

# Ofcom Core Switching Tracker 2018

## ALL RESPONDENTS

### S1. CODE NATION FROM SAMPLE

England	1
Scotland	2
Wales	3
Northern Ireland	4

## ALL RESPONDENTS

### S2. ENTER FULL POSTCODE

TYPE IN:

## ALL RESPONDENTS

### S3. ENTER SAMPLE POINT NUMBER FROM SAMPLE

TYPE IN:

*ALL RESPONDENTS*

This study is being conducted on behalf of Ofcom, the regulator for the UK communications industry. The purpose of the survey is to understand how people make decisions about which provider to use for their different communications services – such as home phones, mobile phones, TV services and the internet.

Could I please ask you a few questions to check whether we can conduct this research with you?

**IF INTERVIEWING IN WALES, ONCE RESPONDENT AGREES TO TAKE PART SAY:** The interview will be conducted in English. If you would prefer to conduct the interview in Welsh I can arrange for a colleague to re-contact you to come back at an agreed time. What would you prefer?

**CONTINUE IF RESPONDENT IS HAPPY WITH BEING INTERVIEWED IN ENGLISH. IF RESPONDENT WOULD PREFER TO BE INTERVIEWED IN WELSH – NOTE THEIR NAME, TELEPHONE NUMBER AND FULL ADDRESS AND PASS THIS INFORMATION BACK TO YOUR AREA SUPERVISOR.**

*ALL RESPONDENTS*

**S4. SHOWCARD S4**

Which of these age groups applies to you?

Under 25 years	1
25-34 years	2
35-44 years	3
45-54 years	4
55-64 years	5
65-74 years	6
75 years or over	7
Prefer not to say	8

*ALL RESPONDENTS*

**S5. CODE GENDER – DO NOT ASK**

Male	1
Female	2

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## ALL RESPONDENTS

**S6.** What is the occupation of the main wage earner in the household?

PROBE TO CODE AS SOCIAL GRADE

AB	1
C1	2
C2	3
DE	4

## ALL RESPONDENTS

**S7. SHOWCARD S7**

Which of these best describes your current situation?

SINGLE CODE

In full time employment	1
In part time employment	2
Unemployed	3
A student	4
Full- time responsibility for home/ family	5
Retired	6
Other	7
Refused	8

## ALL RESPONDENTS

### Q1. SHOWCARD Q1

Please think about services which are paid for by you or someone else in your household – so if any of these services are paid for by an employer or someone outside of the household then don't mention that service here.

Which of these services do you or does your household have?

*MULTICODE OK FOR CODES 1-4*

Mobile phone	1	
Landline phone (i.e. home phone)	2	
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	3	
A TV service that you or anyone else watches	4	
None of these	5	CLOSE

## ASK IF HAVE FIXED BROADBAND BUT NOT LANDLINE AT Q1 (CODE 3 NOT CODE 2 AT Q1)

**Q2.** Does your household pay line rental in order to receive the fixed broadband service? So, you could use this fixed line to make calls if you plugged a phone into the line.

*SINGLE CODE*

Yes, pay line rental for a fixed line	1	UPDATE Q1 CODE 2
No	2	
Don't know	3	

SAY TO RESPONDENT IF Q2 CODE 1 - Because your household pays line rental to the fixed line provider to be able to receive the fixed broadband service we are interested in your fixed line service even if no calls are made or received using the household fixed line

## ALL RESPONDENTS

### Q3. SHOWCARD Q3

Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

*MULTICODE OK FOR CODES 1-4 – ONLY ALLOW SERVICES IN THE HOUSEHOLD AT Q1*

Mobile phone	1	
Landline phone (i.e. home phone) or line rental	2	
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	3	
TV service	4	
None of these	5	<p>ASK FOR REFERRAL IN HOUSEHOLD</p> <p>IF NO DECISION MAKER IN HOUSEHOLD – CLOSE</p>

ASK ALL RESPONDENTS WHO ARE THE DECISION MAKER FOR THE TV SERVICE AT Q3 (CODE 4 AT Q3)

## Q4A. SHOWCARD Q4

Please think about all the TV sets in your household and any other devices that are used to watch TV programmes. Please read through the full list of TV services to let me know which you have at home. Please also think about any TV services which may be built-in to any TVs in your household, as well as any you receive through a set-top box connected to the TV set

Which of these types of TV service does your household use at all?

