

## SCREENING QUESTIONNAIRE

Good morning/ afternoon/ evening. My name is ..... I'm from a company called FieldWorks, an independent market research company. We are conducting a special survey on behalf of Ofcom, the regulator for the UK communications industry. Ofcom is very interested in hearing your views on a variety of things including mobile phones, home phones, internet and TV. The interview will take between 25 and 50 minutes depending on your answers.

We're interested in talking with you about the communications technology that you have at home – so fixed and mobile phones, broadband internet access, and television services. Would you be responsible for making decisions about which supplier to use for those types of services – whether on your own or jointly with someone else? IF NO – Who should I speak with about this?

We operate under the Code of Conduct of the Market Research Society, and I can assure you that your answers will be treated with confidence and that you will not receive any follow-up contact to try to sell you anything.

**Additional information if needed by interviewer** – “Ofcom (the Office of Communications) became the new regulator for the UK communications industry on 29 December 2003. Ofcom inherited the duties of the five previous communications regulators - the Broadcasting Standards Commission (BSC), the Independent Television Commission (ITC), Ofjel, the Radio Authority and the Radio communications Agency.”

### COMPLETE FOR ALL RESPONDENTS

S1 CODE GENDER (DO NOT ASK)

Male .....	1
Female .....	2

S2 What is your age?  
WRITE IN AND CODE EXACT AGE

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16 - 17 .....	1
18 - 24 .....	2
25 - 34 .....	3
35 - 44 .....	4
45 - 54 .....	5
55 - 64 .....	6
65 - 74 .....	7
75+ .....	8

S3 What is the occupation of the main wage earner in your household?

Position/ Rank/ Grade: \_\_\_\_\_ Industry/ type of company: \_\_\_\_\_

Qual's/ degree/ apprenticeship: \_\_\_\_\_ Number of staff responsible for \_\_\_\_\_

#### CODE SOCIAL GRADE BELOW

A.....	1
B.....	2
C1.....	3
C2.....	4
D.....	5
E.....	6
Refused.....	7

**INTERVIEWER INSTRUCTION – CHECK QUOTAS FOR GENDER, AGE AND SOCIAL GRADE AND CONTINUE TO NEXT SCREENING SECTION**

## DEVICES OWNED SECTION

SAY TO RESPONDENT - Firstly I'd like to ask you about the types of services that you have in your home.

### QA1 ASK ALL

**SHOWCARD A1** Which of these services are in your household? Just read out the numbers that apply.

MULTICODE OK FOR CODES 1-4

- A TV service via cable TV, satellite TV or a broadband connection which you either **pay a monthly subscription** to receive or you can **pay to view** particular programmes or films (such as from Virgin Media, Sky, BT Vision or Tiscali TV) ..... 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 port on a laptop or computer)..... 2
- A **mobile phone** that you personally use ..... 3
- A **fixed line phone** service for making and receiving calls (not using a mobile phone or the internet to make or receive calls) ..... 4
- None of these (SINGLE CODE) ..... 5 CLOSE

### QA2 ASK IF MORE THAN ONE SERVICE AT QA1 (MULTICODE OF CODES 1-4) – OTHERS SKIP TO QA3

Do you receive more than one of these services as part of an overall deal or package from the same supplier?

SINGLE CODE

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

### QA3 ASK IF RESPONDENT HAS A CABLE/ SATELLITE/ BROADBAND TV SERVICE AT QA1 (CODE 1) – OTHERS SKIP TO QA4

Does your TV service include sports or movie channels which you pay an additional fee to receive?

MULTICODE OK FOR CODES 1-2

- Sports ..... 1
- Movies ..... 2
- No, neither (SINGLE CODE) ..... 3
- Don't know (SINGLE CODE) ..... 4

### QA4 ASK IF RESPONDENT USES A MOBILE PHONE SERVICE AT QA1 (CODE 3) – OTHERS SKIP TO QA5

Is your mobile phone a pay as you go phone which requires top-ups, or do you have a monthly contract for the phone?

IF RESPONDENT USES BOTH TYPES – Which is your main one?

SINGLE CODE

- A pay as you go mobile phone which requires top-ups ..... 1
- A mobile phone with a monthly contract ..... 2

### QA5 ASK IF HAVE A FIXED LINE PHONE SERVICE AT QA1 (CODE 4) – OTHERS SKIP TO QA6

Do you pay the same company for both the calls and the line rental for your fixed line phone service, or do you use different companies?

SINGLE CODE

- Same company for both calls and line rental ..... 1
- Different companies for calls and line rental ..... 2
- Don't know ..... 3

QA6 CHECK RESPONSES AT QA1 AND CIRCLE A, B, C, D FOR EACH SERVICE IN THE HOUSEHOLD  
 ASK QA6A-D FOR EACH SERVICE CIRCLED.

SHOWCARD A6 Which supplier do you use for [SERVICE AT QA6A-D]? Please say which company you pay for this service, not the manufacturer's name.

	TV service with a monthly subscription (QA1 CODE 1)	Fixed line broadband (QA1 CODE 2)	Mobile phone network (QA1 CODE 3)	Fixed line phone (calls) (QA1 CODE 4)
	A	B	C	D
Alpha Telecom	1	1	1	1
AOL	2	2	2	2
BT (BT Total Broadband/ BT Yahoo/ BT Openworld/ BT Mobile/ BT Vision)	3	3	3	3
Be	4	4	4	4
Demon Internet	5	5	5	5
Eclipse Internet	6	6	6	6
Equitalk	7	7	7	7
Euphony	8	8	8	8
First Telecom	9	9	9	9
Go Talk	10	10	10	10
Greenbee	11	11	11	11
Homecall	12	12	12	12
Kingston Communications (KC Talk/ Karoo)	13	13	13	13
Madasafish	14	14	14	14
O2 (formerly BT Cellnet)	15	15	15	15
Orange (Wanadoo/ Freeserve)	16	16	16	16
Pipex	17	17	17	17
PlusNet	18	18	18	18
Post Office	19	19	19	19
Primus	20	20	20	20
Sky (Sky TV/ Sky Broadband/ Sky Talk)	21	21	21	21
Smallworld Media	22	22	22	22
Swiftcall	23	23	23	23
Talk Talk / Carphone Warehouse	24	24	24	24
Telecom Plus	25	25	25	25
Tesco	26	26	26	26
'3' Mobile	27	27	27	27
Tiscali/ HomeChoice	28	28	28	28
T-Mobile (formerly One2One)	29	29	29	29
Top-up TV	30	30	30	30
Toucan	31	31	31	31
24 Talk	32	32	32	32
Virgin (Virgin Media/ Virgin Mobile – formerly NTL/ Telewest/ Blueyonder)	33	33	33	33
Vodafone	34	34	34	34
Zen Internet	35	35	35	35
Other supplier – SPECIFY ON NEXT PAGE	36	36	36	36

**WRITE IN OTHER SUPPLIERS USED AT QA6A-D (CODE 36) – OR SKIP TO QA7**

A	TV service with a monthly subscription	
B	Fixed broadband service	
C	Mobile phone network	
D	Fixed line phone calls	

**QA7 ASK IF USE THE SAME SUPPLIER FOR ANY TWO OR MORE SERVICES AT QA6A-D – OTHERS SKIP TO INSTRUCTIONS AT QA9**

Do you receive one bill or separate bills for your (SERVICES USING SAME SUPPLIER AT QA6A-D)?  
SINGLE CODE

- One bill for both/ all services..... 1 QA7A
- One bill for more than one service, separate bill for mobile phone..... 2 QA7A
- Separate bills for both/ all services ..... 3 QA9
- Not sure ..... 4 QA8

**QA7A ASK IF 'ONE BILL' AT QA7 (CODES 1-2) – OTHERS SKIP TO INSTRUCTIONS AT QA9**

So, just to confirm, which services do you receive covered by a single bill from that supplier?

- TV service..... 1
- Fixed broadband service ..... 2
- Mobile phone ..... 3
- Fixed line phone calls ..... 4

**QA8 ASK IF NOT SURE AT QA7 (CODE 4) – OTHERS SKIP TO INSTRUCTIONS AT QA9**

**READ OUT SERVICES USED FROM SAME SUPPLIER AT QA6A-D:** You said you receive (SERVICES AT QA6A-D) from (NAME OF SUPPLIER). Do you get these services as a package or as separate services?

- TV service..... 1
- Fixed broadband service ..... 2
- Mobile phone ..... 3
- Fixed line phone calls ..... 4
- All separate services (SINGLE CODE) ..... 5

**QA9 IMPORTANT - COMPLETE FOR ALL RESPONDENTS BEFORE CONTINUING**

MUST BE MULTICODE 1-4 FOR 'PACKAGE' AT QA9A . MULTICODE OK FOR 'STANDALONE' AT QA9B

	QA7A	QA8	PACKAGE (FROM QA7A/ QA8)	STANDALONE
			A	B
TV service with monthly subscription	1	1	1	1
Fixed broadband service	2	2	2	2
Mobile phone	3	3	3	3
Fixed line phone	4	4	4	4
None (SINGLE CODE)	5	5	5	5

- COPY OVER RESPONSES FROM QA7A INTO THE FIRST COLUMN
- COPY OVER RESPONSES FROM QA8 INTO THE SECOND COLUMN
- CIRCLE IN QA9A ('PACKAGE') ANY SERVICES CODED 1-4 AT QA7A OR CODED 1-4 AT QA8
- IF NO SERVICES CIRCLED AT 1-4 IN 'PACKAGE', THEN CIRCLE CODE 5 FOR 'NONE OF THESE'
- REFER BACK TO QA1 - ANY SERVICES SHOWN AT QA1 THAT ARE NOT CODED AT QA9A IN 'PACKAGE' MUST NOW BE CODED AT QA9B AS 'STANDALONE' - OR CIRCLE CODE 5 FOR 'NONE OF THESE' IF ALL SERVICES AT QA1 ARE CODED IN 'PACKAGE'
- ALL SERVICES AT QA1 MUST APPEAR IN EITHER QA9A OR QA9B

**QA10 IMPORTANT - COMPLETE FOR ALL RESPONDENTS BEFORE CONTINUING**

- IF 'PACKAGE' AT QA9A (CODES 1-4) – CIRCLE 'A' AND CODE THE SUPPLIER USED FOR THIS PACKAGE AT QA6A-D
- IF 'STANDALONE' AT QA9B (CODES 1-4) – CIRCLE B-E FOR THE SERVICES AND CODE THE SUPPLIER/S USED AT QA6A-D

SINGLE CODE ONLY PER COLUMN

	Package of services	STANDALONE SERVICES			
		TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone service (calls)
	A	B	C	D	E
Alpha Telecom	1	1	1	1	1
AOL	2	2	2	2	2
BT (BT Total Broadband/ BT Yahoo/ BT Openworld/ BT Mobile/ BT Vision)	3	3	3	3	3
Be	4	4	4	4	4
Demon Internet	5	5	5	5	5
Eclipse Internet	6	6	6	6	6
Equitalk	7	7	7	7	7
Euphony	8	8	8	8	8
First Telecom	9	9	9	9	9
Go Talk	10	10	10	10	10
Greenbee	11	11	11	11	11
Homecall	12	12	12	12	12
Kingston Communications (KC Talk/ Karoo)	13	13	13	13	13
Madasafish	14	14	14	14	14
O2 (formerly BT Cellnet)	15	15	15	15	15
Orange (Wanadoo/ Freeserve)	16	16	16	16	16
Pipex	17	17	17	17	17
PlusNet	18	18	18	18	18
Post Office	19	19	19	19	19
Primus	20	20	20	20	20
Sky (Sky TV/ Sky Broadband/ Sky Talk)	21	21	21	21	21
Smallworld Media	22	22	22	22	22
Swiftcall	23	23	23	23	23
Talk Talk / Carphone Warehouse	24	24	24	24	24
Telecom Plus	25	25	25	25	25
Tesco	26	26	26	26	26
'3' Mobile	27	27	27	27	27
Tiscali/ HomeChoice	28	28	28	28	28
T-Mobile (formerly One2One)	29	29	29	29	29
Top-up TV	30	30	30	30	30
Toucan	31	31	31	31	31
24 Talk	32	32	32	32	32
Virgin (Virgin Media/ Virgin Mobile – formerly NTL/ Telewest/ Blueyonder)	33	33	33	33	33
Vodafone	34	34	34	34	34
Zen Internet	35	35	35	35	35
Other supplier – PREVIOUSLY DETAILED AFTER QA6	36	36	36	36	36

QA11 **ASK ALL**

CHECK QA10 AND CIRCLE A-E IN THE TABLE BELOW FOR EACH SHOWN

ASK QA11A-E FOR EACH SERVICE CIRCLED

SHOWCARD A11 How long ago did you start taking (SERVICE) from (SUPPLIER AT QA10A-E)?

