

# Directory Enquiries Services

MC No: MCMR/180

Technical Report

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## 1. Overview of approach

Ofcom commissioned Kantar Media to research UK adults' usage of and experiences with directory enquiry services ("118 DQ services"). Specifically, Ofcom required research among personal directory enquiry users (users who make calls to directory enquiries that are not paid for by a business), in order to understand usage and reliance on these services, as well as consumer awareness and expectations of their prices.

To best meet the study's objectives, Kantar Media employed a mixed-methods approach. This comprised a face-to-face omnibus survey of UK adults across 6 waves of research to garner a robust sample of personal directory enquiry users, as well as a further 10 qualitative telephone-depth interviews with a sub-section of respondents who had used directory enquiry services in the last 12 months and claimed they had paid more than they expected to for this service.

This document outlines the technical approach underpinning each approach, including details of the sampling used.

## 2. Quantitative survey

### 2.1 Methodology

A total of 6 research waves were conducted via Kantar's face-to-face omnibus each wave reaching at least 2,060 different adults aged 16+ years from across the UK.

The Omnibus uses a comprehensive address-based system using PAF and CD-Rom, cross referenced to the census data. For each wave, 143 sample points are selected and, within the selected primary sampling points, a postcode sector is chosen. Postcode selection within primary sampling points alternates between A and B halves to reduce clustering effects. All interviews are conducted via the field team and in accordance with strict quality control procedures. Quotas (by sex, working status and presence of children) are set during interviewing to ensure representivity, whilst any sample profile imbalances are corrected at the analysis stage through weighting.

### 2.2 Questionnaire design

Personal directory enquiry users were identified at the beginning of the survey by screening a nationally representative sample, and a large majority of the questionnaire were asked specifically to these 'personal DQ-users'.

A small number of questions were asked specifically of non-DQ users, to gain an understanding of why they had not used the service in the last 12 months, their understanding of the costs involved and what impact, if any, not using the service had on them. These two questions specific to non-DQ users were only run on Wave 1 of the fieldwork as this was sufficient to generate the required sample size for this group.

The questionnaire was designed to avoid bias in response. Many questions were asked unprompted and the interviewer coded into a pre-constructed code frame to also help reduce any potential bias. For example, where estimates of costs were provided, respondents were first given the opportunity to provide an 'actual value' and only where this was not possible were they asked if they were able to pick from a pre-coded list of ranges.

Where appropriate, response codes with a natural order were inverted to 50% of the sample to avoid response bias, while one question (i.e. Q9 reason for calling a specific DQ number) was randomised.

After respondents were asked about their use of 118 DQ services over the last 12 months and understanding of the cost of calling 118 DQ services, they were instructed by the interviewers to think about the last time they made a call to a 118 DQ service. This was to ensure greatest accuracy in response, having respondents focus on the most recent occasion.

## Waves 2-6

Three questions were added to the questionnaire at Wave 2-6, that were not included in Wave 1. These were Q1a, Q18b and Q18c. Additionally, one question (Q12) was amended for Waves 2-6 (to Q12a) – further detail below. **Appendix A** of this document is a copy of the final questionnaire including all questions run.

All revisions for Wave 2-6 of the questionnaire were made before Wave 1 was in field. Given the addition of 3 questions after Wave 1 and the amendment to another, some survey analysis is based on Waves 2-6 only in cases where any of these questions form part of our analysis either directly or in terms of creating sub groups.

Q1a was added to the beginning of the survey at Wave 2-6 and asked of All Adults 16+ as a standalone test of UK adults spending more than expected on phone services, with 118 directory enquiry services being one of a number of reasons why a person may have spent more than expected on their telephone service.

Q18b and Q18c were also added at Waves 2-6 to give a more holistic view of overspend due to using 118 DQ services – by capturing whether anyone who had made multiple calls to 118 DQ services in the last year had paid more than they expected to for any of these calls, and not just their last call to 118 DQ services. A balanced code frame was used allowing respondents to code that they had not spent more than expected on any other calls.

Q12 – the question identifying satisfaction of using 118 DQ services was amended for Waves 2-6. At Wave 1, the question asked '*And overall, how satisfied were you with the service you received on the last call you made to a directory enquiry service*' – with a 5-point scale from Very Satisfied to Very Dissatisfied. Data is reported on this version of the question in the slide pack. It was identified at Wave 1 that this question focused on the 'service' received, while Ofcom's objective of this question was to understand satisfaction with the overall experience. Therefore, from Wave 2-6 the question was amended (Q12a) to '*And overall, how satisfied were you with your last experience of calling a directory enquiry service*' – using the same 5-point scale.

