
ASK ALL

.INTR..

SAY TO RESPONDENT

Good morning/ afternoon/ evening. My name is and I'm here on behalf of Quadrangle Operations, the market research company. We're conducting a survey for Ofcom - the regulator for the UK communications industry.

The purpose of this survey is to understand how people make decisions about which providers to use for their different communications services (such as home phones, mobile phones, TV services and the internet).

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

IF NECESSARY - Please be assured that this is genuine research being conducted on behalf of Ofcom, we are not trying to sell you anything, and there will be no sales follow-up as a result of contacting you.

ASK ALL

.QSO..

SHOWCARD S1

Firstly, can I just check, do you or anyone else in your household currently work in any of the following professions?

ANY OF CODES 1-5 WILL CLOSE

- 1) Advertising or public relations
- 2) Marketing or market research
- 3) Media, including TV, radio, newspapers, magazines
- 4) Mobile phone manufacture or sale
- 5) Telecommunications, including internet service provision
- 0) None of these

SKIP TO QS1C IF QSO IS NOT CODED 1-5

SAY IF RESTRICTED PROFESSION AT QSO

.Qsf..

In that case I'm afraid that we won't be able to conduct this research with you, but thank you for your time.

1) CODE AS NOT APPLICABLE

CLOSE INTERVIEW

ASK ALL

.QC1..

SHOWCARD S2

Which of these age groups applies to you?

- 1) Under 25
- 2) 25-34
- 3) 35-44
- 4) 45-54
- 5) 55-64
- 6) 65-74
- 7) 75 plus

0) Refused

ASK ALL

.QC2..

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

PROBE TO CODE AS SOCIAL GRADE

- 1) AB
- 2) C1
- 3) C2
- 4) DE
- 0) Refused

ASK ALL

.QC3..

SHOWCARD S3

Which of these best describes your current situation?

SINGLE CODE

- 1) In full-time education
 - 2) Working full-time (30+ hours per week)
 - 3) Working part-time (8-29 hours per week)
 - 4) Looking after the home or family
 - 5) Retired from paid work
 - 6) Unemployed
 - 7) On a government work or training scheme
 - 8) Permanently sick or disabled
 - 0) Refused
-

SCREENING SECTION – COMPLETE FOR ALL RESPONDENTS

ASK THOSE CONTACTED IN PERSON

.QS1c..

SHOWCARD S4

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

MULTICODE OK FOR CODES 1-4

- 1) A mobile phone
- 2) A landline phone
- 3) A TV that you or anyone else watches
- 4) Fixed broadband internet access (through a phone line or cable service, perhaps using a Wi-Fi router)
- 0) None of these

ASK QS1BA IF QS1C IS CODED 4 AND QS1C IS NOT CODED 2
OTHERWISE SKIP TO PQS2

ASK THOSE WITH A FIXED BROADBAND SERVICE AND NO LANDLINE AT QS1C

.QS1ba..

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

IF NECESSARY - So you could use this fixed line to make calls if you plugged a phone into the line.

- 1) Yes, pay rental for a fixed line (GO BACK AND CODE 2 AT QS1C)
- 2) No
- 0) Don't know

GO BACK TO QS1C IF QS1BA IS CODED 1

INFORMATION STORED IN QUESTIONNAIRE

.PQS2..

SERVICES IN HOUSEHOLD FROM QS1C

- 1) Mobile phone
- 2) Landline phone
- 3) TV service
- 4) Fixed broadband internet access

Coded as :-
1 IF QS1C IS CODED 1
2 IF QS1C IS CODED 2
3 IF QS1C IS CODED 3
4 IF QS1C IS CODED 4

ASK ALL

.QS2..

Which, if any, of these services are you primarily or jointly RESPONSIBLE FOR - in terms of deciding which provider or network to use?

READ OUT – MULTICODE OK

- 1) Mobile phone
 - 2) Landline phone service and/ or line rental
 - 3) TV service
 - 4) Fixed broadband internet access
 - 0) None of these - ASK TO SPEAK TO OTHER PERSON IN THE HOUSEHOLD
-

.DQS4a..

ASK QS4A IF QS2 IS CODED 3
OTHERWISE SKIP TO PQS6

ASK IF TV SERVICE DECISION MAKER AT QS2

.QS4a..

SHOWCARD S5

Which of these TYPES of TV service does your household receive at the moment for your MAIN TV set?

SINGLE CODE

IF MORE THAN ONE TYPE (e.g. satellite and Freeview) - Which one is the main type watched on the TV set?

IF NECESSARY - The YouView service was launched in 2012 and uses a set-top box connected to both a TV aerial and the household's broadband connection to access both the Freeview channels and also catch-up TV through the menu.

- 1) Cable TV - from Virgin Media
- 2) Satellite TV - WITH a monthly subscription
- 3) Satellite TV - with NO monthly subscription
- 4) Freeview - via a YOUVIEW set-top box, with ONLY free to view channels
- 5) Freeview - via a YOUVIEW set-top box, with any additional channels that you PAY to receive
- 6) Standard Freeview - with ONLY free to view channels
- 7) Standard Freeview - with any additional channels that you PAY to receive
- 8) Digital TV via broadband - e.g. BT TV or TalkTalk TV or EE TV

SKIP TO PTV IF QS4A IS CODED 4,6

INFORMATION STORED IN QUESTIONNAIRE

.PQS4b..

PUNCH FOR QS4B

- 1) Virgin Media
- 2) Sky
- 3) Top-Up-TV
- 4) BT TV
- 5) TalkTalk TV
- 6) Now TV
- 7) EE TV
- 13) Other - SPECIFY

Coded as :-
1 IF QS4A IS CODED 1
2 IF QS4A IS CODED 2 OR 3
3 IF QS4A IS CODED 5 OR 7
4 IF QS4A IS CODED 5 OR 7 OR 8
5 IF QS4A IS CODED 5 OR 7 OR 8
6 IF QS4A IS CODED 5 OR 7 OR 8
7 IF QS4A IS CODED 8
OTHERWISE 13

INFORMATION STORED IN QUESTIONNAIRE

.PQS4bb..

TEXT TO USE FOR FREEVIEW USERS

- 1) your TV service?
- 2) the additional channels you pay to receive on Freeview?

Coded as :-
2 IF QS4A IS CODED 5,7

ASK IF HAVE PAY TV AT QS4A (NOT CODES 4 OR 6)

.QS4b..

Which company provides "THE ANSWER TO PQS4BB"

IF RESPONDENT MENTIONS A COMPANY NOT SHOWN - GO BACK TO QS4A AND CLARIFY

TYPE OF TV SERVICE THE HOUSEHOLD RECEIVED

IF 'FREEVIEW' - Just the companies that you pay to receive channels

SINGLE CODE

- 1) Virgin Media
- 2) Sky
- 3) Top-Up-TV
- 4) BT TV
- 5) TalkTalk TV
- 6) Now TV
- 7) EE TV
- 13) Other - SPECIFY

INFORMATION STORED IN QUESTIONNAIRE

.PTV..

RECORD OF TV SERVICE PROVIDER

- 1) Virgin Media
- 2) Sky
- 3) Top-Up-TV
- 4) BT TV
- 5) TalkTalk TV
- 6) Now TV
- 7) Freeview
- 8) YouView
- 9) your TV service company
- 10) EE TV

Coded as :-

- 1 IF QS4B IS CODED 1
- 2 IF QS4B IS CODED 2
- 3 IF QS4B IS CODED 3
- 4 IF QS4B IS CODED 4
- 5 IF QS4B IS CODED 5
- 6 IF QS4B IS CODED 6
- 7 IF QS4A IS CODED 6
- 8 IF QS4A IS CODED 4
- 9 IF QS4B IS CODED 13
- 10 IF QS4B IS CODED 7

INFORMATION STORED IN QUESTIONNAIRE

.PQS6..

SERVICES IN THE HOUSEHOLD THAT RESPONDENT IS RESPONSIBLE FOR

- 1) Mobile phone
- 2) Landline phone and/ or line rental
- 3) TV service
- 4) Fixed broadband internet access

Coded as :-

- 1 IF QS2 IS CODED 1
 - 2 IF QS2 IS CODED 2
 - 3 IF QS2 IS CODED 3
 - 4 IF QS2 IS CODED 4
-

.DQS6..

ASK QS6 IF MULTIPLE ANSWERS AT PQS6
OTHERWISE SKIP TO DL1

ASK IF RESPONSIBLE FOR MORE THAN ONE SERVICE AT PQS6

.QS6..

Do you receive any of these services from the SAME provider?

READ OUT SERVICES SHOWN THAT RESPONDENT IS RESPONSIBLE FOR FROM PQS6

IF RESPONDENT SAYS THEY HAVE MORE THAN ONE SET OF SERVICES FROM THE SAME PROVIDER (E.G. TV AND LANDLINE FROM ONE PROVIDER, MOBILE AND BROADBAND FROM ANOTHER PROVIDER) - Could you tell me which services are in the package you consider to be the MAIN one, or the one your household spends the most on?

- 1) Mobile phone
- 2) Landline phone and/ or line rental
- 3) TV service
- 4) Fixed broadband internet access
- 0) No, none of these

SKIP TO DL1 IF QS6 IS NOT CODED 1-4

INFORMATION STORED IN QUESTIONNAIRE

.QBUN..

BUNDLED SERVICES TO BE COVERED IN BUNDLING SECTION

- 1) Mobile phone
- 2) Landline phone and/ or line rental
- 3) TV service
- 4) Fixed broadband internet access

Coded as :-
1 IF QS6 IS CODED 1
2 IF QS6 IS CODED 2
3 IF QS6 IS CODED 3
4 IF QS6 IS CODED 4

ASK IF HAVE A PACKAGE OF 2+ SERVICES AT QS6

.QB2..

SHOWCARD S6

Which provider do you use for those services?

IF NECESSARY - The company providing your "THE ANSWER TO QS6"?

SINGLE CODE

- 1) Advance Internet
- 2) AOL
- 3) BE
- 4) BT
- 5) Demon
- 6) Eclipse
- 7) EE
- 8) Freesat
- 9) John Lewis
- 10) KComm/ Kingston Communications
- 11) Now TV
- 12) O2
- 13) Orange
- 14) Plusnet
- 15) Post Office
- 16) Sky
- 17) Southern Electric
- 18) Supanet
- 19) TalkTalk
- 20) Tesco
- 21) Three (3) Mobile
- 22) TMobile
- 23) Top Up TV
- 24) Utilities Warehouse
- 25) Virgin Media
- 26) Vodafone
- 27) Zen
- 32) Other - SPECIFY
- 0) Don't know

.DQCHK..

ASK QTVCHK IF QBUN IS CODED 3
OTHERWISE SKIP TO QS7A

.QTVCHK..

CHECK FOR TV PROVIDER IF TV IN BUNDLE

SKIP TO QS7A IF PTV IS CODED 1 AND QB2 IS CODED 25
SKIP TO QS7A IF PTV IS CODED 2 AND QB2 IS CODED 16
SKIP TO QS7A IF PTV IS CODED 3 AND QB2 IS CODED 23
SKIP TO QS7A IF PTV IS CODED 4 AND QB2 IS CODED 4
SKIP TO QS7A IF PTV IS CODED 5 AND QB2 IS CODED 19
SKIP TO QS7A IF PTV IS CODED 6 AND QB2 IS CODED 11
SKIP TO QS7A IF PTV IS CODED 10 AND QB2 IS CODED 7
OTHERWISE ASK QTVCHK2

ASK IF TV SERVICE IN BUNDLE AT QBUN BUT TV SERVICE PROVIDER GIVEN AT QS4B MAY NOT MATCH BUNDLE
PROVIDER GIVEN AT QB2

.QTVCHK2..

INTERVIEWER - PLEASE CHECK:

PAY TV SERVICE FROM "THE ANSWER TO QS4B"

PACKAGE OF SERVICES FROM "THE ANSWER TO QB2"

- 1) SUPPLIERS MATCH - CONTINUE
- 2) GO BACK TO CHANGE RESPONSES

GO BACK TO QTVCHK2 IF QTVCHK2 IS CODED 2

ASK ALL DECISION MAKERS

.QG1..

SHOWCARD S7

To what extent do you agree or disagree with each of the following statements about choosing and using communications services? By communications services we mean landline, mobiles, broadband and TV.

RANDOMISE QG1A-F

- A. When looking for communications services or providers, I often find the amount of information overwhelming
- B. Finding a better deal for my or my households' communications services is not a priority for me
- C. I find it easy to understand the different options available in the communications market
- D. It's too hard to work out whether I would save or not if I switched provider
- E. I would be wary of using a provider I had not heard of
- F. I can easily work out my or my households' communications needs and usage

IF NECESSARY – To what extent do you agree or disagree with that statement about choosing and using communications services?

- 1) Disagree strongly
- 2) Disagree slightly
- 3) Agree slightly
- 4) Agree strongly
- 0) Don't know

ASK ALL DECISION MAKERS

.QG2..

SHOWCARD S8

How confident do you feel about the following:

RANDOMISE QG2A-B

- A. Choosing the best mobile deal for you (ONLY ASK IF CODE 2 AT QS2)
- B. Choosing the best deal for your households' communications needs (e.g. landline, mobile, broadband and TV)
(ASK ALL)

- 1) Very confident
 - 2) Fairly confident
 - 3) Not very confident
 - 4) Not at all confident
 - 0) Don't know
-

.DL1..

LANDLINE SECTION – COMPLETE FOR ALL RESPONSIBLE FOR LANDLINE

ASK QL1 IF PQS6 IS CODED 2 AND QBUN IS NOT CODED 2
SKIP TO QL1AA IF QBUN IS CODED 2
OTHERWISE SKIP TO DM1

ASK ALL LANDLINE SINGLE SERVICE DECISION MAKERS

.QL1..

I'd like to talk with you about your home landline service.

Firstly, do you use the SAME company or DIFFERENT companies for your home phone line RENTAL and the home phone CALLS that are made?

IF NECESSARY - IF DO NOT USE THE PHONE FOR CALLS, CODE 1

- 1) Same company
- 2) Different companies

SKIP TO QL1A IF QL1 IS CODED 1

SAY IF USING DIFFERENT COMPANIES AT QL1

.DL1a..

For the remaining questions about your home landline could you please think about the company you consider to be your MAIN provider for your home landline service?

- 1) CODE 1 TO CONTINUE

SAY TO THOSE WITH LANDLINE IN A PACKAGE

.QL1aa..

You mentioned earlier that your landline service is provided by "THE ANSWER TO QB2" as part of a package...