	STANDALONE SERVICES				
	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
In the last 6 months	1	1	1	1	1
In the last 7-12 months	2	2	2	2	2
Up to 2 years ago	3	3	3	3	3
Up to 4 years ago	4	4	4	4	4
More than 4 years ago	5	5	5	5	5
Can't remember	6	6	6	6	6

QA12 **ASK IF PACKAGE OF SERVICES AT QA9A (CODES 1-4) – OTHERS SKIP TO QA21**

How much is your average MONTHLY bill for this package of services?

(Please include all charges on the bill such as a monthly subscription or rental charge, line rental, call charges, and any programme subscription or pay to view charges.)

WRITE IN ACTUAL AMOUNT PER MONTH IF KNOWN IN POUNDS ALSO CODE INTO CODE FRAME. USE LEADING ZEROS – PROMPT FROM CODE FRAME IF NECESSARY

£

- Up to £19.99 ..... 1
- £20.00 - £29.99 ..... 2
- £30.00 - £39.99 ..... 3
- £40.00 - £49.99 ..... 4
- £50.00 - £59.99 ..... 5
- £60.00 or more ..... 6
- Don't know ..... 7

QA13 **ASK IF PACKAGE OF SERVICES**

Do you receive a discount or special deal for having this package of services?

**IF RESPONDENT IS UNSURE, CHECK:** Do you think that you pay less for having these services as a package rather than purchasing these services separately?

SINGLE CODE

- Yes ..... 1 QA15
- No ..... 2 QA16
- No, not possible to purchase separately ..... 3 QA16
- Not sure ..... 4 QA14

QA14 **ASK IF NOT SURE AT QA13 (CODE 4) – OTHERS SKIP TO QA15/ QA16**

Do you think you pay less for having these services from the same supplier than you would if you had shopped around and bought the services separately from different suppliers?

SINGLE CODE

- Yes ..... 1 QA15
- No ..... 2 QA16
- No, not possible to purchase separately ..... 3 QA16
- Not sure ..... 4 QA16

QA15 **ASK IF RECEIVE A DISCOUNT/ SPECIAL DEAL AT QA13 (CODE 1) OR QA14 (CODE 1) – OTHERS SKIP TO QA16**

How much do you think you are saving each month by having this package of services?

WRITE IN ACTUAL AMOUNT PER MONTH IF KNOWN IN POUNDS ALSO CODE INTO CODE FRAME. USE LEADING ZEROS – PROMPT FROM CODE FRAME IF NECESSARY



- Under £5..... 1
- £5.00 - £9.99 ..... 2
- £10.00 - £14.99 ..... 3
- £15.00 - £19.99 ..... 4
- £20.00 or more ..... 5
- Don't know ..... 6

QA16 **ASK IF PACKAGE OF SERVICES**

When you first took a subscription from (PACKAGE SUPPLIER AT QA10A), which services were in the package?  
MUST MULTICODE 1-4

- TV service..... 1
- Fixed broadband service ..... 2
- Mobile phone ..... 3
- Fixed line phone calls ..... 4
- Don't know (SINGLE CODE)..... 5

QA17 **ASK IF PACKAGE OF SERVICES**

CHECK QA9A AND CIRCLE B-E IN THE TABLE BELOW FOR EACH SERVICE IN THE PACKAGE

ASK QA17B-E FOR EACH SERVICE CIRCLED

SHOWCARD A17 Who did you use for your (SERVICE) before you had your package of services with (PACKAGE SUPPLIER AT QA10A)?

SINGLE CODE

	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	B	C	D	E
The current supplier	1	1	1	1
Another supplier, as part of a package	2	2	2	2
Another supplier, but not in a package	3	3	3	3
Did not have this service before	4	4	4	4
Don't know	5	5	5	5

QA18 **ASK IF PACKAGE OF SERVICES**

Is there one service in your package which you particularly wanted to use (PACKAGE SUPPLIER AT QA10A) for?

IF YES – Which service?

SINGLE CODE – MUST BE ONE SERVICE FROM QA9A

- TV service..... 1
- Fixed broadband service ..... 2
- Mobile phone ..... 3
- Fixed line phone calls ..... 4
- No particular service..... 5
- Don't know..... 6



QA19 **ASK IF PACKAGE OF SERVICES**

**SHOWCARD A19** Which, if any, of these were important in your decision to take a package of services rather than take these services separately? Please just read out any numbers that apply. What else was important in your decision?  
MULTICODE OK FOR CODES 1-10

QA20 **ASK IF MULTI-CODED AT QA19 (CODES 1-10) – OTHERS SKIP TO QA21**

**SHOWCARD A19 AGAIN** Which **one** was most important in your decision to take a package of services?  
SINGLE CODE ONE RESPONSE GIVEN AT QA19

	QA19	QA20
It's cheaper to take a package than separate services or a single service .....	1	1
It's more convenient to deal with one supplier .....	2	2
It's more convenient to have everything on one bill.....	3	3
It's easier to budget for the monthly cost of a package .....	4	4
This is the only supplier I can use for one or more of the services I have.....	5	5
I had to take more than one service to use this supplier .....	6	6
The supplier offered one of the services for free if I took out the package.....	7	7
I had a good previous experience of using this supplier for one or more of the services, so was happy to try them for another service .....	8	8
I needed to sign up for a package of services in order to get some equipment from this supplier for free or at a reduced price (such as a set-top box, a digital video recorder, a wireless router or a mobile phone) .....	9	9
Other (WRITE IN) _____	10	10
Don't know .....	11	11

QA21 **ASK ALL**

**SHOWCARD A21**

**CHECK QA1 AND CIRCLE B-E BELOW FOR THE SERVICES IN THE HOUSEHOLD**

**ASK QA21B-E FOR EACH SERVICE CIRCLED**

How satisfied are you with the overall service provided for your (NAME OF SERVICE CIRCLED AT QA21B-E)?

	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	B	C	D	E
1 – Very dissatisfied	1	1	1	1
2	2	2	2	2
3 – Neither satisfied nor dissatisfied	3	3	3	3
4	4	4	4	4
5 – Very satisfied	5	5	5	5
Don't know	6	6	6	6

QA22 **ASK ALL**

SHOWCARD A21 AGAIN

CHECK QA1 AND CIRCLE B-E BELOW FOR THE SERVICES IN THE HOUSEHOLD

ASK QA22B-E FOR EACH SERVICE CIRCLED

How satisfied are you with your experience of dealing with the customer services for your (NAME OF SERVICE CIRCLED AT QA22B-E)?

	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	B	C	D	E
1 – Very dissatisfied	1	1	1	1
2	2	2	2	2
3 – Neither satisfied nor dissatisfied	3	3	3	3
4	4	4	4	4
5 – Very satisfied	5	5	5	5
Don't know	6	6	6	6

QA23 **ASK ALL**

SHOWCARD A21 AGAIN

CHECK QA1 AND CIRCLE B-E BELOW FOR THE SERVICES IN THE HOUSEHOLD

ASK QA23B-E FOR EACH SERVICE CIRCLED

How satisfied are you with the value for money for your (NAME OF SERVICE CIRCLED AT QA22B-E)?

	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	B	C	D	E
1 – Very dissatisfied	1	1	1	1
2	2	2	2	2
3 – Neither satisfied nor dissatisfied	3	3	3	3
4	4	4	4	4
5 – Very satisfied	5	5	5	5
Don't know	6	6	6	6

QA24 **ASK ALL**

**CHECK QA10 AND CIRCLE A-E IN THE TABLE BELOW FOR EACH SHOWN**

**ASK QA24A-E FOR EACH SERVICE CIRCLED**

**SHOWCARD A24** When you took out (SERVICE) with (SUPPLIER AT QA10A-E), did you have a contract which tied you to their service for a period of time? IF YES – How long was that contract for

	STANDALONE SERVICES				
	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
No, did not have a contract with them	1	1	1	1	1
Under 12 months	2	2	2	2	2
12 months	3	3	3	3	3
18 months	4	4	4	4	4
24 months/ 2 years	5	5	5	5	5
Over 2 years	6	6	6	6	6
Don't know how long the contract was for	7	7	7	7	7
Don't know if there was a contract	8	8	8	8	8

QA25 **ASK IF HAD A CONTRACT FOR EACH SERVICE AT QA24 (CODES 1-6) – OTHERS SKIP TO QA26**

**CHECK QA24A-E AND CIRCLE A-E IN THE TABLE BELOW FOR EACH CODED AS 2-6 AT QA24A-E**

**ASK QA25A-E FOR EACH SERVICE CIRCLED**

**SHOWCARD A25** When does your current contract for your (SERVICE) run out?

	STANDALONE SERVICES				
	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
Out of the contract period	1	1	1	1	1
In the next month	2	2	2	2	2
In the next 2-3 months	3	3	3	3	3
In the next 4-6 months	4	4	4	4	4
In the next 7-12 months	5	5	5	5	5
Over a year from now	6	6	6	6	6
Not sure	7	7	7	7	7

QA26 **ASK IF PACKAGE OF SERVICES AT QA9A (CODES 1-4) – OTHERS SKIP TO QA29**

**SHOWCARD A26** Which of the following applies to you or your household in the last year?

IF NECESSARY – Please think about any supplier changes that have happened with permission, not where a change has been made without the consent or knowledge of anyone in your household.

SINGLE CODE

Switched supplier for your whole package of services to one other supplier .....	1	QA29
Switched supplier for any individual services in your package .....	2	QA27
Considered switching supplier for your whole package of services to one other supplier, but not switched.....	3	QA29
Considered switching supplier for any individual services in your package, but not switched .....	4	QA28
Neither switched nor considering switching supplier .....	5	QA29

QA27 **ASK IF SWITCHED SUPPLIER FOR ANY INDIVIDUAL SERVICES AT QA26 (CODE 2) – OTHERS SKIP TO QA28**

Which of the individual services in your package have you switched supplier for in the last year?

MULTI-CODE OK – MUST BE IN QA9A

IF 'TV SERVICE' – CHECK – Did you switch from another service with a monthly subscription? ONLY CODE IF 'YES'

TV service with a monthly subscription .....	1
Fixed broadband service .....	2
Mobile phone network .....	3
Fixed line phone calls .....	4

QA28 **ASK IF CONSIDERED SWITCHING SUPPLIER FOR ANY INDIVIDUAL SERVICES AT QA26 (CODE 4) – OTHERS SKIP TO QA29**

Which of the individual services in your package have you considered switching supplier for in the last year, but not switched?

