS, SHOW SMS (OPTION 1).

(ASK IF QC1 CODES 3-5 **OR** QC4 CODES 3-5 **AND** QD1 CODES 3-5. IF QC1 CODES 3-5, THEN SHOW OPTION 1, IF QC1 DOES NOT EQUAL 3-5, THEN SHOW OPTION 2)

QE1 You said you [QC1/QC4 AND QD1 CODE 4-5: **would**][ QC1/QC4 AND QD1 CODE 3: **might**] [IF ANY ONE OF QC1/QC4 OR QD1 CODE 3 AND ANY OTHER IS CODE 4-5: **would/might**] use either of these two options.

Which one of these would you be most likely to use?

SHOW ONLY TWO OPTIONS (I.E. *EITHER* OPTION 1 (IF PREFERRED PAC OPTION IS SMS) OR OPTION 2 (IF PREFERRED PAC OPTION IS ONLINE ACCOUNT)) AND OPTION 3)

If you would be more likely to use one option, then please select this option. If you would be equally likely to use either, then please select both.

MULTI CODE. SHOW SCENARIO DESCRIPTIONS BELOW SIDE BY SIDE.

1. Option 1 – PAC via SMS OR Option 2 – PAC via Online account
2. Option 3 – GPL

**Option 1:** You are about to switch from [*INSERT CURRENT MOBILE PROVIDER FROM QA14*] and take your number with you and, like when you last switched, you need to get a code called a PAC.

SHOW AUTO-SWITCH VARIANT 1 DIAGRAM – FOR PREVIOUSLY SWITCHED BY PAC: SINGLE IMAGE SHOWING ALL STEPS.

**Option 2:** You are about to switch from [*INSERT CURRENT MOBILE PROVIDER FROM QA14*] and take your number with you and, like when you last switched, you need to get a code called a PAC.

SHOW AUTO-SWITCH VARIANT 1 **ONLINE** DIAGRAM – FOR PREVIOUSLY SWITCHED BY PAC: SINGLE IMAGE SHOWING ALL STEPS.

**Option 3:** You are about to switch from [*INSERT CURRENT MOBILE PROVIDER FROM QA14*].

Now imagine it was possible to do this via your new provider. Under this process:

SHOW GPL DIAGRAM –: SINGLE IMAGE SHOWING ALL STEPS.

ASK ALL SELECTING AN OPTION MOST LIKELY TO USE (QE1 ONLY CODE 1 OR ONLY CODE 2)

QE2 Why do you say would be most likely to use this option?

PLEASE DISPLAY OPTION SELECTED AT QE1

Please type in.

OPEN.

## **C&R SCENARIOS**

**TO BE ASKED OF ALL SWITCHED IN L18M AND C&R SWITCHERS** (QA7 CODES 1-3 AND QA10 CODE 2)

**ROTATE 'SWITCHING PROCESS' OPTION (QF1-QF4) AND 'GPL' OPTION (QG1-QG6) SECTIONS SHOWN FIRST BETWEEN RESPONDENTS**

**BEFORE THE FIRST ROTATION SHOW TEXT: We are now going to show you some hypothetical scenarios and ask you some questions about them.**

**BEFORE SECOND ROTATION SHOW TEXT: We are now going to show you another scenario and ask you some similar questions about it. When considering this next scenario, please imagine that the one you have just been thinking about is not available to you.**

### **SWITCHING PROCESS OPTION**

**SHOW TO SWITCHED IN THE L18M AND C&R SWITCHERS** (QA7 CODES 1-3 AND QA10 CODE 2)

Imagine the following scenario:

*You are about to switch from [INSERT CURRENT MOBILE PROVIDER FROM QA14].*

*Now, imagine it was possible to do this by requesting a code which, when handed over to your new provider, automatically cancels your old service. Handing over the code would also enable your mobile number to be transferred to your new provider, if you wanted it to be.*

*The code would be similar to the existing 'PAC' code currently used by people who want to both switch their mobile provider and keep their number.*

**SHOW AUTO-SWITCH VARIANT 2 – FOR PREVIOUSLY SWITCHED BY C&R WITH IMAGES FOR EACH STEP ADDED IN SEQUENCE.**

SWITCHED IN THE L18M AND C&R SWITCHERS (QA7 CODES 1-3 AND QA10 CODE 2)

Still thinking about this scenario:

You are about to switch from [*INSERT CURRENT MOBILE PROVIDER FROM QA14*].

