

OFCOM TRIPLE PLAY SWITCHING QUANTITATIVE RESEARCH – 22086

QUESTIONS FOR OMNIBUS

Final Questionnaire Version

ASK ALL

Q1 Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services. For each statement please indicate how much you agree or disagree...

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

ASK ALL

Q2 Which of the following services do you/your household have?

Please select all that apply. MULTICODE. ROTATE CODES 1-5.

- A landline or fixed line phone service which can be used for making and receiving calls (whether used or not)1
- A fixed broadband service through a phone line or cable service into the home (not access through a mobile phone or a 'dongle' you may plug into a USB)2
- A Pay TV service via cable TV, satellite TV or a broadband connection which you pay for (such as from Virgin Media, Sky, TalkTalk TV or BT TV)3
- Other paid TV or video services (such as Netflix, Amazon Prime Instant Video, Now TV etc.)4
- A mobile phone service/SIM as part of a package with your fixed line, broadband or Pay TV service5
- None of these (SINGLE CODE)6

ASK THOSE WITH A FIXED BROADBAND SERVICE AND NO LANDLINE AT Q2

Q3 Does your household pay line rental in order to receive the fixed broadband service?

Please select one.

SINGLE CODE

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

IF RESPONDENT CODES 1 AT Q3, THEN THEY HAVE FIXED LANDLINE/LINE RENTAL FOR ALL SUBSEQUENT QUESTIONS AS RELEVANT.

ASK ALL

Q4 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service?

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

Please select one for each service. SINGLE CODE FOR EACH. SHOW SERVICES CURRENTLY USED AT Q2/3

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

ALL WHO HAVE SWITCHED A LANDLINE, FIXED BROADBAND OR PAY TV SERVICE IN THE LAST 2 YEARS AT Q4 OR HAVE MOBILE PHONE SERVICE\SIM AS PART OF A PACKAGE AT Q2

Q5 I would now like you to tell me which provider you use for each service. Please tell me which company you pay for this service.

If you have more than one, please think about the one you consider to be your main service.

So which provider do you use for your [SERVICES 1-3 AND 5 AT Q2/3]?

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

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

SWITCHER CODING:

1. IF CODES FIXED LANDLINE/FIXED BROADBAND AND PAY TV SWITCHED AT Q4 AND WITH THE SAME PROVIDER AT Q5 = TRIPLE PLAY SWITCHER
2. IF CODES FIXED LANDLINE/FIXED BROADBAND SWITCHED AT Q4 AND WITH SAME PROVIDER AT Q5 = DUAL PLAY SWITCHER
3. IF PAY TV PROVIDER SWITCHED AT Q4 AND PROVIDER NOT USED FOR ANY OTHER SERVICES AT Q5 = PAY TV STANDALONE

ASK ALL THAT SWITCHED A SERVICE IN THE PAST 2 YEARS AT Q4

Q6 And thinking about the most recent time you changed your service provider, which provider did you use previously for each service?

Please say which company you previously paid for this service.

So who was your provider for your [INSERT] before you switched?

If you have more than one, please think about the one you consider to be your main service.

SINGLE CODE FOR EACH SERVICE. SHOW SERVICES SWITCHED IN THE PAST 2 YEARS AT Q4.

REPEAT GRID FROM Q5

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

ASK ALL USING A SERVICE AT Q2/3 AND DID NOT SWITCH IN THE LAST 2 YEARS AT Q4

Q7 Which of the following services do you use the same provider for?

Please think about the company you pay for each service.

If you have more than one, please think about the one you consider to be your main service.

SINGLE CODE FOR EACH SERVICE.

SHOW SERVICES 1-3 FROM Q2/3 AND THOSE SERVICES NOT SWITCHED IN THE LAST 2 YEARS AT Q4.

Please select all that apply. MULTICODE & ROTATE CODES 1-3.

- Fixed landline/ line rental1
- Fixed broadband.....2
- Pay TV service.....3
- None of these (SINGLE CODE)4

NON-SWITCHER CODING:

1. IF CODES LANDLINE/BROADBAND AND PAY TV WITH THE SAME PROVIDER AT Q7 = TRIPLE PLAY
2. IF CODES LANDLINE/BROADBAND WITH SAME PROVIDER AT Q7 = DUAL PLAY
3. IF HAVE PAY TV AT Q2 AND NOT 1-5 FOR PAY TV AT Q4 AND PAY TV NOT SELECTED AT Q7 = PAY TV STANDALONE

SCRIPTERS: IF THEY FALL INTO CODE 1 THEN Q8 ASKED ONCE

SCRIPTERS: IF THEY FALL INTO CODE 2 AND 3 THEN Q8 IS ASKED TWICE

SCRIPTERS: IF THEY FALL INTO CODE 2 OR 3 ONLY THEN Q8 IS ASKED ONCE

ASK ALL TRIPLE PLAY, DUAL PLAY OR PAY TV STANDALONE AS DEFINED ABOVE IN 'NON-SWITCHER CODING' (FOLLOWING Q7) FOR EACH SERVICE NOT SWITCHED IN THE PAST 2 YEARS AT Q4.

Q8 For each service, which of the following applies to your household?

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

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

ASK A SEPARATE QUESTION FOR EACH TRIPLE PLAY, DUAL PLAY OR PAY TV STANDALONE SWITCHING OCCASION AS DEFINED IN 'SWITCHER CODING' (FOLLOWING Q5) FOR EACH SWITCH IN THE PAST 2 YEARS AT Q4.

Q9 Are any of the following relevant to the most recent time you switched your <INSERT SERVICES FROM EACH SWITCHING OCCASION> communications providers?

Please select all that apply. MULTICODE.

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

IF PREVIOUS PROVIDER AT Q6 IS **VIRGIN** AND CURRENT PROVIDER AT Q5 IS **TALKTALK**: I didn't choose to switch, but I was a customer of Virgin Media National (i.e. not Virgin Media's cable service) and they moved my/our service to TalkTalk 2

ASK IF ONE OF THE SERVICES SWITCHED AT Q5 WAS BROADBAND: I had to get a code from my previous broadband provider and give it to my new broadband provider, i.e. a MAC (Migration Authorisation Code) 3

None of these 4

Don't know/don't recall 5