IF NECESSARY – We’re interested in services you could use to watch broadcast TV channels like BBC and ITV. We’ll ask a separate question about services like Netflix and Amazon Prime.

MULTICODE OK FOR CODES 1-10

ASK IF MORE THAN ONE SERVICE AT Q4A – OR AUTOCODE SINGLE RESPONSE AT Q4A HERE

## Q4B. SHOWCARD Q4 AGAIN

Which one of these is the main type of TV service watched on the household’s main TV set?

SINGLE CODE

	Q4A	Q4B
BT TV <i>[ROUTE AS PAY TV LATER]</i>	1	1
EE TV <i>[ROUTE AS PAY TV LATER]</i>	2	2
Freeview (via TV aerial, free to view channels) <i>[ROUTE AS FREE TV LATER]</i>	3	3
Freesat (satellite TV, no monthly subscription) <i>[ROUTE AS FREE TV LATER]</i>	4	4
NOW TV (via a smart stick, a set-top box, or built-in to the TV) <i>[ROUTE AS PAY TV LATER]</i>	5	5
Plusnet TV <i>[ROUTE AS PAY TV LATER]</i>	6	6
Sky TV (satellite TV, monthly subscription) <i>[ROUTE AS PAY TV LATER]</i>	7	7
TalkTalk TV <i>[ROUTE AS PAY TV LATER]</i>	8	8
Virgin TV (cable TV) <i>[ROUTE AS PAY TV LATER]</i>	9	9
YouView (no monthly subscription) <i>[ROUTE AS FREE TV LATER]</i>	10	10

ASK ALL RESPONDENTS WHO ARE THE DECISION MAKER FOR ANY SERVICES AT Q3

**Q5. SHOWCARD Q5**

Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

IF NECESSARY – Does your household pay a subscription for any other streaming services to watch TV programmes or films?

IF RESPONDENT MENTIONS A BROADCASTER ON-DEMAND SERVICE (SUCH AS BBC IPLAYER, ITV HUB, ALL 4, MY 5, SKY GO) – Please just think about services you have to pay to use rather than services to catch-up on broadcast TV programmes you may have missed.

MULTICODE OK FOR CODES 1-6

Amazon Prime Video	1
Disney Life	2
Hayu	3
Netflix	4
NOW TV	5
Any other paid-for streaming services – SPECIFY	6
No, none	7

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ASK FOR ALL SERVICES RESPONDENT IS THE DECISION MAKER FOR AT Q3 CODES 1-3 – COVERING EACH SERVICE AT Q3 CODES 1-3 IN TURN

DO NOT ASK Q6D - MAIN TV SERVICE PROVIDER AT Q4B TO BE AUTOCODED AT Q6D

DO NOT ASK Q6E - ANY OTT SERVICES AT Q5 TO BE AUTOCODED AT Q6E

## Q6. SHOWCARD Q6A/ Q6B/ Q6C

Which provider do you use for your [SERVICES AT Q3]?

IF MOBILE (Q6A) – If you personally use a mobile phone then please answer about that mobile phone. Please think about the company you pay for the mobile calls you make or the texts you send or the mobile data you use on your mobile phone.

IF LANDLINE/ FIXED BROADBAND (Q6B-Q6C) - If you use more than one provider for your [SERVICE/S] please say which is the MAIN one you use or the one your household spends the most money on.

SINGLE CODE FOR EACH OF Q6A – Q6D, MULTICODE OK FOR Q6E

	Q6A Mobile Phone service	Q6B Landline phone or line rental service	Q6C Fixed Broadband service	Q6D TV service	Q6E OTT services
Amazon Prime Video					1
Asda Mobile	2				
BT	3	3	3	3	
Disney Life					4
EE	5	5	5	5	
First Utility		6	6		
Freeview				7	
Freesat				8	
GiffGaff	9	9	9		
Hayu					10
iD	11				
John Lewis		12	12		
KCOM		13	13		
Lebara	14				
Lycamobile	15				
Netflix					16
NOW TV/ NOW Broadband		17	17	17	17
O2	18				
The Phone Co-op		19	19		
Plusnet	20	20	20	20	
POP Telecom	21	21	21		
Post Office		22	22		
Relish			23		
Sky	24	24	24	24	