*Now, imagine it was possible to do this by requesting a code which, when handed over to your new provider, automatically cancels your old service. Handing over the code would also enable your mobile number to be transferred to your new provider, if you wanted it to be.*

*The code would be similar to the existing 'PAC' code currently used by people who want to both switch their mobile provider and keep their number.*

SHOW AUTO-SWITCH VARIANT 2 – FOR PREVIOUSLY SWITCHED BY C&R. SINGLE IMAGE SHOWING ALL STEPS.

KEEP IMAGE ON SCREEN FOR QF1 TO QF2B.

QF1 If this code was available either by **texting a free number** or **through your online account with your current provider**, how likely would you be to use this code to switch, rather than the way you switched last time you switched?

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I definitely wouldn't
2. I probably wouldn't
3. I possibly would/possibly wouldn't
4. I probably would
5. I definitely would

ASK ALL SAYING WOULD/MIGHT USE SMS (QF1 CODES 3-5)

QF2A Why do you say you [QF1 CODE 4-5: would][QF1 CODE 3: might] request a code via a free text message or through your online account?

Please type in.

OPEN.

ASK ALL SAYING WOULD NOT USE SMS (QF1 CODES 1-2)

QF2B Why do you say you **wouldn't** request a code via a free text message or through your online account?

Please type in.

OPEN.

Still thinking about this scenario:

You are about to switch from *[INSERT CURRENT MOBILE PROVIDER FROM QA14]*.

Now, imagine it was possible to do this by requesting a code which, when handed over to your new provider, automatically cancels your old service. Handing over the code would also enable your mobile number to be transferred to your new provider, if you wanted it to be.

The code would be similar to the existing 'PAC' code currently used by people who want to both switch their mobile provider and keep their number.

SHOW AUTO-SWITCH VARIANT 2 – FOR PREVIOUSLY SWITCHED BY C&R. SINGLE IMAGE SHOWING ALL STEPS.

KEEP IMAGE ON SCREEN FOR QF3A TO QF3D.

**WTP option:**

ASK ALL C&R SWITCHERS SAYING WOULD/MIGHT USE SMS (QF1 CODES 3-5)

QF3A **WTP** You said you *[QF1 CODES 4-5: would][QF1 CODE 3: might]* switch by requesting this code via a free text message or through your online account with your current provider, if it was available.

If, instead of being free, there had been a charge to use this method of *[PRICE OPTIONS: 50p, £1, £2, £5, £10]*, how likely would you be to do this, rather than the way you switched last time you switched?

*[RANDOMISE PRICE OPTIONS – IF RESPONDENT SAYS THEY PROBABLY/DEFINITELY WOULDN'T, THEN DO NOT SHOW A HIGHER VALUE; – IF RESPONDENT SAYS THEY **DEFINITELY** WOULD, THEN DO NOT SHOW A **LOWER** VALUE]*

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I definitely wouldn't
2. I probably wouldn't
3. I possibly would/possibly wouldn't
4. I probably would
5. I definitely would

IF WOULD NOT TAKE UP AT ALL PRICE OPTIONS (QF3A CODES 1-2 FOR ALL)

QF3B You said you would not take up this option if there was a 50p charge.

Why do you say this?

Please select all that apply.

MULTI CODE. ROTATE.

1. Because it's not worth paying extra for
2. Because I should not have to pay anything for this option
3. Other (please type in)
4. Don't know

**WTA option:**

IF WOULD NOT TAKE UP ON PRINCIPLE (QF3B CODE 2)

QF3C **WTA** Now imagine that the option to switch by requesting a code via a free text message or through your online account with your current provider was available (**and remained free**), but you were offered [PRICE OPTIONS: 50p, £1, £2, £5, £10] to switch the same way you did last time you switched.

How likely would you be to accept this offer and switch the same way you did last time you switched?

[RANDOMISE PRICE OPTIONS – IF RESPONDENT SAYS THEY PROBABLY/DEFINITELY WOULDN'T, THEN DO NOT SHOW A LOWER VALUE; – IF RESPONDENT SAYS THEY **DEFINITELY** WOULD, THEN DO NOT SHOW A **HIGHER** VALUE]

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I definitely wouldn't
2. I probably wouldn't
3. I possibly would/possibly wouldn't
4. I probably would
5. I definitely would

IF WOULD NOT ACCEPT AT ANY PRICE OPTIONS (QF3C CODES 1-2 FOR ALL)

QF3D You said you would not give up this option to switch by requesting a code via a free text message or through your online account with your current provider if you were offered £10.

Why do you say this?

Please type in.

OPEN.

