

ECN survey questionnaire

Online Fieldwork 25th November 2020 – 2nd February 2021

Introduction:

This survey is being conducted on behalf of Ofcom, the regulator for UK providers of mobile phone, broadband, landline and pay-tv services. Ofcom has a duty to ensure that customers of these service providers are treated fairly and are able to make informed choices about the providers they use. We would like to hear about your choices around your [SERVICE] service. Your input will help us understand whether [SERVICE] users in the UK are getting the best deal or if Ofcom needs to provide guidance to support people choosing a supplier or a deal.

Q1	Which provider do you currently use for your [SERVICE] service? SINGLE CODE	
		BT 1
		EE 2
		Giff-Gaff ¹ 3
		O2 4
		Plusnet 5
		Sky 6
		TalkTalk 7
		Tesco Mobile 8
		Three 9
		Virgin Media 10
		Virgin Mobile 11
		Vodafone 12
		Other [WRITE IN] 13
Q2	Thinking about your [SERVICE] service which of these statements best describes you? SINGLE CODE	
	Since July I have signed up to a new contract with the provider I was already using	1
	Since July I have changed or have a new [SERVICE] provider	2
	My minimum contract period has ended and I have not signed up for a new contract either with my current provider or a new provider	3
	I don't know whether I am within my minimum contract period or whether it has ended	4
	I'm not sure/don't know if I ever had a contract	5
Q3	Which, if any, other services do you also have with [PROVIDER FROM Q1]? SUPPRESS CODES IN [SERVICE]. MULTICODE POSSIBLE	
		Mobile phone 1
		Broadband 2
		Landline 3
		TV 4
		None of these 5

¹ Blue text = FBB sample only, Brown text = mobile sample only

Q4	<p>ASK ALL WHO ARE CURRENTLY OOC, UNSURE OR DON'T KNOW IF THEY HAD A CONTRACT (CODES 3, 4 OR 5 AT Q2)</p> <p>Which ONE of these statements best describes your current thinking about your [SERVICE] service – either with your current provider or an alternative provider?</p> <p>SINGLE CODE</p> <p style="text-align: right;">I am currently looking for a new deal 1</p> <p style="text-align: right;">I am planning to look for a new deal 2</p> <p style="text-align: right;">I have decided to stay with the same provider and am not planning to look for a new deal* 3</p> <p style="text-align: right;">I am not planning to look for a new deal** 4</p> <p style="text-align: right;">I haven't thought about looking for a new deal 5</p> <p>*SHOW CODE 3 TO OOC (CODE 3 AT Q2) RESPONDENTS ONLY</p> <p>** SHOW CODE 4 FOR UNSURE AND DK IF HAD A DEAL (CODE 4 OR 5 AT Q2) RESPONDENTS ONLY</p>	
Q5	<p>ASK ALL WHO HAVE RE-CONTRACTED WITH THE SAME PROVIDER (CODE 1 AT Q2)</p> <p>Why did you decide to re-contract with your existing provider?</p> <p>RANDOMISE CODE LIST, MULTICODE POSSIBLE</p> <p style="text-align: right;">My current provider is still the best deal/cheapest 1</p> <p style="text-align: right;">I prefer to stay with a trusted/ known provider 2</p> <p style="text-align: right;">My current provider has the best quality of service 3</p> <p style="text-align: right;">There wasn't enough cost difference for it to be worth switching provider 4</p> <p style="text-align: right;">Re-contracting was a better deal than paying the new price without signing up to a new contract 5</p> <p style="text-align: right;">I was worried that the service wouldn't be as good with a new provider 6</p> <p style="text-align: right;">I was concerned about arranging for the old and new services to start and stop at the same time 7</p> <p style="text-align: right;">I didn't want to pay the initial connection/ start-up fees/ equipment costs if I switched provider 8</p> <p style="text-align: right;">Problems/ issues with current provider are not sufficiently bad/ frequent to switch 9</p> <p style="text-align: right;">It's too time consuming to go through the process of switching from one provider to another 10</p> <p style="text-align: right;">Lack of choice / they are the only available provider in my area 11</p> <p style="text-align: right;">I had difficulty comparing what other providers were offering 12</p> <p style="text-align: right;">I didn't want the hassle of needing to contact more than one provider in order to switch 13</p> <p style="text-align: right;">I didn't want to lose content (e.g. apps, photos, data) stored on my device 14</p> <p style="text-align: right;">I was worried that I might have to pay two providers at the same time 15</p> <p style="text-align: right;">I was worried that other devices or products I own would not work with a new service 16</p> <p style="text-align: right;">I didn't have time to look into different deals 17</p> <p style="text-align: right;">I had difficulty trying to cancel my current service 18</p> <p style="text-align: right;">I didn't want to have to get an engineer to install new equipment 19</p> <p style="text-align: right;">I had difficulty when contacting potential new providers 20</p> <p style="text-align: right;">I didn't want to lose my phone number 21</p> <p style="text-align: right;">I was worried about being without the service during the switch 22</p> <p style="text-align: right;">I would have had to unlock my handset to switch provider 23</p> <p style="text-align: right;">Other reason [WRITE IN] 24</p>	