Smarty	25				
SSE		26	26		
TalkTalk	27	27	27	27	
Talkmobile	28				
Tesco	29				
'3' / Three Mobile	30				
Utility Warehouse	31	31	31		
Virgin Media	32	32	32	32	
Vodafone	33	33	33		
YouView				34	
Other supplier – SPECIFY	35	35	35		35

*ASK FOR ALL SERVICES RESPONDENT IS THE DECISION MAKER FOR AT Q3 CODES 1-4 – COVERING EACH SERVICE AT Q3 CODES 1-4 IN TURN, IN ORDER SHOWN AT Q6F TO Q6I*

#### Q6F-I. SHOWCARD Q6F

How long has [PROVIDER FROM Q6A-D] been providing your [SERVICE AT Q3]?

*SINGLE CODE*

	Q6F Mobile Phone service	Q6G Landline phone or line rental service	Q6H Fixed Broadband service	Q6I TV service
Less than 3 months	1	1	1	1
3-6 months	2	2	2	2
7-12 months	3	3	3	3
More than a year, up to 2 years	4	4	4	4
More than 2 years, up to 4 years	5	5	5	5
More than 4 years, up to 6 years	6	6	6	6
More than 6 years, up to 10 years	7	7	7	7
More than 10 years	8	8	8	8
Don't know/ can't remember	9	9	9	9

*AUTOCODE AT Q7 FOR ALL SERVICES AT Q3 BASED ON PROVIDERS USED AT Q6A-Q6D*

**Q7.** ANY 2-4 SERVICES RECEIVED FROM A SINGLE PROVIDER (NOT 'OTHER') AT Q6A-Q6D TO BE RECORDED UNDER BUNDLE 1 BELOW AT Q7A – THIS IS A **TEMPORARY MEASURE** AHEAD OF ASKING THE RESPONDENT TO DEFINE THE STATUS OF THESE SERVICES AT Q8A

ANY FURTHER 2 SERVICES ARE RECEIVED FROM A SECOND SINGLE PROVIDER (NOT 'OTHER') AT Q6A-Q6D TO BE RECORDED UNDER BUNDLE 2 BELOW AT Q7B – THIS IS A **TEMPORARY MEASURE** AHEAD OF ASKING THE RESPONDENT TO DEFINE THE STATUS OF THESE SERVICES AT Q8C

ANY SERVICES RECEIVED FROM A UNIQUE PROVIDER (INCLUDING 'OTHER') AT Q6A-Q6D TO BE RECORDED UNDER STANDALONE SERVICE BELOW AT Q7C

NB – STANDALONE PAY TV SERVICE (CODE 5 AT Q7C BELOW) REFERS TO PAY TV AT Q4B (CODES 1,2,5,6,7,8,9).

THOSE USING A FREE TV SERVICE AS THEIR MAIN TV SERVICE AT Q4B (CODES 3,4,10) WILL BE ASSIGNED TO CODE 5 AT TV SERVICE AT Q7C

*SINGLE CODE PER ROW FOR EACH SERVICE WHERE RESPONDENT IS DECISION MAKER AT Q3*

	<b>Q7A</b>	<b>Q7B</b>	<b>Q7C</b>
	<b>Bundle 1</b>	<b>Bundle 2</b>	<b>Standalone services</b>
Landline	1	1	1
Mobile phone	2	2	2
Fixed broadband	3	3	3
Pay TV service	4	4	4
Free TV service	NA	NA	5

*ASK IF ANY 2-4 SERVICES AT Q3 ARE IN BUNDLE 1 AT Q7A*

**Q8A. SHOWCARD Q8A**

You said that you receive (SERVICES IN BUNDLE 1) from (PROVIDER AT Q6A-Q6D).

Thinking about these services, do you regard them as a **package of services** or as **individual services**?

*SINGLE CODE – NB ONLY ALLOW CODE 3 IF BUNDLE 1 HAS 3-4 SERVICES AT Q7A*

As a package of services	1
As individual services	2
Some but not all as a package of services	3

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ASK IF 'SOME BUT NOT ALL AS A PACKAGE OF SERVICES' AT Q8A (CODE 3)

## Q8B. SHOWCARD Q8B

So which services would you consider to be a package from (PROVIDER AT Q6A-Q6D)?

