

## **OFCOM TRIPLE PLAY SWITCHING QUANTITATIVE RESEARCH – 22086**

### **Final Questionnaire Version**

#### **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 (QA1 to QB9) 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 services they use.

#### **INTRODUCTION**

This study is being conducted for Ofcom, the regulator for the UK communications industry. Ofcom is very interested in hearing your views on a variety of things including home phones, broadband and pay TV. 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.**

ASK ALL

QA1 For which, if any, of the following services are you solely or jointly responsible for deciding which provider to use?

MULTI CODE

Fixed home telephone line	1	
Fixed home broadband	2	
Pay TV service (via a cable, satellite or a broadband connection)	3	
None of the above – exclusive	4	CLOSE
Don't know – exclusive	5	CLOSE

**SCREENER ON QA1 TO BE PLACED BEFORE QA2.**

QA2 Are you...?

Please select one.

SINGLE CODE

Male	1
Female	2

QA3 What is your age?

Please type in.

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

**RESPONDENTS AGED 15 OR UNDER TO BE SCREENED OUT.  
SCREENER TO BE PLACED BEFORE QA4.**

QA4 Which of the following best describes your employment status?

Please select one.

SINGLE CODE

1. Working full time (30+ hours per week)
2. Working part time (8-29 hours per week)
3. Working part time (under 8 hours per week)
4. Unemployed
5. Student
6. Housewife / house husband
7. Retired
8. Prefer not to say

QA5 Which of the following best describes the main income earner in your household?

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.

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 only receiving a state pension <b>[E]</b> .....	7
Housewife/ house husband/ looking after family <b>[E]</b> .....	8
Student <b>[C1]</b> .....	9

QA6A 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

QA6B And is your home...?

Please select one.

SINGLE CODE

- Owned
- Rented
- Other (please type in)
- Don't know

QA6C Are there any children under 16 in your household?

Please select one.

SINGLE CODE

- Yes
- No
- Prefer not to say

**ASK ALL**

QA7 Before we ask you more about the TV, phone and broadband 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...

	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					

**ADDITIONAL SCREENING – SERVICES SWITCHED OR CONSIDERED SWITCHING**

**ASK ALL**

QB1 Which of the following services do you/your household have?

Please select all that apply. MULTICODE.

- A landline or fixed line phone service which can be used for making and receiving calls (whether used or not) .....1
- A fixed broadband service through a phone line or cable service into the home (not access through a mobile phone or a 'dongle' you may plug into a USB) .....2
- A Pay TV service via cable TV, satellite TV or a broadband connection which you pay for (such as from Virgin Media, Sky, TalkTalk TV or BT TV) .....3
- Other paid TV or video services (such as Netflix, Amazon Prime Instant Video, Now TV etc.) .....4
- A mobile phone service/SIM as part of a package with your fixed line, broadband or Pay TV service .....5
- None of these (SINGLE CODE) .....6

**SCREEN OUT IF CODE 6 AT QB1**

**ASK THOSE WITH A FIXED BROADBAND SERVICE AND NO LANDLINE AT QB1**

QB1A Does your household pay line rental in order to receive the fixed broadband service?

Please select one.

SINGLE CODE

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

**SCRIPTER: CLOSE IF RESPONDENT ONLY CODES 1, 4 OR 5 AT QB1 OR ONLY CODES 2 AT QB1 AND DOES NOT SAY 'YES' TO PAYING FOR LINE RENTAL (CODE 1) AT QB1A. (UNLESS ONLY CODE 2 AT QB1 AND CODE 2 OR 3 AT QB1A AND "VIRGIN" SELECTED AS CURRENT PROVIDER FOR FIXED BROADBAND AT QB2)**

**IF RESPONDENT CODES 1 AT QB1A, THEN THEY SHOW FIXED LANDLINE/LINE RENTAL FOR ALL SUBSEQUENT QUESTIONS AS RELEVANT.**

**ASK ALL**

QB2 Which provider do you use for [SERVICES 1-3 AND 5 AT QB1]?

Please say which company you pay for this service.

Please select one answer for each. If you have more than one, please think about the one you consider to be your main service. SINGLE CODE FOR EACH SERVICE. RANDOMISE CODES 1-6.

	Fixed landline/line rental	Fixed broadband	Pay TV service	Mobile phone/ SIM (as part of a package with your fixed line, broadband or Pay TV service)
<b>BT</b>				
<b>EE (Everything Everywhere previously Orange)</b>				
<b>Sky</b>				
<b>TalkTalk</b>				
<b>Virgin Media</b>				
<b>Plus Net</b>				
<b>Other (please type in)</b>				
<b>Don't know/don't recall</b>				

**ASK A SEPARATE SINGLE CODE QUESTION FOR EACH SERVICE.**

**CODING:**

**IF ALL FOUR WITH THE SAME PROVIDER = QUAD PLAY – TREAT AS TRIPLE PLAY FOR THE PURPOSES OF ROUTING AND PIPING FURTHER DOWN IN THE SURVEY**

**IF ALL THREE (THE FIRST THREE COLUMNS – LANDLINE, BROADBAND, PAY TV) WITH THE SAME PROVIDER = TRIPLE PLAY**

**IF CODES FIXED LANDLINE/FIXED BROADBAND WITH SAME PROVIDER = DUAL PLAY**

**IF PAY TV PROVIDER NOT USED FOR ANY OTHER SERVICES = PAY TV STANDALONE**

DUAL VIRGIN (BROADBAND AND PAY TV) = RESPONDENT USES VIRGIN MEDIA FOR BOTH BROADBAND AND PAY TV, BUT NOT LANDLINE.  
KEEP IN THOSE THAT SAY OTHER  
CLOSE THOSE THAT DON'T KNOW TO ALL

OVERLAP LIKELY TO OCCUR BETWEEN DUAL PLAY AND PAY TV STANDALONE.  
IN THIS CASE SAMPLE GROUP ALLOCATION WILL HAPPEN AFTER QB9.

IF RESPONDENT DOESN'T FALL INTO ANY OF THE BELOW GROUPS, SCREEN OUT:

QUAD PLAY

TRIPLE PLAY

DUAL PLAY (LANDLINE AND FIXED BROADBAND)

PAY TV STANDALONE

DUAL PLAY (FIXED BROADBAND AND PAY TV) **(APPLIES TO VIRGIN ONLY)**

**ASK ALL**

QB3 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service?

Please note – this could include changing from having one provider for all your services to using multiple providers, or vice versa (i.e. moving from two or three different providers to one provider for all your services).

Please select one for each service. SINGLE CODE FOR EACH. SHOW SERVICES CURRENTLY USED AT QB1

	Fixed landline/ line rental	Fixed broadband	Pay TV service
In the last 3 months			
In the last 4-6 months			
In the last 7-12 months			
In the last 13-18 months			
In the last 19-24 months			
In the last 2-3 years			
More than 3 years ago			
No – never changed provider			
Don't know			

**ASK ALL THAT SWITCHED MORE THAN ONE SERVICE IN THE PAST 2 YEARS AT QB3 WITHIN THE SAME TIME BAND.**

**IF RESPONDENT DOES NOT MEET THIS ROUTING CONDITION TO BE ASKED THE QUESTION, THEN AUTOMATICALLY CODE INTO "NONE OF THESE" IN THE SCRIPT**

QB4 Which of these services did you switch at the same time?

Please select all that apply. MULTI CODE.

SHOW SERVICES SWITCHED WITHIN THE SAME TIME BAND.

- Fixed landline/line rental
- Fixed broadband
- Pay TV service
- None of these EXCLUSIVE

**IF "NONE OF THESE" IS SELECTED AND RESPONDENT DOESN'T QUALIFY FOR ANY SAMPLE GROUP AFTER QB7, SCREEN OUT.**

**SCRIPTER: RESPONDENTS MUST HAVE SWITCHED SERVICES AT THE SAME TIME FOR ALL SAMPLE TYPES THAT INCLUDE SWITCHING MULTIPLE PROCESSES.**

**IF DUAL OR TRIPLE PLAY SWITCHER, SERVICES HAVE TO HAVE BEEN SWITCHED AT THE SAME TIME.**



**ASK ALL THAT HAVE EVER SWITCHED EACH SERVICE AT QB3**

QB5 How many times have you changed your provider for each of the following services in the last five years?

Please select one for each service. SINGLE CODE FOR EACH. SHOW SERVICES EVER SWITCHED AT QB3 (ROWS 1-7 FOR RELEVANT SERVICE/SERVICES).