- 1) CODE 1 TO CONTINUE

ASK ALL LANDLINE DECISION MAKERS

.QL1a..

Can I check who pays the bills for your home landline service, is it...

READ OUT – SINGLE CODE

- 1) You
- 2) Another member of your household
- 3) Your company
- 4) Someone else

SKIP TO DM1 IF QL1A IS CODED 3-4
SKIP TO LLSUP IF QBUN IS CODED 2
OTHERWISE ASK QL2C

ASK ALL LANDLINE SINGLE SERVICE DECISION MAKERS

.QL2c..

SHOWCARD L1

Which provider do you use for your home landline service?

IF NECESSARY - The MAIN provider that you use

SINGLE CODE

- 1) Advance Internet
 - 2) AOL
 - 3) BE
 - 4) BT
 - 5) Demon
 - 6) Eclipse
 - 7) EE
 - 8) Freesat
 - 9) John Lewis
 - 10) KComm/ Kingston Communications
 - 11) Now TV
 - 12) O2
 - 13) Orange
 - 14) Plusnet
 - 15) Post Office
 - 16) Sky
 - 17) Southern Electric
 - 18) Supanet
 - 19) TalkTalk
 - 20) Tesco
 - 21) Three (3) Mobile
 - 22) TMobile
 - 23) Top Up TV
 - 24) Utilities Warehouse
 - 25) Virgin Media
 - 26) Vodafone
 - 27) Zen
 - 32) Other - SPECIFY
 - 0) Don't know
-

INFORMATION STORED IN QUESTIONNAIRE – TAKEN FROM QL2C OR FROM QB2

.LLSUP..

LANDLINE SUPPLIER

SINGLE CODE

- 1) Advance Internet
- 2) AOL
- 3) BE
- 4) BT
- 5) Demon
- 6) Eclipse
- 7) EE
- 8) Freesat
- 9) John Lewis
- 10) KComm/ Kingston Communications
- 11) Now TV
- 12) O2
- 13) Orange
- 14) Plusnet
- 15) Post Office
- 16) Sky
- 17) Southern Electric
- 18) Supanet
- 19) TalkTalk
- 20) Tesco
- 21) Three (3) Mobile
- 22) TMobile
- 23) Top Up TV
- 24) Utilities Warehouse
- 25) Virgin Media
- 26) Vodafone
- 27) Zen
- 32) Other - SPECIFY
- 0) Don't know

ASK ALL LANDLINE DECISION MAKERS

.QL2e..

SHOWCARD L2

Do you have a contract with "THE ANSWER TO LLSUP" which ties you to their service for a period of time?

IF YES - When does your current contract run out?

- 1) No, don't have a contract
 - 2) Within the next month
 - 3) In 1-3 months
 - 4) In 4-6 months
 - 5) In 7-12 months
 - 6) In 13-18 months
 - 7) In more than 18 months
 - 8) Not sure when contract runs out
 - 9) Don't know if I have a contract
-

ASK ALL LANDLINE DECISION MAKERS

.QL2g..

SHOWCARD L3

Have you or has “THE ANSWER TO LLSUP” made any of these changes to your landline service in the last 12 months? (MULTICODE)

1. Received a discount for your landline service
2. Added extra or improved services for your landline service
3. Reduced or downgraded services for your landline service
4. None of these (SINGLE CODE)

ASK ALL LANDLINE DECISION MAKERS WHO HAVE RECEIVED A DISCOUNT IN THE LAST 12 MONTHS AT QL2G

QL2h.

Thinking specifically about receiving a discount for your landline service in the last 12 months...

Did you contact your provider to receive this discount or did your provider contact you?

SINGLE CODE

1. I contacted my provider to make this change
2. My provider contacted me
3. Don't know/ can't remember

ASK ALL LANDLINE DECISION MAKERS WHO HAVE RECEIVED A DISCOUNT IN THE LAST 12 MONTHS AT QL2G

QL2i.

Did you extend or renew your contract with “THE ANSWER TO LLSUP” when this change was made?

IF NECESSARY – Receiving a discount for your landline service or package.

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

ASK ALL LANDLINE DECISION MAKERS WHO HAVE ADDED EXTRA OR IMPROVED SERVICES IN THE LAST 12 MONTHS AT QL2G

QL2j.

Thinking specifically about adding extra or improved services for your landline service in the last 12 months...

Did you contact your provider to add these services or did your provider contact you?

SINGLE CODE

1. I contacted my provider to make this change
2. My provider contacted me
3. Don't know/ can't remember

ASK ALL LANDLINE DECISION MAKERS WHO HAVE ADDED EXTRA OR IMPROVED SERVICES IN THE LAST 12 MONTHS AT QL2G

QL2k.

Did you extend or renew your contract with “THE ANSWER TO LLSUP” when this change was made?

IF NECESSARY – Adding extra or improved services for your landline service or package.

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

ASK ALL LANDLINE DECISION MAKERS WHO HAVE REDUCED OR DOWNGRADED SERVICES IN THE LAST 12 MONTHS AT QL2G

QL2l.

Thinking specifically about reducing or downgrading services for your landline service in the last 12 months...

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

SINGLE CODE

1. I contacted my provider to make this change
2. My provider contacted me
3. Don't know/ can't remember

ASK ALL LANDLINE DECISION MAKERS WHO HAVE ADDED REDUCED OR DOWNGRADED SERVICES IN THE LAST 12 MONTHS AT QL2G

QL2m.

Did you extend or renew your contract with "THE ANSWER TO LLSUP" when this change was made?

IF NECESSARY – Reducing or downgrading services for your landline service or package.

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

DL3

SKIP TO QL5 IF QBUN IS CODED 2

ASK ALL LANDLINE SINGLE SERVICE DECISION MAKERS

.QL3..

SHOWCARD L4

How long has "THE ANSWER TO LLSUP" been providing your home landline service?

- 1) Less than 3 months
- 2) 3-6 months
- 3) 7-12 months
- 4) More than a year, up to 2 years
- 5) More than 2 years, up to 4 years
- 6) More than 4 years, up to 6 years
- 7) More than 6 years, up to 10 years
- 8) More than 10 years
- 0) Don't know/can't remember

ASK ALL LANDLINE DECISION MAKERS

.QL5..

SHOWCARD L5

In terms of your landline service...

How satisfied are you with the OVERALL SERVICE PROVIDED by "THE ANSWER TO LLSUP"?

IF NECESSARY - Would you say you are...

- 1) Very satisfied
- 2) Fairly satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Fairly dissatisfied
- 5) Very dissatisfied
- 0) Don't know

SKIP TO QL7 IF QBUN IS NOT CODED 2

SKIP TO QL7 IF QBUN IS NOT CODED 2

SAY TO THOSE WITH LANDLINE IN A PACKAGE

.qdispll..

Thinking just about your landline service rather than any other service you have in your package with "THE ANSWER TO QB2"...

1) CODE 1 TO CONTINUE

ASK ALL LANDLINE DECISION MAKERS

.QL7..

SHOWCARD L6

Have you or your household ever CHANGED the company that provides your home landline service and/ or line rental?

IF NECESSARY - This would include changing from one provider for your whole service to using two providers - one for calls and one for line rental

IF YES - When did you most recently change provider for your home landline service?

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

SKIP TO PL7B IF QL7 IS CODED 7

ASK IF EVER SWITCHED AT QL7

.NQL7a..

Did you make this change of provider for your landline service at the same time as moving home?

IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently

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

ASK IF EVER SWITCHED AT QL7

.QL7d..

And did you keep the same telephone number when you switched your landline service?

IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently

- 1) Yes
- 2) No
- 0) Not sure

SKIP TO PL7B IF QL7 IS NOT CODED 1-2

ASK IF SWITCHED IN LAST 12 MONTHS AT QL7

.NQL7c..

SHOWCARD L7

Which provider did you use for your home landline service before switching to "THE ANSWER TO LLSUP"?

SINGLE CODE

- 1) Advance Internet
- 2) AOL
- 3) BE
- 4) BT
- 5) Demon
- 6) Eclipse
- 7) EE
- 8) Freesat
- 9) John Lewis
- 10) KComm/ Kingston Communications
- 11) Now TV
- 12) O2
- 13) Orange
- 14) Plusnet
- 15) Post Office
- 16) Sky
- 17) Southern Electric
- 18) Supanet
- 19) TalkTalk
- 20) Tesco
- 21) Three (3) Mobile
- 22) TMobile
- 23) Top Up TV
- 24) Utilities Warehouse

- 25) Virgin Media
 - 26) Vodafone
 - 27) Zen
 - 32) Other - SPECIFY
 - 0) Don't know
-

DL23

ASK QL23 IF SWITCHED IN LAST 12 MONTHS AT QL7 AND DO NOT HAVE FIXED LINE IN A BUNDLE WITH FIXED BROADBAND (SO QBUN NOT 4)

ASK IF SWITCHED IN LAST 12 MONTHS AT QL7 AND DO NOT HAVE FIXED LINE IN A BUNDLE WITH BROADBAND

.QL23..

Why did you switch from "THE ANSWER TO NQL7C" to "THE ANSWER TO LLSUP"?

DO NOT READ OUT PROBE FULLY - Why else?

MULTICODE OK

- 1) For a better/ cheaper price/ deal
- 2) Poor service from previous provider
- 3) Good experience with new provider for other services/ previously
- 4) To bundle two or more services together with one provider/ for convenience
- 5) Better range of price plans
- 6) New provider recommended by someone I know
- 13) Other - SPECIFY
- 0) Don't know

ASK IF SWITCHED IN LAST 12 MONTHS AT QL7

.NQL7e..

SHOWCARD L8

Did you receive any OTHER services from "THE ANSWER TO NQL7C" as well as your landline service at the time you switched to "THE ANSWER TO LLSUP"?

IF YES: Which other services did you receive from "THE ANSWER TO NQL7C"?

MULTICODE OK FOR CODES 2-5

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

SKIP TO PL7B IF NQL7E IS NOT CODED 2-5

INFORMATION STORED IN QUESTIONNAIRE

.pQL7f..

SERVICES RECEIVED FROM PREVIOUS SUPPLIER

- 1) TV service
- 2) Fixed broadband service
- 3) Mobile broadband service
- 4) Mobile phone service
- 5) Landline service

Coded as :-

- 1 IF NQL7E IS CODED 2
 - 2 IF NQL7E IS CODED 3
 - 3 IF NQL7E IS CODED 4
 - 4 IF NQL7E IS CODED 5
 - OTHERWISE 5
-

ASK IF RECEIVED OTHER SERVICES FROM PREVIOUS SUPPLIER AT NQL7E

.NQL7f..

You said you received "THE ANSWER TO PQL7F" from "THE ANSWER TO NQL7C".

Did you get these services as a package/ bundle or separate services?

READ OUT SERVICES SHOWN AND CODE THOSE THAT WERE IN A PACKAGE/ BUNDLE

YOU MUST MULTICODE IF CODING ANY SERVICES FROM 1-5

- 1) TV service
- 2) Fixed broadband service
- 3) Mobile broadband service
- 4) Mobile phone service
- 5) Landline service
- 0) All separate services (SINGLE CODE)

INFORMATION STORED IN QUESTIONNAIRE

.PL7b..

TEXT FOR QL7B

- 1) was it
- 2) do you think it would be

Coded as :-
1 IF QL7 IS CODED 1-6
2 IF QL7 IS CODED 7

ASK ALL LANDLINE DECISION MAKERS

.QL7b..

How easy or difficult "THE ANSWER TO PL7B" to change the provider of your home landline service?

IF SWITCHED MORE THAN ONCE - Please think about the last time.

READ OUT

- 1) Very easy
- 2) Fairly easy
- 3) Fairly difficult
- 4) Very difficult
- 0) Don't know

ASK QL7CA IF QL7 IS CODED 1-2 AND QBUN NOT 4
OTHERWISE SKIP TO DL8

ASK IF SWITCHED IN LAST 12 MONTHS AT QL7 AND DO NOT HAVE FIXED LINE IN A BUNDLE WITH BROADBAND
.QL7ca..

SHOWCARD L9

Thinking about when you switched your landline service, did you experience any difficulties with any of the following?

MULTICODE OK - CODE ALL THAT APPLY

- 1) Comparing the different offers available for landline services when looking to switch
 - 2) Previous provider kept sending bills for the cancelled service
 - 3) Previous provider kept trying to persuade us to stay
 - 4) Getting through to the previous provider to cancel the service
 - 5) Temporary loss or disruption of your landline service during the switch
 - 6) Arranging for the old and new services to stop and start at the right time
 - 7) Technical issues getting the new service up and running
 - 8) Having to pay both the old provider and the new provider for a period of time
 - 9) Keeping your phone number
 - 10) Knowing what steps you needed to take to switch from one provider to another
 - 11) Having to pay a cancellation or early termination charge to your previous provider
 - 12) Getting your previous provider to provide you with any information that you needed to be able to switch to another provider
 - 13) Delay in receiving equipment from your current provider (i.e. the company you switched to)
 - 14) Having to wait for the contract period to end
 - 15) The switching process took longer than you think it should have
 - 0) None of these/ did not experience any difficulties
-

.dl8..

SKIP TO QL8 IF QBUN IS NOT CODED 2
OTHERWISE ASK QDISP2LL

SAY TO THOSE WITH LANDLINE IN A PACKAGE AT QBUN

.qdisp2ll..

Again, thinking just about your landline service rather than any other service in your package with "THE ANSWER TO QB2"...

1) CODE 1 TO CONTINUE

ASK ALL LANDLINE DECISION MAKERS

.QL8..

SHOWCARD L10

What is your current thinking regarding changing the company that provides your home landline service?

IF NECESSARY - Are you...

SINGLE CODE

- 1) Actively looking for a new home landline service provider at the moment
- 2) Open to the idea of a new home landline service provider
- 3) Not interested in a new home landline service provider
- 0) Don't know

ASK QL9A IF QL7 IS NOT CODED 1-2 AND QL8 IS NOT CODED 1
OTHERWISE SKIP TO DL18

ASK IF NOT SWITCHED IN LAST 12 MONTHS AT QL7 AND NOT ACTIVELY LOOKING AT QL8

.QL9a..

SHOWCARD L11

Have you considered changing the company that provides your home landline service?

IF NECESSARY - This would include changing from one provider for your whole service to using two providers - one for calls and one for line rental

IF YES - When did you most recently consider changing provider for your home landline service?