SINGLE CODE – MUST BE IN QA9A

IF 'TV SERVICE' – CHECK – Would you switch to another service with a monthly subscription? ONLY CODE IF 'YES'

TV service with a monthly subscription .....	1
Fixed broadband service .....	2
Mobile phone network .....	3
Fixed line phone calls .....	4

QA29 **ASK IF ANY STANDALONE SERVICES AT QA9B (CODES 1-4) – OTHERS SKIP TO QA30**

**CHECK QA9B AND CIRCLE B-E IN THE TABLE BELOW FOR EACH STANDALONE SERVICE**

**ASK QA29B-E FOR EACH STANDALONE SERVICE**

**SHOWCARD A29** Which of these applies to your (SERVICE) in the last year?

SINGLE CODE AT EACH OF QA29B-E

IF SWITCHED/ CONSIDERED SWITCHING 'TV SERVICE' – CHECK – Would you switch to another service with a monthly subscription? ONLY CODE 1 IF 'YES'

	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	B	C	D	E
Switched supplier for the service	1	1	1	1
Considered switching supplier, but not switched	2	2	2	2
Neither switched nor considered switching	3	3	3	3

QA30 ASK IF CONSIDERED SWITCHING BUT NOT SWITCHED AT QA26 (CODE 3-4) OR AT QA29B-E (CODE 2) – OTHERS SKIP TO QA32

CIRCLE 'A' IF CODE 3 AT QA26. CIRCLE B-E IF CODES 1-4 AT QA28. CIRCLE B-E IF CODE 2 AT QA29B-E

ASK QA30A-E FOR EACH SERVICE CIRCLED

SHOWCARD A30 Which, if any, of these have you done when considering switching supplier for your (SERVICE) in the last year?

	INDIVIDUAL SERVICES IN PACKAGE AT QA28 (1-4) OR STANDALONE SERVICES AT QA29B-E				
	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
Actually made the switch to another supplier, but then cancelled the service during the cooling-off period	1	1	1	1	1
Started the switching process with your current supplier by telling them you want to cancel the service	2	2	2	2	2
Started the switching process with another supplier by telling them you want to start using their service	3	3	3	3	3
Contacted your supplier about possibly cancelling their service	4	4	4	4	4
Contacted any other suppliers you could use	5	5	5	5	5
Looked into the process I would need to go through to change supplier	6	6	6	6	6
Looked for information about other suppliers you could use	7	7	7	7	7
None of these	8	8	8	8	8

QA31 ASK IF CONSIDERED SWITCHING BUT NOT TAKEN ANY ACTIONS AT QA30A-E (CODE 7-8) – OTHERS  
SKIP TO QA32

CIRCLE A-E IF CODE 7-8 AT QA30A-E

ASK QA31A-E FOR EACH SERVICE CIRCLED

Why haven't you taken any of these steps (AT SHOWCARD A30 CODES 1-6) towards switching to another supplier for your (SERVICE) so far?

DO NOT READ OUT MULTICODE OK

	Package of services	INDIVIDUAL SERVICES IN PACKAGE AT QA28 (1-4) OR STANDALONE SERVICES AT QA29B-E			
		TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
Waiting until the end of the contract period	1	1	1	1	1
Just haven't got around to thinking about it	2	2	2	2	2
Other reasons – SPECIFY BELOW	3	3	3	3	3

A. PACKAGE OF SERVICES -----

B. TV SERVICE -----

C. FIXED LINE BROADBAND -----

D. MOBILE PHONE NETWORK -----

E. FIXED LINE PHONE CALLS -----

QA32 **ASK IF NEITHER SWITCHED NOR CONSIDERED SWITCHING AT QA26 (CODE 5) OR QA29B-E (CODE 3) – OTHERS SKIP TO QA34**

CIRCLE 'A' IF CODE 5 AT QA26. CIRCLE B-E IF CODE 3 AT QA29B-E

ASK QA32A-E FOR EACH SERVICE CIRCLED

**SHOWCARD A32** Which, if any, of these are reasons why you have not considered switching to another supplier for your (SERVICE) in the last year? Please just read out the numbers that apply. What other reasons apply?

MULTICODE OK

	Package of services	TV service	Fixed line broadband	Mobile phone	Fixed line phone calls
	A	B	C	D	E
I'm happy/ satisfied/ content with my current supplier .....	1	1	1	1	1
It's difficult to compare the services available from different providers ...	2	2	2	2	2
It's not clear what steps I would need to take to switch supplier .....	3	3	3	3	3
I don't want to have to tell my supplier I want to cancel their service .....	4	4	4	4	4
It's too time-consuming to go through the process of switching from one supplier to another .....	5	5	5	5	5
There's a big risk that something will go wrong in the switch from one supplier to another and I will lose service .....	6	6	6	6	6
I'm still within my contract period/ would have to pay an early termination charge/ cancellation charge .....	7	7	7	7	7
I don't want to have to change my email address .....	8	8	8	8	8
It would have been difficult to keep my phone number .....	9	9	9	9	9
There's not enough difference in cost to be worth switching .....	10	10	10	10	10
I would need to change, return or pay for equipment I have from my supplier .....	11	11	11	11	11
Other reasons - SPECIFY _____	12	12	12	12	12
<hr/>					
Don't know (SINGLE CODE) .....	13	13	13	13	13

QA33 **ASK IF MULTI-CODED AT QA32A-E (CODES 1-12) – OTHERS SKIP TO QA34**

**SHOWCARD A32 AGAIN** Which one of these is the main reason why you have not considered switching to another supplier?

SINGLE CODE FROM RESPONSES AT QA32A-E

	Package of services	TV service	Fixed line broadband	Mobile phone	Fixed line phone calls
	A	B	C	D	E
I'm happy/ satisfied/ content with my current supplier .....	1	1	1	1	1
It's difficult to compare the services available from different providers ...	2	2	2	2	2
It's not clear what steps I would need to take to switch supplier .....	3	3	3	3	3
I don't want to have to tell my supplier I want to cancel their service .....	4	4	4	4	4
It's too time-consuming to go through the process of switching from one supplier to another .....	5	5	5	5	5
There's a big risk that something will go wrong in the switch from one supplier to another and I will lose service .....	6	6	6	6	6
I'm still within my contract period/ would have to pay an early termination charge/ cancellation charge .....	7	7	7	7	7
I don't want to have to change my email address .....	8	8	8	8	8
It would have been difficult to keep my phone number .....	9	9	9	9	9
There's not enough difference in cost to be worth switching .....	10	10	10	10	10
I would need to change, return or pay for equipment I have from my supplier .....	11	11	11	11	11
Other reasons - SPECIFY _____	12	12	12	12	12
<hr/>					
Don't know .....	13	13	13	13	13

**QA34 IMPORTANT - COMPLETE FOR ALL RESPONDENTS BEFORE CONTINUING**

- REFER BACK TO QA26, QA27 AND QA29B-E TO CHECK WHICH SERVICES HAVE BEEN SWITCHED IN THE LAST YEAR. TICK EACH AT B1-B5 UNDER 'TICK ALL THAT APPLY'
- REFER BACK TO QA30A-E TO CHECK WHICH SERVICES CONSIDERED BY THE RESPONDENT HAVE ANY ACTION TAKEN TOWARDS SWITCHING. TICK EACH AT C1-C5 UNDER 'TICK ALL THAT APPLY'
- IF NO BOXES ARE TICKED AT B1-B5 OR C1-C5 UNDER 'TICK ALL THAT APPLY' – TICK D (NONE OF THESE).

		QUESTION LABELS AND CODES	TICK <u>ALL</u> THAT APPLY	TICK A <u>MAXIMUM</u> OF TWO SECTIONS TO COMPLETE
B1	Switched whole package of services	QA26 CODE 1		
B2	Switched TV service	QA27 CODE 1 <u>OR</u> QA29B CODE 1		
B3	Switched Broadband service	QA27 CODE 2 <u>OR</u> QA29C CODE 1		
B4	Switched Mobile phone network	QA27 CODE 3 <u>OR</u> QA29D CODE 1		
B5	Switched fixed line service	QA27 CODE 4 <u>OR</u> QA29E CODE 1		
C1	Considered switching whole package of services	QA30A CODES 1-6		
C2	Considered switching TV service	QA30B CODES 1-6		
C3	Considered switching Broadband service	QA30C CODES 1-6		
C4	Considered switching Mobile phone network	QA30D CODES 1-6		
C5	Considered switching fixed line service	QA30E CODES 1-6		
D	NONE OF THESE (SINGLE CODE)	-----		

- IF YOU HAVE ONLY TICKED D (NONE OF THESE) UNDER 'TICK ALL THAT APPLY' – THEN SKIP TO QD1
- YOU WILL COVER A MAXIMUM OF TWO SECTIONS ON SWITCHING AND/ OR CONSIDERING.
- IF ONE OR TWO BOXES FROM B1-C5 ARE TICKED – USE THE LAST COLUMN ('MAXIMUM') TO TICK THOSE BOXES AGAIN. THESE ARE THE SECTIONS YOU WILL COMPLETE.
- IF YOU HAVE TICKED MORE THAN TWO BOXES FROM B1-C5 – USE THE LAST COLUMN ('MAXIMUM') TO TICK THE TOP TWO TO BE COMPLETED – FOLLOWING THE ORDER FROM B1-C5. THESE ARE THE SECTIONS YOU WILL COMPLETE.
- WHERE THE LAST COLUMN ('MAXIMUM') IS TICKED FOR ANY OF B1-B5, YOU WILL COMPLETE THE SECTION ON SWITCHING FROM QB1-QB43. THIS SECTION WILL BE REPEATED FOR A SECOND SERVICE IF THERE IS A SECOND TICK FOR B1-B5 IN THE LAST COLUMN.
- WHERE THE LAST COLUMN ('MAXIMUM') IS TICKED FOR ANY OF C1-C5, YOU WILL COMPLETE THE SECTION ON CONSIDERING BUT NOT SWITCHING FROM QC1-QC37. THIS SECTION WILL BE REPEATED FOR A SECOND SERVICE IF THERE IS A SECOND TICK FOR C1-C5 IN THE LAST COLUMN.





## SWITCHED SERVICE

**QB0 CHECK QA34 AND CIRCLE A-E THE ONE OR TWO SERVICES TICKED AT B1-B5 IN THE LAST COLUMN AT QA34 – IF NONE THEN SKIP TO QC0**

MAXIMUM TWO CODES AT QB0

A	Whole package of services
B	TV service
C	Broadband service
D	Mobile phone network
E	Fixed line service

**FIRST TIME THROUGH THIS SECTION - SAY TO RESPONDENT** – I'd like to talk to you about your experience of switching supplier for your (FIRST SERVICE CIRCLED AT QB0 ABOVE) from one supplier to another in the last 12 months.

**SECOND TIME THROUGH THIS SECTION - SAY TO RESPONDENT** – Now I'd like to talk to you about your experience of switching supplier for your (SECOND SERVICE CIRCLED AT QB0 ABOVE) from one supplier to another in the last 12 months.