	Fixed landline/line rental	Fixed broadband	Pay TV service
Once			
Twice			
Three or four times			
Five times (i.e. every year)			
More than five times			
Don't know/can't recall			

**ASK ALL THAT SWITCHED A SERVICE IN THE PAST 2 YEARS AT QB3**

QB6 And thinking about the most recent time you changed your [SERVICES AT QB3] provider, which provider did you use previously for each service?

Please say which company you previously paid for this service.

SINGLE CODE FOR EACH SERVICE. SHOW SERVICES SWITCHED IN THE PAST 2 YEARS AT QB3.

**SCRIPTER: ASK A SEPARATE SINGLE CODE QUESTION FOR EACH SERVICE. EACH OF CODES 1-6 SHOWN ONLY IF NOT SELECTED AT QB2 FOR EACH SERVICE. RANDOMISE CODES 1-6.**

	Fixed landline/line rental	Fixed broadband	Pay TV service
<b>BT</b>			
<b>EE (Everything Everywhere previously Orange)</b>			
<b>Sky</b>			
<b>TalkTalk</b>			
<b>Virgin Media</b>			
<b>PlusNet</b>			
<b>Other (please type in)</b>			
<b>Don't know/don't recall</b>			

ALL THAT HAVE MORE THAN ONE OF THE THREE RELEVANT SERVICES AT QB1 AND IN THE LAST TWO YEARS HAVE EITHER SWITCHED SOME BUT NOT ANOTHER/ OTHERS OR SWITCHED MULTIPLE SERVICES, BUT NOT AT THE SAME TIME

- IF HAVE MORE THAN ONE SERVICE AT QB1 AND HAVE SWITCHED AT LEAST ONE SERVICE IN THE LAST TWO YEARS AND DID NOT SWITCH AT LEAST ONE SERVICE IN THE LAST TWO YEARS
  - QB6 TEXT FOR THIS SCENARIO: Why did you not switch your [insert services not switched from QB3] when you switched [insert services switched from QB3]?
- OR IF SWITCHED MORE THAN ONE SERVICE AT QB3 CODES 1-5, BUT IN DIFFERENT TIME BANDS
  - QB6 TEXT FOR THIS SCENARIO: Why did you not switch your [insert services switched at different times at QB3] at the same time?
- OR IF SWITCHED MULTIPLE SERVICES IN THE SAME TIME BAND AT QB3, BUT DID NOT SWITCH SERVICES AT THE SAME TIME AT QB4
  - QB6 TEXT FOR THIS SCENARIO: Why did you not switch your [insert services not switched at the same time at QB4] at the same time?

BECAUSE THE GROUPS OUTLINED ABOVE CAN OVERLAP, PRIORITISE LAST TO FIRST.

QB6A Why did you not switch your [insert services not switched from QB3] when you switched [insert services switched from QB3]?

Please type in.

FOR EACH SERVICE NOT SWITCHED IN THE PAST 2 YEARS AT QB3

QB7 For each service, which of the following applies to your household?

Please select one for each service. SINGLE CODE FOR EACH.

	Fixed landline/line rental	Fixed broadband	Pay TV service
Considered and actively started looking at changing provider in the last 12 months but <b>decided not to (Decided not to)</b>			
Currently considering changing provider (i.e. actively looking at alternatives now) <b>(Active Considerer)</b>			
Considered changing provider in the last 12 months, but did not start looking and decided not to change provider. <b>(Inactive)</b>			
Have not considered changing provider in the last 12 months <b>(Inactive)</b>			

SCRIPTER: IF MORE THAN ONE RELEVANT SWITCHING OCCASION, SELECT PRIORITY FOR SAMPLE GROUP/REGENCY OF SWITCH HERE AND ASK SUBSEQUENT QUESTIONS BASED ON THIS.

PRIORITISE RECENT SWITCHING FIRST AND THEN LOWEST INCIDENCE SAMPLE TYPE. PRIORITISATION IS NECESSARY ONLY IF RESPONDENT QUALIFIES FOR BOTH DUAL PLAY AND PAY TV.

IF THE SAME TIME BAND IS SELECTED FOR ALL 3 SERVICES AT QB3, THEN WE WILL APPLY A “LEAST COUNT” ALLOCATION.

IF THE QUOTA FOR THE SERVICE THAT WAS CHANGED MORE RECENTLY IS FULL, RESPONDENTS WILL GO INTO ANOTHER GROUP BASED ON PRIORITY ON LOWEST NUMBER OF COMPLETES.

**ASK ALL FOR EACH SERVICE THAT HAS BEEN SWITCHED IN THE PAST 2 YEARS AT QB3**

QB8 Are any of the following relevant to the most recent time you switched your <INSERT SERVICES FROM RELEVANT SWITCHING OCCASION>communications providers?

Please select all that apply. MULTICODE.

ASK ALL: Switched at same time as I moved home ..... 1

IF PREVIOUS PROVIDER AT QB6 IS **VIRGIN** AND CURRENT PROVIDER AT QB2 IS **TALKTALK**: I didn't choose to switch, but I was a customer of Virgin Media National (i.e. not Virgin Media's cable service) and they moved my/our service to TalkTalk ..... 2

ASK IF ANY ONE OF THE SERVICES SWITCHED AT QB3 WAS BROADBAND:

I had to get a code from my previous broadband provider and give it to my new broadband provider, i.e. a MAC (Migration Authorisation Code) ..... 3

None of these ..... 4

Don't know/don't recall ..... 5

**N.B. AS PER ‘QUANT SAMPLE BREAKDOWN’ DOCUMENT, RESPONDENT TO CLOSE IF ANY OF CODES 1-3 ABOVE FOR A SERVICE INCLUDED IN THEIR ALLOCATED SAMPLE GROUP**

**ASK ALL**

QB9 Looking at the following services, for which, if any, have you changed **provider** in the last **2 years**?

Please select all that apply.

RANDOMISE LIST. ALLOW MULTICODE.

1. Bank account
2. Electricity or gas
3. Mobile phone
4. None of these – **exclusive, fixed**

**RESPONDENTS TO BE ALLOCATED TO A SAMPLE GROUP BEFORE CONTINUING AS PER DEFINITIONS IN ‘QUANT SAMPLE BREAKDOWN’ DOCUMENT.**

## EXPERIENCES

We'd now like to ask you some questions about the most recent time you switched your <INSERT RELEVANT SERVICES FROM SAMPLE GROUP ALLOCATION AFTER QB9> you have with <INSERT PROVIDER>.

### SWITCHERS – SECTION TO BE SHOWN TO ANYBODY DEFINED AS SWITCHER

**QC1A When you last changed your (INSERT SERVICES SWITCHED FROM SAMPLE GROUP ALLOCATION AFTER QB9) provider(s) did you...?**

Please select an answer for each.  
RANDOMISE LIST. SINGLE CODE FOR EACH.

1. Yes
  2. No
- 
1. Compare what different providers were offering **route**
  2. Find out what you need to do in order to switch
  3. Leave your contract early / before the end of your minimum contract period **route FON**
  4. Contact your previous provider **route**
  5. Need to set up a new online account **route**
  6. Experience your previous provider trying to persuade you to stay **route**
  7. Try to negotiate a better deal with your previous provider **route**
  8. Pay an initial connection or other start-up fee, costs set top box to new provider etc. **route**
  9. Choose the date you wanted to start using your service(s) **route**
  10. Have to return previous provider's equipment **FBB/PAY TV ONLY FROM SAMPLE GROUP ALLOCATION AFTER QB9 route**
  11. Lose specific benefits or stored content, e.g. film programmes or specific channels which came with previous package **route**
  12. Experience other devices/products you own not working with new service **route**
  13. Receive any unexpected bills/charges from your previous provider **route**
  14. Have equipment installed by the new provider i.e. engineer visit **route**
  15. Install any new equipment yourself/by someone in the household e.g. router, set top box **route**
  16. Keep/transfer your phone number **LANDLINE ONLY FROM SAMPLE GROUP ALLOCATION AFTER QB9 route**
  17. Find out that you had to pay any disconnection charge(s) to your previous provider **route FON**
  18. Find out that you had to pay a charge for not returning equipment **route FON**
  19. Have to get permission to install new equipment (e.g. cables, satellite etc.) **route**

### **ALL CODING 3 AT QC1A**

QC1AB You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

This is called an 'early termination charge' and may need to be paid if you leave your provider before the end of your minimum contract period.

Please select one. SINGLE CODE.

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

### **ASK ALL SWITCHERS WHO PAID AN ETC. IF CODE 1 AT QC1AB**

QC1AC How much did you personally have to pay to leave your contract early?

Please select one.  
SINGLE CODE.