SINGLE CODE

- 1) Yes - in the last 6 months
- 2) Yes - 7 to 12 months ago
- 3) Yes - 13 to 18 months ago
- 4) Yes - 1.5 to 2 years ago
- 5) Yes - 2 to 3 years ago
- 6) Yes - more than 3 years ago
- 7) No - never considered changing provider
- 8) No - can't change, only one provider in the area

SKIP TO DL18 IF QL9A IS NOT CODED 1-2
OTHERWISE ASK QL9B

ASK IF CONSIDERED SWITCHING IN LAST 12 MONTHS AT QL9A

.QL9b..

And did you actively START LOOKING for an alternative landline service provider?

- 1) Yes
- 2) No



DL10A

ASK QL10A IF CONSIDERED SWITCHING IN LAST 12 MONTHS AT QL9A AND DO NOT HAVE FIXED LINE IN A BUNDLE WITH FIXED BROADBAND (SO QBUN NOT 4)

ASK IF CONSIDERED SWITCHING IN LAST 12 MONTHS AT QL9A AND DO NOT HAVE FIXED LINE IN A BUNDLE WITH BROADBAND

.QL10a..

You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different landline provider?

DO NOT READ OUT PROBE FULLY

MULTICODE OK

- 1) Happy/ satisfied/ content with my current provider
- 2) Problems/ issues with current provider not sufficiently bad/ frequent to switch
- 3) Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching
- 4) Current provider improved their offer
- 5) Prefer to stay with trusted/ known provider
- 6) Difficult to make comparisons between providers
- 7) No/ not enough difference between providers
- 8) Too busy/ don't have time to research the options
- 9) Too big a risk that something will go wrong in the transition/ switch from one provider to another
- 10) Information available confusing / couldn't understand technical jargon
- 11) Tied to fixed length contract with my current provider
- 12) Still within my contract period/ would have to pay an early termination charge/ cancellation charge
- 13) Have a minimum notice period
- 14) Didn't want to get locked into a fixed contract with new provider
- 15) Shopping around for a new provider is too much of a hassle or a chore
- 16) Too much hassle to set up the new service
- 17) Don't live in a cabled street/ can't get cable telephone where I live
- 18) It's not clear what steps I would need to take to switch provider
- 19) It's too time consuming to go through the process of switching from one provider to another
- 20) It would have been difficult to keep my phone number
- 32) Other - ENTER AT NEXT SCREEN
- 0) Don't know

.DL18..

ASK QL30 IF QL7 IS CODED 1-2
OTHERWISE SKIP TO DQL31

ASK IF SWITCHED IN LAST 12 MONTHS AT QL7

.QL30..

Which of the following best describes how you feel about your decision to switch landline service provider? Would you say you are...

READ OUT

- 1) Very happy
- 2) Fairly happy
- 3) Fairly unhappy
- 4) Very unhappy
- 0) Don't know

SKIP TO QL19A

.dQL31..

ASK QL37 IF QL9A IS CODED 1-2
OTHERWISE SKIP TO QL19A

ASK IF CONSIDERED SWITCHING IN LAST 12 MONTHS AT QL9A

.QL37..

Which of the following best describes how you feel about your decision
NOT to switch landline service provider? Would you say you are...
READ OUT

- 1) Very happy
- 2) Fairly happy
- 3) Fairly unhappy
- 4) Very unhappy
- 0) Don't know

ASK ALL LANDLINE DECISION MAKERS

.QL19a..

SHOWCARD L12

Could you please tell me the extent to which you agree or disagree with
this statement regarding "THE ANSWER TO LLSUP"?
They are the best landline provider on the market.
IF NECESSARY - Do you...

- 1) Agree strongly
 - 2) Agree slightly
 - 3) Neither agree nor disagree
 - 4) Disagree slightly
 - 5) Disagree strongly
 - 0) Don't know
-

.dl9d..

ASK QL9D IF QL8 IS CODED 3 AND QL7 IS NOT CODED 1-2 AND QL9A IS NOT CODED 1-2 AND QL8 IS NOT CODED 1 AND QL19A IS NOT CODED 1-2 OTHERWISE SKIP TO QL22

ASK THOSE WHO SAY THEY ARE NOT INTERESTED IN A NEW PROVIDER AT QL8 AND HAVE NOT SWITCHED IN THE LAST 12 MONTHS AT QL7 AND HAVE NOT CONSIDERED SWITCHING IN THE LAST 12 MONTHS AT QL9A AND ARE NOT CURRENTLY LOOKING AT QL8 AND WHO DO NOT AGREE THEIR PROVIDER IS THE BEST AT QL19A

.QL9d..

Why are you not interested in changing the company that provides your home landline service?

DO NOT READ OUT PROBE FULLY - Why else?

MULTICODE OK

- 1) Problems/ issues with current provider not sufficiently bad/ frequent to switch
- 2) Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching
- 3) Prefer to stay with trusted/ known provider
- 4) Difficult to make comparisons between providers
- 5) No/ not enough difference between providers
- 6) Too busy/ don't have time to research the options
- 7) Too big a risk that something will go wrong in the transition/ switch from one provider to another
- 8) Information available confusing / couldn't understand technical jargon
- 9) Tied to fixed length contract with my current provider
- 10) Still within my contract period/ would have to pay an early termination charge/ cancellation charge
- 11) Have a minimum notice period
- 12) Didn't want to get locked into a fixed contract with new provider
- 13) Shopping around for a new provider is too much of a hassle or a chore
- 14) Too much hassle to set up the new service
- 15) Don't live in a cabled street/ can't get cable telephone where I live
- 16) It's not clear what steps I would need to take to switch provider
- 17) It's too time consuming to go through the process of switching from one provider to another
- 18) It would be difficult to keep my phone number
- 32) Other - ENTER AT NEXT SCREEN
- 0) Don't know

ASK ALL LANDLINE DECISION MAKERS

.QL22..

How easy or difficult do you think it is to make COST comparisons between landline providers?

READ OUT

- 1) Very easy
 - 2) Fairly easy
 - 3) Fairly difficult
 - 4) Very difficult
 - 0) Don't know
-

DL24

SKIP TO DM1 IF QBUN IS CODED 2

ASK ALL LANDLINE SINGLE SERVICE DECISION MAKERS

.QL24..

SHOWCARD L13

How much choice do you think you have in terms of alternative landline providers that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.

- 1) Too much choice
- 2) About the right amount of choice
- 3) Too little choice
- 4) No choice
- 0) Don't know

ASK ALL LANDLINE SINGLE SERVICE DECISION MAKERS

.QL25..

SHOWCARD L14

To what extent do you trust **your** landline provider to ensure you are on the best deal for your needs?

- 1) I trust them completely
 - 2) I trust them a lot
 - 3) I trust them a bit
 - 4) I don't trust them at all
 - 0) Don't know
-

.DM1..

MOBILE SECTION – COMPLETE FOR ALL RESPONSIBLE FOR MOBILE

SKIP TO QM1 IF PQS6 IS CODED 1 AND QBUN IS NOT CODED 1
ASK QM1AA IF QBUN IS CODED 1
OTHERWISE SKIP TO DI1

SAY TO THOSE WITH MOBILE IN A PACKAGE

.QM1aa..

You mentioned earlier that your mobile phone service is provided by
"THE ANSWER TO QB2" as part of a package...

1) CODE 1 TO CONTINUE

ASK ALL MOBILE DECISION MAKERS

.QM1..

I'd like to talk with you about your service for the mobile phone that you
have and use the most. We're interested in the NETWORK that you pay for the
calls you make or the texts you send rather than the phone handset itself.

Firstly, can I check who pays the bills for your mobile phone, is it...
READ OUT – SINGLE CODE

- 1) You
- 2) Another member of your household
- 3) Your company
- 4) Someone else

SKIP TO DI1 IF QM1 IS CODED 3-4
SKIP TO MPSUP IF QBUN IS CODED 1
OTHERWISE ASK QM1A

ASK ALL MOBILE SINGLE SERVICE DECISION MAKERS

.QM1a..

How many mobile phones with different telephone numbers do you use at
least once a month?

IF NECESSARY - Please include any phones used for work or other
purposes?

- 1) 1
 - 2) 2
 - 3) 3
 - 4) 4 or more
-

ASK ALL MOBILE SINGLE SERVICE DECISION MAKERS

.QM2..

SHOWCARD M1

Which mobile phone service provider do you use most often?

SINGLE CODE

IF NECESSARY - The name of the network will be displayed on the screen of your mobile phone handset when it's switched on.

IF GIVE THE NAME OF A PHONE MANUFACTURER (E.G. IPHONE/ SAMSUNG) - We're interested in the phone network, so the company you pay for the calls you make.

- 1) Advance Internet
 - 2) AOL
 - 3) BE
 - 4) BT
 - 5) Demon
 - 6) Eclipse
 - 7) EE
 - 8) Freesat
 - 9) John Lewis
 - 10) KComm/ Kingston Communications
 - 11) Now TV
 - 12) O2
 - 13) Orange
 - 14) Plusnet
 - 15) Post Office
 - 16) Sky
 - 17) Southern Electric
 - 18) Supanet
 - 19) TalkTalk
 - 20) Tesco
 - 21) Three (3) Mobile
 - 22) TMobile
 - 23) Top Up TV
 - 24) Utilities Warehouse
 - 25) Virgin Media
 - 26) Vodafone
 - 27) Zen
 - 32) Other - SPECIFY
 - 0) Don't know
-

INFORMATION STORED IN QUESTIONNAIRE – TAKEN FROM QM2 OR FROM QB2

.MPSUP..

MOBILE PHONE NETWORK

SINGLE CODE

- 1) Advance Internet
- 2) AOL
- 3) BE
- 4) BT
- 5) Demon
- 6) Eclipse
- 7) EE
- 8) Freesat
- 9) John Lewis
- 10) KComm/ Kingston Communications
- 11) Now TV
- 12) O2
- 13) Orange
- 14) Plusnet
- 15) Post Office
- 16) Sky
- 17) Southern Electric
- 18) Supanet
- 19) TalkTalk
- 20) Tesco
- 21) Three (3) Mobile
- 22) TMobile
- 23) Top Up TV
- 24) Utilities Warehouse
- 25) Virgin Media
- 26) Vodafone
- 27) Zen
- 32) Other - SPECIFY
- 0) Don't know

ASK ALL MOBILE DECISION MAKERS

.QM3b..

SHOWCARD M2

Do you have a contract with "THE ANSWER TO MPSUP" which ties you to their service for a period of time?

IF YES - When does your current contract run out?

- 1) No, don't have a contract
 - 2) Within the next month
 - 3) In 1-3 months
 - 4) In 4-6 months
 - 5) In 7-12 months
 - 6) In 13-18 months
 - 7) In more than 18 months
 - 8) Not sure when contract runs out
 - 9) Don't know if I have a contract
-

.dm2a..

SKIP TO QM5 IF QBUN IS CODED 1

ASK ALL MOBILE SINGLE SERVICE DECISION MAKERS

.QM2a..

Which of these best describes the (MAIN) mobile phone package you use?

READ OUT CODES 1-2

SINGLE CODE

- 1) Monthly contract/ postpay
- 2) Pay as you go/ prepay
- 3) Other - SPECIFY
- 0) Don't know

.dm28..

ASK QM28 IF QM2A IS CODED 2
OTHERWISE SKIP TO DM2AA

ASK ALL MOBILE SINGLE SERVICE DECISION MAKERS WITH PREPAY

.QM28..

SHOWCARD M3

Which of these options best describes how you pay for your mobile use – so for calls, texts and mobile data?

SINGLE CODE

- 1) I never pay up-front for an allowance/bundle of calls, texts or data (i.e. never buy an add-on/bolt-on)
- 2) I sometimes pay up-front for an allowance/bundle of calls, texts or data (i.e. sometimes buy an add-on or bolt-on)
- 3) I always pay up-front for an allowance/bundle of calls, texts or data (i.e. always buy an add-on or bolt-on)
- 0) Don't know

.dm2aa..

ASK QM2AA IF QM2A IS CODED 1
OTHERWISE SKIP TO QM2B

ASK ALL MOBILE SINGLE SERVICE DECISION MAKERS WITH A CONTRACT

.QM2aa..

When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card?

SINGLE CODE

- 1) Handset and contract
- 2) SIM only
- 0) Don't know

ASK QM2AB IF QM2AA IS CODED 1
OTHERWISE SKIP TO QM2B

ASK ALL MOBILE SINGLE SERVICE DECISION MAKERS TAKING A HANDSET AND CONTRACT

.QM2ab..

Are you still within your minimum contract period?

IF NECESSARY - Contract periods tend to run for 12, 18 or 24 months and this is agreed when you take out the contract for the mobile phone service and handset.

SINGLE CODE

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

SKIP TO QM2B IF QM2AB IS NOT CODED 2

ASK THOSE OUT OF THEIR CONTRACT PERIOD

.QM2ac..

SHOWCARD M4

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

SINGLE CODE

- 1) I am paying a similar monthly tariff compared to when I signed up
- 2) I am now on a SIM-only cheaper tariff
- 3) I am now on a cheaper tariff to when I signed up, but not SIM-only
- 4) I am now on a more expensive tariff compared to when I signed up
- 0) Don't know

.dm2g..

SKIP TO QM5 IF QM2A IS CODED 2

ASK ALL MOBILE DECISION MAKERS WITH A CONTRACT

.QM2g..

SHOWCARD M5

Have you or has "THE ANSWER TO MPSUP" made any of these changes to your mobile service in the last 12 months? (MULTICODE)

- 1. Received a discount for your mobile service
- 2. Added extra or improved services for your mobile service
- 3. Reduced or downgraded services for your mobile service
- 4. None of these (SINGLE CODE)

ASK ALL MOBILE DECISION MAKERS WITH A CONTRACT WHO HAVE RECEIVED A DISCOUNT IN THE LAST 12 MONTHS

QM2h.

Thinking specifically about receiving a discount for your mobile service in the last 12 months...

Did you contact your provider to receive this discount or did your provider contact you?

SINGLE CODE

- 1. I contacted my provider to make this change
- 2. My provider contacted me
- 3. Don't know/ can't remember

ASK ALL MOBILE DECISION MAKERS WITH A CONTRACT WHO HAVE RECEIVED A DISCOUNT IN THE LAST 12 MONTHS

QM2i.

Did you extend or renew your contract with "THE ANSWER TO MPSUP" when this change was made?

IF NECESSARY – Receiving a discount for your mobile service.

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

ASK ALL MOBILE DECISION MAKERS WITH A CONTRACT WHO HAVE ADDED EXTRA OR IMPROVED SERVICES IN THE
LAST 12 MONTHS

QM2j.

Thinking specifically about adding extra or improved services for your mobile service in the last 12 months...

Did you contact your provider to add these services or did your provider contact you?