ONLY ALLOW SERVICES IN BUNDLE 1 AT Q7A

MUST MULTICODE AT THIS QUESTION – IF ONLY ONE SERVICE GIVEN THEN GO BACK CODE 2 AT Q8A

DO NOT ALLOW ALL BUNDLE 1 SERVICES TO BE CODED AT Q8B – IF ALL SERVICES ARE GIVEN THEN GO BACK AND CODE 1 AT Q8A

Mobile phone	1
Landline phone (i.e. home phone) or line rental	2
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	3
TV service	4

ASK IF ANY 2 SERVICES AT Q3 ARE IN BUNDLE 2 AT Q7B

## Q8C. SHOWCARD Q8C

You said that you receive (SERVICES IN BUNDLE 2) from (PROVIDER AT Q6A-Q6D).

Thinking about these services, do you regard them as a **package of services** or as **individual services**?

*SINGLE CODE*

As a package of services	1
As individual services	2

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SEE INSTRUCTIONS FOR CODING AT Q9 BELOW

- Q9. IF CODE 1 AT Q8A – COPY ALL Q7A CODES TO Q9A
- IF CODE 2 AT Q8A - COPY ALL Q7A CODE TO Q9C
- IF CODE 3 AT Q8A - COPY CODES AT Q8B TO Q9A AND MOVE ANY SERVICES THAT ARE IN Q7A BUT ARE NOT IN Q8B TO Q9C
- IF CODE 1 AT Q8C – COPY ALL Q7B CODES TO Q9b
- IF CODE 2 AT Q8C - COPY ALL Q7B CODE TO Q9C
- COPY ALL Q7C CODES TO Q9C

	Q9A	Q9B	Q9C
	Bundle 1	Bundle 2	Standalone services
Landline	1	1	1
Mobile phone	2	2	2
Fixed broadband	3	3	3
Pay TV service	4	4	4
Free TV service	NA	NA	5

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ASK IF ANY 2-4 SERVICES AT Q3 ARE IN BUNDLE 1 AT Q9A

## Q10A. SHOWCARD Q10A

I'd like to ask you some questions about the package of services you have from (PROVIDER FROM Q6A-Q6D) - so your (SERVICES IN BUNDLE 1 AT Q9A).

Which of the services from (PROVIDER FROM Q6A-Q6D) are important when deciding which provider to use, or are they all equally important?

IF ALL ARE EQUALLY IMPORTANT, CODE 5 – OTHERWISE Which particular services are important to you when deciding which provider to use?

MULTICODE OK FOR CODES 1-4, CODE 5 IS SINGLE CODED – ONLY SHOW SERVICES IN BUNDLE 1 AT Q9A

Mobile phone	1
Landline phone (i.e. home phone) or line rental	2
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	3
TV service	4
All of these services are equally important	5

ASK IF ANY 2 SERVICES AT Q3 ARE IN BUNDLE 2 AT Q9B

## Q10B. SHOWCARD Q10B

I'd like to ask you some questions about the package of services you have from (PROVIDER FROM Q6A-Q6D) - so your (SERVICES IN BUNDLE 2 AT Q9B).

Which of the services from (PROVIDER FROM Q6A-Q6D) are important when deciding which provider to use, or are they both equally important?

IF EQUALLY IMPORTANT, CODE 5 – OTHERWISE Which particular service is important to you when deciding which provider to use?

SINGLE CODE – ONLY SHOW SERVICES IN BUNDLE 2 AT Q9B

Mobile phone	1
Landline phone (i.e. home phone) or line rental	2
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	3
TV service	4
Both of these services are equally important	5

SECTION FROM HERE TO BE REPEATED IN A LOOP, WITH SIX ITERATIONS TO ANSWER Q28 TO Q32, INCLUDING A LOOP WITHIN THIS FOR THOSE RESPONDING ABOUT A BUNDLE FROM Q28 TO Q32.

THE RESPONDENT WILL COMPLETE AT MOST 4 ITERATIONS – DEPENDING CODES AT Q9A/Q9B/Q9C.

FOLLOWING THIS PRIORITY ORDER FOR THE ITERATIONS TO BE COVERED.