1. Up to £10
2. £11-£20
3. £21-£30
4. £31-£50
5. £51-£80
6. £81-£100
7. £101-£150
8. £151-£200
9. More than £200
10. Don't know/can't recall

### **ASK ALL SWITCHERS WHO PAID AN ETC. IF CODE 1 AT QC1AB**

QC1AD Approximately how long was left on your contract when you stopped using the service?

Please select one.  
SINGLE CODE.

1. Up to a week
2. Between 1 and 2 weeks
3. Between 2 and 3 weeks
4. Between 3 and 4 weeks
5. Between 1 and 2 months
6. Between 2 and 3 months
7. Between 3 and 4 months
8. Between 4 and 6 months
9. More than 6 months
10. Don't know/ can't recall

**ALL CODING 17 AT QC1A**

QC1AE You said you found out that you had to pay a disconnection charge(s) (i.e. a charge for ending the service). Did you pay this charge?

Please select one. SINGLE CODE.

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

**ALL CODING 18 AT QC1A**

QC1AF You said you found out that you had to pay a charge for not returning equipment. Did you pay this charge?

Please select one. SINGLE CODE.

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

**ALL CODING AT LEAST ONE OF: YES (CODE 1) TO QC1AB OR CODES 17 OR 18 AT QC1A**

QC1AG Which of the following best describes when you found out you had to pay each charge?

- A charge for leaving before the end of your minimum contract period (i.e. an early termination charge)
- A disconnection charge(s) (i.e. a charge for ending the service)
- A charge for not returning equipment

Please select one.  
SINGLE CODE FOR EACH.

1. Before I had looked at any alternatives/contacted any other providers
2. After I had looked at alternatives but before I had made a final decision
3. After I had made a decision on an alternative provider, but before I had signed up
4. After I had signed up with an alternative provider
5. Don't know/don't recall

## **SWITCHERS ONLY- SECTION TO BE SHOWN TO ANYBODY DEFINED AS SWITCHER**

### **QC2A And which, if any, of these did you experience difficulty with...?**

Please drag & drop each into the appropriate 'bucket' to show how much of a difficulty, if at all, it was for you personally; so was it a major difficulty, a minor difficulty or not a difficulty at all, when you switched your (INSERT SERVICES SWITCHED FROM SAMPLE GROUP ALLOCATION AFTER QB9)...?

#### NOTES:

- THE QUESTION WILL BE SHOWN TO RESPONDENTS AS A DRAG AND DROP
- RESPONDENTS WILL ONLY SEE THE ATTRIBUTES THAT THEY HAD SAID THEY EXPERIENCED AT QC1A AS WELL AS CODES TBC.
- RANDOMISE RESPONSES

1. Comparing what different providers are offering **[route if QC1A code 1 = Yes]**
2. Understanding the relevant steps required to switch provider
3. Finding time to research the market
4. Paying the charge to exit your contract early **[route if QC1A code 3 = Yes]**
5. Contacting your previous provider **[route if QC1A code 4 = Yes] FON**
6. Contacting your new provider **FON**
7. Keeping/transferring your phone number **FIXED LINE ONLY [route if QC1A code 16 = Yes] FON**
8. Setting up a new online account **[route if QC1A code 5 = Yes]**
9. Your previous provider trying to persuade you to stay **[route if QC1A code 6 = Yes]**
10. Getting a better deal with your previous provider **[route if QC1A code 7 = Yes]**
11. Cancelling your previous service **FON**
12. Paying an initial connection or other start-up fee, costs for a set top box to new provider etc. **[route if QC1A code 8 = Yes]**
13. Getting the switch to happen on the date you wanted **[route if QC1A code 9 = Yes] FON**
14. Returning your previous provider's equipment **FBB/PAY TV ONLY [route if QC1A code 10 = Yes]**
15. Other devices/products you own not working with new service **[route if QC1A code 12 = Yes]**
16. Resolving billing issue with your previous provider **[route if QC1A code 13 = Yes]**
17. Having new equipment installed/services set up by your new provider i.e. engineer visits **[route if QC1A code 14 = Yes] FON**
18. Receiving and installing new equipment from your new provider yourself (or someone else in the household) **[route if QC1A code 15 = Yes] FON**
19. Getting permission to install new equipment (e.g. cables, satellite etc.) **[route if QC1A code 19 = Yes]**
20. Arranging the switch so that you always had access to your services
21. Arranging the switch so that you were not paying for your old and new services at the same time
22. Paying a disconnection charge **[route if QC1A code 17 = Yes 17]**
23. Paying a charge for not returning equipment **[route if QC1A code 18 = Yes]**

#### Buckets:

Major difficulty

Minor difficulty

Not a difficulty at all

QC2A\_2. Did you experience difficulty with anything else when you switched your (INSERT SERVICES SWITCHED FROM SAMPLE GROUP ALLOCATION AFTER QB9)?

Please type below.

Text box 1

Text box 2

Text box 3

Text box 4

Text box 5

I did not experience difficulty with anything else EXCLUSIVE

QC2A\_3: You said that you experienced difficulties with other things when you switched your (INSERT SERVICES SWITCHED FROM SAMPLE GROUP ALLOCATION AFTER QB9).

Please drag & drop each into the appropriate 'bucket' to show how much of a difficulty, if at all, it was for you personally; so was it a major difficulty or a minor difficulty

#### ROWS

Pipe answer from text box 1 at QC2A\_2

Pipe answer from text box 2 at QC2A\_2

Pipe answer from text box 3 at QC2A\_2

Pipe answer from text box 4 at QC2A\_2

Pipe answer from text box 5 at QC2A\_2

#### BUCKETS:

Major difficulty

Minor difficulty

Not a difficulty at all

**QC2AA And which, if any, of these was the main thing that caused you difficulty when you switched...?**

Please select one.

SINGLE CODE.

SCRIPTER: PLEASE SHOW LIST OF MAJOR DIFFICULTIES SELECTED AT QC2A or

QC2A\_3

IF NO MAJOR DIFFICULTY MENTIONED, SKIP THE QUESTION

Randomise codes

None of these stood out as the main difficulty – **do not randomise**

Don't know/not sure – **do not randomise**



**ASK ALL THAT EXPERIENCED DIFFICULTY CONTACTING THEIR PREVIOUS PROVIDER  
ALL CODING MAJOR OR MINOR DIFFICULTY FOR CODE 5 AT QC2A**

QC2AB You mentioned you experienced difficulty contacting your **previous** provider. Which, if any, of the following were reasons you felt the experience was difficult?

Please select all that apply. MULTI CODE. RANDOMISE LIST.

1. Length of wait to speak to someone
2. My instructions not being followed
3. Difficult getting to speak to right person
4. They were unable to help me
5. They provided me with the wrong information
6. It took multiple calls to resolve a query
7. They didn't respond to emails
8. Other (please type in)
9. Don't know/don't recall

**ASK ALL THAT EXPERIENCED DIFFICULTY CONTACTING THEIR NEW PROVIDER  
ALL CODING MAJOR OR MINOR DIFFICULTY FOR CODE 6 AT QC2A**

QC2AC You mentioned you experienced difficulty contacting your **new** provider. Which, if any, of the following were reasons you felt the experience was difficult?

Please select all that apply. MULTI CODE. RANDOMISE LIST.

1. Length of wait to speak to someone
2. My instructions not being followed
3. Difficult getting to speak to right person
4. They were unable to help me
5. They provided me with the wrong information
6. It took multiple calls to resolve a query
7. They didn't respond to emails
8. Other (please type in)
9. Don't know/don't recall

**ASK ALL THAT EXPERIENCED DIFFICULTY KEEPING THEIR PHONE NUMBER  
ALL CODING MAJOR OR MINOR DIFFICULTY FOR CODE 7 AT QC2A**

QC2AD You mentioned you experienced difficulty keeping/transferring your phone number. What was it about the experience that was difficult?

Please type in.

**ASK ALL THAT EXPERIENCED DIFFICULTY CANCELLING THEIR PREVIOUS SERVICE  
ALL CODING MAJOR OR MINOR DIFFICULTY FOR CODE 11 AT QC2A**

QC2AE You mentioned you experienced difficulty cancelling your previous service. What was it about the experience that was difficult?

Please type in.

**ASK ALL THAT EXPERIENCED DIFFICULTY GETTING THE SWITCH TO HAPPEN ON THE DATE THEY WANTED**

**ALL CODING MAJOR OR MINOR DIFFICULTY FOR CODE 13 AT QC2A**

QC2AF You mentioned you experienced difficulty getting the switch to happen on the date you wanted. What was it about the experience that was difficult?

Please type in.