SINGLE CODE

1. I contacted my provider to make this change
2. My provider contacted me
3. Don't know/ can't remember

ASK ALL MOBILE DECISION MAKERS WITH A CONTRACT WHO HAVE ADDED EXTRA OR IMPROVED SERVICES IN THE
LAST 12 MONTHS

QM2k.

Did you extend or renew your contract with "THE ANSWER TO MPSUP" when this change was made?

IF NECESSARY – Adding extra or improved services for your mobile service.

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

ASK ALL MOBILE DECISION MAKERS WITH A CONTRACT WHO HAVE REDUCED OR DOWNGRADED SERVICES IN THE
LAST 12 MONTHS

QM2l.

Thinking specifically about reducing or downgrading services for your mobile service in the last 12 months...

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

SINGLE CODE

1. I contacted my provider to make this change
2. My provider contacted me
3. Don't know/ can't remember

ASK ALL MOBILE DECISION MAKERS WITH A CONTRACT WHO HAVE ADDED REDUCED OR DOWNGRADED SERVICES
IN THE LAST 12 MONTHS

QM2m.

Did you extend or renew your contract with "THE ANSWER TO MPSUP" when this change was made?

IF NECESSARY – Reducing or downgrading services for your mobile service.

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

ASK ALL MOBILE SINGLE SERVICE DECISION MAKERS

.QM2b..

SHOWCARD M6

How long has "THE ANSWER TO MPSUP" been providing your mobile phone service?

- 1) Less than 3 months
- 2) 3-6 months
- 3) 7-12 months
- 4) More than a year, up to 2 years
- 5) More than 2 years, up to 4 years
- 6) More than 4 years, up to 6 years
- 7) More than 6 years, up to 10 years
- 8) More than 10 years
- 0) Don't know/can't remember

ASK ALL MOBILE DECISION MAKERS

.QM5..

SHOWCARD M7

In terms of your mobile phone service...

How satisfied are you with the OVERALL SERVICE PROVIDED by "THE ANSWER TO MPSUP"?

IF NECESSARY - Would you say you are...

- 1) Very satisfied
- 2) Fairly satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Fairly dissatisfied
- 5) Very dissatisfied
- 0) Don't know

SKIP TO QM7 IF QBUN IS NOT CODED 1

SAY TO THOSE WITH MOBILE IN A PACKAGE

.qdispmp..

Thinking just about your mobile phone service rather than any other service you have in your package with "THE ANSWER TO QB2"...

1) CODE 1 TO CONTINUE

ASK ALL MOBILE DECISION MAKERS

.QM7..

SHOWCARD M8

Have you ever CHANGED your mobile phone service provider?

IF NECESSARY - Not the phone handset, but the company you pay for the calls you make?

INTERVIEWER - PREVIOUS CUSTOMERS OF ORANGE/ T-MOBILE WHO HAVE NOW BEEN MOVED TO EE - DO NOT CONSIDER THIS A CHANGE OF MOBILE SERVICE PROVIDER

IF YES - When did you most recently change mobile phone service provider?

- 1) Yes - in the last 6 months
- 2) Yes - 6 to 12 months ago
- 3) Yes - 13 to 18 months ago
- 4) Yes - 1.5 to 2 years ago
- 5) Yes - 2 to 3 years ago
- 6) Yes - more than 3 years ago
- 7) No - never changed provider
- 8) No - can't change, only one provider in the area

SKIP TO PM7B IF QM7 IS CODED 7-8

ASK IF EVER SWITCHED AT QM7

.NQM7da..

Did you keep your mobile phone number when you switched to another service provider?

IF CHANGED PROVIDER MORE THAN ONCE - Please think about the most recent switch.

- 1) Yes, kept the same number
- 2) No, changed my number
- 3) Can't remember

SKIP TO PM7B IF QM7 IS CODED 3-8

ASK IF SWITCHED IN LAST 12 MONTHS AT QM7

.NQM7c..

SHOWCARD M9

Which provider did you use for your mobile service before switching to
"THE ANSWER TO MPSUP"?

SINGLE CODE

- 1) Advance Internet
 - 2) AOL
 - 3) BE
 - 4) BT
 - 5) Demon
 - 6) Eclipse
 - 7) EE
 - 8) Freesat
 - 9) John Lewis
 - 10) KComm/ Kingston Communications
 - 11) Now TV
 - 12) O2
 - 13) Orange
 - 14) Plusnet
 - 15) Post Office
 - 16) Sky
 - 17) Southern Electric
 - 18) Supanet
 - 19) TalkTalk
 - 20) Tesco
 - 21) Three (3) Mobile
 - 22) TMobile
 - 23) Top Up TV
 - 24) Utilities Warehouse
 - 25) Virgin Media
 - 26) Vodafone
 - 27) Zen
 - 32) Other - SPECIFY
 - 0) Don't know
-

ASK IF SWITCHED IN LAST 12 MONTHS AT QM7

.NQM7e..

SHOWCARD M10

Did you receive any OTHER services from "THE ANSWER TO NQM7C" as well as your mobile service at the time you switched to "THE ANSWER TO MPSUP"?

IF YES - Which other services did you receive from "THE ANSWER TO NQM7C"?

MULTICODE OK FOR CODES 2-5

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

SKIP TO PM7B IF NQM7E IS NOT CODED 2-5

INFORMATION STORED IN QUESTIONNAIRE

.pQM7f..

SERVICES RECEIVED FROM PREVIOUS SUPPLIER

- 1) TV service
- 2) Fixed broadband service
- 3) Mobile broadband service
- 4) Landline service
- 5) Mobile phone service

Coded as :-
1 IF NQM7E IS CODED 2
2 IF NQM7E IS CODED 3
3 IF NQM7E IS CODED 4
4 IF NQM7E IS CODED 5
OTHERWISE 5

ASK IF RECEIVED OTHER SERVICES FROM PREVIOUS SUPPLIER AT NQM7E

.NQM7f..

You said you received "THE ANSWER TO PQM7F" from "THE ANSWER TO NQM7C".

Did you get these services as a package/ bundle or separate services?

READ OUT SERVICES SHOWN AND CODE THOSE THAT WERE IN A PACKAGE/ BUNDLE

YOU MUST MULTICODE IF CODING ANY SERVICES FROM 1-5

- 1) TV service
- 2) Fixed broadband service
- 3) Mobile broadband service
- 4) Landline service
- 5) Mobile phone service
- 0) All separate services (SINGLE CODE)

INFORMATION STORED IN QUESTIONNAIRE

.PM7b..

TEXT FOR QM7B

- 1) was it
- 2) do you think it would be

Coded as :-
1 IF QM7 IS CODED 1-6
2 IF QM7 IS CODED 7-8

ASK ALL MOBILE DECISION MAKERS

.QM7b..

How easy or difficult "THE ANSWER TO PM7B" to change your mobile phone service provider?

IF SWITCHED MORE THAN ONCE - Please think about the last time.

READ OUT

- 1) Very easy
- 2) Fairly easy
- 3) Fairly difficult
- 4) Very difficult
- 0) Don't know

.dQM8..

SKIP TO QM8 IF QBUN IS NOT CODED 1
OTHERWISE ASK QDISP2MP

SAY TO THOSE WITH MOBILE IN A PACKAGE

.qdisp2mp..

Again, thinking just about your mobile phone service rather than any other service in your package with "THE ANSWER TO QB2"...

1) CODE 1 TO CONTINUE

ASK ALL MOBILE DECISION MAKERS

.QM8..

SHOWCARD M11

What is your current thinking regarding changing the company that provides your mobile phone service?

IF NECESSARY - Are you...

SINGLE CODE

- 1) Actively looking for a new mobile phone service provider at the moment
- 2) Open to the idea of a new mobile phone service provider
- 3) Not interested in a new mobile phone service provider
- 0) Don't know

ASK QM9A IF QM7 IS NOT CODED 1-2 AND QM8 IS NOT CODED 1
OTHERWISE SKIP TO DM18

ASK IF NOT SWITCHED IN LAST 12 MONTHS AT QM7 AND NOT ACTIVELY LOOKING AT QM8

.QM9a..

SHOWCARD M12

Have you considered changing mobile phone service provider?

IF NECESSARY - Not the phone handset, but the company you pay for the calls you make?

IF YES - When did you most recently consider changing mobile phone service provider?

SINGLE CODE

- 1) Yes - in the last 6 months
- 2) Yes - 6 to 12 months ago
- 3) Yes - 13 to 18 months ago
- 4) Yes - 1.5 to 2 years ago
- 5) Yes - 2 to 3 years ago

6) Yes - more than 3 years ago

7) No - never considered changing mobile phone service provider

SKIP TO DM18 IF QM9A IS NOT CODED 1-2

ASK IF CONSIDERED SWITCHING IN LAST 12 MONTHS AT QM9A

.QM9b..

And did you actively START LOOKING for an alternative mobile phone service provider?

- 1) Yes
- 2) No

.Dm18..

ASK QM32 IF QM7 IS CODED 1-2
OTHERWISE SKIP TO QM33

ASK IF SWITCHED IN LAST 12 MONTHS AT QM7

.QM32..

Which of the following best describes how you feel about your decision
to switch mobile phone service provider? Would you say you are...

READ OUT

- 1) Very happy
- 2) Fairly happy
- 3) Fairly unhappy
- 4) Very unhappy
- 0) Don't know

SKIP TO QM19A

.dQM33..

ASK QM39 IF QM9A IS CODED 1-2
OTHERWISE SKIP TO QM19A

ASK IF CONSIDERED SWITCHING IN LAST 12 MONTHS AT QM9A

.QM39..

Which of the following best describes how you feel about your decision
NOT to switch mobile phone service provider? Would you say you are...

READ OUT

- 1) Very happy
- 2) Fairly happy
- 3) Fairly unhappy
- 4) Very unhappy
- 0) Don't know

ASK ALL MOBILE DECISION MAKERS

.QM19a..

SHOWCARD M13

Could you please tell me the extent to which you agree or disagree with
this statement regarding "THE ANSWER TO MPSUP"?

They are the best mobile phone service provider on the market.

IF NECESSARY - Do you...

- 1) Agree strongly
 - 2) Agree slightly
 - 3) Neither agree nor disagree
 - 4) Disagree slightly
 - 5) Disagree strongly
 - 0) Don't know
-

.dm9d..

ASK QM9D IF QM8 IS CODED 3 AND QM7 IS NOT CODED 1-2 AND QM9A IS NOT CODED 1-2 AND QM8 IS NOT CODED 1 AND QM19A IS NOT CODED 1-2 OTHERWISE SKIP TO QM22

ASK THOSE WHO SAY THEY ARE NOT INTERESTED IN A NEW PROVIDER AT QM8 AND HAVE NOT SWITCHED IN THE LAST 12 MONTHS AT QM7 AND HAVE NOT CONSIDERED SWITCHING IN THE LAST 12 MONTHS AT QM9A AND ARE NOT CURRENTLY LOOKING AT QM8 AND WHO DO NOT AGREE THEIR PROVIDER IS THE BEST AT QM19A

.QM9d..

Why are you not interested in changing the company that provides your mobile phone service?

DO NOT READ OUT PROBE FULLY - Why else?

MULTICODE OK

- 1) Problems/ issues with current provider not sufficiently bad/ frequent to switch
- 2) Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching
- 3) Prefer to stay with trusted/ known provider
- 4) Difficult to make comparisons between providers
- 5) No/ not enough difference between providers
- 6) Too busy/ don't have time to research the options
- 7) Too big a risk that something will go wrong in the transition/ switch from one provider to another
- 8) Information available confusing / couldn't understand technical jargon
- 9) Tied to fixed length contract with my current provider
- 10) Still within my contract period/ would have to pay an early termination charge/ cancellation charge
- 11) Have a minimum notice period
- 12) Didn't want to get locked into a fixed contract with new provider
- 13) Shopping around for a new provider is too much of a hassle or a chore
- 14) Too much hassle to set up the new service
- 15) Can't get a reception on any other network where I live
- 16) Cheaper to stay on the same network as my friends/ colleagues/ family/ people I call
- 17) Better handsets available with my current network/ didn't see any other handsets I liked
- 18) It's not clear what steps I would need to take to switch provider
- 19) It's too time consuming to go through the process of switching from one provider to another
- 20) It would be difficult to keep my phone number
- 32) Other - ENTER AT NEXT SCREEN
- 0) Don't know

ASK ALL MOBILE DECISION MAKERS

.QM22..

How easy or difficult do you think it is to make COST comparisons between mobile phone service providers?

READ OUT

- 1) Very easy
 - 2) Fairly easy
 - 3) Fairly difficult
 - 4) Very difficult
 - 0) Don't know
-

ASK ALL MOBILE DECISION MAKERS

.QM24..

And how easy or difficult do you think it is to make COVERAGE (network availability and signal strength) comparisons between mobile phone service providers?

READ OUT

- 1) Very easy
- 2) Fairly easy
- 3) Fairly difficult
- 4) Very difficult
- 0) Don't know

ASK ALL MOBILE DECISION MAKERS

.QM25..

SHOWCARD M14

How much choice do you think you have in terms of alternative mobile phone service providers that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.

- 1) Too much choice
- 2) About the right amount of choice
- 3) Too little choice
- 4) No choice
- 0) Don't know

ASK ALL MOBILE DECISION MAKERS

.QM26..

SHOWCARD M15

How confident are you about understanding how much mobile data (i.e. 3G or 4G) you *use* each month? Please only think about what you *use*, not the amount that is available to you in your package?

- 1) Very confident
- 2) Fairly confident
- 4) Not very confident
- 5) Not at all confident
- 6) Not applicable – do not use mobile data/ 3G/ 4G
- 0) Don't know

ASK ALL MOBILE DECISION MAKERS

.QM27..

SHOWCARD M16

To what extent do you trust your mobile phone service provider to ensure you are on the best deal for your needs?

- 1) I trust them completely
 - 2) I trust them a lot
 - 3) I trust them a bit
 - 4) I don't trust them at all
 - 0) Don't know
-

.DI1..

FIXED BROADBAND SECTION – COMPLETE FOR ALL RESPONSIBLE FOR FIXED BROADBAND

SKIP TO QI1 IF PQS6 IS CODED 4 AND QBUN IS NOT CODED 4
ASK QI1AA IF QBUN IS CODED 4
OTHERWISE SKIP TO DT1

SAY TO THOSE WITH FIXED BROADBAND IN A PACKAGE

.QI1aa..

You mentioned earlier that your fixed broadband service is provided by
"THE ANSWER TO QB2" as part of a package....