Q6	<p>ASK ALL WHO ARE CURRENTLY OOC AND HAVE DECIDED TO STAY WITH THE SAME PROVIDER (CODE 3 AT Q2 AND CODE 3 AT Q4)</p> <p>Why did you decide to stay with your existing provider without signing up to a new contract with them?</p> <p>RANDOMISE CODE LIST, MULTICODE POSSIBLE</p> <p>There wasn't enough difference in cost for it to be worth re-contracting 1</p> <p>I had difficulty comparing what other providers were offering 2</p> <p>I had difficulty comparing the deals my own provider was offering 3</p> <p>I didn't have time to look into different deals 4</p> <p>I had difficulty contacting my provider to set up a new contract 5</p> <p>I had difficulty trying to cancel my current service 6</p> <p>I had difficulty when contacting potential new providers 7</p> <p>Even if I could save money by getting a different deal with my provider for my [SERVICE], I am happy enough with my current deal 8</p> <p>I was still paying for my handset 9</p> <p>I am happy with my current handset and will look around for a new contract when I need a new handset 10</p> <p>I am waiting for the launch of a specific handset 11</p> <p>I want the flexibility to be able to end my contract without having to give notice 12</p> <p>I didn't want to change the services in my deal/package 13</p> <p>I was waiting for another contract to end, so I can move all my services to one provider 14</p> <p>I was waiting for another contract to end, so I can align my contract end dates in the future 15</p> <p>Other reason [WRITE IN] 16</p>	
----	--	--

Q7	<p>ASK ALL WHO HAVE RECENTLY CHANGED PROVIDER (CODE 2 AT Q2)</p> <p>SINGLE CODE</p> <p>Which provider did you use for your [SERVICE] service before you switched to [PROVIDER AT Q1]?</p> <p>BT 1</p> <p>EE 2</p> <p>Giff-Gaff 3</p> <p>O2 4</p> <p>Plusnet 5</p> <p>Sky 6</p> <p>TalkTalk 7</p> <p>Tesco Mobile 8</p> <p>Three 9</p> <p>Virgin Media 10</p> <p>Virgin Mobile 11</p> <p>Vodafone 12</p> <p>Other [WRITE IN] 13</p> <p>None, this is my first [SERVICE] contract 14</p>	
----	--	--

Q8	<p>ASK ALL WHO HAVE SWITCHED PROVIDER (CODE 2 AT Q2 AND NOT CODE 14 AT Q7)</p> <p>Why did you decide to change provider?</p> <p>RANDOMISE CODE LIST, MULTICODE POSSIBLE</p> <p>I wanted to reduce the cost of services 1</p> <p>I found out about a better deal/ price with another provider 2</p> <p>My contract/ deal came to an end 3</p> <p>My previous provider increased the cost of services 4</p> <p>I regularly review to check that I have the best deal 5</p> <p>Poor customer service with previous provider 6</p> <p>Technical / service / coverage issues with my previous provider 7</p> <p>Friends or family mentioned a deal 8</p> <p>When I was advised that my price would rise and I could leave my contract 9</p> <p>My previous provider would not negotiate on costs 10</p> <p>I wanted the convenience of getting all my services from one provider 11</p> <p>I heard about other technology or services that I am interested in 12</p> <p>I wanted faster broadband services 13</p> <p>I wanted to reduce the speed of my broadband service 14</p> <p>New services/providers became available in my area 15</p> <p>I wanted better compatibility between my different devices/ services 16</p> <p>I wanted unlimited broadband services 17</p> <p>I wanted a specific deal or service not available with my previous provider 18</p> <p>I wanted to reduce content or channels 19</p> <p>I wanted to increase content or channels 20</p> <p>I wanted to reduce my data/texts/voice minutes allowance 21</p> <p>I wanted to increase my data/texts/voice minutes allowance 22</p> <p>I wanted a specific handset, and this was the best deal on it 23</p> <p>I wanted to spread the cost over a longer period of time 24</p> <p>Other reason [WRITE IN]</p>	
----	---	--