**ASK ALL THAT EXPERIENCED DIFFICULTY HAVING NEW EQUIPMENT INSTALLED BY YOUR NEW PROVIDER**

**ALL CODING MAJOR OR MINOR DIFFICULTY FOR CODE 17 AT QC2A**

QC2AG You mentioned you experienced difficulty having equipment installed/services set up by your new provider. Which, if any, of the following did you experience difficulty with?

Please select all that apply. MULTI CODE. RANDOMISE LIST.

1. Satellite dish/ Cable equipment
2. Broadband/Wi-Fi router/modem
3. TV set top box
4. Telephone line/connection inside home
5. Telephone line/connection outside the home
6. Engineer not turning up
7. Engineer not being able to fix/install some /all of service(s)
8. Engineer being late
9. Other (please type in)
10. Don't know/don't recall

**ASK ALL THAT EXPERIENCED DIFFICULTY WITH EQUIPMENT FROM NEW PROVIDER THAT THEY INSTALLED THEMSELVES**

**ALL CODING MAJOR OR MINOR DIFFICULTY FOR CODE 18 AT QC2A**

QC2AH You mentioned you experienced difficulty receiving or setting up equipment from your new provider yourself/or by a member of your household. What was it about the experience that was difficult?

Please type in.

## EXPERIENCES

### DECIDED NOT TO SECTION TO BE SHOWN TO ANYBODY DEFINED AS “DECIDED NOT TO”

QC3 While considering switching your (INSERT SERVICES CONSIDERED SWITCHING FROM SAMPLE GROUP ALLOCATION AFTER QB9) provider(s) did you...?

Please select an answer for each.  
RANDOMISE LIST. SINGLE CODE FOR EACH.

1. Yes
2. No

1. Compare what different providers were offering
2. Find out what you need to do in order to switch
3. Contact your current provider
4. Contact any potential new provider(s)
5. Experience your current provider trying to persuade you to stay
6. Try to negotiate a better deal with your current provider

### DECIDED NOT TO ONLY – SECTON TO BE SHOWN TO ANYBODY DEFINED AS “DECIDED NOT TO”

QC3A Which, if any, of the following were factors that **made you decide to stay** with your current provider?

Please drag & drop each into the appropriate 'bucket' to show how much of a factor it was for you personally; so was it a major factor, a minor factor or not a factor at all, in your decision to stay with your current provider?

NOTES:

- THE QUESTION WILL BE SHOWN TO RESPONDENTS AS A DRAG AND DROP.RESPONDENTS WILL ONLY SEE THE ATTRIBUTES APPROPRIATE TO THE SERVICES THEY HAVE.
- RANDOMISE RESPONSES

1. Lack of choice
2. Could not get permission to install new equipment where I live, e.g. cables, satellite, etc.
3. Not knowing what to do to switch
4. Worried service wouldn't be as good with a new provider
5. There wasn't enough difference in cost for it to be worth switching
6. It's too time consuming to go through the process of switching from one provider to another
7. I was still in a contract so couldn't leave/would need to pay to leave
8. Hassle to set up a new online account
9. Difficulty when contacting my current provider **FON**
10. Difficulty when contacting potential new provider(s) **FON**
11. I was worried about being without the **Broadband** service(s) during the switch **BROADBAND** FROM SAMPLE GROUP ALLOCATION AFTER QB9
12. I was worried about being without the **Pay TV** service(s) during the switch **PAY TV** FROM SAMPLE GROUP ALLOCATION AFTER QB9
13. I was worried about being without the **Landline phone** service(s) during the switch **FIXED LINE** FROM SAMPLE GROUP ALLOCATION AFTER QB9
14. I was worried I might have to pay two providers at the same time
15. Did not want to lose my phone number **FIXED LINE** FROM SAMPLE GROUP ALLOCATION AFTER QB9
16. Current provider is still the best deal/cheapest
17. Current provider has the best quality of service
18. I negotiated/accepted a deal with my current provider **FON**

19. Would take too long to research the market
20. Difficulty comparing what other providers were offering
21. Didn't want to pay the initial connection/ other start-up fees e.g. costs set top box etc.
22. Prefer to stay with trusted/ known provider
23. Problems/ issues with current provider are not sufficiently bad/ frequent to switch
24. Bad experience when switching my communication services previously
25. Bad experience switching other services previously
26. Hassle of needing to contact more than one provider (i.e. previous provider(s) or new provider(s))
27. Having to return provider's equipment **FBB/PAY TV FROM SAMPLE GROUP ALLOCATION AFTER QB9**
28. Didn't want to have to learn to use a new service
29. Didn't want to lose specific benefits or stored content, e.g. film programmes or specific channels which came with previous package
30. Other devices/products I own not working with new service
31. Concern about arranging for the old and new services to start and stop at the right time
32. Did not want to have to install new equipment myself
33. Did not want to have to get engineer in to install the new equipment/service(s)
34. Difficulty cancelling my service **FON**
35. Didn't want to pay the disconnection charge

Buckets:

Major factor

Minor factor

Not a factor at all

QC3A\_2. Were there any other factors that made you decide to stay with your current provider?

Please type below.

Text box 1

Text box 2

Text box 3

Text box 4

Text box 5

No other factors that made me decide to stay with my current provider EXCLUSIVE

QC3A\_3: You said that the following were factors that made you decide to stay with your current provider.

Please drag & drop each into the appropriate 'bucket' to show how much of a factor, if at all, it was for you personally; so was it a major factor or a minor factor

ROWS

Pipe answer from text box 1 at QC3A\_2

Pipe answer from text box 2 at QC3A\_2

Pipe answer from text box 3 at QC3A\_2

Pipe answer from text box 4 at QC3A\_2

Pipe answer from text box 5 at QC3A\_2

BUCKETS:

Major factor

Minor factor

Not a factor at all

QC3AA And which, if any, of these was the **main factor that made you decide to stay** with your current [INSERT CURRENT SERVICES FROM SAMPLE GROUP ALLOCATION AFTER QB9] from your [CURRENT PROVIDER]...?

None of these stood out as the main reason why I stayed – **do not randomise**  
Don't know/not sure – **do not randomise**

Please select one.

SINGLE CODE.

SCRIPTER: PLEASE SHOW LIST OF MAJOR FACTORS SELECTED AT QC3A OR QC3A\_3

IF NO MAJOR FACTOR MENTIONED, SKIP THE QUESTION

RANDOMISE CODES

### ASK ALL FOR WHOM DIFFICULTY CONTACTING THEIR CURRENT PROVIDER WAS A FACTOR

#### ALL CODING MAJOR OR MINOR FACTOR FOR CODE 9 AT QC3A

QC3AB You mentioned that difficulty contacting your **current** provider was a factor in deciding not to switch your services. What was it about the experience that was difficult?

Please type in.

### ASK ALL FOR WHOM DIFFICULTY CONTACTING POTENTIAL NEW PROVIDER(S) WAS A FACTOR

#### ALL CODING MAJOR OR MINOR FACTOR FOR CODE 10 AT QC3A

QC3AC You mentioned that difficulty contacting your **potential new** provider(s) was a factor in deciding not to switch your services. What was it about the experience that was difficult?

Please type in.

### ASK ALL THAT NEGOTIATED/ACCEPTED A DEAL WITH CURRENT PROVIDER

#### ALL CODING MAJOR OR MINOR FACTOR FOR CODE 18 AT QC3A

QC3AD You mentioned you negotiated/accepted a deal with your current provider. Which, if any, of the following did this involve?

Please select all that apply. MULTI CODE. RANDOMISE.

DO NOT ALLOW CODE 2 AND 3 TO BE SELECTED TOGETHER

1. Reduced the cost of my services/package DON'T ALLOW TO BE SELECTED WITH CODE 7
2. Increase in broadband speed **BROADBAND ONLY – ROUTED FROM SAMPLE GROUP ALLOCATION AFTER QB9**
3. Decrease in broadband speed **BROADBAND ONLY – ROUTED FROM SAMPLE GROUP ALLOCATION AFTER QB9**
4. Added a new channel package, e.g. BT Sport **PAY TV ONLY – ROUTED FROM SAMPLE GROUP ALLOCATION AFTER QB9**

5. Added inclusive calls **FIXED LANDLINE ONLY – ROUTED FROM SAMPLE GROUP ALLOCATION AFTER QB9**
6. Added other TV or video services, e.g. Netflix, Amazon Prime Instant Video etc.
7. Increased cost of services/package
8. Reduced content/channel package e.g. removed BT Sport, removed Movies or Sports channel package
9. Added a mobile phone service in your package
10. Other (please type in)-do not randomise
11. None of these-exclusive, do not randomise
12. Don't know-exclusive, do not randomise

**ASK ALL THAT NEGOTIATED/ACCEPTED A DEAL WITH CURRENT PROVIDER  
ALL CODING MAJOR OR MINOR FACTOR FOR CODE 18 AT QC3A**

QC3AE When you negotiated/accepted a better deal, who made the first contact?