1) CODE 1 TO CONTINUE

ASK ALL FIXED BROADBAND DECISION MAKERS

.QI1..

I'd like to talk with you about your home fixed broadband service.
Firstly, can I check who pays the bills for your fixed broadband service,
is it...

READ OUT – SINGLE CODE

- 1) You
- 2) Another member of your household
- 3) Your company
- 4) Someone else

SKIP TO DT1 IF QI1 IS CODED 3-4
SKIP TO BBSUP IF QBUN IS CODED 4

ASK ALL FIXED BROADBAND SINGLE SERVICE DECISION MAKERS

.Q12..

SHOWCARD I1

Which fixed broadband internet service provider does your household currently use as its MAIN provider at home?

IF MORE THAN ONE SUPPLIER - Which do you consider to be your main internet service provider?

SINGLE CODE

- 1) Advance Internet
 - 2) AOL
 - 3) BE
 - 4) BT
 - 5) Demon
 - 6) Eclipse
 - 7) EE
 - 8) Freesat
 - 9) John Lewis
 - 10) KComm/ Kingston Communications
 - 11) Now TV
 - 12) O2
 - 13) Orange
 - 14) Plusnet
 - 15) Post Office
 - 16) Sky
 - 17) Southern Electric
 - 18) Supanet
 - 19) TalkTalk
 - 20) Tesco
 - 21) Three (3) Mobile
 - 22) TMobile
 - 23) Top Up TV
 - 24) Utilities Warehouse
 - 25) Virgin Media
 - 26) Vodafone
 - 27) Zen
 - 32) Other - SPECIFY
 - 0) Don't know
-

INFORMATION STORED IN QUESTIONNAIRE – TAKEN FROM Q12 OR FROM QB2

.BBSUP..

BROADBAND SUPPLIER

SINGLE CODE

- 1) Advance Internet
- 2) AOL
- 3) BE
- 4) BT
- 5) Demon
- 6) Eclipse
- 7) EE
- 8) Freesat
- 9) John Lewis
- 10) KComm/ Kingston Communications
- 11) Now TV
- 12) O2
- 13) Orange
- 14) Plusnet
- 15) Post Office
- 16) Sky
- 17) Southern Electric
- 18) Supanet
- 19) TalkTalk
- 20) Tesco
- 21) Three (3) Mobile
- 22) TMobile
- 23) Top Up TV
- 24) Utilities Warehouse
- 25) Virgin Media
- 26) Vodafone
- 27) Zen
- 32) Other - SPECIFY
- 0) Don't know

ASK ALL FIXED BROADBAND DECISION MAKERS

.Q13d..

SHOWCARD I2

Do you have a contract with "THE ANSWER TO BBSUP"

which ties you to their service for a period of time?

IF YES - When does your current contract run out?

- 1) No, don't have a contract
 - 2) Within the next month
 - 3) In 1-3 months
 - 4) In 4-6 months
 - 5) In 7-12 months
 - 6) In 13-18 months
 - 7) In more than 18 months
 - 8) Not sure when contract runs out
 - 9) Don't know if I have a contract
-

ASK ALL FIXED BROADBAND DECISION MAKERS

.Q12g..

SHOWCARD I3

Have you or has “THE ANSWER TO BBSUP” made any of these changes to your fixed broadband service in the last 12 months?

(MULTICODE)

1. Received a discount for your fixed broadband service
2. Added extra or improved services for your fixed broadband service
3. Reduced or downgraded services for your fixed broadband service
4. None of these (SINGLE CODE)

ASK ALL FIXED BROADBAND DECISION MAKERS WHO HAVE RECEIVED A DISCOUNT IN THE LAST 12 MONTHS

Q12h.

Thinking specifically about receiving a discount for your fixed broadband service in the last 12 months...

Did you contact your provider to receive this discount or did your provider contact you?

SINGLE CODE

1. I contacted my provider to make this change
2. My provider contacted me
3. Don't know/ can't remember

ASK ALL FIXED BROADBAND DECISION MAKERS WHO HAVE RECEIVED A DISCOUNT IN THE LAST 12 MONTHS

Q12i.

Did you extend or renew your contract with “THE ANSWER TO BBSUP” when this change was made?

IF NECESSARY – Receiving a discount for your fixed broadband service or package.

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

ASK ALL FIXED BROADBAND DECISION MAKERS WHO HAVE ADDED EXTRA OR IMPROVED SERVICES IN THE LAST 12 MONTHS

Q12j.

Thinking specifically about adding extra or improved services for your fixed broadband service in the last 12 months...

Did you contact your provider to add these services or did your provider contact you?

SINGLE CODE

1. I contacted my provider to make this change
2. My provider contacted me
3. Don't know/ can't remember

ASK ALL FIXED BROADBAND DECISION MAKERS WHO HAVE ADDED EXTRA OR IMPROVED SERVICES IN THE LAST 12 MONTHS

Q12k.

Did you extend or renew your contract with “THE ANSWER TO BBSUP” when this change was made?

IF NECESSARY – Adding extra or improved services for your fixed broadband service or package.

1. Yes

2. No
 3. Don't know
-

ASK ALL FIXED BROADBAND DECISION MAKERS WHO HAVE REDUCED OR DOWNGRADED SERVICES IN THE LAST 12 MONTHS

Q12l.

Thinking specifically about reducing or downgrading services for your fixed broadband service in the last 12 months...

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

SINGLE CODE

1. I contacted my provider to make this change
2. My provider contacted me
3. Don't know/ can't remember

ASK ALL FIXED BROADBAND DECISION MAKERS WHO HAVE ADDED REDUCED OR DOWNGRADED SERVICES IN THE LAST 12 MONTHS

Q12m.

Did you extend or renew your contract with "THE ANSWER TO BBSUP" when this change was made?

IF NECESSARY – Reducing or downgrading services for your fixed broadband service or package.

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

.di3..

SKIP TO Q15 IF QBUN IS CODED 4

ASK ALL FIXED BROADBAND SINGLE SERVICE DECISION MAKERS

.Q13..

SHOWCARD I4

How long has "THE ANSWER TO BBSUP" been providing your home fixed broadband service?

- 1) Less than 3 months
- 2) 3-6 months
- 3) 7-12 months
- 4) More than a year, up to 2 years
- 5) More than 2 years, up to 4 years
- 6) More than 4 years, up to 6 years
- 7) More than 6 years, up to 10 years
- 8) More than 10 years
- 0) Don't know/can't remember

ASK ALL FIXED BROADBAND SINGLE SERVICE DECISION MAKERS

.Q13a..

SHOWCARD I5

How long ago did you first get a fixed broadband internet connection in your home?

- 1) In the last month
- 2) Between one and three months ago
- 3) Between four and six months ago
- 4) Between six and nine months ago
- 5) Between nine months and one year ago
- 6) Between one and two years ago

- 7) More than two years ago
 - 0) Can't remember
-

ASK ALL FIXED BROADBAND DECISION MAKERS

.Q15..

SHOWCARD I6

In terms of your fixed broadband service...

How satisfied are you with the OVERALL SERVICE PROVIDED by
"THE ANSWER TO BBSUP"?

IF NECESSARY - Would you say you are...

- 1) Very satisfied
- 2) Fairly satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Fairly dissatisfied
- 5) Very dissatisfied
- 0) Don't know

SKIP TO Q17 IF QBUN IS NOT CODED 4

SAY TO THOSE WITH FIXED BROADBAND IN A PACKAGE

.qdispin..

Thinking just about your fixed broadband service rather than any other
service you have in your package with "THE ANSWER TO QB2"...

- 1) CODE 1 TO CONTINUE

ASK ALL FIXED BROADBAND DECISION MAKERS

.Q17..

SHOWCARD I7

Have you or your household ever CHANGED your internet service provider?

IF YES - When did you most recently change your internet service provider?

READ OUT IF NECESSARY

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

SKIP TO PI7C IF Q17 IS NOT CODED 1-6

ASK IF EVER SWITCHED AT Q17

.NQ17a..

Did you make this change of provider for your fixed broadband service
at the same time as moving home?

IF CHANGED PROVIDER MORE THAN ONCE - Think about the internet service you
changed most recently

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

SKIP TO PI7C IF Q17 IS NOT CODED 1-2

ASK IF SWITCHED IN LAST 12 MONTHS AT Q17

.NQI7c..

SHOWCARD I8

Which provider did you use for your internet service before switching to "THE ANSWER TO BBSUP"?

SINGLE CODE

- 1) Advance Internet
- 2) AOL
- 3) BE
- 4) BT
- 5) Demon
- 6) Eclipse
- 7) EE
- 8) Freesat
- 9) John Lewis
- 10) KComm/ Kingston Communications
- 11) Now TV
- 12) O2
- 13) Orange
- 14) Plusnet
- 15) Post Office
- 16) Sky
- 17) Southern Electric
- 18) Supanet
- 19) TalkTalk
- 20) Tesco
- 21) Three (3) Mobile
- 22) TMobile
- 23) Top Up TV
- 24) Utilities Warehouse
- 25) Virgin Media
- 26) Vodafone
- 27) Zen
- 32) Other - SPECIFY
- 0) Don't know

ASK IF SWITCHED IN LAST 12 MONTHS AT Q17

.NQI7e..

SHOWCARD I9

Did you receive any OTHER services from "THE ANSWER TO NQI7C" as well as your fixed broadband service at the time you switched to "THE ANSWER TO BBSUP"?

IF YES: Which other services did you receive from "THE ANSWER TO NQI7C"?

MULTICODE OK FOR CODES 2-5

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

SKIP TO Q17A IF NQI7E IS NOT CODED 2-5

INFORMATION STORED IN QUESTIONNAIRE

.pQI7f..

SERVICES RECEIVED FROM PREVIOUS SUPPLIER

- 1) TV service
- 2) Mobile broadband service
- 3) Mobile phone service
- 4) Landline service
- 5) Fixed broadband service

Coded as :-

- 1 IF NQI7E IS CODED 2
- 2 IF NQI7E IS CODED 3
- 3 IF NQI7E IS CODED 4
- 4 IF NQI7E IS CODED 5
- OTHERWISE 5

ASK IF RECEIVED OTHER SERVICE FROM PREVIOUS SUPPLIER AT NQI7E

.NQI7f..

You said you received "THE ANSWER TO PQI7F" from "THE ANSWER TO NQI7C".

Did you get these services as a package/ bundle or separate services?

READ OUT SERVICES SHOWN AND CODE THOSE THAT WERE IN A PACKAGE/ BUNDLE

YOU MUST MULTICODE IF CODING ANY SERVICES FROM 1-5

- 1) TV service
- 2) Mobile broadband service
- 3) Mobile phone service
- 4) Landline service
- 5) Fixed broadband service
- 0) All separate services (SINGLE CODE)

ASK IF SWITCHED IN LAST 12 MONTHS AT QI7

.QI7a..

SHOWCARD I10

And was your previous internet service...

SINGLE CODE

- 1) Another fixed broadband service
 - 2) A mobile broadband service
 - 3) A dial-up internet service
 - 4) An ISDN internet connection
 - 17) Something else - SPECIFY
 - 0) Don't know
-

INFORMATION STORED IN QUESTIONNAIRE

.PI7c..

TEXT FOR QI7B

- 1) was it
- 2) do you think it would be

Coded as :-
1 IF QI7 IS CODED 1-6
2 IF QI7 IS CODED 7

ASK ALL FIXED BROADBAND DECISION MAKERS

.QI7c..

How easy or difficult "THE ANSWER TO PI7C" to change your home internet service provider?

IF SWITCHED MORE THAN ONCE - Please think about the last time.

READ OUT

- 1) Very easy
- 2) Fairly easy
- 3) Fairly difficult
- 4) Very difficult
- 0) Don't know

.di8..

SKIP TO QI8 IF QBUN IS NOT CODED 4

SAY TO THOSE WITH FIXED BROADBAND IN A PACKAGE

.qdisp2in..

Again, thinking just about your fixed broadband service rather than any other service in your package with "THE ANSWER TO QB2"...

- 1) CODE 1 TO CONTINUE

ASK ALL FIXED BROADBAND DECISION MAKERS

.QI8..

SHOWCARD I11

What is your current thinking regarding changing the company that provides your home fixed broadband internet service?

IF NECESSARY - Are you...

SINGLE CODE

- 1) Actively looking for a new internet service provider at the moment
- 2) Open to the idea of a new internet service provider
- 3) Not interested in a new internet service provider
- 0) Don't know

ASK QI9A IF QI7 IS NOT CODED 1-2 AND QI8 IS NOT CODED 1
OTHERWISE SKIP TO DI18

ASK IF NOT SWITCHED IN LAST 12 MONTHS AT QI7 AND NOT ACTIVELY LOOKING AT QI8

.QI9a..

SHOWCARD I12

Have you considered changing fixed broadband internet service provider?

IF YES - When did you most recently consider changing fixed broadband internet service provider?

- 1) Yes - in the last 6 months
- 2) Yes - 6 to 12 months ago
- 3) Yes - 13 to 18 months ago
- 4) Yes - 1.5 to 2 years ago
- 5) Yes - 2 to 3 years ago
- 6) Yes - more than 3 years ago
- 7) No - never considered changing internet service provider
- 8) No - can't change, only one provider in the area

SKIP TO DI18 IF QI9A IS NOT CODED 1-2

ASK IF CONSIDERED SWITCHING IN LAST 12 MONTHS AT QI9A

.QI9b..

And did you actively START LOOKING for an alternative fixed broadband internet service provider?

- 1) Yes
- 2) No

.di18..

ASK QI33 IF QI7 IS CODED 1-2
OTHERWISE SKIP TO DQI34

ASK IF SWITCHED IN LAST 12 MONTHS AT QI7

.QI33..

Which of the following best describes how you feel about your decision to switch fixed broadband service provider? Would you say you are...
READ OUT

- 1) Very happy
- 2) Fairly happy
- 3) Fairly unhappy
- 4) Very unhappy
- 0) Don't know

SKIP TO QI19A

.dQI34..

ASK QI40 IF QI9A IS CODED 1-2
OTHERWISE SKIP TO QI19A

ASK IF CONSIDERED SWITCHING IN LAST 12 MONTHS AT QI9A

.QI40..

Which of the following best describes how you feel about your decision NOT to switch fixed broadband service provider? Would you say you are...
READ OUT

- 1) Very happy
- 2) Fairly happy
- 3) Fairly unhappy

4) Very unhappy
0) Don't know

ASK ALL FIXED BROADBAND DECISION MAKERS

.QI19a..

SHOWCARD I13

Could you please tell me the extent to which you agree or disagree with this statement regarding "THE ANSWER TO BBSUP"?