ITERATION 1: BUNDLE 1 IF ANYTHING CODED AT Q9A – FIX ANSWERS FROM Q9A INTO NEWQ

ITERATION 2: BUNDLE 2 IF ANYTHING CODED AT Q9B – FIX ANSWERS FROM Q9B INTO NEWQ

ITERATION 3: STANDALONE LANDLINE – ONLY CODE 1 AT NEWQ IF CODE 1 AT Q9C

ITERATION 4: STANDALONE MOBILE – ONLY CODE 2 AT NEWQ IF CODE 2 AT Q9C

ITERATION 5: STANDALONE BROADBAND – ONLY CODE 3 AT NEWQ IF CODE 3 AT Q9C

ITERATION 6: STANDALONE TV – ONLY CODE 4 OR CODE 5 AT NEWQ IF CODE 4 OR CODE 5 AT Q9C

**NEWQ.** USE NEWQ TO AUTOCODE SERVICES TO BE COVERED IN THIS ITERATION BASED ON RESPONSES AT Q9A-C – **AS DETAILED ABOVE**

*MULTICODE OK FOR MAXIMUM OF 4 SERVICES BASED ON RESPONSES AT Q9A/B*

Landline service	1
Mobile phone service	2
Fixed broadband service	3
Pay TV service	4
Free TV service	5

**QUESTIONNAIRE WILL REFER TO 'TV service' UNLESS SHOWN OTHERWISE**

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## SAY TO ALL AT START OF EACH ITERATION

I'd like to ask you some questions about your...

ITERATION 1 – package of services from (PROVIDER AT Q6A-D) for your (SERVICES AT BUNDLE 1 AT Q9A)

ITERATION 2 – package of services from (PROVIDER AT Q6A-D) for your (SERVICES AT BUNDLE 2 AT Q9B)

ITERATION 3 – landline service from (PROVIDER AT Q6B)

ITERATION 4 – mobile phone service from (PROVIDER AT Q6A)

ITERATION 5 – broadband service from (PROVIDER AT Q6C)

ITERATION 6 – television service from (PROVIDER AT Q6D)

## ASK IF LANDLINE INCLUDED AT NEWQ FOR THIS ITERATION (CODE 1)

**Q11.** Thinking about your landline service. Does anyone in your household use your landline from (PROVIDER AT Q6B) to make or receive calls?

*SINGLE CODE*

Yes	1
No	2

## ASK IF LANDLINE IS USED FOR CALLS AT Q11 (CODE 1)

### Q12. SHOWCARD Q12

In a typical week, how often is your landline used to make or receive calls?

*SINGLE CODE*

Every day	1
Every few days	2
Several times a week	3
Once a week	4
Less often	5
Don't know	6

*ASK IF MOBILE PHONE INCLUDED AT NEWQ FOR THIS ITERATION (CODE 2)*

**Q13. SHOWCARD Q13**

Thinking about your mobile phone service.

Which of these best describes the mobile phone package you personally use most often from (PROVIDER AT Q6A)?

*SINGLE CODE*

Prepay/ pay as you go - using top-ups	1
Monthly contract / SIM only – paying monthly	2

*ASK IF HAVE A MONTHLY CONTRACT/ SIM ONLY AT Q13 (CODE 2)*

**Q14.** Thinking of the contract you have for your current mobile phone service with (PROVIDER AT Q6A)...

Are you still within your minimum contract period for your mobile phone service from (PROVIDER AT Q6A)?

IF NECESSARY – Contract periods tend to run for 24 months or 12 months and this is agreed when you take out the contract for the mobile phone service and handset.

*SINGLE CODE*

Yes, still within minimum contract period	1
No, I am out of my minimum contract period	2
Don't know	3



*ASK IF HAVE A MONTHLY CONTRACT/ SIM ONLY AT Q13 (CODE 2)*

## Q15. SHOWCARD Q15

Which of the following best describes the deal that you are paying for now for your mobile phone?

*SINGLE CODE*

A monthly contract including a new handset	1
SIM only – no handset included in the deal - on a 30 day rolling contract	2
SIM only – no handset included in the deal - on a 12 month contract	3
SIM only – no handset included in the deal - not sure of length of contract	4
Don't know	5

*ASK IF HAVE A MONTHLY CONTRACT INCLUDING HANDSET AT Q15 (CODE 1) AND OUT OF MINIMUM CONTRACT PERIOD AT Q14 (CODE 2)*

## Q16. SHOWCARD Q16

Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?