Please select one. SINGLE CODE. ROTATE CODES 1 & 2

1. I contacted my provider first
2. My provider contacted me first
3. Don't know/don't recall

**ASK ALL THAT EXPERIENCED DIFFICULTY CANCELLING THEIR CURRENT SERVICE  
ALL CODING MAJOR OR MINOR FACTOR FOR CODE 34 AT QC3A**

QC3AF You mentioned you experienced difficulty cancelling your service. What was it about the experience that was difficult?

Please type in.



- 30. Did not want to have to install new equipment myself
- 31. Did not want to have to get engineer in to install the new equipment/service(s)
- 32. Did not want to contact current provider **FON**
- 33. Didn't want to contact potential new provider(s)**FON**
- 34. I negotiated/accepted a deal with my current provider **FON**

Did we have an anything else? 'anything else' is QC4A\_2 and QC4A\_3 are 'anything else' for this question

Missing didn't want to pay initial connection charge – didn't get asked? this was not asked for inactives, I haven't immediately been able to identify whether there was a reason for this, but can look back to earlier drafts

Buckets:

Major factor

Minor factor

Not a factor at all

QC4A\_2. Are there any other factors why you have not switched or actively considered switching your [INSERT CURRENT SERVICES FROM SAMPLE GROUP ALLOCATION AFTER QB9] from [CURRENT PROVIDER FROM SAMPLE GROUP ALLOCATION AFTER QB9] to another provider or providers?

Please type below.

Text box 1

Text box 2

Text box 3

Text box 4

Text box 5

No other factors EXCLUSIVE

QC4A\_3: You said that the following were factors why you have not switched or actively considered switching your [INSERT CURRENT SERVICES FROM SAMPLE GROUP ALLOCATION AFTER QB9] from [CURRENT PROVIDER FROM SAMPLE GROUP ALLOCATION AFTER QB9] to another provider or providers.

Please drag & drop each into the appropriate 'bucket' to show how much of a factor, if at all, it was for you personally; so was it a major factor or a minor factor

ROWS

Pipe answer from text box 1 at QC4A\_2

Pipe answer from text box 2 at QC4A\_2

Pipe answer from text box 3 at QC4A\_2

Pipe answer from text box 4 at QC4A\_2

Pipe answer from text box 5 at QC4A\_2

BUCKETS:

Major factor

Minor factor

Not a factor at all



QC4AA And which, if any, of these was the **main factor for not switching or actively consider switching** your [INSERT CURRENT SERVICES FROM SAMPLE GROUP ALLOCATION AFTER QB9] from [CURRENT PROVIDER FROM SAMPLE GROUP ALLOCATION AFTER QB9] to another provider or providers?

None of these stood out as the main reason for not switching  
Don't know/not sure

Please select one.

SINGLE CODE.

SCRIPTER: PLEASE SHOW LIST OF MAJOR FACTORS SELECTED AT QC4A  
IF NO MAJOR FACTOR MENTIONED, SKIP THE QUESTION

**ASK ALL THAT SAID IT WOULD BE TOO MUCH HASSLE TO CANCEL THEIR CURRENT SERVICE**

**ALL CODING MAJOR OR MINOR FACTOR FOR CODE 23 AT QC4A**

QC4AB You mentioned you thought it would be too much hassle to cancel your current service. What did you think would be a hassle?

Please type in.

**ASK ALL THAT SAID THEY DID NOT WANT TO CONTACT THEIR CURRENT PROVIDER**

**ALL CODING MAJOR OR MINOR FACTOR FOR CODE 32 AT QC4A**

QC4AC You mentioned you did not want to contact your current provider. What, if anything, made you not want to contact your current provider?

Please type in.

**ASK ALL THAT SAID THEY DID NOT WANT TO CONTACT POTENTIAL NEW PROVIDER(S)**

**ALL CODING MAJOR OR MINOR FACTOR FOR CODE 33 AT QC4A**

QC4AD You mentioned you did not want to contact potential new provider(s). What, if anything, made you not want to contact potential new provider(s)?

Please type in.

**ASK ALL THAT NEGOTIATED/ACCEPTED A DEAL WITH CURRENT PROVIDER**

**ALL CODING MAJOR OR MINOR FACTOR FOR CODE 34 AT QC4A**

QC4AE You mentioned you negotiated/accepted a deal with your current provider. Which, if any, of the following did this involve?

Please select all that apply. MULTI CODE. RANDOMISE.

DO NOT ALLOW RESPONDENTS TO SELECT CODE 2 AND 3 AT QC4AE TOGETHER

1. Reduced the cost of my services/package – DO NOT ALLOW TO BE SELECTED TOGETHER WITH CODE 7
2. Increase in broadband speed **BROADBAND ONLY** FROM SAMPLE GROUP ALLOCATION AFTER QB9
3. Decrease in broadband speed **BROADBAND ONLY** FROM SAMPLE GROUP ALLOCATION AFTER QB9

4. Added a new channel package, e.g. BT Sport **PAY TV ONLY FROM SAMPLE GROUP ALLOCATION AFTER QB9**
5. Added inclusive calls **FIXED LANDLINE ONLY FROM SAMPLE GROUP ALLOCATION AFTER QB9**
6. Added other TV or video services, e.g. Netflix, Amazon Prime Instant Video etc.
7. Increased cost of services/package
8. Reduced content e.g. removed BT Sport, removed Movies or Sports channel package
9. Added a mobile phone service in your package
10. Other (please type in) – **do not randomise**
11. None of these – **do not randomise**
12. Don't know – **do not randomise**

**ASK ALL THAT NEGOTIATED/ACCEPTED A DEAL WITH CURRENT PROVIDER  
ALL CODING MAJOR OR MINOR FACTOR FOR CODE 34 AT QC4A**

QC4AF When you negotiated/accepted a better deal, who made the first contact?

Please select one. SINGLE CODE. ROTATE CODES 1 & 2.

1. I contacted my provider first
2. My provider contacted me first
3. Don't know/don't recall

**We are now going to ask you some questions about when you recently changed the provider of your [INSERT SERVICES FROM SAMPLE GROUP ALLOCATION AFTER QB9] service /considered changing the provider of your [INSERT SERVICES FROM SAMPLE GROUP ALLOCATION AFTER QB9] service.**

**SWITCHERS ONLY**

QC5A What made you first think about switching your [insert relevant services from QB3 FROM SAMPLE GROUP ALLOCATION AFTER QB9]?

Why did you first decide to review your arrangements?

Please select all that apply. MULTI CODE. RANDOMISE LIST.

1. Found out about a better deal/price with another provider
2. My contract/deal came to an end
3. I always regularly review what I sign up to, to check that I have the best deal/product
4. Heard about other technology/services that I am interested in
5. Better compatibility between my different devices/technologies/services
6. Poor customer service with previous provider
7. Technical issues with my previous service
8. Wanted the convenience of getting all services from one provider
9. Friends and family mentioned a deal
10. New services became available in my area
11. Previous provider increased cost of services
12. Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels)
13. Wanted additional content or channels
14. Wanted to reduce content or channels
15. Wanted faster/unlimited broadband services
16. Wanted to reduce the cost of services
17. Wanted a specific deal or service not available with my previous provider (please specify)
- 18. Other (specify) – do not randomise**
19. Don't know – **exclusive; fixed**

**DECIDED NOT TO ONLY**

QC5B What made you first consider switching your [INSERT RELEVANT SERVICES FROM SAMPLE GROUP ALLOCATION AFTER QB9]? Why did you first decide to review your arrangements?

Please select all that apply. MULTI CODE. RANDOMISE LIST.

1. Found out about a better deal/price with another provider
2. My contract/deal came to an end
3. I always regularly review what I sign up to, to check that I have the best deal/product
4. Heard about other technology/services that I am interested in
5. Better compatibility between my different devices/technologies/services
6. Poor customer service with my current provider
7. Technical issues with my current service
8. Wanted the convenience of getting all services from one provider
9. Friends and family mentioned a deal
10. New services became available in my area

11. Current provider increased cost of services
12. Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels)
13. Wanted additional content or channels
14. Wanted to reduce content or channels
15. Wanted faster/unlimited broadband services
16. Wanted to reduce the cost of services
17. Wanted a specific deal or service not available with my current provider (please specify)
18. Other (specify) – **do not randomise**
19. Don't know – **exclusive; fixed**

**MAIN QUESTIONNAIRE**

**ADDITIONAL INFORMATION RELATING TO SERVICES USED IN HH**

**ASK ALL**

QD1A Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to?)