They are the best internet service provider on the market.

IF NECESSARY - Do you...

- 1) Agree strongly
- 2) Agree slightly
- 3) Neither agree nor disagree
- 4) Disagree slightly
- 5) Disagree strongly
- 0) Don't know

.di9d..

ASK QI9D IF QI8 IS CODED 3 AND QI7 IS NOT CODED 1-2 AND QI9A IS NOT CODED 1-2 AND QI8 IS NOT CODED 1 AND QI19A IS NOT CODED 1-2 OTHERWISE SKIP TO QI22

ASK THOSE WHO SAY THEY ARE NOT INTERESTED IN A NEW PROVIDER AT QI8 AND HAVE NOT SWITCHED IN THE LAST 12 MONTHS AT QI7 AND HAVE NOT CONSIDERED SWITCHING IN THE LAST 12 MONTHS AT QI9A AND ARE NOT CURRENTLY LOOKING AT QI8 AND WHO DO NOT AGREE THEIR PROVIDER IS THE BEST AT QI19A

.QI9d..

Why are you not interested in changing the company that provides your fixed broadband service?

DO NOT READ OUT PROBE FULLY - Why else?

MULTICODE OK

- 1) Problems/ issues with current provider not sufficiently bad/ frequent to switch
 - 2) Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching
 - 3) Prefer to stay with trusted/ known provider
 - 4) Difficult to make comparisons between providers
 - 5) No/ not enough difference between providers
 - 6) Too busy/ don't have time to research the options
 - 7) Too big a risk that something will go wrong in the transition/ switch from one provider to another
 - 8) Information available confusing / couldn't understand technical jargon
 - 9) Tied to fixed length contract with my current provider
 - 10) Still within my contract period/ would have to pay an early termination charge/ cancellation charge
 - 11) Have a minimum notice period
 - 12) Didn't want to get locked into a fixed contract with new provider
 - 13) Shopping around for a new provider is too much of a hassle or a chore
 - 14) Too much hassle to set up the new service
 - 15) Don't live in a cabled street/ can't get cable telephone where I live
 - 16) It's not clear what steps I would need to take to switch provider
 - 17) It's too time consuming to go through the process of switching from one provider to another
 - 18) It would be difficult to keep my phone number
 - 32) Other - ENTER AT NEXT SCREEN
 - 0) Don't know
-

ASK ALL FIXED BROADBAND DECISION MAKERS

.QI22..

How easy or difficult do you think it is to make COST comparisons between different home internet service providers?

READ OUT

- 1) Very easy
- 2) Fairly easy
- 3) Fairly difficult
- 4) Very difficult
- 0) Don't know

ASK ALL FIXED BROADBAND DECISION MAKERS

.QI25..

And how easy or difficult do you think it is to make BROADBAND SPEED comparisons between different home fixed broadband service providers?

READ OUT IF NECESSARY

- 1) Very easy
- 2) Fairly easy
- 3) Fairly difficult
- 4) Very difficult
- 0) Don't know

ASK ALL FIXED BROADBAND DECISION MAKERS

.QI26..

Do you know the average speed of your broadband connection?

- 1) Yes
- 2) No

.di27..

SKIP TO DT1 IF QBUN IS CODED 4

ASK ALL FIXED BROADBAND SINGLE SERVICE DECISION MAKERS

.QI27..

SHOWCARD I15

How much choice do you think you have in terms of alternative broadband providers that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.

- 1) Too much choice
- 2) About the right amount of choice
- 3) Too little choice
- 4) No choice
- 0) Don't know

ASK ALL FIXED BROADBAND SINGLE SERVICE DECISION MAKERS

.QI28..

SHOWCARD I16

To what extent do you trust your broadband provider to ensure you are on the best deal for your needs.

- 1) I trust them completely
- 2) I trust them a lot
- 3) I trust them a bit

- 4) I don't trust them at all
 - 0) Don't know
-

.DT1..

TV SECTION – COMPLETE FOR ALL RESPONSIBLE FOR TV SERVICE

ASK DQT1 IF QS4A IS CODED 1-8 AND QBUN IS NOT CODED 3
ASK DQT1 IF QBUN IS CODED 3
OTHERWISE SKIP TO DB1

.DQT1..

ASK DQT1A IF QS4A IS CODED 1-2,5,7-8
SKIP TO QT3 IF QS4A IS CODED 3-4,6

.dQT1a..

SKIP TO QT1 IF QBUN IS NOT CODED 3

.QT1a..

SAY TO THOSE WITH TV IN A PACKAGE

You mentioned earlier that your television service is provided by
"THE ANSWER TO QB2" as part of a package...

1) CODE 1 TO CONTINUE

ASK ALL PAY TV DECISION MAKERS AT QS4A

.QT1..

I'd like to talk with you about your television service - so the service
that provides additional channels that you pay to receive.

Firstly, can I check who pays the bills for your TV service, is it...

READ OUT – SINGLE CODE

- 1) You
- 2) Another member of your household
- 3) Your company
- 4) Someone else

SKIP TO DB1 IF QT1 IS CODED 3-4
SKIP TO QT3B IF QBUN IS CODED 3
OTHERWISE ASK QT3

.DT3b..

ASK QT3B IF QS4A IS CODED 1-2,5,7-8
OTHERWISE SKIP TO QT3

.QT3b..

SHOWCARD T1

Do you have a contract with "THE ANSWER TO PTV" which ties you to their service for a
period of time?

IF YES - When does your current contract run out?

- 1) No, don't have a contract
- 2) Within the next month
- 3) In 1-3 months
- 4) In 4-6 months
- 5) In 7-12 months
- 6) In 13-18 months
- 7) In more than 18 months
- 8) Not sure when contract runs out

9) Don't know if I have a contract

ASK ALL PAY TV DECISION MAKERS

.QT2g..

SHOWCARD T2

Have you or has "THE ANSWER TO PTV" made any of these changes to your television service in the last 12 months?

(MULTICODE)

1. Received a discount for your television service/ package
2. Added extra or improved services for your television service/ package
3. Reduced or downgraded services for your television service / package
4. None of these (SINGLE CODE)

ASK ALL PAY TV DECISION MAKERS WHO HAVE RECEIVED A DISCOUNT IN THE LAST 12 MONTHS

QT2h.

Thinking specifically about receiving a discount for your television service in the last 12 months...

Did you contact your provider to receive this discount or did your provider contact you?

SINGLE CODE

1. I contacted my provider to make this change
2. My provider contacted me
3. Don't know/ can't remember

ASK ALL PAY TV DECISION MAKERS WHO HAVE RECEIVED A DISCOUNT IN THE LAST 12 MONTHS

QT2i.

Did you extend or renew your contract with "THE ANSWER TO PTV" when this change was made?

IF NECESSARY – Receiving a discount for your television service or package.

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

ASK ALL PAY TV DECISION MAKERS WHO HAVE ADDED EXTRA OR IMPROVED SERVICES IN THE LAST 12 MONTHS

QT2j.

Thinking specifically about adding extra or improved services for your television service in the last 12 months...

Did you contact your provider to add these services or did your provider contact you?

SINGLE CODE

1. I contacted my provider to make this change
2. My provider contacted me
3. Don't know/ can't remember

ASK ALL PAY TV DECISION MAKERS WHO HAVE ADDED EXTRA OR IMPROVED SERVICES IN THE LAST 12 MONTHS

QT2k.

Did you extend or renew your contract with "THE ANSWER TO PTV" when this change was made?

IF NECESSARY – Adding extra or improved services for your television service or package.

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

ASK ALL PAY TV DECISION MAKERS WHO HAVE REDUCED OR DOWNGRADED SERVICES IN THE LAST 12 MONTHS

QT2l.

Thinking specifically about reducing or downgrading services for your television service in the last 12 months...

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

SINGLE CODE

1. I contacted my provider to make this change
2. My provider contacted me
3. Don't know/ can't remember

ASK ALL PAY TV DECISION MAKERS WHO HAVE ADDED REDUCED OR DOWNGRADED SERVICES IN THE LAST 12 MONTHS

QT2m.

Did you extend or renew your contract with "THE ANSWER TO PTV" when this change was made?

IF NECESSARY – Reducing or downgrading services for your television service or package.

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

ASK ALL TV SINGLE SERVICE DECISION MAKERS

.QT3..

SHOWCARD T3

How long has "THE ANSWER TO PTV" been providing your home television service?

- 1) Less than 3 months
- 2) 3-6 months
- 3) 7-12 months
- 4) More than a year, up to 2 years
- 5) More than 2 years, up to 4 years
- 6) More than 4 years, up to 6 years
- 7) More than 6 years, up to 10 years
- 8) More than 10 years
- 0) Don't know/ can't remember

ASK ALL TV DECISION MAKERS

.QT5..

SHOWCARD T4

How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider - "THE ANSWER TO PTV"?

IF NECESSARY - Would you say you are...

- 1) Very satisfied
- 2) Fairly satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Fairly dissatisfied
- 5) Very dissatisfied
- 0) Don't know

SKIP TO QT7 IF QBUN IS NOT CODED 3

SAY TO THOSE WITH TV IN A PACKAGE

.qdisptv..

Thinking just about your TV service rather than any other service you have in your package with "THE ANSWER TO QB2"...

- 1) CODE 1 TO CONTINUE

ASK ALL TV DECISION MAKERS

.QT7..

SHOWCARD T5

Have you or your household ever CHANGED the company that provides your MAIN television service?

IF YES - When did you most recently change provider for your TV service?

READ OUT IF NECESSARY

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

SKIP TO PT7C IF QT7 IS NOT CODED 1-6

ASK IF EVER SWITCHED AT QT7

.NQT7a..

Did you make this change of provider for your television service at the same time as moving home?

IF CHANGED PROVIDER MORE THAN ONCE - Think about the TV service you changed most recently

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

SKIP TO PT7C IF QT7 IS NOT CODED 1-2

ASK IF SWITCHED IN LAST 12 MONTHS AT QT7

.NQT7c..

SHOWCARD T6

Which provider did you use for your TV service before switching to "THE ANSWER TO PTV"?

SINGLE CODE

- 1) Advance Internet
 - 2) AOL
 - 3) BE
 - 4) BT
 - 5) Demon
 - 6) Eclipse
 - 7) EE
 - 8) Freesat
 - 9) John Lewis
 - 10) KComm/ Kingston Communications
 - 11) Now TV
 - 12) O2
 - 13) Orange
 - 14) Plusnet
 - 15) Post Office
 - 16) Sky
 - 17) Southern Electric
 - 18) Supanet
 - 19) TalkTalk
 - 20) Tesco
 - 21) Three (3) Mobile
 - 22) TMobile
 - 23) Top Up TV
 - 24) Utilities Warehouse
 - 25) Virgin Media
 - 26) Vodafone
 - 27) Zen
 - 32) Other - SPECIFY
 - 0) Don't know
-

ASK IF SWITCHED IN LAST 12 MONTHS AT QT7

.NQT7d..

SHOWCARD T7

Did you receive any OTHER services from "THE ANSWER TO NQT7C" as well as your TV service at the time you switched to "THE ANSWER TO PTV"?

IF YES - Which other services did you receive from "THE ANSWER TO NQT7C"?

MULTICODE OK FOR CODES 2-5

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

SKIP TO QT7A IF NQT7D IS NOT CODED 2-5

INFORMATION STORED IN QUESTIONNAIRE

.pQT7f..

SERVICES RECEIVED FROM PREVIOUS SUPPLIER

- 1) Fixed broadband service
- 2) Mobile broadband service
- 3) Mobile phone service
- 4) Landline phone service
- 5) TV service

Coded as :-
1 IF NQT7D IS CODED 2
2 IF NQT7D IS CODED 3
3 IF NQT7D IS CODED 4
4 IF NQT7D IS CODED 5
OTHERWISE 5

ASK IF RECEIVED OTHER SERVICES FROM PREVIOUS SUPPLIER AT NQT7D

.NQT7f..

You said you received "THE ANSWER TO PQT7F" from "THE ANSWER TO NQT7C".

Did you get these services as a package/ bundle or separate services?

READ OUT SERVICES SHOWN AND CODE THOSE THAT WERE IN A PACKAGE/ BUNDLE

YOU MUST MULTICODE IF CODING ANY SERVICES FROM 1-5

- 1) Fixed broadband service
 - 2) Mobile broadband service
 - 3) Mobile phone service
 - 4) Landline phone service
 - 5) TV service
 - 0) All separate services (SINGLE CODE)
-

ASK IF SWITCHED IN LAST 12 MONTHS AT QT7

.QT7a..

SHOWCARD T8

And was your previous MAIN television service...

SINGLE CODE

- 1) An analogue service - so just channels 1-5
- 2) Cable TV (through Virgin Media or other cable TV company)
- 3) Satellite TV with a paid subscription (from Sky)
- 4) Satellite TV with no subscription (from Sky)
- 5) Freeview, with additional paid content
- 6) Freeview, without additional paid content
- 7) Via a broadband DSL line (from BT TV or TalkTalk)
- 13) Other - SPECIFY

INFORMATION STORED IN QUESTIONNAIRE

.PT7c..

TEXT FOR QT7C

- 1) was it
- 2) do you think it would be

Coded as :-
1 IF QT7 IS CODED 1-6
2 IF QT7 IS CODED 7

ASK ALL TV DECISION MAKERS

.QT7c..

How easy or difficult "THE ANSWER TO PT7C" to change the provider of your main TV service?

IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5.

IF SWITCHED MORE THAN ONCE - Please think about the last time.

READ OUT

- 1) Very easy
 - 2) Fairly easy
 - 3) Fairly difficult
 - 4) Very difficult
 - 0) Don't know
-

.dt8..

SKIP TO QT8 IF QBUN IS NOT CODED 3

SAY TO THOSE WITH TV IN A PACKAGE

.qdisptv2..

Again, thinking just about your TV service rather than any other service in your package with "THE ANSWER TO QB2"..

1) CODE 1 TO CONTINUE

ASK ALL TV DECISION MAKERS

.QT8..

SHOWCARD T9

What is your current thinking regarding changing the company that provides your television service?

IF NECESSARY - Are you...

SINGLE CODE

- 1) Actively looking for a new TV service provider at the moment
- 2) Open to the idea of a new TV service provider
- 3) Not interested in a new TV service provider
- 0) Don't know

ASK QT9A IF QT7 IS NOT CODED 1-2 AND QT8 IS NOT CODED 1
OTHERWISE SKIP TO DT18

ASK IF NOT SWITCHED IN LAST 12 MONTHS AT QT7 AND NOT ACTIVELY LOOKING AT QT8

.QT9a..