Q9	<p>ASK ALL EXCEPT THOSE WHO DID NOT HAVE THE SERVICE BEFORE (CODE 14 AT Q7)</p> <p>Thinking back to between July and September, did your (previous IF Q2 CODE 2) [SERVICE] provider contact you to let you know that your contract was approaching its end? This may have been in the form of a letter, email or text and would tell you that you were coming towards the end of your contract and set out some options for you.</p> <p>MULTICODE 1 – 3 POSSIBLE</p> <p>Yes, received a letter 1</p> <p>Yes, received an email 2</p> <p>Yes, received a text 3</p> <p>Received a notification, but can't remember how it came 4</p> <p>Did not receive any of these 5</p> <p>Don't know/not sure 6</p>	
----	--	--

Q10a	<p>ASK ALL WHO HAVE RE-CONTRACTED, SIGNED UP WITH NEW PROVIDER OR ARE NOW OOC (CODES 1, 2 OR 3 AT Q2)</p> <p>[Before you [signed up to your new contract / decided to stay with your current provider] did you do any of the following? / Since July, have you done any of the following?</p> <p>MULTICODE POSSIBLE</p> <p>Speak to friends or family about [SERVICE] providers and/or deals 1</p> <p>Look into deals with your existing provider at that time 2</p> <p>Look into deals with alternative provider/s 3</p> <p>Contact your existing provider at that time (e.g. via phone, webchats, email) 4</p> <p>Try to negotiate a deal with your existing provider 5</p> <p>Contact alternative provider/s (e.g. via phone webchats, email) 6</p> <p>Something else [WRITE IN] 7</p> <p>Did not do any of these things 8</p> <p>Don't know/not sure 9</p>	
Q10b	<p>ASK WHO HAVE RE-CONTRACTED, SIGNED UP WITH A NEW PROVIDER OR ARE NOW OOC, RECALL RECEIVING AN ECN AND LOOKED INTO DEALS WITH THEIR EXISTING PROVIDER (CODES 1, 2 OR 3 AT Q2, CODES 1-4 AT Q9 AND CODE 2 AT Q10a)</p> <p>Which of the following best describes the deals you looked into with your existing provider?</p> <p>MULTICODE 1 AND 2 POSSIBLE</p> <p>The deals set out in the notification I received from my provider 1</p> <p>Other deals that were not mentioned in the notification 2</p> <p>Don't know/not sure 3</p>	
Q10c	<p>ASK ALL WHO HAVE RE-CONTRACTED, SIGNED UP WITH A NEW PROVIDER OR ARE NOW OOC, RECALL RECEIVING AN ECN, TRIED TO NEGOTIATE A BETTER DEAL WITH THEIR EXISTING PROVIDER (CODES 1, 2 OR 3 AT Q2 AND CODES 1-4 AT Q9 AND CODE 5 AT Q10a)</p> <p>Were you successful in negotiating a deal with your existing provider?</p> <p>SINGLE CODE</p> <p>Yes 1</p> <p>No 2</p> <p>Don't know/not sure 3</p>	
Q11a	<p>ASK ALL WHO DID SOMETHING BEFORE SIGNING UP TO THEIR NEW CONTRACT /DECIDING TO STAY OOC AND RECALL RECEVEING AN ECN (CODES 1, 2 OR 3 AT Q2 AND AT LEAST ONE OF CODES 1-7 AT Q10a AND CODES 1-4 AT Q9)</p> <p>Thinking about the action you took, to what extent, if at all, was this prompted by your provider contacting you to let you know your contract was approaching its end?</p> <p>SINGLE CODE</p> <p>Completely, I wouldn't have done anything if I hadn't received the notification 1</p> <p>The notification was a useful reminder to do something, but I may have acted anyway 2</p> <p>Not at all, I would have done something even if I hadn't received the notification 3</p> <p>Don't know/not sure 4</p>	