**QB1 ASK ALL WHO HAVE SWITCHED SUPPLIER**

Did you make this change of provider for your (SERVICE AT QB0) at the same time as moving home?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
Yes	1	1	1	1	1	QB2
No	2	2	2	2	2	QB3
Don't know	3	3	3	3	3	QB3

**QB2 ASK IF SWITCHED AT SAME TIME AS MOVING HOME AT QB1 (CODE 1) – OTHERS SKIP TO QB3**

Could you have chosen to stay with your previous supplier when you moved?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
Yes	1	1	1	1	1	QB3
No	2	2	2	2	2	QB4
Don't know	3	3	3	3	3	QB5

QB3 **ASK IF DID NOT SWITCH WHILE MOVING AT QB1 (CODES 2-3) OR IF COULD HAVE CHOSEN TO STAY AT QB2 (CODE 1) – OTHERS SKIP TO QB4**

Why did you change from one provider to another for your (SERVICE AT QB0)?  
DO NOT READ OUT PROBE FOR REASONS AND WRITE IN BELOW

A. PACKAGE OF SERVICES -----

B. TV SERVICE -----

C. FIXED LINE BROADBAND -----

D. MOBILE PHONE NETWORK -----

E. FIXED LINE PHONE CALLS -----

QB4 **ASK ALL WHO HAVE SWITCHED SUPPLIER**

Which company previously provided the (SERVICE AT QB0)?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
Alpha Telecom	1	1	1	1	1
AOL	2	2	2	2	2
BT (BT Total Broadband/ BT Yahoo/ BT Openworld/ BT Mobile/ BT Vision)	3	3	3	3	3
Be	4	4	4	4	4
Demon Internet	5	5	5	5	5
Eclipse Internet	6	6	6	6	6
Equitalk	7	7	7	7	7
Euphony	8	8	8	8	8
First Telecom	9	9	9	9	9
Go Talk	10	10	10	10	10
Greenbee	11	11	11	11	11
Homecall	12	12	12	12	12
Kingston Communications (KC Talk/ Karoo)	13	13	13	13	13
Madasafish	14	14	14	14	14
O2 (formerly BT Cellnet)	15	15	15	15	15
Orange (Wanadoo/ Freeserve)	16	16	16	16	16
Pipex	17	17	17	17	17
PlusNet	18	18	18	18	18
Post Office	19	19	19	19	19
Primus	20	20	20	20	20
Sky (Sky TV/ Sky Broadband/ Sky Talk)	21	21	21	21	21
Smallworld Media	22	22	22	22	22
Swiftcall	23	23	23	23	23
Talk Talk / Carphone Warehouse	24	24	24	24	24
Telecom Plus	25	25	25	25	25
Tesco	26	26	26	26	26
'3' Mobile	27	27	27	27	27
Tiscali/ HomeChoice	28	28	28	28	28
T-Mobile (formerly One2One)	29	29	29	29	29
Top-up TV	30	30	30	30	30
Toucan	31	31	31	31	31
24 Talk	32	32	32	32	32
Virgin (Virgin Media/ Virgin Mobile – formerly NTL/ Telewest/ Blueyonder)	33	33	33	33	33
Vodafone	34	34	34	34	34
Zen Internet	35	35	35	35	35
Other supplier – SPECIFY ON NEXT PAGE	36	36	36	36	36

**WRITE IN OTHER SUPPLIERS USED AT QB4A-E (CODE 36) – OR SKIP TO QB5**

A	Whole package of services	
B	TV service with a monthly subscription	
C	Fixed broadband service	
D	Mobile phone network	
E	Fixed line phone calls	

**QB5 ASK ALL WHO HAVE SWITCHED SUPPLIER**

**SHOWCARD B5** How much was your average MONTHLY bill from your old supplier at the time you switched?

(Please include all charges on the bill such as a monthly subscription or rental charge, line rental, call charges, and any programme subscription or pay to view charges.)

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
Up to £19.99	1	1	1	1	1
£20.00-£29.99	2	2	2	2	2
£30.00-£39.99	3	3	3	3	3
£40.00-£49.99	4	4	4	4	4
£50.00-£59.99	5	5	5	5	5
£60 or more	6	6	6	6	6
Don't know	7	7	7	7	7

**QB6 ASK ALL WHO HAVE SWITCHED SUPPLIER**

**SHOWCARD B6** How long had you been with your old supplier for (SERVICE AT QB0) before you switched?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
Up to 6 months	1	1	1	1	1
7-12 months	2	2	2	2	2
More than 1 year, up to 2 years	3	3	3	3	3
More than 2 years, up to 4 years	4	4	4	4	4
More than 4 years, up to 6 years	5	5	5	5	5
More than 6 years, up to 10 years	6	6	6	6	6
More than 10 years	7	7	7	7	7
Don't know	8	8	8	8	8

QB7 **ASK ALL WHO HAVE SWITCHED SUPPLIER**  
**IF SWITCHED WHOLE PACKAGE AT QB0 - CHECK QA9A AND CIRCLE B-E IN THE TABLE BELOW FOR EACH SERVICE IN THE PACKAGE AND ASK QB7B-E FOR EACH SERVICE CIRCLED**  
**OTHERS – ASK THE SERVICE TO BE COVERED AT QB0**

**SHOWCARD B7** Which one of these best describes the process you went through when you switched your (SERVICE) to the supplier you use now?

SINGLE CODE PER COLUMN

	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	B	C	D	E
I contacted my new supplier to start the switch. My new supplier then arranged the switch for me.	1	1	1	1
I needed to get a code from my old supplier to start the switch. I got the code and contacted my new supplier to give it to them. My new supplier then arranged the switch for me.	2	2	2	2
I had to arrange when the old service stopped and the new service started. I contacted my old supplier to tell them I wanted to cancel. I contacted my new supplier to tell them I wanted to start using them for the service	3	3	3	3
Don't know	4	4	4	4

QB8 **ASK IF DON'T KNOW WHICH PROCESS WAS FOLLOWED AT QB7B-E (CODE 4) – OTHERS SKIP TO QB9**  
**CHECK QB7 AND ASK QB8B-E FOR EACH SERVICE CODED 4 AT QB7B-E**

Can you remember the date that you switched your (SERVICE AT QB7) to the supplier you use now?

	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	B	C	D	E
ENTER DATE FOR EACH SERVICE REQUIRED				
DD/MM/YYYY				
Don't know	2	2	2	2

QB9 **ASK ALL WHO HAVE SWITCHED SUPPLIER FOR THEIR WHOLE PACKAGE OF SERVICES AT QB0 (CODE 1) – OTHERS SKIP TO QB10**

**SHOWCARD B9** Overall, how easy or difficult did you find the switching process to change the different services in your package?

- 1 - Very difficult ..... 1
- 2 ..... 2
- 3 - Neither easy nor difficult ..... 3
- 4 ..... 4
- 5 - Very easy ..... 5
- Don't know ..... 6

**QB10 ASK ALL WHO HAVE SWITCHED SUPPLIER**

**SHOWCARD B9 AGAIN**

**IF SWITCHED WHOLE PACKAGE AT QB0 - CHECK QA9A AND CIRCLE B-E IN THE TABLE BELOW FOR EACH SERVICE IN THE PACKAGE AND ASK QB10B-E FOR EACH SERVICE CIRCLED**

**OTHERS – ASK THE SERVICE TO BE COVERED AT QB0**

How easy or difficult did you find this switching process for (NAME OF SERVICE CIRCLED AT QB10A-D)?

	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	B	C	D	E
1 – Very difficult	1	1	1	1
2	2	2	2	2
3 – Neither easy nor difficult	3	3	3	3
4	4	4	4	4
5 – Very easy	5	5	5	5
Don't know	6	6	6	6

**QB11 ASK ALL WHO HAVE SWITCHED SUPPLIER**

Did you face any problems or issues when switching from one provider to another for your (SERVICE AT QB0)?

IF YES – What sorts of problems or issues?

DO NOT READ OUT PROBE 'Any others?'

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
No, did not face any problems or issues	1	1	1	1	1
Other reasons – SPECIFY BELOW	2	2	2	2	2
Don't know	3	3	3	3	3

A. PACKAGE OF SERVICES -----

B. TV SERVICE -----

C. FIXED LINE BROADBAND-----

D. MOBILE PHONE NETWORK-----

E. FIXED LINE PHONE CALLS-----

QB12 **ASK ALL WHO HAVE SWITCHED SUPPLIER**  
**SHOWCARD B12**

How easy or difficult did you find each of the following aspects when you switched from one provider to another for your (SERVICE)?

WRITE IN NUMBER 1-5 FROM SHOWCARD OR 6 IF DON'T KNOW/ NOT APPLICABLE IN EACH OF A-H FOR THE SERVICE

		Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
		A	B	C	D	E
A	Finding information about other suppliers you could use					
B	Knowing what steps you needed to take to switch from one supplier to another					
C	Knowing whether you needed to pay a cancellation or early termination charge to your previous supplier					
D	Keeping your current phone number					
E	Being able to get through to your previous supplier to tell them you wanted to cancel their service					
F	Having to tell your previous supplier that you wanted to cancel their service					
G	Getting your previous supplier to provide you with the information that you needed to be able to switch to another supplier					
H	Arranging for the old and new services to stop and start at the right time					

QB13 **ASK ALL WHO HAVE SWITCHED SUPPLIER**

Was there a period of time in the switching process where you chose to or had to pay more than one company to provide a service, to make sure you didn't lose that service?

SINGLE CODE

		Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
		A	B	C	D	E	
Yes		1	1	1	1	1	QB14
No		2	2	2	2	2	QB16
Don't know		3	3	3	3	3	QB16



QB14 **ASK IF TIME PAYING MORE THAN ONE COMPANY AT QB13 (CODE 1) – OTHERS SKIP TO QB16**

How long for?

PROMPT IF NECESSARY SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
1 day	1	1	1	1	1
2-3 days	2	2	2	2	2
4-7 days	3	3	3	3	3
8-14 days	4	4	4	4	4
15-30 days	5	5	5	5	5
More than 30 days	6	6	6	6	6
Don't know	7	7	7	7	7

QB15 **ASK IF TIME PAYING MORE THAN ONE COMPANY**

**SHOWCARD B15** How much extra did you spend by paying more than one company?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
Up to £19.99	1	1	1	1	1
£20.00-£29.99	2	2	2	2	2
£30.00-£39.99	3	3	3	3	3
£40.00-£49.99	4	4	4	4	4
£50.00-£59.99	5	5	5	5	5
£60 or more	6	6	6	6	6
Don't know	7	7	7	7	7

QB16 **ASK ALL WHO HAVE SWITCHED SUPPLIER**

Was there a period of time in the switching process where there was an unwanted break where you were not receiving a service from either company?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
Yes	1	1	1	1	1	QB17
No	2	2	2	2	2	QB22
Don't know	3	3	3	3	3	QB22

QB17 **ASK IF PERIOD WITH AN UNWANTED BREAK AT QB16 (CODE 1) – OTHERS SKIP TO QB22**

How long for?

PROMPT IF NECESSARY SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
1 day	1	1	1	1	1
2-3 days	2	2	2	2	2
4-7 days	3	3	3	3	3
8-14 days	4	4	4	4	4
15-30 days	5	5	5	5	5
More than 30 days	6	6	6	6	6
Don't know	7	7	7	7	7

QB18 **ASK IF PERIOD WITH AN UNWANTED BREAK**

**SHOWCARD B18** While you had this unwanted break with no service from your old or new supplier, which of these applied to you?

MULTICODE OK FOR CODES 2-6

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
Just did without this service (SINGLE CODE)	1	1	1	1	1
Used another service instead which you already owned	2	2	2	2	2
Borrowed a service from a friend or relative	3	3	3	3	3
Used a service from your workplace	4	4	4	4	4
Went elsewhere to use this service	5	5	5	5	5
Something else – SPECIFY BELOW	6	6	6	6	6
Don't know	7	7	7	7	7

A. PACKAGE OF SERVICES -----

B. TV SERVICE -----

C. FIXED LINE BROADBAND-----

D. MOBILE PHONE NETWORK-----

E. FIXED LINE PHONE CALLS-----

QB19 **ASK IF PERIOD WITH AN UNWANTED BREAK**

Did this result in any additional costs for you?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
Yes	1	1	1	1	1	QB20
No	2	2	2	2	2	QB21
Don't know	3	3	3	3	3	QB21

QB20 **ASK IF ADDITIONAL COSTS AT QB19 (CODE 1) – OTHERS SKIP TO QB21**

SHOWCARD B20 How much extra did you spend?