Please select one answer for each. SINGLE CODE FOR EACH. RANDOMISE.

	Yes	No	Not sure/don't know
<b>Standard broadband</b> (non-cable/Virgin)			
<b>Superfast fibre broadband</b> (non-cable/Virgin) such as BT Infinity, Sky/TalkTalk fibre broadband			
<b>Standard broadband</b> from Virgin Media			
<b>Superfast/Fibre broadband</b> from Virgin Media			

**ASK ALL**

QD1B

QD1B\_1: Do you subscribe to or receive any of the following additional TV or video services?

MULTI CODE. RANDOMISE ROWS

Please select all that apply.

- Netflix
- Amazon Prime Instant TV
- Now TV
- Apple TV / iTunes
- Paid YouTube subscription services
- Blinkbox
- A BT sport service
- A Sky sport service
- Other (please type in) – **do not randomise**
- None of these – **exclusive; fixed**

QD1B\_2: How do you pay for the following services? – do not show question if “None of these” at QD1B

Show only services selected at QD1B\_1.

Please select one answer for each. SINGLE CODE. ROTATE SIDE RESPONSES AND REVERSE ORDER OF TOP RESPONSES (KEEP DON'T KNOW FIXED AT THE END).

	Receive it as part of my package	Subscribe to it separately	Don't know
Netflix			
Amazon Prime Instant TV			
Now TV			

Apple TV / iTunes			
Paid YouTube subscription services			
Blinkbox			
A BT sport service			
A Sky sport service			
Pipe answer from "Other (please type in) " at QD1B_1			

Now thinking again about your current <INSERT RELEVANT SERVICES CURRENTLY USE FROM SAMPLE GROUP ALLOCATION AFTER QB9> package...

ASK ALL WHO QUALIFY FOR THE INTERVIEW

QD1C How long is your current contract for (INSERT RELEVANT SERVICE FROM SAMPLE GROUP ALLOCATION AFTER QB9) from (PROVIDER FROM SAMPLE GROUP ALLOCATION AFTER QB9) – that is, how long was your contract when you took it out or most recently renewed?

Please select one. SINGLE CODE – ASK FOR EACH SERVICE EVEN IF FROM THE SAME PROVIDER.

1. Don't have a specific time limit on the contract
2. 12 months
3. 18 months
4. More than 18 months, up to 2 years
5. More than 2 years
6. Other please specify [A TEXT BOX TO BE AVAILABLE FOR EACH SERVICE]
7. Don't know

**IF NOT CODE 1 AT QD1C ASK**

QD2 How much longer do you have left on your contract for (INSERT RELEVANT SERVICE FROM SAMPLE GROUP ALLOCATION AFTER QB9) from (PROVIDER FROM SAMPLE GROUP ALLOCATION AFTER QB9) – that is, when does your current contract run out?

Please select one. SINGLE CODE – ASK FOR EACH SERVICE EVEN IF FROM THE SAME PROVIDER.

1. Am now 'out of contract'/am on a rolling one month contract
2. Don't have a specific time limit on the contract
3. In the next month
4. In 2-3 months
5. In 4-6 months
6. In 7-12 months
7. In more than 12 months
8. Not sure when contract runs out
9. Don't know

**ASK ALL**

QD3 How much do you pay per month for your current <INSERT RELEVANT SERVICES CURRENTLY USE FROM SAMPLE GROUP ALLOCATION AFTER QB9, E.G. IF DUAL PLAY SWITCH, THEN SHOW DUAL PLAY SERVICES> package <FOR ALL APART FROM STANDALONE SWITCHERS (including line rental)>?

Please select one. SINGLE CODE

1. Up to £20
2. £21-£30
3. £31-£50
4. £51-£80
5. £81-£100
6. £101-£150
7. £151-£200
8. More than £200
9. Don't know

## **SWITCHING EXPERIENCE**

We'd now like to ask you some more questions about <SWITCHERS the last time you switched (INSERT SERVICES SWITCHED FROM SAMPLE GROUP ALLOCATION AFTER QB9)><DECIDED NOT TO the most recent time you considered changing (INSERT SERVICES CONSIDERED SWITCHING FROM SAMPLE GROUP ALLOCATION AFTER QB9)>.

ASK ALL SWITCHERS/DECIDED NOT TO

QE1 How did you find out what you needed to do in order to switch?

Please select all that apply. MULTICODE. RANDOMISE.

1. Spoke to <SWITCHERS previous>< CONSIDERERS current> provider
2. Spoke to <SWITCHERS new>< CONSIDERERS potential new> provider
3. Knew from previous experience switching the same services
4. Knew from previous experience switching other communications services
5. Knew from previous experience switching other non-communications services (e.g. gas/electricity/car insurance)
6. Asked friends/family
7. Looked online at (<SWITCHERS previous>< CONSIDERERS current> provider's website)
8. Looked online at (<SWITCHERS new>< CONSIDERERS potential new> provider's website)
9. Looked online at comparison website/s e.g. www.uswitch.com, www.moneysavingexpert.com
10. Looked online at consumer advice website/s e.g. www.which.co.uk,www.citizensadvice.org.uk
11. <DECIDED NOT TO> Didn't get that far
12. Other – **do not randomise**
13. Don't know – **do not randomise, exclusive**

ASK:

- ALL C&R AND C&R/GPL SWITCHERS AND ALL SWITCHERS THAT CONTACTED PREVIOUS PROVIDER (ALL CODE 4 AT QC1A OR 1 AT QE1)
- ALL DECIDED NOT TO THAT CONTACTED CURRENT PROVIDER (ALL CODE 3 QC3 OR 1 AT QE1)

QE2 When you contacted your provider to switch, did they tell you about any provider-specific benefits that you might lose by switching away from them?

Please select one. SINGLE CODE.

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

ASK ALL SWITCHERS

QE3 Which one of these best describes what you did when you switched your [INSERT RELEVANT SERVICE/S FROM SAMPLE GROUP ALLOCATION AFTER QB9] to the provider you use now?

Please select one. SINGLE CODE – ASK FOR EACH SERVICE EVEN IF FROM THE SAME PROVIDER.

1. I contacted my new provider to start the switch. My new provider then arranged the switch for me.
2. I contacted my previous provider to cancel and my new provider to start using them for the service.
3. Other (please type in) [A TEXT BOX TO BE AVAILABLE FOR EACH SERVICE]
4. Don't know/don't recall



## LP contact

ASK ALL SWITCHERS

QF1 Once you had decided to switch your (INSERT SERVICES SWITCHED FROM SAMPLE GROUP ALLOCATION AFTER QB9) service(s), who did you contact **first**?

Please select one.  
SINGLE CODE.

1. My previous provider
2. My new/current provider
3. Don't know/don't recall

ASK ALL SWITCHERS THAT CONTACTED PREVIOUS PROVIDER FIRST (CODE 1 AT QF1)

QF2 What was your main reason for contacting your **previous** provider **first**, instead of your new provider?

Please type in.

ALL SWITCHERS THAT CONTACTED PREVIOUS PROVIDER (ALL CODE 4 AT QC1A OR CODE 1 AT QE1). IF PREVIOUSLY HAD MORE THAN ONE PROVIDER FOR SERVICES SWITCHED, THEN ASK SEPARATE QUESTIONS FOR EACH PROVIDER.

QF3 And at what point or points did you contact your previous (INSERT SERVICES SWITCHED FROM SAMPLE GROUP ALLOCATION AFTER QB9) service provider, i.e. (INSERT PREVIOUS PROVIDER FOR SERVICES SWITCHED FROM SAMPLE GROUP ALLOCATION AFTER QB9)?

Please select all that apply.  
MULTI CODE. RANDOMISE.

1. After I had looked at alternatives but before I had made a final decision on an alternative provider
2. After I had made a decision on an alternative provider, but before I had signed up
3. After I had signed up with an alternative provider
4. Don't know/don't recall – **do not randomise, exclusive**

ASK ALL DECIDED NOT TO THAT CONTACTED CURRENT PROVIDER (ALL CODE 3 QC3 OR CODE 1 AT QE1)

QF4 And at what point or points did you contact your current (INSERT SERVICES DECIDED NOT TO SWITCH AT QB7 FROM SAMPLE GROUP ALLOCATION AFTER QB9) service provider, i.e. (INSERT CURRENT PROVIDER FROM QB2 FOR SERVICES DECIDED NOT TO SWITCH FROM SAMPLE GROUP ALLOCATION AFTER QB9)?

Please select all that apply.  
MULTI CODE. RANDOMISE.