ASK ALL C&R SWITCHERS WHO WOULD/MIGHT USE SWITCHING PROCESS OPTION  
(QF1 CODES 3-5)

Still thinking about this scenario:

You are about to switch from [*INSERT CURRENT MOBILE PROVIDER FROM QA14*].

*Now, imagine it was possible to do this by requesting a code which, when handed over to your new provider, automatically cancels your old service. Handing over the code would also enable your mobile number to be transferred to your new provider, if you wanted it to be.*

*The code would be similar to the existing 'PAC' code currently used by people who want to both switch their mobile provider and keep their number.*

**SHOW AUTO-SWITCH VARIANT 2 – FOR PREVIOUSLY SWITCHED BY C&R. SINGLE IMAGE SHOWING ALL STEPS.**

QF3E Would you prefer to request a code by texting a free number or through your online account with your current provider?

Please select one.

SINGLE CODE

1. Texting a free number
2. Free through your online account with your current provider
3. Both equally
4. Don't know



ASK ALL C&R SWITCHERS WHO WOULD/MIGHT USE SWITCHING PROCESS OPTION  
(QF1 CODES 3-5)

Still thinking about this scenario:

You are about to switch from [*INSERT CURRENT MOBILE PROVIDER FROM QA14*].

*Now, imagine it was possible to do this by requesting a code which, when handed over to your new provider, automatically cancels your old service. Handing over the code would also enable your mobile number to be transferred to your new provider, if you wanted it to be.*

*The code would be similar to the existing 'PAC' code currently used by people who want to both switch their mobile provider and keep their number.*

**SHOW AUTO-SWITCH VARIANT 2 – FOR PREVIOUSLY SWITCHED BY C&R. SINGLE IMAGE SHOWING ALL STEPS.**

QF3F If this method was available and you used it to switch do you think you would change or keep your phone number?

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. Definitely would keep number
2. Probably would keep number
3. Probably would change my number
4. Definitely would change my number
5. Don't know

ASK ALL C&R SWITCHERS WHO WOULD/MIGHT USE SWITCHING PROCESS OPTION  
(QF1 CODES 3-5)

Still thinking about this scenario:

*Imagine the last time you switched it was possible to do so by requesting a code which, when handed over to your new provider, automatically cancels your old service. Handing over the code would also enable your mobile number to be transferred to your new provider, if you wanted it to be.*

*The code would be similar to the existing 'PAC' code currently used by people who want to both switch their mobile provider and keep their number.*

**SHOW AUTO-SWITCH VARIANT 2 – FOR PREVIOUSLY SWITCHED BY C&R. SINGLE IMAGE SHOWING ALL STEPS.**

QF4 If you had followed these steps last time you switched do you think you **would also** have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Please select one.

**SINGLE CODE. REVERSE ORDER OF RESPONSES.**

1. I definitely **wouldn't** have contacted my previous provider
2. I probably **wouldn't** have contacted my previous provider
3. I possibly **would**/possibly **wouldn't**
4. I probably **would** have contacted my previous provider
5. I definitely **would** have contacted my previous provider

ASK ALL STILL WOULD/MIGHT HAVE CONTACTED LOSING PROVIDER (QF4 CODES 3-5)

QF5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Please select all that apply.

MULTI CODE. ROTATE.

1. To give notice
2. To check that my service had been cancelled
3. To find out what I needed to do to change provider
4. To negotiate a better deal
5. To find out about any charges for ending my contract early
6. To arrange the 'stop date'
7. To obtain information about my contract e.g. my usage patterns/spend
8. To find out when my contract ended
9. To find out if I needed to give them a notice period to leave
10. To talk about their products and services
11. To check how much my final bill would be
12. Other (please type in)
13. Don't know/don't recall

ASK ALL C&R SWITCHERS WHO WOULD/MIGHT USE SWITCHING PROCESS OPTION  
(QF1 CODES 3-5)

Still thinking about this scenario:

*Imagine the last time you switched it was possible to do so by requesting a code which, when handed over to your new provider, automatically cancels your old service. Handing over the code would also enable your mobile number to be transferred to your new provider, if you wanted it to be.*

*The code would be similar to the existing 'PAC' code currently used by people who want to both switch their mobile provider and keep their number.*

SHOW AUTO-SWITCH VARIANT 2 – FOR PREVIOUSLY SWITCHED BY C&R. SINGLE IMAGE SHOWING ALL STEPS.