Q11b	<p>ASK ALL WHO TOOK SOME ACTION AS A RESULT OF RECEIVING AN ECN (CODE 1 OR 2 AT Q11a)</p> <p>How soon after receiving the reminder from your provider did first start to think about taking any action?</p> <p>SINGLE CODE</p> <p style="text-align: right;">Straight away 1 Within a week 2 Between one week and one month 3 Longer than one month 4 Don't know/not sure 5</p>	
Q12	<p>ASK ALL WHO RECALL RECEIVING AN ECN AND DID NOT TAKE ANY ACTION (CODES 1-4 AT Q9 AND CODE 8 AT Q10a)</p> <p>Why didn't you do anything after you received the letter, email or text from your provider letting you know that your contract was approaching its end?</p> <p>MULTICODE POSSIBLE</p> <p style="text-align: right;">The letter/email/text message gave the option to do nothing, and I was happy to take that option 1 I didn't understand the letter/email/text 2 I lost or forgot about the letter/email/text 3 I received the letter/email/text too long before my contract was due to end 4 I don't know how to look for a new deal/provider 5 I'm not confident in contacting my provider 6 I'm not confident in contacting alternative providers 7 I don't know how to access information about my current deal 8 The savings I could make on my [SERVICE] would be too low to make it worth spending time looking for a better deal 9 Even if I could save money by getting a different deal for my [SERVICE], I am happy enough with my current deal 10 I don't have time to look into different deals 11 Other reason [WRITE IN] 12 Can't remember 13</p>	
Q13a	<p>ASK ALL MOBILE CUSTOMERS</p> <p>Which of the following best describes the deal that you are paying for now for your mobile service?</p> <p>SINGLE CODE</p> <p style="text-align: right;">Monthly contract including a handset 1 SIM only monthly contract – no handset included in the deal 2 Pay as you go (PAYG)/ top-ups 3 Not sure 4</p>	

Q13b	<p>ASK ALL WHO HAVE RE-CONTRACTED WITH THE SAME PROVIDER OR SWITCHED PROVIDER AND PAY MONTHLY INCLUDING A HANDSET OR SIM-ONLY MOBILE CUSTOMERS (CODE 1 OR 2 AT Q2 AND CODE 1 OR 2 AT Q13a)</p> <p>How long is your new contract for?</p> <p style="text-align: right;">One month rolling* 1 Up to 12 months 2 Between 13 and 24 months 3 25 or more months 4 Don't know 5</p> <p>*SHOW THIS CODE TO SIM-ONLY CUSTOMERS ONLY (CODE 2 AT Q13a)</p>	
Q14a	<p>ASK ALL MOBILE CUSTOMERS WHO HAVE RE-CONTRACTED WITH THE SAME PROVIDER, SWITCHED PROVIDER OR WHO ARE NOW OOC (CODE 1, 2 OR 3 AT Q2 AND NOT CODE 14 AT Q7)</p> <p>And which of the following best describes the deal that you were paying for your mobile phone [before you signed up to your new contract / before you signed up to your new provider / before your contract ended]?</p> <p>SINGLE CODE</p> <p style="text-align: right;">Monthly contract including a handset 1 SIM only monthly contract – no handset included in the deal 2 Pay as you go (PAYG)/ top-ups 3 Not applicable: I didn't have a mobile service before this one 4 Not sure 5</p>	
Q14b	<p>ASK ALL PAY MONTHLY MOBILE CUSTOMERS WHOSE PREVIOUS DEAL INCLUDED A HANDSET OR WAS SIM-ONLY (CODE 1 OR 2 AT Q14a)</p> <p>How long was your old contract for?</p> <p style="text-align: right;">One month rolling* 1 Up to 12 months 2 Between 13 and 24 months 3 25 or more months 4 Can't remember 5</p> <p>*SHOW THIS CODE TO SIM-ONLY CUSTOMERS ONLY (CODE 2 AT Q14a)</p>	