1. Before I had looked at any alternatives/contacted any other providers
2. After I had looked at alternatives but before I had made a final decision
3. After I had made a decision on an alternative provider, but before I had signed up
4. After I had signed up with an alternative provider
5. Don't know/don't recall – **do not randomise, exclusive**

ALL THAT CONTACTED PREVIOUS/CURRENT PROVIDER (ALL SWITCHERS CODE 4 AT QC1A OR CODE 1 AT QE1/ ALL DNT CODE 3 AT QC3 OR CODE 1 AT QE1)

QF5 And which, if any, of these were reasons you contacted your <SWITCHERS previous><DNT current> provider?

Please select all that apply.

MULTI CODE. RANDOMISE.

1. To cancel my service/give notice
2. To find out what I needed to do to change provider
3. To negotiate a better deal with my current provider
4. To find out about any charges for ending my contract **early**
5. To find out about any **other** charges for ending my contract
6. To arrange the 'stop date' in order to avoid a break in service
7. To arrange the 'stop date' in order to avoid paying both providers at the same time
8. To obtain information about my contract e.g. my usage patterns/spend
9. To find out when my contract ended
10. To find out if I had a notice period
11. To talk about their products and services
12. To check how much my final bill would be
13. To complain/ report an issue
14. To confirm that service was cancelled
15. To understand content that might be affected, e.g. that I might lose by switching
16. Other (please type in) – **do not randomise**
17. Don't know/don't recall – **do not randomise, exclusive**

ALL THAT CONTACTED PREVIOUS/CURRENT PROVIDER (ALL SWITCHERS CODE 4 AT QC1A OR CODE 1 AT QE1/ ALL DNT CODE 3 AT QC3 OR CODE 1 AT QE1)

QF6 Which of these methods did you use to contact your provider to tell them you wanted to leave/cancel your service?

Please select all that apply. MULTICODE. RANDOMISE.

1. Online via web-chat
2. Online via email
3. Online via web form
4. By calling/ phone
5. By text message
6. Via an app
7. By letter
8. By social networking site (e.g. Twitter)
9. Other (please type in) – **do not randomise**
10. Don't know/don't recall – **do not randomise, exclusive**

ASK ALL SWITCHERS & DECIDED NOT TO THAT CONTACTED PREVIOUS PROVIDER VIA MULTIPLE METHODS AT QF6 – ASK QUESTION TO THOSE WHO SELECTED MORE THAN 1 OPTION AMONG CODES 1-9 AT QF6

QF7 Why did you contact your provider to tell them you wanted to leave/cancel your service via more than one method?

Please type in.

OPEN ENDED

ASK ALL

QF8 If you were to switch services in the future and needed to contact your provider to cancel their service what would be your preferred way of contacting them?

Please select all that apply. MULTICODE. RANDOMISE.

1. Online via web-chat with my provider
2. Online via email with my provider
3. Online via web form with my provider
4. By calling my provider
5. By text message with my provider
6. Via an app with my provider
7. By letter
8. By social networking site (e.g. Twitter)
9. I don't mind which method of contact to cancel – **do not randomise; exclusive**
10. Other (please type in) – **do not randomise**
11. Don't know – **do not randomise; exclusive**

ASK ALL SWITCHERS/DECIDED NOT TO

QF9 Did your <SWITCHER previous><DNT current> (INSERT SERVICES SWITCHED AT QB3 FROM SAMPLE GROUP ALLOCATION AFTER QB9) service(s) provider contact you at any point <SWITCHERS just before or after you had decided to change provider><DECIDED NOT TO when you were thinking about changing provider>? (e.g. via text, phone call or a letter etc.)

Please select one. SINGLE CODE.

1. Yes
2. No
3. Don't know/can't remember

ASK ALL SWITCHERS/DECIDED NOT TO WHOSE PREVIOUS PROVIDER CONTACTED THEM  
(QF9 CODE 1)

QF10 At what point did your <SWITCHER previous><DNT current>(INSERT RELEVANT SERVICES SWITCHED AT QB3 FROM SAMPLE GROUP ALLOCATION AFTER QB9) service(s) provider contact you?

Please select all that apply.

MULTI CODE. RANDOMISE.

1. After I'd signed up for a new service
2. After I had contacted them to cancel my service
3. After I had requested details about my end of contract date
4. After I had discussed alternative deals with them
5. After I had contacted them to discuss my current services
6. After I had asked about an upgrade/changes to my existing contract/package
7. Near the end of my contract period
8. After I had decided on a new provider before I signed up
9. Other (please type in) – **do not randomise**

ASK ALL SWITCHERS/DECIDED NOT TO WHOSE PREVIOUS PROVIDER CONTACTED THEM  
(QF9 CODE 1)

QF11 Do you recall why your <SWITCHER previous><DNT current> (INSERT SERVICES SWITCHED AT QB3/DECIDED NOT TO SWITCH AT QB7 FROM SAMPLE GROUP ALLOCATION AFTER QB9) provider contacted you?

Please select all that apply.

MULTI CODE. RANDOMISE.

1. To offer me a better deal/talk about renewal offers
2. To tell me about charges I needed to pay for ending my contract early
3. To tell me about their services
4. To discuss returning my old equipment
5. To arrange the stop date
6. Other (please type in) – **do not randomise**
7. Don't know/don't recall – **do not randomise, exclusive**

ASK ALL SWITCHERS THAT HAD CONTACT WITH PREVIOUS PROVIDER (ALL CODE 4 AT QC1A OR CODE 1 AT QE1 OR QF9 CODE 1)

QF12 Thinking about all the conversations that you had with your previous provider when switching, what THREE words would you use to describe this contact with them?

Please type in.

OPEN ENDED

ASK ALL DECIDED NOT TO THAT HAD CONTACT WITH CURRENT PROVIDER WHEN CONSIDERING SWITCHING (ALL CODE 3 AT QC3 OR CODE 1 AT QE1 OR QF9 CODE 1)

QF13 Thinking about all the conversations that you had with your current provider when considering switching, what THREE words would you use to describe this contact with them?

Please type in.

OPEN ENDED

ASK ALL SWITCHERS THAT HAD CONTACT WITH PREVIOUS PROVIDER (ALL CODE 4 AT QC1A OR CODE 1 AT QE1 OR QF9 CODE 1)

QF14 And still thinking about all the **conversations** you had with your previous provider when switching, which of the following words would you use to describe this contact?

Please select up to three. MULTI CODE. RANDOMISE.

1. Reassuring
2. Helpful
3. Essential
4. Informative
5. Unnecessary
6. Frustrating
7. Unhelpful
8. Time-consuming
9. Don't know/don't recall – **fixed; exclusive**

ASK ALL DECIDED NOT TO THAT HAD CONTACT WITH CURRENT PROVIDER WHEN CONSIDERING SWITCHING (ALL CODE 3 AT QC3 OR CODE 1 AT QE1 OR QF9 CODE 1)

QF15 And still thinking about all the **conversations** you had with your provider when you were considering switching, which of the following words would you use to describe this contact?

Please select up to three. MULTI CODE. RANDOMISE.

1. Reassuring
2. Helpful
3. Essential
4. Informative
5. Unnecessary
6. Frustrating
7. Unhelpful
8. Time-consuming
9. Don't know/don't recall – **exclusive; fixed**

## **Managing Process**

ASK ALL SWITCHERS

QG1 Before you left your previous (INSERT SERVICES SWITCHED AT QB3 FROM SAMPLE GROUP ALLOCATION AFTER QB9) service(s) provider, you may have been required to give them **notice**. If so, which of the following applied?

Please select one. SINGLE CODE. RANDOMISE.

1. I had one notice period for all services
2. I had different notice periods for different services or a notice period for some of my services but not others
3. Don't know/can't remember

ASK ALL SWITCHERS

QG2 Before you left your previous (INSERT SERVICES SWITCHED AT QB3 FROM SAMPLE GROUP ALLOCATION AFTER QB9) service(s) provider, you may have been required to give them notice.

If you did so, at what point did you give notice to your provider that you wanted to leave?

IF DIFFERENT NOTICE PERIODS CODE 2 AT QG1, THEN ASK SEPARATE QUESTION FOR EACH RELEVANT SERVICE FROM SAMPLE GROUP ALLOCATION AFTER QB9

Please select one. SINGLE CODE.

1. Before the end of your minimum contract period (i.e. before you had completed the full 12, 18, or 24 months of your original contract)
2. At the end of your minimum contract period (i.e. on or around the final day of your original contract)
3. After your minimum contract period had ended
4. I did not give any formal notice, I just told them **the date when I** wanted to leave
5. Don't know/can't remember

ASK ALL SWITCHERS

QG3 Did the contracts for your old and new (INSERT SERVICES SWITCHED AT QB3 FROM SAMPLE GROUP ALLOCATION AFTER QB9) service(s) overlap at all? In other words were you paying for both of them at the same time for any period?