PROMPT IF NECESSARY SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
Up to £19.99	1	1	1	1	1
£20.00-£29.99	2	2	2	2	2
£30.00-£39.99	3	3	3	3	3
£40.00-£49.99	4	4	4	4	4
£50.00-£59.99	5	5	5	5	5
£60 or more	6	6	6	6	6
Don't know	7	7	7	7	7

QB21 **ASK IF PERIOD WITH AN UNWANTED BREAK**

SHOWCARD B21 Overall, how easy or difficult did you find the time with an unwanted break with no service from either company?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
1 – Very difficult	1	1	1	1	1
2	2	2	2	2	2
3 – Neither easy nor difficult	3	3	3	3	3
4	4	4	4	4	4
5 – Very easy	5	5	5	5	5
Don't know	6	6	6	6	6

QB22 **ASK IF PACKAGE OF SERVICES AT QB0 (A) AND BROADBAND IN PACKAGE AT QB10C (CIRCLED)  
ASK IF FIXED LINE BROADBAND AT QB0 (C) - OTHERS SKIP TO QB26**

SHOWCARD B22 Did you use an email address from your previous broadband provider – so the company name would be part of the email address? IF NO - CODE 1 AND SKIP TO QB26

Was this your main email address? IF YES – CODE 2 AND SKIP TO QB23

Was it... READ OUT CODES 3-5

MULTICODE OK FOR CODES 3-4

No, did not use this at all (SINGLE CODE) .....	1	QB26
Main email address .....	2	
Only used for certain tasks – such as buying online or registering on websites .....	3	QB23
Only used as a back-up to your main email address .....	4	
Something else (WRITE IN) _____	5	
<hr/>		
Don't know.....	6	QB26

QB23 **ASK IF USED PREVIOUS EMAIL ADDRESS AT QB22 (CODES 2-5) – OTHERS SKIP TO QB26**

Did you want to continue to use the email address from your previous broadband provider when you changed to your new broadband provider?

SINGLE CODE

Yes .....	1	QB24
No .....	2	QB26
Don't know .....	3	QB26

QB24 **ASK IF WANTED TO USE EMAIL FROM PREVIOUS PROVIDER AT QB23 (CODE 1) – OTHERS SKIP TO QB26**

SHOWCARD B24 What did you do in order to continue using this email address?

MULTICODE OK

Tried to move it, but gave up .....	1
Gave my new supplier the log-in details to the old account and I'm now drawing emails from that account into the new account .....	2
Used software to help manage my accounts .....	3
Agreed with my old supplier that they would forward the account .....	4
Something else (WRITE IN) _____	5
<hr/>	
Don't know.....	6

QB25 **ASK IF WANTED TO USE EMAIL FROM PREVIOUS PROVIDER**

SHOWCARD B25 How easy or difficult did you find this?

1 - Very difficult .....	1
2 .....	2
3 - Neither easy nor difficult .....	3
4 .....	4
5 - Very easy.....	5
Don't know .....	6

**QB26 ASK ALL WHO HAVE SWITCHED SUPPLIER**

Once you had decided to switch, did you contact...  
 READ OUT SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
Both your previous supplier and your new supplier	1	1	1	1	1	QB27
Only your previous supplier	2	2	2	2	2	QB29
Only your new supplier	3	3	3	3	3	QB29
Can't remember	4	4	4	4	4	QB29

**QB27 ASK IF CONTACTED BOTH PREVIOUS AND NEW SUPPLIER AT QB26 (CODE 1) – OTHERS SKIP TO QB29**

Did you contact your previous supplier or your new supplier first?  
 READ OUT SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
Previous supplier	1	1	1	1	1	QB28
New supplier	2	2	2	2	2	QB28
Can't remember	3	3	3	3	3	QB29

**QB28 ASK IF CAN REMEMBER WHICH CONTACTED FIRST AT QB27 (CODE 1-2) – OTHERS SKIP TO QB29**

Why did you contact this supplier first?  
 DO NOT READ OUT MULTICODE OK

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
To get the code I needed to make the switch	1	1	1	1	1
To see what they could offer me	2	2	2	2	2
To find out what I needed to do to make the switch	3	3	3	3	3
Something else – SPECIFY BELOW	4	4	4	4	4
Don't know	5	5	5	5	5

A. PACKAGE OF SERVICES -----

B. TV SERVICE -----

C. FIXED LINE BROADBAND -----

D. MOBILE PHONE NETWORK -----

E. FIXED LINE PHONE CALLS -----

QB29 **ASK ALL WHO HAVE SWITCHED SUPPLIER**

**SHOWCARD B29** How easy or difficult did you find the process of making contact with suppliers in order to make the switch?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
1 – Very difficult	1	1	1	1	1
2	2	2	2	2	2
3 – Neither easy nor difficult	3	3	3	3	3
4	4	4	4	4	4
5 – Very easy	5	5	5	5	5
Don't know	6	6	6	6	6

QB30 **ASK ALL WHO HAVE SWITCHED SUPPLIER**

When you decided to switch to your new supplier, did you need to pay your previous supplier an early termination charge or cancellation charge in order to leave your contract with them?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
Yes	1	1	1	1	1	QB31
No	2	2	2	2	2	QB34
Don't know	3	3	3	3	3	QB34

QB31 **ASK IF HAD TO PAY A CHARGE AT QB30 (CODE 1) – OTHERS SKIP TO QB34**

**SHOWCARD B31** How much did you have to pay to leave your contract?

PROMPT IF NECESSARY SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
Up to £19.99	1	1	1	1	1
£20.00-£29.99	2	2	2	2	2
£30.00-£39.99	3	3	3	3	3
£40.00-£49.99	4	4	4	4	4
£50.00-£59.99	5	5	5	5	5
£60 or more	6	6	6	6	6
Don't know	7	7	7	7	7

QB32 **ASK IF HAD TO PAY A CHARGE**

**SHOWCARD B32** Which of these best describes when you were told about the cancellation charge?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
I already knew from the information I was given when I first took the service	1	1	1	1	1	QB34
When I first contacted the new supplier about using the service	2	2	2	2	2	QB34
When I first contacted my previous supplier about cancelling their service	3	3	3	3	3	QB34
At a later point, but before I agreed to switch over	4	4	4	4	4	QB33
Only after I had agreed to switch the service over	5	5	5	5	5	QB33
Can't remember	6	6	6	6	6	QB34

QB33 **ASK IF FOUND OUT LATER OR AFTER AGREED AT QB32 (CODES 4-5) – OTHERS SKIP TO QB34**

Would you have still decided to switch if you had known that you would have to pay a cancellation charge to your previous supplier?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
Yes	1	1	1	1	1
No	2	2	2	2	2
Don't know	3	3	3	3	3

QB34 **ASK IF HAD CONTACT WITH PREVIOUS SUPPLIER AT QB26 (CODES 1-2) – OTHERS SKIP TO QB41**

When you were in contact with your previous supplier, did they make you any kind of offer to stay with them?

IF 'YES' - PROMPT WITH CODES 1-2 IF NECESSARY

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
Yes they made me an offer which I listened to	1	1	1	1	1	QB35
They wanted to make me an offer, but I wasn't interested in listening to it	2	2	2	2	2	QB39
No, they didn't make me an offer	3	3	3	3	3	QB39
Can't remember	4	4	4	4	4	QB39

QB35 **ASK IF LISTENED TO OFFER AT QB34 (CODE 1) – OTHERS SKIP TO QB39**

**SHOWCARD B35** How did this offer compare to the package or plan you already had with them and the price you paid?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
The same package or plan at a lower price	1	1	1	1	1	QB37
A more basic package or plan at a lower price	2	2	2	2	2	QB37
An improved package or plan at the same price	3	3	3	3	3	QB36
An improved package or plan at a higher price	4	4	4	4	4	QB36
Can't remember the details	5	5	5	5	5	QB37

QB36 **ASK IF IMPROVED OFFER AT QB35 (CODES 3-4) – OTHERS SKIP TO QB37**

What was covered in the improved package or plan your previous supplier offered?

DO NOT READ OUT MULTICODE OK

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
More minutes for calls	1	1	1	1	1
More texts	2	2	2	2	2
New handset	3	3	3	3	3
Higher/ faster broadband speed	4	4	4	4	4
Free broadband	5	5	5	5	5
Free additional channels	6	6	6	6	6
Discounted movie package	7	7	7	7	7
Discounted sports package	8	8	8	8	8
Something else – SPECIFY BELOW	9	9	9	9	9
Can't remember	10	10	10	10	10

A. PACKAGE OF SERVICES -----

B. TV SERVICE -----

C. FIXED LINE BROADBAND -----

D. MOBILE PHONE NETWORK -----

E. FIXED LINE PHONE CALLS -----



QB37 **ASK IF LISTENED TO OFFER**

**SHOWCARD B37** Did you talk to your previous supplier about the best offer you had found from another supplier?

IF NO – CODE 1

IF YES - Which of these best describes how the offer they made to you compared to the best offer you had found?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
No, I did not	1	1	1	1	1
Their offer <u>matched</u> the best offer I had found	2	2	2	2	2
Their offer was <u>better</u> than the best offer I had found	3	3	3	3	3
Their offer was <u>worse</u> than the best offer I had found	4	4	4	4	4
Can't remember	5	5	5	5	5

QB38 **ASK IF LISTENED TO OFFER**

**SHOWCARD B38** How happy or unhappy were you with how this offer was made to you?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
1 – Very unhappy	1	1	1	1	1
2	2	2	2	2	2
3 – Neither happy nor unhappy	3	3	3	3	3
4	4	4	4	4	4
5 – Very happy	5	5	5	5	5
Don't know	6	6	6	6	6

QB39 **ASK IF HAD CONTACT WITH PREVIOUS SUPPLIER**

**SHOWCARD B39** Which one of these statements best describes how you felt about the contact you had with your previous supplier?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
They did not try to persuade me to stay with them	1	1	1	1	1	QB41
They talked about me staying, but did not put me under any pressure to stay	2	2	2	2	2	QB41
They put me under pressure to stay with them	3	3	3	3	3	QB40
Can't remember	4	4	4	4	4	QB41

QB40 **ASK IF PRESSURE TO STAY AT QB39 (CODE 3) – OTHERS SKIP TO QB41**

Can you tell me how you felt put under pressure to stay?

DO NOT READ OUT MULTICODE OK

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
I waited in a queue on the telephone for a long time to tell them I wanted to cancel	1	1	1	1	1
I was told it would take a long time to make a switch to a new supplier	2	2	2	2	2
I was told that their service was better than other suppliers/ I wouldn't do better anywhere else	3	3	3	3	3
I had to push them to give me the information/ code I need to make the switch	4	4	4	4	4
I was told it wasn't possible to leave my contract with them	5	5	5	5	5
I was told I would have to pay a cancellation/ early termination charge to leave the contract with them	6	6	6	6	6
They told me the amount I would have to pay as a cancellation/ early termination charge to leave the contract with them	7	7	7	7	7
Something else – SPECIFY BELOW	8	8	8	8	8
Can't remember	9	9	9	9	9

A. PACKAGE OF SERVICES -----

B. TV SERVICE -----

C. FIXED LINE BROADBAND-----

D. MOBILE PHONE NETWORK-----

E. FIXED LINE PHONE CALLS-----

QB41 **ASK ALL WHO HAVE SWITCHED SUPPLIER**

Having switched to a new supplier for your (SERVICE), do you think you are now paying less than before?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
Yes	1	1	1	1	1	QB42
No	2	2	2	2	2	QB43
Don't know	3	3	3	3	3	QB43

QB42 **ASK IF NOW PAYING LESS AT QB41 (CODE 1) – OTHERS SKIP TO QB43**

How much less do you think you are paying each month?