QF6 How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I would have spent **more time** speaking to my previous provider
2. It would **not have changed** the amount of time I would have spent speaking to my previous provider
3. I would have spent **less time** speaking to my previous provider
4. Don't know

## GPL OPTION

SHOW TO SWITCHED IN L18M AND C&R SWITCHERS (QA7 CODES 1-3 AND QA10 CODE 2)

Imagine the following scenario:

*You are about to switch from [INSERT CURRENT MOBILE PROVIDER FROM QA14].*

*Now imagine it was possible to do this via your new provider. Under this process:*

*SHOW GPL DIAGRAM – WITH IMAGES FOR EACH STEP ADDED IN SEQUENCE.*

SWITCHED IN L18M AND C&R SWITCHERS (QA7 CODES 1-3 AND QA10 CODE 2)

Still thinking about this scenario:

*You are about to switch from [INSERT CURRENT MOBILE PROVIDER FROM QA14].*

*Now imagine it was possible to do this via your new provider. Under this process:*

*SHOW GPL DIAGRAM –: SINGLE IMAGE SHOWING ALL STEPS.*

KEEP IMAGE ON SCREEN FOR QG1 TO QG2B.

QG1 How likely would you be to use this method, rather than the way you switched last time you switched?

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I definitely wouldn't
2. I probably wouldn't
3. I possibly would/possibly wouldn't
4. I probably would
5. I definitely would

ASK C&R SWITCHERS WHO WOULD/MIGHT USE GPL (QG1 CODES 3-5)

QG2A Why do you say you [QG1 CODE 4-5: would][QG1 CODE 3: might] use this method?

Please type in.

OPEN.

ASK ALL C&R SWITCHERS WHO WOULD NOT USE GPL (QG1 CODES 1-2)

QG2B Why do you say you **wouldn't** use this method?

Please type in.

OPEN.

Still thinking about this scenario:

You are about to switch from [INSERT CURRENT MOBILE PROVIDER FROM QA14].

Now imagine it was possible to do this via your new provider. Under this process:

SHOW GPL DIAGRAM –: SINGLE IMAGE SHOWING ALL STEPS.

KEEP IMAGE ON SCREEN FOR QG3A TO QG3D.

**WTP option:**

ASK ALL C&R SWITCHERS WHO WOULD/MIGHT USE GPL (QG1 CODES 3-5)

QG3A **WTP** You said you [QG1 CODES 4-5: **would**][QG1 CODE 3: **might**] use this method of switching if it was available.

If there was a charge to use this method of [PRICE OPTIONS: 50p, £1, £2, £5, £10] how likely would you be to use this method rather than the way you switched last time you switched?

[RANDOMISE PRICE OPTIONS – IF RESPONDENT SAYS THEY PROBABLY/DEFINITELY WOULDN'T, THEN DO NOT SHOW A HIGHER VALUE; – IF RESPONDENT SAYS THEY **DEFINITELY** WOULD, THEN DO NOT SHOW A **LOWER** VALUE]

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I definitely wouldn't
2. I probably wouldn't
3. I possibly would/possibly wouldn't
4. I probably would
5. I definitely would

IF WOULD NOT TAKE UP AT ALL PRICE OPTIONS (QG3A CODES 1-2 FOR ALL)

QG3B You said you would not use this method of switching if there was a 50p charge.

Why do you say this?

Please select all that apply.

MULTI CODE. ROTATE.

1. Because it's not worth paying extra for
2. Because I should not have to pay anything for this option
3. Other (please type in)
4. Don't know

**WTA option:**

IF WOULD NOT TAKE UP ON PRINCIPLE (QG3B CODE 2)

QG3C **WTA** Now imagine that this method of switching was available (**and remained free**), but you were offered [**PRICE OPTIONS**: 50p, £1, £2, £5, £10] to switch the same way you did last time you switched.

How likely would you be to accept this offer and switch the same way you did last time you switched?

[RANDOMISE PRICE OPTIONS – IF RESPONDENT SAYS THEY PROBABLY/DEFINITELY WOULDN'T, THEN DO NOT SHOW A LOWER VALUE; – IF RESPONDENT SAYS THEY **DEFINITELY** WOULD, THEN DO NOT SHOW A **HIGHER** VALUE]

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I definitely wouldn't
2. I probably wouldn't
3. I possibly would/possibly wouldn't
4. I probably would
5. I definitely would

IF WOULD NOT ACCEPT AT ANY PRICE OPTIONS (QG3C CODES 1-2 FOR ALL)

QG3D You said you would not give up the alternative method of switching if you were offered £10.

Why do you say this?

Please type in.

OPEN.