*SINGLE CODE*

I am paying a similar monthly tariff compared to when I signed up	1
I am now on a cheaper monthly tariff compared to when I signed up	2
I am now on a more expensive monthly tariff compared to when I signed up	3
Don't know	4

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## ASK IF MOBILE PHONE INCLUDED AT NEWQ FOR THIS ITERATION (CODE 2)

**Q17.** Is this mobile phone a smartphone?

IF NECESSARY – Using a smartphone you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy.

*SINGLE CODE*

Yes	1
No	2
Don't know	3

## ASK IF FIXED BROADBAND INCLUDED AT NEWQ FOR THIS ITERATION (CODE 3)

**Q18. SHOWCARD Q18**

Thinking about your household's fixed broadband service.

Which of these fixed broadband services does your household have from (PROVIDER AT Q6C)?

*SINGLE CODE*

Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	1
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	2
Ultrafast broadband - the download speed is 100MB/second or higher	3
Don't know	4

*ASK IF PAY TV INCLUDED AT NEWQ FOR THIS ITERATION (CODE 4)*

**Q19.** Thinking about your TV service. As part of your pay TV service from (PROVIDER AT Q6D) do you pay for any sports channels or any movie channels?

*MULTICODE OK FOR CODES 1-2*

Pay to receive sports channels	1
Pay to receive movie channels	2
Don't pay for sports channels or movie channels	3
Don't know	4

*ASK ALL FOR THIS ITERATION AT NEWQ*

**Q20. SHOWCARD Q20**

How satisfied are you with the overall service provided by [PROVIDER AT Q6A-Q6D] for your [SERVICE]?

*SINGLE CODE*

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5
Don't know	6

*ASK ALL FOR THIS ITERATION OF SERVICES AT NEWQ*

**Q21. SHOWCARD Q21**

Which one of these best describes your current thinking about your [SERVICE] from [PROVIDER AT Q6A-Q6D]?

Are you...

*SINGLE CODE*

Currently looking for a new deal	1
Planning to look for a new deal	2
Not currently looking or planning to look for a new deal	3
Don't know	4

*ASK IF CURRENTLY LOOKING AT Q21 (CODE 1) AND ITERATION 1 (BUNDLE 1) OR ITERATION 2 (BUNDLE 2) – SKIP TO Q23 IF ITERATION 3 TO 6*

**Q22. SHOWCARD Q22**

Are you looking for a new deal for all of the services in the package, or only some services?

IF NEW DEAL FOR ALL SERVICES – CODE 5, OTHERWISE ASK – Which services?

*MULTICODE OK FOR CODES 1-4, CODE 5 AND CODE 6 ARE SINGLE CODED – ONLY SHOW SERVICES IN THE BUNDLE FOR THIS ITERATION AT NEWQ*

Mobile phone	1
Landline phone (i.e. home phone) or line rental	2
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	3
TV service	4
All services in this package	5
Don't know	6

ASK ALL FOR THIS ITERATION OF SERVICES AT NEWQ – SKIP TO Q27 IF ITERATION 6 AND FREE TV AT Q9C (CODE 5)

## Q23. SHOWCARD Q23

Thinking about your **current** provider for your [SERVICE], in the last twelve months have you...

MULTICODE OK FOR CODES 1-5

Discussed deals or offers with your provider	1
Looked at alternative deals or offers from your provider	2
Received a discount from your provider	3
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	4
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	5
None of these	6

ASK IF RECEIVED A DISCOUNT AT Q23 (CODE 3)

## Q24. SHOWCARD Q24

Did you contact your provider to receive a discount or did they contact you?

SINGLE CODE

I contacted my provider	1
My provider contacted me	2
Don't know/ can't remember	3

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*ASK ALL RESPONDENTS WHO ADDED SERVICES AT Q23 (CODE 4)*

## Q25. SHOWCARD Q25

Did you contact your provider to add extra or improved services or did they contact you?

*SINGLE CODE*

I contacted my provider	1
My provider contacted me	2
Don't know/ can't remember	3

*ASK ALL RESPONDENTS WHO REDUCED OR DOWNGRADED SERVICES AT Q23 (CODE 5)*

## Q26. SHOWCARD Q26

Did you contact your provider to reduce or downgrade services or did they contact you?

*SINGLE CODE*

I contacted my provider	1
My provider contacted me	2
Don't know/ can't remember	3

*ASK ALL FOR THIS ITERATION OF SERVICES AT NEWQ*

## Q27. SHOWCARD Q27

Thinking about other providers for your [SERVICE/S]... In the last twelve months, have you...