SINGLE CODE – PROMPT FROM CODE FRAME IF NECESSARY

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
Under £5	1	1	1	1	1
£5.00-£9.99	2	2	2	2	2
£10.00-£14.99	3	3	3	3	3
£15.00-£19.99	4	4	4	4	4
£60 or more	5	5	5	5	5
Don't know	6	6	6	6	6

QB43 **ASK ALL WHO HAVE SWITCHED SUPPLIER**

If you were thinking about changing supplier for your (SERVICE) in the future, has your overall experience of the process made you more likely or less likely to make this change, or has it made no difference?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
More likely	1	1	1	1	1
Made no difference	2	2	2	2	2
Less likely	3	3	3	3	3
Don't know	4	4	4	4	4

**CHECK BACK AT QB0 TO SEE IF THIS SECTION SHOULD BE REPEATED FOR ANOTHER SERVICE SWITCHED IN THE LAST 12 MONTHS**

**IF SWITCHING SECTION COMPLETE FOR THOSE CIRCLED AT QB0 – SKIP TO QC0**

**CONSIDERED SWITCHING BUT NOT SWITCHED**

**QC0 CHECK QA34 AND CIRCLE A-E THE ONE OR TWO SERVICES TICKED AT C1-C5 IN THE LAST COLUMN AT QA34 – IF NONE THEN SKIP TO QD1**

MAXIMUM TWO CODES AT QC0

A	Whole package of services
B	TV service
C	Broadband service
D	Mobile phone network
E	Fixed line service

**FIRST TIME THROUGH THIS SECTION - SAY TO RESPONDENT –** I'd like to talk to you about your experience of considering switching supplier for your (FIRST SERVICE CIRCLED AT QC0 ABOVE) from one supplier to another in the last 12 months.

**SECOND TIME THROUGH THIS SECTION - SAY TO RESPONDENT –** Now I'd like to talk to you about your experience of considering switching supplier for your (SECOND SERVICE CIRCLED AT QC0 ABOVE) from one supplier to another in the last 12 months.

**QC1 ASK ALL WHO HAVE CONSIDERED SWITCHING**

Are you in the process of actively looking for another provider for your (SERVICE AT QC0) at the moment?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
Yes	1	1	1	1	1	QC2
No	2	2	2	2	2	QC4
Don't know	3	3	3	3	3	QC4

**QC2 ASK IF ACTIVELY LOOKING FOR ANOTHER PROVIDER AT QC1 (CODE 1) – OTHERS SKIP TO QC4**

**SHOWCARD C2** When do you expect to switch to another provider for the (SERVICE)?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
In the next month	1	1	1	1	1	QC0 – SEE
In the next 2-3 months	2	2	2	2	2	NEXT PAGE
In the next six months	3	3	3	3	3	QC3
In the next year	4	4	4	4	4	QC3
Over a year from now	5	5	5	5	5	QC3
Don't know	6	6	6	6	6	QC3

**IF EXPECT TO SWITCH IN THE NEXT 3 MONTHS AT QC2 (CODES 1-2) – THIS SECTION IS COMPLETE FOR THIS SERVICE.**

**CHECK BACK AT QC0 TO SEE IF THIS SECTION SHOULD BE REPEATED FOR ANOTHER SERVICE CONSIDERED BUT NOT SWITCHED IN THE LAST 12 MONTHS.**

**IF CONSIDERED SECTION COMPLETE FOR THOSE CIRCLED AT QC0 – SKIP TO QD1**

**QC3 ASK IF EXPECT TO SWITCH OVER 3 MONTHS FROM NOW AT QC2 (CODES 3-6)**

Why haven't you switched to another provider yet?

DO NOT READ OUT MULTICODE OK

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
Just haven't had time/ haven't got around to it yet	1	1	1	1	1
Haven't found out what's available from other suppliers	2	2	2	2	2
Not sure what steps I need to take to switch to another supplier	3	3	3	3	3
Don't want to have to tell my supplier I want to cancel their service	4	4	4	4	4
Concerned about having no service while switching to another supplier	5	5	5	5	5
Concerned about losing my email address/ having problems moving my email address	6	6	6	6	6
Concerned about losing my phone number	7	7	7	7	7
Need to wait until the end of my contract/ until I can switch without paying a penalty	8	8	8	8	8
Will see if my current provider offers me a better deal to stay with them	9	9	9	9	9
Other reasons – SPECIFY BELOW	10	10	10	10	10
Don't know	11	11	11	11	11

A. PACKAGE OF SERVICES -----

B. TV SERVICE -----

C. FIXED LINE BROADBAND -----

D. MOBILE PHONE NETWORK -----

E. FIXED LINE PHONE CALLS -----

QC4 **ASK ALL WHO HAVE CONSIDERED SWITCHING AND WILL NOT SWITCH SOON AT QC1 (CODES 2-3) OR QC2 (CODES 3-6)**

**IF CONSIDERED SWITCHING WHOLE PACKAGE AT QC0 - CHECK QA9A AND CIRCLE B-E IN THE TABLE BELOW FOR EACH SERVICE IN THE PACKAGE AND ASK QC4B-E FOR EACH SERVICE CIRCLED**

**OTHERS – ASK THE SERVICE TO BE COVERED AT QC0**

**SHOWCARD C4** Which one of these best describes the process you would need to go through to switched your (SERVICE) to another supplier, as far as you know?

**SINGLE CODE PER COLUMN**

	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	B	C	D	E
I contact my new supplier to start the switch. My new supplier then arranges the switch for me.	1	1	1	1
I need to get a code from my old supplier to start the switch. I get the code and contact my new supplier to give it to them. My new supplier then arranges the switch for me.	2	2	2	2
I have to arrange when the old service stops and the new service starts. I contact my old supplier to tell them I want to cancel. I contact my new supplier to tell them I want to start using them for the service	3	3	3	3
Don't know	4	4	4	4

QC5 **ASK ALL WHO HAVE CONSIDERED SWITCHING AND WILL NOT SWITCH SOON**

Why did you decide not to switch to a different provider for your (SERVICE)?

DO NOT READ OUT PROBE FOR REASONS AND WRITE IN BELOW

A. PACKAGE OF SERVICES -----

B. TV SERVICE -----

C. FIXED LINE BROADBAND-----

D. MOBILE PHONE NETWORK-----

E. FIXED LINE PHONE CALLS-----

QC6

**ASK ALL WHO HAVE CONSIDERED SWITCHING AND WILL NOT SWITCH SOON**

**SHOWCARD C6**

How important were each of these in your decision not to switch to another supplier for your (SERVICE)?

WRITE IN NUMBER 1-5 FROM SHOWCARD OR 6 IF DON'T KNOW/ NOT APPLICABLE IN EACH OF A-J FOR THE SERVICE

		Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
		A	B	C	D	E
A	Difficulty finding information about other suppliers you could use					
B	Difficulty knowing what steps you needed to take to switch from one supplier to another					
C	Not knowing whether you needed to pay a cancellation or early termination charge to your existing supplier					
D	Having to tell your supplier that you want to cancel their service					
E	Having to contact more than one supplier to organise the switch					
F	Needing to change, return or pay for any equipment you have from your supplier					
G	Difficulty keeping your current phone number					
H	Difficulty getting through to your supplier to tell them you wanted to cancel their service					
I	Difficulty getting your supplier to provide you with the information that you needed to be able to switch to another supplier					
J	Difficulty arranging for the old and new services to stop and start at the right time					

QC7 **ASK ALL WHO HAVE CONSIDERED SWITCHING AND WILL NOT SWITCH SOON**

Was there going to be a period of time in the switching process where you would have chosen to or had to pay more than one company to provide a service, to make sure you didn't lose that service?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
Yes	1	1	1	1	1	QC8
No	2	2	2	2	2	QC9
Don't know	3	3	3	3	3	QC9

QC8 **ASK IF TIME PAYING MORE THAN ONE COMPANY AT QC7 (CODE 1) – OTHERS SKIP TO QC9**

How long for?

PROMPT IF NECESSARY SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
1 day	1	1	1	1	1
2-3 days	2	2	2	2	2
4-7 days	3	3	3	3	3
8-14 days	4	4	4	4	4
15-30 days	5	5	5	5	5
More than 30 days	6	6	6	6	6
Don't know	7	7	7	7	7

QC9 **ASK ALL WHO HAVE CONSIDERED SWITCHING AND WILL NOT SWITCH SOON**

Was there going to be a period of time in the switching process where there was an unwanted break where you were not receiving a service from either company?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
Yes	1	1	1	1	1	QC10
No	2	2	2	2	2	QC14
Don't know	3	3	3	3	3	QC14



QC10 **ASK IF PERIOD WITH AN UNWANTED BREAK AT QC9 (CODE 1) – OTHERS SKIP TO QC14**

How long for?

PROMPT IF NECESSARY SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
1 day	1	1	1	1	1
2-3 days	2	2	2	2	2
4-7 days	3	3	3	3	3
8-14 days	4	4	4	4	4
15-30 days	5	5	5	5	5
More than 30 days	6	6	6	6	6
Don't know	7	7	7	7	7

QC11 **ASK IF PERIOD WITH AN UNWANTED BREAK**

**SHOWCARD C11** While you had this unwanted break with no service from your old or new supplier, which of these would have applied to you?

MULTICODE OK FOR CODES 2-6

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
Just done without this service (SINGLE CODE)	1	1	1	1	1
Used another service instead which you already own	2	2	2	2	2
Borrowed a service from a friend or relative	3	3	3	3	3
Used a service from your workplace	4	4	4	4	4
Gone elsewhere to use this service	5	5	5	5	5
Something else – SPECIFY BELOW	6	6	6	6	6
Don't know	7	7	7	7	7

A. PACKAGE OF SERVICES -----

B. TV SERVICE -----

C. FIXED LINE BROADBAND -----

D. MOBILE PHONE NETWORK -----

E. FIXED LINE PHONE CALLS -----

QC12 **ASK IF PERIOD WITH AN UNWANTED BREAK**

Would this have resulted in any additional costs for you?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
Yes	1	1	1	1	1	QC13
No	2	2	2	2	2	QC14
Don't know	3	3	3	3	3	QC14

QC13 **ASK IF ADDITIONAL COSTS AT QC12 (CODE 1) – OTHERS SKIP TO QC14**

SHOWCARD C13 How much extra would you have spent?

PROMPT IF NECESSARY SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
Up to £19.99	1	1	1	1	1
£20.00-£29.99	2	2	2	2	2
£30.00-£39.99	3	3	3	3	3
£40.00-£49.99	4	4	4	4	4
£50.00-£59.99	5	5	5	5	5
£60 or more	6	6	6	6	6
Don't know	7	7	7	7	7

QC14 **ASK PACKAGE OF SERVICE AT QC0 (A) AND BROADBAND IN PACKAGE AT QA9A (CIRCLED)**

**ASK IF FIXED LINE BROADBAND AT QC0 (C) – OTHERS SKIP TO QC19**

SHOWCARD C14 Do you use an email address from your broadband provider – so the company name would be part of the email address? IF NO - CODE 1 AND SKIP TO QC19

Is this your main email address? IF YES – CODE 2 AND SKIP TO QC15

Is it... READ OUT CODES 3-5

MULTICODE OK FOR CODES 3-4

No, do not use this at all (SINGLE CODE).....	1	QC19
Main email address .....	2	
Only used for certain tasks – such as buying online or registering on websites .....	3	QC15
Only used as a back-up to your main email address .....	4	
Something else (WRITE IN).....	5	
<hr/>		
Don't know.....	6	QC19

QC15 **ASK IF USE EMAIL ADDRESS AT QC14 (CODES 2-5) – OTHERS SKIP TO QC19**

Did you want to continue to use the email address from your previous broadband provider when you changed to your new broadband provider?

SINGLE CODE

Yes .....	1	QC16
No .....	2	QC19
Don't know .....	3	QC19

QC16 **ASK IF WANTED TO USE EMAIL FROM EXISTING PROVIDER AT QC15 (CODE 1) – OTHERS SKIP TO QC19**

SHOWCARD C16 What did you do in order to continue using this email address?

MULTICODE OK

Tried to move it, but gave up .....	1
Gave my new supplier the log-in details to the old account and I'm now drawing emails from that account into the new account .....	2
Used software to help manage my accounts .....	3
Agreed with my old supplier that they would forward the account .....	4
Something else (WRITE IN) .....	5
_____	
Don't know .....	6

QC17 **ASK IF WANTED TO USE EMAIL FROM EXISTING PROVIDER**

SHOWCARD C17 How easy or difficult did you find this?