ASK ALL C&R SWITCHERS WHO WOULD/MIGHT USE GPL (QG1 CODES 3-5)

Still thinking about this scenario:

*You are about to switch from [INSERT CURRENT MOBILE PROVIDER FROM QA14].*

*Now imagine it was possible to do this via your new provider. Under this process:*

**SHOW GPL DIAGRAM –: SINGLE IMAGE SHOWING ALL STEPS.**

QG3E If this method was available and you used it to switch, do you think you would change or keep your phone number?

Please select one.

**SINGLE CODE. REVERSE ORDER OF RESPONSES.**

1. Definitely would keep number
2. Probably would keep number
3. Probably would change my number
4. Definitely would change my number
5. Don't know

ASK ALL C&R SWITCHERS WHO WOULD/MIGHT USE GPL (QG1 CODES 3-5)

Still thinking about this scenario:

*SHOW GPL DIAGRAM* –: SINGLE IMAGE SHOWING ALL STEPS.

QG4 If you had followed these steps last time you switched do you think you **would also** have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I definitely **wouldn't** have contacted my previous provider
2. I probably **wouldn't** have contacted my previous provider
3. I possibly **would**/possibly **wouldn't**
4. I probably **would** have contacted my previous provider
5. I definitely **would** have contacted my previous provider

ASK ALL WHO STILL WOULD/MIGHT HAVE CONTACTED LOSING PROVIDER (QG4 CODES 3-5)

QG5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Please select all that apply.

MULTI CODE. ROTATE.

1. To give notice
2. To check that my service had been cancelled
3. To find out what I needed to do to change provider
4. To negotiate a better deal
5. To find out about any charges for ending my contract early
6. To arrange the 'stop date'
7. To obtain information about my contract e.g. my usage patterns/spend
8. To find out when my contract ended
9. To find out if I needed to give them a notice period to leave
10. To talk about their products and services
11. To check how much my final bill would be
12. Other (please type in)
13. Don't know/don't recall

ASK ALL C&R SWITCHERS SAYING WOULD/MIGHT USE GPL (QG1 CODES 3-5)

Still thinking about this scenario:

*SHOW GPL DIAGRAM--*: SINGLE IMAGE SHOWING ALL STEPS.

QG6 How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Please select one.

SINGLE CODE. REVERSE ORDER OF RESPONSES.

1. I would have spent **less time** speaking to my previous provider
2. It would **not have changed** the amount of time I would have spent speaking to my previous provider
3. I would have spent **more time** speaking to my previous provider
4. Don't know

## SWITCHING PROCESS VS. GPL

ASK IF SAID WOULD/MIGHT USE **BOTH** SWITCHING PROCESS OPTION **AND** GPL.

(ASK IF QF1 CODES 3-5 **AND** QG1 CODES 3-5)

QH1 You said you [QF1 AND QG1 CODE 4-5: **would**][QF1 AND QG1 CODE 3: **might**] [IF ONE OF QF1 OR QG1 CODE 3 AND THE OTHER IS CODE 4-5: **would/might**] use either of these two options.

Which of these would you be most likely to use?

If you would be more likely to use one option, then please select this option. If you would be equally likely to use either, then please select both.

MULTI CODE. SHOW DESCRIPTIONS FROM ABOVE SIDE BY SIDE.

1. Option 1 – Code via SMS or online account
2. Option 3 – GPL

**Option 1:** You are about to switch from [*INSERT CURRENT MOBILE PROVIDER FROM QA14*].

*Now, imagine it was possible to do this by requesting a code which, when handed over to your new provider, automatically cancels your old service. Handing over the code would also enable your mobile number to be transferred to your new provider, if you wanted it to be.*

*The code would be similar to the existing 'PAC' code currently used by people who want to both switch their mobile provider and keep their number.*

SHOW AUTO-SWITCH VARIANT 2 – FOR PREVIOUSLY SWITCHED BY C&R. SINGLE IMAGE SHOWING ALL STEPS.

**Option 3:** You are about to switch from [*INSERT CURRENT MOBILE PROVIDER FROM QA14*].

*Now imagine it was possible to do this via your new provider. Under this process:*

SHOW GPL DIAGRAM--: SINGLE IMAGE SHOWING ALL STEPS.

ASK ALL SELECTING AN OPTION MOST LIKELY TO USE (QH1 ONLY CODE 1 OR ONLY CODE 2)

QH2 Why do you say would be most likely to use this option?

PLEASE DISPLAY OPTION SELECTED AT QH1.

Please type in.  
OPEN.

**Thank you very much for taking the time to complete this interview - we really appreciate your input.**

**If we have any questions arising from the answers you've given us today, would you be happy for us to contact you again?**

1. Yes
2. No

IF YES – Please provide your contact details below

Name

Phone number

Email address