Q15	<p>ASK ALL WHO HAVE RE-CONTRACTED WITH THE SAME PROVIDER OR SWITCHED PROVIDER (CODE 1 OR 2 AT Q2 AND NOT CODE 14 AT Q7)</p> <p>Thinking about the services included in your current deal, how does this compare with your previous one?</p> <p>SINGLE CODE</p> <p style="text-align: right;">The service is exactly or almost the same 1 I have upgraded one or more elements of the service (e.g. bigger mobile data allowance/ faster broadband speed) 2 I have downgraded one or more elements of the service (e.g. lower mobile data allowance/lower broadband speed) 3 Not sure 4</p>	
-----	---	--

Q16a	ASK ALL WHO HAVE RE-CONTRACTED WITH THE SAME PROVIDER OR SWITCHED PROVIDER (CODE 1 OR 2 AT Q2 AND NOT CODE 14 AT Q7) How does your current deal compare with your previous deal on price ? SINGLE CODE					
	<div style="text-align: right;"> My current deal is more expensive My current deal is about the same price My current deal is cheaper Not sure </div>					1 2 3 4
Q16b	ASK ALL WHO ARE NOW OOC (CODE 3 AT Q2) How does what you are paying for your [SERVICE] now, compare with what you were paying when you were still in-contract? SINGLE CODE					
	<div style="text-align: right;"> I am now paying more I am now paying the same I am now paying less Not sure </div>					1 2 3 4
Q17	To what extent to you agree or disagree with the following statements?					
		Agree strongly	Agree slightly	Disagree slightly	Disagree strongly	Don't know
	ASK ALL I am happy that I am on the best [SERVICE] deal for my needs	1	2	3	4	5
	ASK THOSE WHO RECALL RECIEVING AN ECN (CODES 1-4 AT Q9) I found it helpful that my provider reminded me about my contract finishing soon	1	2	3	4	5
	ASK THOSE WHO HAVE RE-CONTRACTED WITH THE SAME PROVIDER OR SWITCHED PROVIDER AND RECALL RECIEVING AN ECN (CODES 1 OR 2 AT Q2 AND CODES 1-4 AT Q9) Receiving a reminder that my contract was finishing soon helped me get a better deal	1	2	3	4	5

	And finally, a few questions about you	
Q18	Are you....? Female Male Prefer to use my own term Prefer not to say	1 2 3 4
Q19	Which of these age groups do you fall into? 16-24 25-34 35-44 45-54 55-64 65-74 75+ Prefer not to say	1 2 3 4 5 6 7 8
Q20	In which part of the UK do you live? England Northern Ireland Scotland Wales Prefer not to say	1 2 3 4 5

	Consent question	
	<p>SHOW TO ALL</p> <p>Ofcom is in process of assessing the notifications sent to [SERVICE] customers telling them that their contract is coming to an end. We will be considering whether these notifications are effective in helping customers to get a good deal and whether Ofcom should do more to help consumers.</p> <p>During the survey you were asked questions about your decisions, actions and experiences regarding your choice of [SERVICE] provider and whether you had received notification from your provider about your contract coming to an end.</p> <p>Ofcom would like to link your survey responses with information from your provider about your [SERVICE] service. For example, your contract status and the deal you are on, as well as some specific features of any reminder notifications that were sent to you (e.g. timing, format, deals offered).</p> <p>Ofcom has requested anonymised customer data from [SERVICE] providers about all their customers whose contracts were due to end in September 2020 and were sent a notification all their new customers who joined in September 2020² (not just those who have taken part in this survey). This data has been provided in an anonymised format and Ofcom has not been provided with any information that could personally identify you (e.g. your name or address).</p>	
Q21	<p>Your [SERVICE] provider will not be aware which of their customers have participated in this survey and will not be provided with your individual responses.</p> <p>Do you consent to Ofcom linking your anonymised survey responses to your provider's anonymised data in order to carry out this analysis?</p>	<p>Yes 1</p> <p>No 2</p>

² Green = text for Group A: EOCN sample, purple = text for Group B: new customer sample