Please select one. SINGLE CODE.

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

ASK ALL THAT HAD OVERLAPPING CONTRACTS

QG4 And for which of the following services did you pay two providers at the same time?

Please select all that apply. MULTI CODE. RANDOMISE. SHOW RELEVANT SERVICES FROM SAMPLE GROUP ALLOCATION AFTER QB9

1. Fixed landline/line rental
2. Fixed broadband
3. Pay TV

ASK ALL WHERE CONTRACTS OVERLAPPED (QG3 CODE 1)

QG5 How long did the contracts overlap for? In other words how long were you paying for both services at the same time?

Please select one. SINGLE CODE.

1. 1 day
2. 2-3 days
3. 4-6 days
4. A week
5. 1-2 weeks
6. 2-3 weeks
7. 3-4 weeks
8. A month
9. More than a month
10. Don't know/ can't recall

ASK ALL SWITCHERS WHERE CONTRACTS OVERLAPPED (QG3 CODE 1)

QG6 Did you **want** the contracts to overlap?

Please select one. SINGLE CODE.

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

ASK ALL SWITCHERS WHERE CONTRACTS OVERLAPPED (QG3 CODE 1)

QG7 Why did the contracts overlap?

Please select all that apply. MULTI CODE. RANDOMISE, FIX CODES 17 AND 18 AT THE BOTTOM.

1. I had already signed up with my new provider, and wasn't aware of the notice period with my previous provider
2. Due to the available engineer appointment dates
3. The new provider gave me a date that was before the end of my previous contract
4. To ensure I always had a BROADBAND service(s) during the switch – [ROUTED FROM SAMPLE GROUP ALLOCATION AFTER QB9](#)

5. To ensure I always had a PAYTV service(s) during the switch – ROUTED FROM SAMPLE GROUP ALLOCATION AFTER QB9
6. To ensure I always had a PHONE service(s) during the switch – ROUTED FROM SAMPLE GROUP ALLOCATION AFTER QB9
7. To sign up with my new provider before a deal ran out
8. To switch to a better service immediately
9. To switch on a particular date, that I wanted
10. To get the channels I wanted as soon as possible PAY TV ONLY – ROUTED FROM SAMPLE GROUP ALLOCATION AFTER QB9
11. To get a channel in time to view a specific event PAY TV ONLY – ROUTED FROM SAMPLE GROUP ALLOCATION AFTER QB9
12. To get faster broadband speed as soon as possible FBB ONLY – ROUTED FROM SAMPLE GROUP ALLOCATION AFTER QB9
13. To get inclusive calls as soon as possible FLL ONLY – ROUTED FROM SAMPLE GROUP ALLOCATION AFTER QB9
14. The previous service wasn't cancelled on the date requested
15. To ensure I kept my landline number FLL ONLY – ROUTED FROM SAMPLE GROUP ALLOCATION AFTER QB9
16. Previous service not cancelled correctly
17. Other (please type in) – **do not randomise**
18. Don't know/can't recall – **do not randomise; exclusive**

ASK ALL SWITCHERS

QG8 When you switched, did you experience any period of time without any of your services?

Please select one.

SINGLE CODE.

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

ASK ALL TRIPLE AND DUAL SWITCHERS (DO NOT ASK STANDALONE SWITCHERS) WHO HAD A PERIOD WITHOUT SERVICE (CODE 1 AT QG8)

QG9 Which service or services did you lose for a period of time?

Please select all that apply.

MULTI CODE.RANDOMISE. SHOW RELEVANT SERVICES FROM SAMPLE GROUP ALLOCATION AFTER QB9

1. Fixed landline
2. Fixed broadband
3. Pay TV



ASK ALL SWITCHERS WHO HAD A PERIOD WITHOUT SERVICE (CODE 1 AT QG8). ASK SEPARATELY FOR EACH RELEVANT SERVICE FROM SAMPLE GROUP ALLOCATION AFTER QB9 WHERE A GAP EXPERIENCED FROM QG9 ABOVE.

N.B. NOT ASKED OF STANDALONE SWITCHERS

QG10 How long were you without a service?

Please select one. SINGLE CODE.

1. Up to half a day
2. 1 day
3. 2-3 days
4. 4-7 days
5. 1-2 weeks
6. 3-4 weeks
7. 5-6 weeks
8. More than 6 weeks (specify) [A TEXT BOX TO BE AVAILABLE FOR EACH SERVICE]
9. Don't know/don't recall

ASK ALL SWITCHERS WHERE BREAK IN SERVICE (CODE 1 AT QG8).

QG11 Did you **want** the break in service?

Please select one.  
SINGLE CODE.

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

ASK ALL SWITCHERS WHO HAD PERIOD WITHOUT SERVICE (CODE 1 AT QG8)

QG12 Why did you have a period without service?

Please select all that apply.  
MULTI CODE. RANDOMISE.

1. I cancelled my previous service before arranging my new one
2. The new provider gave me a starting date that was after the end of my previous contract
3. To switch on a particular date, that I wanted
4. Delay in landline installation
5. Delay in satellite dish installation **SKY PAY TV ONLY FROM SAMPLE GROUP ALLOCATION AFTER QB9**
6. Delay in cable installation
7. Delay in broadband installation
8. Delay in service activation
9. Delay in delivery of the equipment
10. The wrong equipment was provided /needed something extra
11. Problems/a fault with the equipment (e.g. satellite dish, cable box, broadband router)
12. There was a fault with the line
13. Previous service not cancelled correctly
14. Other (please type in) – **do not randomise**
15. Don't know/can't recall – **do not randomise, exclusive**

ASK ALL SWITCHERS

QG13 How would you rate your overall switching experience i.e. from the point at which you decided you wanted to switch your <INSERT SERVICES SWITCHED FROM SAMPLE GROUP ALLOCATION AFTER QB9> service(s), to the point you were using your new provider's service(s)?

Please select one. REVERSE ORDER. SINGLE CODE

1. Very easy
2. Fairly easy
3. Fairly difficult
4. Very difficult
5. Don't know

ASK ALL SWITCHERS

QG14 And how did this compare to what you had expected?

Please select one. REVERSE ORDER. SINGLE CODE

1. A lot easier than expected
2. A little easier than expected
3. No different than expected
4. A little more difficult than expected
5. A lot more difficult than expected
6. Don't know

ASK ALL SWITCHERS WHO SAID IT WAS EASIER (QG14 CODES 1/2)

QG15 Why do you say it was easier than expected?

Please type in.  
OPEN ENDED

ASK ALL SWITCHERS WHO SAID IT WAS DIFFICULT (QG14 CODES 4/5)

QG16 Why do you say it was more difficult than expected?

Please type in.  
OPEN ENDED

ASK ALL SWITCHERS WHO SAID IT WAS NO DIFFERENT (QG14 CODE 3)

QG17 Why do you say it was no different than expected?

Please type in.  
OPEN ENDED

ASK ALL DECIDED NOT TO/INACTIVES

QG18 How easy or difficult do you think it would be to do each of the following?

- Cancel your service with your provider
- Compare the cost of alternative packages
- Find the right package for you
- Coordinate a switch of service(s) so that you had continuous access to them
- Coordinate a switch of service(s) so that you were not paying for your old and new services at the same time

- Arrange your new services/package with a new provider
- Set up your new equipment yourself e.g. set top box, WiFi router
- Have new equipment installed by your new provider
- Find out what you need to do to switch

Please select one for each statement.

REVERSE ORDER OF RESPONSE LISTS AND RANDOMISE STATEMENTS. SINGLE CODE

1. Very easy
2. Fairly easy
3. Fairly difficult
4. Very difficult
5. Don't know

ASK ALL

QG19 Overall, how satisfied are you with your decision to switch /stay with your <INSERT RELEVANT SERVICES FROM SAMPLE GROUP ALLOCATION AFTER QB9> provider?

Please select one.

REVERSE ORDER. SINGLE CODE

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

**Other**

ASK ALL SWITCHERS

QH1 Based on your experience, how likely are you to recommend switching <INSERT RELEVANT SERVICES USED FROM SAMPLE GROUP ALLOCATION AFTER QB9> to someone else (e.g. a friend or relative)?

Please select one.

REVERSE ORDER. SINGLE CODE

1. Very likely
2. Fairly likely
3. Fairly unlikely
4. Not at all likely
5. Don't know

ASK ALL SWITCHERS

QH2 Why do you say that?

Please type in.

ASK ALL

QH3 Could you please enter your full postcode in the text box provided below?

Please type in.

Example: AA12 3DW

Postcode: \_\_\_\_\_

Prefer not to say

**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