SHOWCARD T10

Have you considered changing the company that provides your television service?

IF YES - When did you most recently consider changing provider for your TV service?

- 1) Yes - in the last 6 months
- 2) Yes - 7 to 12 months ago
- 3) Yes - 13 to 18 months ago
- 4) Yes - 1.5 to 2 years ago
- 5) Yes - 2 to 3 years ago
- 6) Yes - more than 3 years ago
- 7) No - never considered changing provider
- 8) No - can't change, only one provider in the area

SKIP TO DT18 IF QT9A IS NOT CODED 1-2

ASK IF CONSIDERED SWITCHING IN LAST 12 MONTHS AT QT9A

.QT9b..

And did you actively START LOOKING for an alternative TV service provider?

- 1) Yes
 - 2) No
-

.DT18..

SKIP TO QT32 IF QT7 IS CODED 1-2 OTHERWISE SKIP TO DQT33

ASK IF SWITCHED IN LAST 12 MONTHS AT QT7

.QT32..

Which of the following best describes how you feel about your decision to switch TV service provider? Would you say you are...

READ OUT

- 1) Very happy
- 2) Fairly happy
- 3) Fairly unhappy
- 4) Very unhappy
- 0) Don't know

SKIP TO QT19A

.dQT33..

SKIP TO QT39 IF QT9A IS CODED 1-2
OTHERWISE SKIP TO QT19A

ASK IF CONSIDERED SWITCHING TV SERVICE IN LAST 12 MONTHS AT QT9A

.QT39..

Which of the following best describes how you feel about your decision NOT to switch TV service provider? Would you say you are...

READ OUT

- 1) Very happy
- 2) Fairly happy
- 3) Fairly unhappy
- 4) Very unhappy
- 0) Don't know

ASK ALL TV DECISION MAKERS

.QT19a..

SHOWCARD T11

Could you please tell me the extent to which you agree or disagree with this statement regarding "THE ANSWER TO PTV"?

They are the best TV service provider on the market.

IF NECESSARY - Do you...

- 1) Agree strongly
 - 2) Agree slightly
 - 3) Neither agree nor disagree
 - 4) Disagree slightly
 - 5) Disagree strongly
 - 0) Don't know
-

.dt9d..

ASK QT9D IF QT8 IS CODED 3 AND QT7 IS NOT CODED 1-2 AND QT9A IS NOT CODED 1-2 AND QT8 IS NOT CODED 1 AND QT19A IS NOT CODED 1-2 OTHERWISE SKIP TO QT22

ASK THOSE WHO SAY THEY ARE NOT INTERESTED IN A NEW PROVIDER AT QT8 AND HAVE NOT SWITCHED IN THE LAST 12 MONTHS AT QT7 AND HAVE NOT CONSIDERED SWITCHING IN THE LAST 12 MONTHS AT QT9A AND ARE NOT CURRENTLY LOOKING AT QT8 AND WHO DO NOT AGREE THEIR PROVIDER IS THE BEST AT QT19A

.QT9d..

Why are you not interested in changing the company that provides your television service?

DO NOT READ OUT PROBE FULLY - Why else?

MULTICODE OK

- 1) Problems/ issues with current provider not sufficiently bad/ frequent to switch
- 2) Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching
- 3) Prefer to stay with trusted/ known provider
- 4) Difficult to make comparisons between providers
- 5) No/ not enough difference between providers
- 6) Too busy/ don't have time to research the options
- 7) Too big a risk that something will go wrong in the transition/ switch from one provider to another
- 8) Information available confusing / couldn't understand technical jargon
- 9) Tied to fixed length contract with my current provider
- 10) Still within my contract period/ would have to pay an early termination charge/ cancellation charge
- 11) Have a minimum notice period
- 12) Didn't want to get locked into a fixed contract with new provider
- 13) Shopping around for a new provider is too much of a hassle or a chore
- 14) Too much hassle to set up the new service
- 15) Don't live in a cabled street/ can't get cable TV where I live
- 16) Can't get a good reception on Freeview where I live/ can't get Freeview
- 17) Don't want to get a satellite dish
- 18) Not allowed to get cable or satellite dish
- 19) Other providers don't have all the channels I want
- 20) Don't want to sign up to a package/ bundle of services
- 21) It's not clear what steps I would need to take to switch provider
- 22) It's too time consuming to go through the process of switching from one provider to another
- 23) Concerned would lose stored/ purchased TV programmes/ movies
- 32) Other - ENTER AT NEXT SCREEN
- 0) Don't know

ASK ALL TV DECISION MAKERS

.QT22..

How easy or difficult do you think it is to make COST comparisons between TV service providers?

READ OUT

- 1) Very easy
- 2) Fairly easy
- 3) Fairly difficult
- 4) Very difficult
- 0) Don't know

ASK ALL TV DECISION MAKERS

.QT24..

And how easy or difficult do you think it is to make comparisons about CHOICE OF CHANNELS between TV service providers?

READ OUT

- 1) Very easy
- 2) Fairly easy
- 3) Fairly difficult
- 4) Very difficult
- 0) Don't know

.dt25..

SKIP TO DB1 IF QBUN IS NOT CODED 3
ASK QT25 IF QS4A 1-2,5,7-8
OTHERWISE SKIP TO DB1

ASK ALL STANDALONE PAY TV DECISION MAKERS

.QT25..

SHOWCARD T12

How much choice do you think you have in terms of alternative pay TV providers that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.

- 1) Too much choice
- 2) About the right amount of choice
- 3) Too little choice
- 4) No choice
- 0) Don't know

ASK ALL STANDALONE PAY TV DECISION MAKERS

.QT26..

SHOWCARD T13

To what extent do you trust **your** Pay TV provider or services to ensure you are on the best deal for your needs?

- 1) I trust them completely
 - 2) I trust them a lot
 - 3) I trust them a bit
 - 4) I don't trust them at all
 - 0) Don't know
-

ASK ALL STANDALONE PAY TV DECISION MAKERS

.QT27..

SHOWCARD T14

How confident do you feel about ...

- A. Understanding the variety of channels available from alternative Pay TV providers
- B. Choosing the best TV channel package for your household

- 1) Very confident
 - 2) Fairly confident
 - 4) Not very confident
 - 5) Not at all confident
 - 0) Don't know
-

.DB1..

PACKAGE SECTION – COMPLETE FOR ALL WITH ANY 2+ SERVICES IN A PACKAGE

ASK QB2E IF QBUN IS CODED 1-4
OTHERWISE SKIP TO PB23

ASK ALL PACKAGE DECISION MAKERS

.QB2e..

SHOWCARD B1

I'd like to talk with you about the services that you
have from the same supplier – so using "THE ANSWER TO QB2" for your "THE ANSWER TO QS6".

Do you have a contract with "THE ANSWER TO QB2" which ties you to their
service for a period of time?

IF YES - When does your current contract run out?

- 1) No, don't have a contract
- 2) Within the next month
- 3) In 1-3 months
- 4) In 4-6 months
- 5) In 7-12 months
- 6) In 13-18 months
- 7) In more than 18 months
- 8) Not sure when contract runs out
- 9) Don't know if I have a contract

ASK ALL PACKAGE DECISION MAKERS

.QB24..

Which of the following best describes the package of services from
"THE ANSWER TO QB2"?

READ OUT SINGLE CODE THE FIRST ANSWER THAT APPLIES

- 1) All of the services are on the same contract
- 2) All of the services are outside of the contract period
- 3) Some services are inside the contract period and some are outside of
their contract period
- 4) Services are in a mix of contract periods or outside their contract
period
- 5) All of the services are in different contract periods
- 0) Don't know

ASK ALL PACKAGE DECISION MAKERS

.QB3..

SHOWCARD B2

How long has "THE ANSWER TO QB2" been providing this package of
services?

- 1) Less than 3 months
- 2) 3-6 months
- 3) 7-12 months
- 4) More than a year, up to 2 years
- 5) More than 2 years, up to 4 years
- 6) More than 4 years, up to 6 years
- 7) More than 6 years, up to 10 years

- 8) More than 10 years
 - 0) Don't know/can't remember
-

INFORMATION STORED IN QUESTIONNAIRE

.PB3A..

TEXT FOR QB3A

- 1) First time with provider and took whole package at the same time
- 2) Already had landline with this provider
- 3) Already had mobile phone with this provider
- 4) Already had fixed broadband access with this provider
- 5) Already had TV service with provider

Coded as :-
2 IF QBUN IS CODED 2
3 IF QBUN IS CODED 1
4 IF QBUN IS CODED 4
5 IF QBUN IS CODED 3

ASK ALL PACKAGE DECISION MAKERS

.QB3a..

Before you had this package of services with "THE ANSWER TO QB2" did you already have any of the individual services covered by the package with "THE ANSWER TO QB2"?

PROMPT IF NECESSARY WITH ELEMENTS OF THE BUNDLE AS SHOWN

- 1) First time with provider and took whole package at the same time
- 2) Already had landline with this provider
- 3) Already had mobile phone with this provider
- 4) Already had fixed broadband access with this provider
- 5) Already had TV service with this provider
- 0) Don't know

ASK ALL PACKAGE DECISION MAKERS

.QB3d..

When you purchased the package of services with "THE ANSWER TO QB2" would you say that you were interested in ALL of the services you have in this package, or were there any services that you were particularly interested in?

- 1) Interested in all services
- 2) Landline
- 3) Mobile phone
- 4) Fixed broadband
- 5) TV service
- 0) Don't know

INFORMATION STORED IN QUESTIONNAIRE

.pb3e..

TEXT FOR QB3E

- 1) Landline
- 2) Mobile phone
- 3) Fixed broadband
- 4) TV service

Coded as :-
1 IF QBUN IS CODED 2
2 IF QBUN IS CODED 1
3 IF QBUN IS CODED 4
4 IF QBUN IS CODED 3

ASK ALL PACKAGE DECISION MAKERS

.QB3e..

Is there one service in your package which you particularly wanted to use
"THE ANSWER TO QB2" for?

SINGLE CODE

- 1) Landline
- 2) Mobile phone
- 3) Fixed broadband
- 4) TV service
- 0) No particular service

ASK ALL PACKAGE DECISION MAKERS

.QB5..

SHOWCARD B3

In terms of your overall package of services...

How satisfied are you with the OVERALL SERVICE PROVIDED by
"THE ANSWER TO QB2"?

IF NECESSARY - Would you say you are...

- 1) Very satisfied
- 2) Fairly satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Fairly dissatisfied
- 5) Very dissatisfied
- 0) Don't know

ASK ALL PACKAGE DECISION MAKERS

.QB8..

SHOWCARD B4

What is your current thinking regarding changing the company that provides
your WHOLE package of services?

IF NECESSARY - Are you...

SINGLE CODE

- 1) Actively looking for a new service provider for the whole package at the moment
- 2) Open to the idea of a new service provider for the whole package services in your package at the moment
- 3) Not interested in a new service provider for the whole package
- 0) Don't know

ASK QB9A IF QB8 IS NOT CODED 1
OTHERWISE SKIP TO QB19A

ASK IF NOT ACTIVELY LOOKING AT QB8

.QB9a..

SHOWCARD B5

Have you CONSIDERED changing the company that provides your WHOLE package of services?

IF YES - When did you most recently consider changing provider for your whole package of services?

- 1) Yes - in the last 6 months
- 2) Yes - 7 to 12 months ago
- 3) Yes - 13 to 18 months ago
- 4) Yes - 1.5 to 2 years ago
- 5) Yes - 2 to 3 years ago
- 6) Yes - more than 3 years ago
- 7) No - never considered changing provider
- 8) No - can't change, only one provider in the area

SKIP TO QB19A IF QB9A IS NOT CODED 1-2

ASK IF CONSIDERED SWITCHING WHOLE PACKAGE IN LAST 12 MONTHS AT QB9A

.QB9b..

And did you actively START LOOKING for an alternative service provider for your whole package of services?

- 1) Yes
- 2) No

ASK ALL PACKAGE DECISION MAKERS

.QB19a..

SHOWCARD B6

Could you please tell me the extent to which you agree or disagree with this statement regarding "THE ANSWER TO QB2"?

They are the best provider of this package of services on the market.

IF NECESSARY - Do you...

- 1) Agree strongly
- 2) Agree slightly
- 3) Neither agree nor disagree
- 4) Disagree slightly
- 5) Disagree strongly
- 0) Don't know

ASK ALL PACKAGE DECISION MAKERS

.QB22..

How easy or difficult do you think it is to make COST comparisons between providers for packaged services?

READ OUT

- 1) Very easy
 - 2) Fairly easy
 - 3) Fairly difficult
 - 4) Very difficult
 - 0) Don't know
-

.db25..

ASK QB25 IF QBUN IS CODED 2 AND 4 AND NOT 3
OTHERWISE SKIP TO DB27

ASK ALL WITH LANDLINE AND BROADBAND PACKAGE

.QB25..

SHOWCARD B7

How much choice do you think you have in terms of alternative providers offering a package of landline and broadband services that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.

- 1) Too much choice
- 2) About the right amount of choice
- 3) Too little choice
- 4) No choice
- 0) Don't know

ASK ALL WITH LANDLINE AND BROADBAND PACKAGE

.QB26..

SHOWCARD B8

To what extent do you trust **your** landline and broadband provider to ensure you are on the best deal for your needs?

- 1) I trust them completely
- 2) I trust them a lot
- 3) I trust them a bit
- 4) I don't trust them at all
- 0) Don't know

.db27..

ASK QB25 IF QBUN IS CODED 2 AND 3 AND 4
OTHERWISE SKIP TO PB23

ASK ALL WITH LANDLINE, BROADBAND AND TV PACKAGE

QB27..

SHOWCARD B7

How much choice do you think you have in terms of alternative providers offering a package of landline, broadband and TV services that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.

- 1) Too much choice
 - 2) About the right amount of choice
 - 3) Too little choice
 - 4) No choice
 - 0) Don't know
-

ASK ALL WITH LANDLINE, BROADBAND AND TV PACKAGE

.QB29..

SHOWCARD B8

To what extent do you trust **your** landline, broadband and TV provider to ensure you are on the best deal for your needs?

- 1) I trust them completely
- 2) I trust them a lot
- 3) I trust them a bit
- 4) I don't trust them at all
- 0) Don't know

ASK ALL WITH LANDLINE, BROADBAND AND TV PACKAGE

.QB28..

SHOWCARD B9

How confident do you feel about ...