*MULTICODE OK FOR CODES 1-3*

Discussed deals or offers with any other provider	1
Looked at deals or offers from any other provider	2
Talked with friends or family for recommendations about providers	3
None of these	4

*IF ITERATIONS 3 TO 6 – SKIP TO Q28 TO ASK ABOUT THE STANDALONE SERVICE AT NEWQ  
 IF ITERATION 1 OR ITERATION 2 AT NEWQ – SHOW THE FOLLOWING TEXT (IF ITERATION 3 TO 6 – SKIP TO Q28)*

I would now like to ask a couple of questions about each of the individual services in your package with SUPPLIER

*START OF LOOP ITERATION 1 AND ITERATION 2 TO COVER EACH INDIVIDUAL SERVICE IN THE BUNDLE AT QUESTIONS Q28 TO Q32 – SERVICE BY SERVICE, COVER IN ORDER FOR LANDLINE, MOBILE, BROADBAND, TV*

*ASK FOR SERVICE IN LOOP*

**Q28. SHOWCARD Q28**

Have you or your household ever changed the company that provides your [SERVICE IN LOOP]?

IF YES – When did you most recently change provider for your [SERVICE IN LOOP]?

*SINGLE CODE*

Yes - in the last 6 months	1
Yes - 7 to 12 months ago	2
Yes – 13 to 18 months ago	3
Yes – 1.5 to 2 years ago	4
Yes – 2 to 3 years ago	5
Yes – More than 3 years ago	6
No – never changed provider	7

*ASK FOR SERVICE IN LOOP IF SWITCHED IN THE LAST 12 MONTHS AT Q28 – SKIP TO Q30 IF THE SERVICE IS MOBILE PHONE*

**Q29.** Did you make this recent change of [SERVICE IN LOOP] provider at the same time as moving home?

IF CHANGED PROVIDER MORE THAN ONCE – Think about the [SERVICE IN LOOP] you changed most recently

*SINGLE CODE*

Yes	1
No	2

*ASK FOR SERVICE ASK FOR SERVICE IN LOOP IF SWITCHED IN THE LAST 12 MONTHS AT Q28 (CODES 1-2)*

**Q30. SHOWCARD Q30**

Did you receive any other services from your previous [SERVICE IN LOOP] provider as well as your [SERVICE IN LOOP] at the time you switched to (PROVIDER AT Q6A-D)?

IF YES – Which other services did you receive from your previous [SERVICE IN LOOP] provider?

*MULTICODE FOR CODES 2-4 – DO NOT ALLOW THE SERVICE IN LOOP TO BE CODED AT Q30*

No, did not receive any other services	1
Landline phone service	2
TV service	3
Fixed broadband service	4
Mobile phone service	5
Don't know	6



*ASK IF SERVICE IN LOOP IS BROADBAND AND SWITCHED IN THE LAST 12 MONTHS AT Q28 (CODES 1-2)*

## Q31. SHOWCARD Q31

Which of these types of service did you receive from your previous fixed broadband provider?

*SINGLE CODE*

Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	1
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	2
Ultrafast broadband - the download speed is 100MB/second or higher	3
Don't know	4

*ASK IF SERVICE IN LOOP IS TV AND SWITCHED IN THE LAST 12 MONTHS AT Q28 (CODES 1-2)*

## Q32. SHOWCARD Q32

And was your previous main TV service...

*SINGLE CODE*

BT TV	1
EE TV	2
Freeview (via TV aerial, free to view channels)	3
Freesat (satellite TV, no monthly subscription)	4
NOW TV (via a smart stick, a set-top box, or built-in to the TV)	5
Plusnet TV	6
Sky TV (satellite TV, monthly subscription)	7
TalkTalk TV	8
Virgin TV (cable TV)	9
YouView (no monthly subscription)	10
An online streaming service such as Amazon Prime or Netflix	11
Other – SPECIFY	12

**END OF LOOP OF SWITCHING QUESTIONS FOR SWITCHERS - ITERATION CONTINUES WITH Q33 BELOW**

*ASK ALL FOR THIS ITERATION OF SERVICES AT NEWQ*

**Q33. SHOWCARD Q33**

To what extent do you agree or disagree – “The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal”?