1 - Very difficult .....	1
2 .....	2
3 - Neither easy nor difficult .....	3
4 .....	4
5 - Very easy .....	5
Don't know .....	6

QC18 **ASK IF WANTED TO USE EMAIL FROM EXISTING PROVIDER**

Were these issues with moving your email address important in your decision not to switch to another provider?

IF YES – PROBE TO CODES 1-2

Yes, very important .....	1
Yes, fairly important .....	2
No, not important .....	3
Don't know .....	4

QC19 **ASK ALL WHO HAVE CONSIDERED SWITCHING AND WILL NOT SWITCH SOON**

In considering switching your (SERVICE), did you contact...

READ OUT SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
Both your current supplier and a new supplier	1	1	1	1	1	QC20
Only your current supplier	2	2	2	2	2	QC22
Only a new supplier	3	3	3	3	3	QC22
Can't remember	4	4	4	4	4	QC23

QC20 **ASK IF CONTACTED BOTH CURRENT AND NEW SUPPLIER AT QC19 (CODE 1) – OTHERS SKIP TO QC22**

Did you contact your current supplier or your new supplier first?

READ OUT SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
Previous supplier	1	1	1	1	1	QC21
New supplier	2	2	2	2	2	QC21
Can't remember	3	3	3	3	3	QC22

QC21 **ASK IF CAN REMEMBER WHICH CONTACTED FIRST AT QC20 (CODE 1-2) – OTHERS SKIP TO QC22**

Why did you contact this supplier first?

DO NOT READ OUT MULTICODE OK

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
To get the code I needed to make the switch	1	1	1	1	1
To see what they could offer me	2	2	2	2	2
To find out what I needed to do to make the switch	3	3	3	3	3
Something else – SPECIFY BELOW	4	4	4	4	4
Don't know	5	5	5	5	5

A. PACKAGE OF SERVICES -----

B. TV SERVICE -----

C. FIXED LINE BROADBAND -----

D. MOBILE PHONE NETWORK -----

E. FIXED LINE PHONE CALLS -----

QC22 **ASK ALL WHO CONTACTED ANY SUPPLIERS AT QC19 (CODES 1-3) – OTHERS SKIP TO QC23**  
**SHOWCARD C22** How easy or difficult did you find the process of making contact with suppliers in order to make the switch?  
 SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
1 – Very difficult	1	1	1	1	1
2	2	2	2	2	2
3 – Neither easy nor difficult	3	3	3	3	3
4	4	4	4	4	4
5 – Very easy	5	5	5	5	5
Don't know	6	6	6	6	6

QC23 **ASK ALL WHO HAVE CONSIDERED SWITCHING AND WILL NOT SWITCH SOON**  
 Would you have needed to pay an early termination charge or cancellation charge in order to leave your contract with your supplier?  
 SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
Yes	1	1	1	1	1	QC24
No	2	2	2	2	2	QC27
Don't know	3	3	3	3	3	QC27

QC24 **ASK IF WOULD HAVE HAD TO PAY A CHARGE AT QC23 (CODE 1) – OTHERS SKIP TO QC27**  
**SHOWCARD C24** How much would you have had to pay to leave your contract?  
 PROMPT IF NECESSARY SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
Up to £19.99	1	1	1	1	1
£20.00-£29.99	2	2	2	2	2
£30.00-£39.99	3	3	3	3	3
£40.00-£49.99	4	4	4	4	4
£50.00-£59.99	5	5	5	5	5
£60 or more	6	6	6	6	6
Don't know	7	7	7	7	7

QC25 **ASK IF WOULD HAVE HAD TO PAY A CHARGE**

**SHOWCARD C25** Which of these best describes when you were told about the cancellation charge?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
I already knew from the information I was given when I first took the service	1	1	1	1	1
When I first contacted the new supplier about using the service	2	2	2	2	2
When I first contacted my current supplier about cancelling their service	3	3	3	3	3
At a later point, but before I agreed to switch over	4	4	4	4	4
Only after I had agreed to switch the service over	5	5	5	5	5
Can't remember	6	6	6	6	6

QC26 **ASK IF WOULD HAVE HAD TO PAY A CHARGE**

Were these cancellation charges important in your decision not to switch to another provider?

IF YES – PROBE TO CODES 1-2

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
Yes, very important	1	1	1	1	1
Yes, fairly important	2	2	2	2	2
No, not important	3	3	3	3	3
Don't know	4	4	4	4	4

QC27 **ASK IF HAD CONTACT WITH CURRENT SUPPLIER AT QC19 (CODES 1-2) – OTHERS SKIP TO QC37**

When you were in contact with your current supplier, did they make you any kind of offer to stay with them?

IF 'YES' - PROMPT WITH CODES 1-2 IF NECESSARY

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
Yes they made me an offer which I listened to	1	1	1	1	1	QC28
They wanted to make me an offer, but I wasn't interested in listening to it	2	2	2	2	2	QC35
No, they didn't make me an offer	3	3	3	3	3	QC35
Can't remember	4	4	4	4	4	QC35

QC28 **ASK IF LISTENED TO OFFER AT QC27 (CODE 1) – OTHERS SKIP TO QC35**

**SHOWCARD C28** How did this offer compare to the package or plan you already had with them and the price you paid?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
The same package or plan at a lower price	1	1	1	1	1	QC30
A more basic package or plan at a lower price	2	2	2	2	2	QC30
An improved package or plan at the same price	3	3	3	3	3	QC29
An improved package or plan at a higher price	4	4	4	4	4	QC29
Can't remember the details	5	5	5	5	5	QC30

QC29 **ASK IF IMPROVED OFFER AT QC28 (CODES 3-4) – OTHERS SKIP TO QC30**

What was covered in the improved package or plan your previous supplier offered?

DO NOT READ OUT MULTICODE OK

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
More minutes for calls	1	1	1	1	1
More texts	2	2	2	2	2
New handset	3	3	3	3	3
Higher/ faster broadband speed	4	4	4	4	4
Free broadband	5	5	5	5	5
Free additional channels	6	6	6	6	6
Discounted movie package	7	7	7	7	7
Discounted sports package	8	8	8	8	8
Something else – SPECIFY BELOW	9	9	9	9	9
Can't remember	10	10	10	10	10

A. PACKAGE OF SERVICES -----

B. TV SERVICE -----

C. FIXED LINE BROADBAND -----

D. MOBILE PHONE NETWORK -----

E. FIXED LINE PHONE CALLS -----

QC30 **ASK IF LISTENED TO OFFER**

**SHOWCARD C30** Did you talk to your supplier about the best offer you had found from another supplier?

IF NO – CODE 1

IF YES - Which of these best describes how the offer they made to you compared to the best offer you had found?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
No, I did not	1	1	1	1	1
Their offer <u>matched</u> the best offer I had found	2	2	2	2	2
Their offer was <u>better</u> than the best offer I had found	3	3	3	3	3
Their offer was <u>worse</u> than the best offer I had found	4	4	4	4	4
Can't remember	5	5	5	5	5

QC31 **ASK IF LISTENED TO OFFER**

**SHOWCARD C31** How happy or unhappy were you with how this offer was made to you?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
1 – Very unhappy	1	1	1	1	1
2	2	2	2	2	2
3 – Neither happy nor unhappy	3	3	3	3	3
4	4	4	4	4	4
5 – Very happy	5	5	5	5	5
Don't know	6	6	6	6	6

QC32 **ASK IF LISTENED TO OFFER**

Did you accept the offer from your supplier?

IF NO – CODE 1

IF YES – Did this depend on you signing a new contract?

IF YES – Did you agree to sign a new contract?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
No, did not accept	1	1	1	1	1	QC35
Accepted offer, but did not say I needed to sign a new contract	2	2	2	2	2	QC33
Accepted offer, and signed a new contract	3	3	3	3	3	QC33
Accepted offer, but refused to sign new contract	4	4	4	4	4	QC33
Can't remember	5	5	5	5	5	QC35



QC33 **ASK IF ACCEPTED OFFER AT QC32 (CODES 2-4) – OTHERS SKIP TO QC35**

Having accepted this offer, would you say that you are now better off as a result?

SINGLE CODE

PROBE TO CODES 1-3 IF NECESSARY

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
Yes, now <u>better</u> off	1	1	1	1	1	QC34
No difference	2	2	2	2	2	QC35
No, now <u>worse</u> off	3	3	3	3	3	QC35
Don't know	4	4	4	4	4	QC35

QC34 **ASK IF NOW BETTER OFF AT QC33 (CODE 1) – OTHERS SKIP TO QC35**

How much less do you think you are paying each month?

SINGLE CODE – PROMPT FROM CODE FRAME IF NECESSARY

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
Under £5	1	1	1	1	1
£5.00-£9.99	2	2	2	2	2
£10.00-£14.99	3	3	3	3	3
£15.00-£19.99	4	4	4	4	4
£60 or more	5	5	5	5	5
Don't know	6	6	6	6	6

QC35 **ASK IF HAD CONTACT WITH CURRENT SUPPLIER AT QC19 (CODES 1-2) – OTHERS SKIP TO QC37**

**SHOWCARD C35** Which one of these statements best describes how you felt about the contact you had with your current supplier?

SINGLE CODE

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)	
	A	B	C	D	E	
They did not try to persuade me to stay with them	1	1	1	1	1	QC37
They talked about me staying, but did not put me under any pressure to stay	2	2	2	2	2	QC37
They put me under pressure to stay with them	3	3	3	3	3	QC36
Can't remember	5	5	5	5	5	QC37

QC36 **ASK IF PRESSURE TO STAY AT QC35 (CODE 3) – OTHERS SKIP TO QC37**

Can you tell me how you felt put under pressure to stay?

DO NOT READ OUT MULTICODE OK

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
I waited in a queue on the telephone for a long time to tell them I wanted to cancel	1	1	1	1	1
I was told it would take a long time to make a switch to a new supplier	2	2	2	2	2
I was told that their service was better than other suppliers/ I wouldn't do better anywhere else	3	3	3	3	3
I had to push them to give me the information/ code I need to make the switch	4	4	4	4	4
I was told it wasn't possible to leave my contract with them	5	5	5	5	5
I was told I would have to pay a cancellation/ early termination charge to leave the contract with them	6	6	6	6	6
They told me the amount I would have to pay as a cancellation/ early termination charge to leave the contract with them	7	7	7	7	7
Something else – SPECIFY BELOW	8	8	8	8	8
Can't remember	9	9	9	9	9

A. PACKAGE OF SERVICES -----

B. TV SERVICE -----

C. FIXED LINE BROADBAND-----

D. MOBILE PHONE NETWORK-----

E. FIXED LINE PHONE CALLS-----

**QC37 ASK ALL WHO HAVE CONSIDERED SWITCHING AND WILL NOT SWITCH SOON**

If you were thinking about changing supplier for your (SERVICE) in the future, has your overall experience of the process made you more likely or less likely to make this change, or has it made no difference?

	Package of services	TV service with a monthly subscription	Fixed line broadband	Mobile phone network	Fixed line phone (calls)
	A	B	C	D	E
More likely	1	1	1	1	1
Made no difference	2	2	2	2	2
Less likely	3	3	3	3	3
Don't know	4	4	4	4	4

**CHECK BACK AT QC0 TO SEE IF THIS SECTION SHOULD BE REPEATED FOR ANOTHER SERVICE CONSIDERED BUT NOT SWITCHED IN THE LAST 12 MONTHS**

**IF CONSIDER SECTION COMPLETE FOR THOSE CIRCLED AT QC0 – SKIP TO QD1**

## ATTITUDES

QD1 **ASK ALL WHO HAVE SWITCHED OR CONSIDERED SWITCHING IN THE LAST YEAR AT QA34 B1-B5 OR C1-C5 - OTHERS SKIP TO QD2**

**SHOWCARD D1** Which one of these systems would you prefer to decide whether a supplier tries to convince you to stay?  
SINGLE CODE

- The current system, where the supplier may or may not try to convince you to stay ..... 1
- A system where this only happens if you choose an option to allow it ..... 2
- A system where this will not happen if you choose an option to stop it ..... 3
- Don't know ..... 4

QD2 **ASK ALL**

**SHOWCARD D2** If you wanted to change supplier, which one of these would be more important to you?  
SINGLE CODE

- The switch to the new supplier happens as quickly as possible, but there is uncertainty about the precise timing of the switch ..... 1
- You are given a guaranteed date when the switch to the new supplier will take place, but it may be a longer period of time ..... 2
- Don't know ..... 3

QD3 **ASK ALL**

**SHOWCARD D3** Have any of your phone, internet or TV services been switched to another supplier in the past 12 months without the consent or knowledge of anyone in the household? IF NECESSARY – This is sometimes referred to as 'slamming'.