- A. Understanding the variety of channels available from alternative Pay TV providers
- B. Choosing the best TV channel package for your household

- 1) Very confident
- 2) Fairly confident
- 4) Not very confident
- 5) Not at all confident
- 0) Don't know

INFORMATION STORED IN QUESTIONNAIRE

.PB23..

SERVICES SWITCHED IN LAST 12 MONTHS

- 1) Landline phone
- 2) Mobile phone
- 3) Fixed broadband internet access
- 4) TV service with additional channels
- 5) NONE
- 0) Don't know

Coded as :-
1 IF QL7 IS CODED 1-2
2 IF QM7 IS CODED 1-2
3 IF QI7 IS CODED 1-2
4 IF QT7 IS CODED 1-2
5 IF PB23 IS NOT CODED 1-4

.DB23..

ASK QB23 IF MULTIPLE RESPONSES AT PB23
OTHERWISE SKIP TO QA1

ASK IF 2+ SERVICES HAVE BEEN SWITCHED IN THE LAST 12 MONTHS AT QL7/ QM7/ QI7/ QT7

.QB23..

You mentioned earlier that you have switched provider for the following
services in the last 12 months.

READ OUT SERVICES FLAGGED BELOW

Did you switch any of these services at the same time?

CODE THOSE SWITCHED AT THE SAME TIME (MUST CODE MORE THAN ONE), OR NONE

- 1) Landline phone
 - 2) Mobile phone
 - 3) Fixed broadband internet access
 - 4) TV service with additional channels
 - 5) NONE
 - 0) Don't know
-

ASK ALL DECISION MAKERS

UTILITIES SUPPLIER SECTION – COMPLETE FOR ALL DECISION MAKERS

.QA1..

Which of these types of services are you mainly or jointly responsible for - in terms of deciding which provider to use?

READ OUT

- 1) Electricity provider
- 2) Gas provider
- 3) Car insurance provider
- 4) Bank account provider
- 0) None of these

SKIP TO QCLASS IF QA1 IS NOT CODED 1-4

SAY TO DECISION MAKERS FOR ANY UTILITIES AT QA1

.DQA..

Can you please tell me whether you have CHANGED your provider for any of the following services?

1) CODE 1 TO CONTINUE

.DQa1a..

ASK QA1A IF QA1 IS CODED 1
OTHERWISE SKIP TO DQA1B

ASK ELECTRICITY SUPPLIER DECISION MAKERS

.QA1A..

SHOWCARD A1

Have you or your household ever changed your electricity provider?

IF YES - When did you most recently change your electricity provider?

- 1) Yes - in the last 6 months
- 2) Yes - 7 to 12 months ago
- 3) Yes - 13 to 18 months ago
- 4) Yes - 1.5 to 2 years ago
- 5) Yes - 2 to 3 years ago
- 6) Yes - more than 3 years ago
- 7) No - never changed provider for this service
- 0) Don't know

SKIP TO DQA1B IF QA1A IS NOT CODED 1-6

ASK IF EVER SWITCHED ELECTRICITY SUPPLIER AT QA1A

.NQA1AA..

Did you make this change of provider for your electricity at the same time as moving home?

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

SKIP TO DQA1B IF QA1A IS NOT CODED 1-2

ASK IF SWITCHED ELECTRICITY SUPPLIER IN LAST 12 MONTHS AT QA1A

.NQA1AC..

How easy or difficult was it to change electricity provider?

IF SWITCHED MORE THAN ONCE - Please think about the last time.

READ OUT

- 1) Very easy
- 2) Fairly easy
- 3) Fairly difficult
- 4) Very difficult
- 0) Don't know

.DQa1b..

ASK QA1B IF QA1 IS CODED 2
OTHERWISE SKIP TO DQA1C

ASK GAS SUPPLIER DECISION MAKERS

.QA1B..

SHOWCARD A1

Have you or your household ever changed your gas provider?

IF YES - When did you most recently change your gas provider?

- 1) Yes - in the last 6 months
- 2) Yes - 7 to 12 months ago
- 3) Yes - 13 to 18 months ago
- 4) Yes - 1.5 to 2 years ago
- 5) Yes - 2 to 3 years ago
- 6) Yes - more than 3 years ago
- 7) No - never changed provider for this service
- 0) Don't know

SKIP TO DQA1C IF QA1B IS NOT CODED 1-6

ASK IF EVER SWITCHED GAS SUPPLIER AT QA1B

.NQA1BA..

Did you make this change of provider for your gas at the same time as moving home?

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

SKIP TO DQA1C IF QA1B IS NOT CODED 1-2

ASK IF SWITCHED GAS SUPPLIER IN LAST 12 MONTHS AT QA1B

.NQA1BC..

How easy or difficult was it to change gas provider?

IF SWITCHED MORE THAN ONCE - Please think about the last time.

READ OUT

- 1) Very easy
 - 2) Fairly easy
 - 3) Fairly difficult
 - 4) Very difficult
 - 0) Don't know
-

.DQa1c..

ASK QA1C IF QA1 IS CODED 3
OTHERWISE SKIP TO DQA1D

ASK CAR INSURANCE SUPPLIER DECISION MAKERS

.QA1C..

SHOWCARD A1

Have you or your household ever changed your car insurance provider?

IF YES - When did you most recently change your car insurance provider?

- 1) Yes - in the last 6 months
- 2) Yes - 7 to 12 months ago
- 3) Yes - 13 to 18 months ago
- 4) Yes - 1.5 to 2 years ago
- 5) Yes - 2 to 3 years ago
- 6) Yes - more than 3 years ago
- 7) No - never changed provider for this service
- 0) Don't know

SKIP TO DQA1D IF QA1C IS NOT CODED 1-6

ASK IF EVER SWITCHED CAR INSURANCE SUPPLIER AT QA1C

.NQA1CA..

Did you make this change of provider for your car insurance at the same time
as moving home?

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

SKIP TO DQA1D IF QA1C IS NOT CODED 1-2

ASK IF SWITCHED CAR INSURANCE SUPPLIER IN LAST 12 MONTHS AT QA1C

.NQA1CC..

How easy or difficult was it to change car insurance provider?

IF SWITCHED MORE THAN ONCE - Please think about the last time.

READ OUT

- 1) Very easy
- 2) Fairly easy
- 3) Fairly difficult
- 4) Very difficult
- 0) Don't know

.DQa1d..

ASK QA1D IF QA1 IS CODED 4
OTHERWISE SKIP TO QCLASS

ASK BANK ACCOUNT SUPPLIER DECISION MAKERS

.QA1D..

SHOWCARD A1

Have you or your household ever changed your bank account?

IF YES - When did you most recently change your bank account?

IF NECESSARY – Your current account rather than any other account with your bank

- 1) Yes - in the last 6 months
- 2) Yes - 7 to 12 months ago
- 3) Yes - 13 to 18 months ago
- 4) Yes - 1.5 to 2 years ago
- 5) Yes - 2 to 3 years ago
- 6) Yes - more than 3 years ago
- 7) No - never changed provider for this service
- 0) Don't know

SKIP TO QCLASS IF QA1D IS NOT CODED 1-6

ASK IF EVER SWITCHED BANK ACCOUNT SUPPLIER AT QA1C

.NQA1DA..

Did you make this change of provider for your bank account at the same time
as moving home?

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

SKIP TO QCLASS IF QA1D IS NOT CODED 1-2

ASK IF SWITCHED BANK ACCOUNT SUPPLIER IN LAST 12 MONTHS AT QA1C

.NQA1DC..

How easy or difficult was it to change provider for your bank account?

IF SWITCHED MORE THAN ONCE - Please think about the last time.

READ OUT

- 1) Very easy
- 2) Fairly easy
- 3) Fairly difficult
- 4) Very difficult
- 0) Don't know

ASK ALL DECISION MAKERS

.QCLASS..

To finish the interview I would like to ask you some questions about yourself and your household.

1) CODE 1 TO CONTINUE

ASK ALL DECISION MAKERS

.QC5..

Which of these options applies to your home? Is it...

READ OUT AND CODE FIRST ANSWER THAT APPLIES

- 1) Being bought on a mortgage
- 2) Owned outright by the household
- 3) Rented from a Local Authority, Housing Association or Trust
- 4) Rented from a private landlord
- 5) Something else - SPECIFY
- 6) Don't know
- 0) Refused

ASK ALL DECISION MAKERS

.QC6..

How many people live in your household, including yourself and any children?

ENTER NUMBER

CODE 999 IF REFUSED

- 0) Don't know

ASK ALL DECISION MAKERS

.QC7..

SHOWCARD C1

Which of these options applies to you? Are you...

READ OUT AND CODE FIRST ANSWER THAT APPLIES

- 1) Married/ Civil Partnership/ living as married
 - 2) Single
 - 3) Widowed, divorced or separated
 - 0) Refused
-

ASK ALL DECISION MAKERS

.QC8..

SHOWCARD C2

Which of these ethnic groups do you consider you belong to:

SINGLE CODE

- 1) White - British
- 2) White - English
- 3) White - Scottish
- 4) White - Welsh
- 5) White - Irish
- 6) White - Other ethnicity
- 7) Mixed - White and Black Caribbean
- 8) Mixed - White and Black African
- 9) Mixed - White and Asian
- 10) Mixed - Other ethnicity
- 11) Asian/ Asian British - Indian
- 12) Asian/ Asian British - Pakistani
- 13) Asian/ Asian British - Bangladeshi
- 14) Asian/ Asian British - Other ethnicity
- 15) Black/ Black British - Caribbean
- 16) Black/ Black British - African
- 17) Black/ Black British - Other ethnicity
- 18) Chinese
- 19) Middle Eastern, including Arabic
- 20) Iranian
- 21) Any other ethnic background - SPECIFY
- 0) Refused

ASK ALL DECISION MAKERS

.QC9..

SHOWCARD C3

Please tell me which of these, if any, LIMIT your DAILY ACTIVITIES or the WORK YOU CAN DO?

MULTICODE OK

- 1) Breathlessness or chest pains
 - 2) Poor vision, partial sight or blindness
 - 3) Difficulty in speaking or communicating
 - 4) Poor hearing, partial hearing or deafness
 - 5) Cannot walk at all/ use a wheelchair
 - 6) Cannot walk very far or manage stairs or can only do so with difficulty
 - 7) Limited ability to reach
 - 8) Mental health problems or difficulties
 - 9) Other illnesses or health problems which limit your daily activities or the work you can do - SPECIFY
 - 10) None
 - 0) Refused
-

.DQc10..

ASK QC10 IF QC9 IS CODED 2
OTHERWISE SKIP TO DQC11

ASK IF POOR VISION AT QC9

.QC10..

SHOWCARD C4

Which of these best describes your sight - with glasses or contact lenses
if you normally use them?

SINGLE CODE FIRST ANSWER THAT APPLIES

- 1) Cannot see at all/ blind
- 2) Cannot tell by the light where the windows are
- 3) Cannot see the shapes of furniture in the room
- 4) Cannot see well enough to recognise a friend if close to his or her face
- 5) Cannot see well enough to recognise a friend if he or she is at arms length
- 6) Cannot see well enough to read a newspaper headline
- 7) Cannot see well enough to read a large print book
- 8) Cannot see well enough to recognise a friend across a room
- 9) Cannot see well enough to recognise a friend across a road
- 10) Have difficulty seeing ordinary newspaper print
- 11) Other - SPECIFY
- 0) Refused

.DQc11..

ASK QC11 IF QC9 IS CODED 4
OTHERWISE SKIP TO QC12

ASK IF POOR HEARING AT QC9

.QC11..

SHOWCARD C5

Which of these best describes your hearing - with a hearing aid if you
normally use one?

SINGLE CODE FIRST ANSWER THAT APPLIES

- 1) Cannot hear sounds at all
- 2) Cannot follow a TV programme with the volume turned up
- 3) Have difficulty hearing someone talking in a loud voice in a quiet room
- 4) Cannot hear a doorbell, alarm clock or telephone bell
- 5) Cannot follow a TV programme at a volume others find acceptable
- 6) Difficulty hearing someone talking in a normal voice in a quiet room
- 7) Difficulty following a conversation against background noise
- 8) Other - SPECIFY
- 0) Refused

ASK ALL DECISION MAKERS

.QC17..

What is the total number of people in the household (including respondent and any children)?

WRITE IN

CODE HOUSEHOLD SIZE (FROM QC13)

SINGLE CODE

Small (1-2 people).....1
Medium (3-4 people).....2
Large (5+ people)3

ASK ALL DECISION MAKERS

.QC18..

And what is the total number of children in the household (Under 18), including respondent (if respondent is under 18)

WRITE IN

ASK ALL DECISION MAKERS

.QC19..

Is English your first or main language?

- 1) Yes – English is first/ main language
- 2) No – another first/ main language
- 0) Refused

ASK ALL DECISION MAKERS

.QC16..

SHOWCARD C6

Please could you say which letter from this card applies to your total household income from all sources, before tax and any other deductions?

- 1) Up to £10,399
- 2) From £10,400 to £15,599
- 3) From £15,600 to £25,999
- 4) From £25,600 to £36,399
- 5) From £36,500 to £51,999
- 6) £52,000 and above
- 7) Don't know
- 0) Refused

ASK ALL DECISION MAKERS

.QC14..

Thank you very much for your time and help, that is the end of the survey.

Would you be happy to be contacted again - either regarding this study or if we were to conduct any similar research for Ofcom in the future?

- 1) Yes
- 2) No

SKIP TO QC15 IF QC14 IS CODED 2

ASK IF HAPPY TO BE CONTACTED AGAIN AT QC14

.QC14A..

Can I please make a note of your name?

ENTER BELOW

ASK IF HAPPY TO BE CONTACTED AGAIN AT QC14

.QC14B..

Would you prefer to be contacted by phone again or by email?

IF BY EMAIL - Can I please make a note of your email address?

1) By phone

2) By email - NOTE EMAIL ADDRESS AT NEXT SCREEN

ASK IF HAPPY TO BE CONTACTED AGAIN BY EMAIL AT QC14B

.Qc14bo..

ENTER EMAIL ADDRESS

ENTER FOR ALL DECISION MAKERS

.QC15..

CODE GENDER OF RESPONDENT

1) Male

2) Female

.qout..

INTERVIEW OUTCOME – SECTIONS COMPLETED

1) Landline

2) Mobile

3) Broadband

4) TV

5) Bundle

6) None

Coded as :-

1 IF QL1A IS CODED 1-2

2 IF QM1 IS CODED 1-2

3 IF QI1 IS CODED 1-2

4 IF QT7 IS CODED 1-6

5 IF QBUN IS CODED 1-4

6 IF QOUT IS NOT CODED 1-5

END OF QUESTIONNAIRE