*SINGLE CODE*

Agree strongly	1
Agree slightly	2
Disagree slightly	3
Disagree strongly	4
Don't know	5

**END OF ITERATION QUESTIONS– GO BACK TO NEWQ TO COVER THE NEXT BUNDLE OR THE NEXT STANDALONE SERVICE**

## ALL RESPONDENTS

### Q34. SHOWCARD Q34

Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

#### SINGLE CODE

I regularly keep an eye on deals in the market	1
I occasionally look at deals in the market	2
I only look at deals when my contract is ending	3
I don't ever look at deals in the market	4
Don't know	5

## ALL WHO LOOK AT DEALS AT Q34 (CODES 1-3)

### Q35. SHOWCARD Q35

Do you tend to look at deals from your own provider, from other providers or both?

#### SINGLE CODE

Own provider only	1
Other providers only	2
Both own provider and others	3
Don't know	4

ALL RESPONDENTS

**Q36. SHOWCARD Q36**

In terms of communications services such as mobile, landline, broadband and TV..

How confident are you about each of these ...

*SINGLE CODE PER STATEMENT*

		Very confident	Fairly confident	Not very confident	Not at all confident	Don't know
A	Comparing costs	1	2	3	4	5
B	Speaking to your current provider about new deals	1	2	3	4	5
C	Understanding the language and terminology used by providers	1	2	3	4	5

## SAY TO ALL

The final few questions are to find out more about you, to help us to further compare different groups of people. They will not be used to attempt to identify you, but if you would prefer not to answer just say.

## ALL RESPONDENTS

### C1 SHOWCARD C1

Which of these, if any, limit your daily activities or the work you can do?

*MULTICODE OK FOR CODES 1-12*

Breathlessness or chest pains	1
Poor vision, partial sight or blindness	2
Difficulty in speaking or communicating	3
Poor hearing, partial hearing or deafness	4
Cannot walk at all/ use a wheelchair	5
Cannot walk very far or manage stairs or can only do so with difficulty	6
Limited ability to reach	7
Mental health problems or difficulties	8
Dyslexia	9
Learning difficulties	10
Difficulty using a telephone handset, television remote control, computer keyboard etc.	11
Other illnesses/ health problems which limit your daily activities/ work you can do	12
None	13
Refused	14

## ALL RESPONDENTS

### C2 SHOWCARD C2

Which one of these groups best describes your ethnic group or background?

#### SINGLE CODE

WHITE	
British	1
English	2
Scottish	3
Welsh	4
Irish	5
Gypsy, Traveller or Irish Traveller	6
Any other white background	7
MIXED/ MULTIPLE ETHNIC GROUPS	
White and Black Caribbean	8
White and Black African	9
White and Asian	10
Any other mixed/ multiple ethnic background	11
ASIAN AND BRITISH ASIAN	
Indian	12
Pakistani	13
Bangladeshi	14
Any other Asian background	15
BLACK AND BLACK BRITISH	
Caribbean	16
African	17
Any other black/ African/ Caribbean background	18
OTHER ETHNIC GROUP	
Refused	20

*ALL RESPONDENTS*

**C3.** What is the total number of people in the household (including yourself and any children)?

Type in

*ALL RESPONDENTS*

**C4.** And what is the total number of children aged under 18 in the household?

Type in

*ASK IF RESPONDENT NOT WORKING AT S7 (NOT CODES 1-2) AND MORE THAN ONE PERSON IN THE HOUSEHOLD AT C3*

**C5.** Are any of the other adults in the household working either full time or part time?

*SINGLE CODE*

Yes, somebody in the household is working	1
No members of the household are working	2
Refused	3

## ALL RESPONDENTS

### C6. SHOWCARD C6

Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

#### SINGLE CODE

	Per week	Per Year
1	Up to £199	Up to £10,399
2	From £200 to £299	From £10,400 to £15,599
3	From £300 to £499	From £15,600 to £25,999
4	From £500 to £699	From £26,000 to £36,399
5	From £700 to £999	From £36,400 to £51,999
6	£1,000 and above	£52,000 and above
7	Don't know	
8	Refused	

## ALL RESPONDENTS

**Recontact.** Finally, would you be willing to be re-contacted in the future for this project specifically?

Yes	1
No	2

## THANK AND CLOSE

That is the end of the survey now, thank you very much for your time and patience. We hope you found it interesting and enjoyable.