IF YES – Which services have been switched to another supplier without consent in the last 12 months?

MULTICODE OK FOR CODES 1-5

- A fixed line phone service for making and receiving calls ..... 1
- A fixed broadband service through a phone line or cable service into the home ..... 2
- A mobile phone ..... 3
- A TV service via cable TV, satellite TV or a broadband connection ..... 4
- None of these (SINGLE CODE) ..... 5 QD7

QD4 **ASK IF EXPERIENCE OF SLAMMING AT QD3 (CODES 1-4) – OTHERS SKIP TO QD7**

Did this result in any additional costs for you?

SINGLE CODE

- Yes ..... 1 QD5
- No ..... 2 QD6
- Don't know ..... 3 QD6

QD5 **ASK IF ADDITIONAL COSTS AT QD4 (CODE 1) – OTHERS SKIP TO QD6**

How much extra did you spend?

WRITE IN ACTUAL AMOUNT PER MONTH IF KNOWN IN POUNDS ALSO CODE INTO CODE FRAME. USE LEADING ZEROS – PROMPT FROM CODE FRAME IF NECESSARY



- Up to £19.99 ..... 1
- £20.00 - £29.99 ..... 2
- £30.00 - £39.99 ..... 3
- £40.00 - £49.99 ..... 4
- £50.00 - £59.99 ..... 5
- £60.00 or more ..... 6
- Don't know ..... 7

**QD6 ASK IF EXPERIENCE OF SLAMMING**

Has your experience of being switched without consent made you more likely or less likely to change supplier in future, or has it made no difference?

SINGLE CODE

More likely .....	1
Made no difference.....	2
Less likely .....	3
Don't know .....	4

**QD7 ASK IF HAVE MORE THAN ONE SERVICE AT QA1 (MULTI-CODE 1-4) AND DO NOT HAVE A PACKAGE AT QA9A (CODE 5) – OTHERS SKIP TO QD12**

Did you know that some companies provide phone, internet and TV services as part of a package to customers?

SINGLE CODE

Yes .....	1	QD8
No.....	2	QD12

**QD8 ASK IF AWARE OF PACKAGED SERVICES AT QD7 (CODE 1) – OTHERS SKIP TO QD12**

Have you ever thought about taking your services as a package from one supplier?

SINGLE CODE

Yes .....	1
No.....	2

**QD9 ASK IF AWARE OF PACKAGED SERVICES**

Why do you have your services separately rather than as a package?

DO NOT READ OUT PROBE FOR REASONS AND WRITE IN BELOW

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**QD10 ASK IF AWARE OF PACKAGED SERVICES**

**SHOWCARD D10** Which, if any, of these apply as reasons for taking separate services rather than a package?

Please just read out any numbers that apply.

MULTICODE OK FOR CODES 1-10

**QD11 ASK IF MULTI-CODED AT QD10 (CODES 1-10) – OTHERS SKIP TO QD12**

**SHOWCARD D10 AGAIN** Which one of these is the main reason?

SINGLE CODE ONE RESPONSE GIVEN AT QD10

	QD10	QD11
I wouldn't save any money by having a package of services rather than separate services .....	1	1
It's easier to budget for the monthly cost of separate services.....	2	2
I don't spend enough each month to be worth my while looking into this.....	3	3
I get a better service b y using a specialist supplier .....	4	4
I would be concerned that I could lose more than one services if there was a fault.....	5	5
I would feel that I was stuck with using the same supplier and couldn't change.....	6	6
I think it would be time consuming to move all my services to one supplier.....	7	7
I can only get the particular package or plan that I want from the supplier I already use.....	8	8
I could be vulnerable to that single supplier increasing their prices if I had everything with them....	9	9
I avoid using the same supplier for more than one service if possible .....	10	10
None of these (SINGLE CODE) .....	11	11

QD12 **ASK ALL**

**SHOWCARD D12** To what extent do you agree or disagree with these statements about home technology such as phone, broadband or TV services?  
SINGLE CODE PER ROW

		1 – Strongly disagree	2	3 – Neither agree nor disagree	4	5 – Strongly agree	6 – Don't know
A	It would be difficult for me to do without my home technology	1	2	3	4	5	6
B	I'm interested in finding out about new technologies that I could use at home	1	2	3	4	5	6
C	The pace of change in home technology is too fast for me	1	2	3	4	5	6
D	I can't keep as up to date as I would like, because of the cost	1	2	3	4	5	6
E	I try to keep a look out for any better deals for my home technology	1	2	3	4	5	6
F	I would only switch to another supplier for my home technology as a last resort	1	2	3	4	5	6
G	There's a good choice of suppliers for me to choose from	1	2	3	4	5	6
H	I don't spend enough for it to be worth changing to another supplier	1	2	3	4	5	6
I	Changing suppliers for my home technology feels like too much hassle	1	2	3	4	5	6

QD13 **ASK IF AGREE WITH QD12I (CODES 4-5) AND NOT SWITCHED AND NOT CONSIDERED SWITCHING AT QA34 (D ONLY) – OTHERS SKIP TO QE1**

**SHOWCARD D13** Which, if any, of these aspects would you consider to be too much hassle? Which other aspects?  
MULTICODE OK FOR CODES 1-10

- Searching for information about other suppliers you could use ..... 1
  - Knowing which steps you need to take to switch from one supplier to another ..... 2
  - Having to tell your supplier that you want to cancel their service ..... 3
  - Getting your supplier to provide you with the information you need to be able to switch ..... 4
  - Having to be in contact with more than one supplier to arrange the switch ..... 5
  - Moving your email address with you ..... 6
  - Being able to keep your current phone number ..... 7
  - Your current provider trying to persuade you to stay as a customer ..... 8
  - The time between starting the process and having the new supplier in place ..... 9
  - Something else (WRITE IN) ..... 10
- 
- Can't remember ..... 11

QD13 **ASK IF AGREE WITH QD12I (CODES 4-5) AND NOT SWITCHED AND NOT CONSIDERED SWITCHING**

Does changing supplier feel like too much hassle because of your own experience with home technology suppliers?

SINGLE CODE

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

**DEMOGRAPHICS**

**COMPLETE THIS SECTION FOR ALL RESPONDENTS**

QE1 **ASK ALL**

How many people are there in your household in total (including yourself)?

WRITE IN BELOW – USE LEADING ZEROS

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QE2 **ASK IF MORE THAN 01 PERSON AT QE1 – OTHERS SKIP TO QE3**

Do you have any children aged under 16 who live at home with you – where you are their parent or guardian?

IF YES – How many of your children aged under 16 live at home with you?

WRITE IN BELOW – USE LEADING ZEROS

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QE3 **ASK ALL**

Are you currently working?

IF YES – Is that full-time or part-time?

IF NOT WORKING – Are you looking for work?

IF NOT LOOKING FOR WORK – PROBE TO ESTABLISH WHETHER IN FULL-TIME EDUCATION, RETIRED, NOT WORKING

SINGLE CODE

- Working full-time (30 hours per week plus) ..... 1
- Working part-time (Under 30 hours per week) ..... 2
- Looking for work..... 3
- In full-time education ..... 4
- Retired..... 5
- Not working ..... 6
- Refused..... 7

QE4 **ASK ALL**

At what age did you finish your education?

**IF STILL IN EDUCATION** - At what age do you expect to finish your education?

READ OUT IF NECESSARY

- Aged 16 or under ..... 1
- Aged 17-18..... 2
- Aged 19-20..... 3
- Aged 21 or over..... 4
- Don't know ..... 5
- Refused..... 6



QE5 **ASK ALL**

**SHOWCARD E5**

Which of these, if any, **limit** your daily activities or the work you can do? Please just read out the letter or letters that apply to you.

**MULTICODE OK FOR CODES 1-10**

- A. Breathlessness or chest pains..... 1
- B. Poor vision, partial sight or blindness..... 2
- C. Difficulty in speaking or communicating ..... 3
- D. Poor hearing, partial hearing or deafness ..... 4
- E. Cannot walk at all/ use a wheelchair ..... 5
- F. Cannot walk very far or manage stairs or can only do so with difficulty ..... 6
- G. Limited ability to reach ..... 7
- H. Mental health problems or difficulties ..... 8
- I. Dyslexia ..... 9
- J. Other illnesses/ health problems which limit your daily activities/ work you can do ..... 10

(WRITE IN) \_\_\_\_\_  
 None (SINGLE CODE) ..... 11

QE6 **ASK ALL**

**SHOWCARD E6** Which option applies to your household for the total annual household income from all sources before tax and deductions? Please just tell me the letter than applies to your household.

**SINGLE CODE**

	Per month (approx)	Per Year	
A	Up to £950	Under £11,500	1
B	£950 - £1,450	£11,500 - £17,499	2
C	£1,450- £2,500	£17,500 - £29,999	3
D	£2,500 - £4,200	£30,000 - £49,999	4
E	£4,200 or over	£50,000 or over	5
		Don't know	6
		Refused	7

QE7 **ASK ALL**

**SHOWCARD E7** Which of these groups best describes you? Please just read out the letter that applies to you.

SINGLE CODE

<u>WHITE</u>	
A. British .....	1
B. English .....	2
C. Scottish .....	3
D. Welsh .....	4
E. Irish .....	5
F. Any other white background (WRITE IN) .....	6
<hr/>	
<u>MIXED</u>	
G. White and Black Caribbean .....	7
H. White and Black African .....	8
I. White and Asian .....	9
J. Any other mixed background (WRITE IN) .....	10
<hr/>	
<u>ASIAN AND BRITISH ASIAN</u>	
K. Indian .....	11
L. Pakistani .....	12
M. Bangladeshi .....	13
N. Any other Asian background (WRITE IN) .....	14
<hr/>	
<u>BLACK AND BLACK BRITISH</u>	
O. Caribbean .....	15
P. African .....	16
Q. Any other black background (WRITE IN) .....	17
<hr/>	
<u>MIDDLE EAST AND ARABIC ORIGIN</u>	
R. Middle Eastern, including Arabic origin .....	18
S. Iranian .....	19
<u>CHINESE OR OTHER ETHNIC GROUP</u>	
T. Chinese .....	20
U. Any other background (WRITE IN) .....	21
<hr/>	
Refused .....	22

QE8 **ASK ALL**

**SHOWCARD E8** And which of these options applies to your home?

SINGLE CODE

Being bought on mortgage .....	1
Owned outright by the household .....	2
Rented from Local Authority/ Housing Association/ Trust .....	3
Rented from Private Landlord .....	4
Other (WRITE IN AND CODE 5) .....	5
Don't know .....	6

QE9 **ASK ALL**

We may wish to contact you in the future for research purposes. Would you be willing to be re-contacted?

Yes ..... 1  
No ..... 2

QE10 **ASK IF YES AT QE8 (CODE 1) – OTHERS SKIP TO CLOSE**

Can I make a note of your phone number in case we need to contact you again?

Yes – ENTER HERE \_\_\_\_\_ 1  
No ..... 2

**THANK AND CLOSE**