## 2.3 Sample breakdowns in the report

In total 12,678 UK adults (16+ years) were screened through our face-to-face survey to identify a nationally representative group of personal directory enquiry users for our main survey.

A number of key groups have been analysed in the report. The below sets out the reasons behind focusing on these groups, as well as the sample sizes achieved.

### **Personal Directory Enquiry Users (Personal DQ users) (N=326)**

These are people who have called 118 DQ services in the last 12 months using either a personal mobile phone or home fixed/landline (not paid for by a business). A small number of these people (10 respondents or 3% of personal DQ users) have also called 118 DQ services using a phone paid for by a business over the last 12 months – however this is in addition to a personally paid for call.

This is the main sample used in the survey. Sub analysis of this main group was run on personal DQ users aged 65+ and those in the DE socio-economic group. This is because Ofcom wanted to understand the consumer impact of using 118 DQ services particularly amongst older and more vulnerable groups. Personal DQ users are also analysed by other age groups, socio-economic groups, internet access, whether they have used the call connection directory enquiries service, and whether they have paid more than they expected to for a call to 118 DQ services.

**Table 1: Personal directory enquiry user key sample definitions and achieved sample sizes**

Sample labelled as:	Sample definition of personal DQ users (call not paid for by a business)	Total unweighted sample size achieved (Waves 1-6)	Total unweighted sample size achieved (Waves 2-6)
<b>Personal DQ users</b>	All UK adults 16+ who have called 118 DQ services in the last 12 months using a personal mobile phone or a home fixed/landline	326	255
<b>65+</b>	Personal DQ users who are aged 65+	150	117
<b>DE</b>	Personal DQ users who are in the DE socio-economic group	121	91*

<b>Used call connection on last call</b>	Personal DQ users who used call connect (connected to correct number or incorrect number) the last time they used 118 DQ services (Q11)	90*	75*
<b>Last call cost more than expected</b>	Personal DQ users who say their <u>last call</u> to 118 DQ services was 'a lot more than expected' or 'a little more than expected' (Q17)	115	94*

### **Non-Directory Enquiries Users (Non-DQ Users) (N=2,040)**

These people have not used 118 DQ services in the last 12 months (from a personal phone or a business phone). They may have had experience with 118 DQ services in the past. In addition to our initial screening questions that went to our full 12,678 sample size additional specific questions for this non-DQ user group were run on one of the six research waves as this was sufficient to generate the required sample size for this mainstream group.

### **Reporting of low sample sizes**

At times throughout the reporting, the sample size within key groups drops below 100. These low base sizes are indicated as such:

\*Caution: Base size under 100, treat as indicative only.

Our recommendation is that for any group with a base size under 100 their results should be treated with caution and thought of as indicative only. This is because base sizes under 100 can have a large margin of error.

No results have been reported in our chart deck where sample sizes are below 50. Although some results may give a useful indicative guide, they have not been included in the main versions of our reporting due to their higher margin of error.

**Appendix B** of this document is a table of confidence intervals to help in the interpretation of groups with low base sizes, including an understanding of when differences involving these smaller groups are likely to be meaningful.

## 2.4 Significance testing

Statistics have been tested for significance at the 95% level, based on ESS (effective sample size).

Using the effective sample size rather than the standard unweighted sample size is a more conservative approach and therefore gives us greater confidence when interpreting our results.

The effective sample size can be defined as an estimate of the sample size that a survey conducted using simple random sampling would have required if achieving the same sampling error as computed in our study which did not employ simple random sampling.

## 2.5 Statistical analysis

### Understanding estimated cost of calling 118 DQ services

To understand UK adults' perceptions of the costs related to calling directory enquiry services, respondents were asked approximately how much they think it costs to call a 118 directory enquiry service from a a) personal mobile phone and b) home fixed/landline, for a call that would last just under one minute. Analysis among 'all adults' was only possible using Wave 1 data because this was the only wave that included non-DQ users.

These questions were first asked as an unprompted numeric response (Q3a/Q3b), written in pounds and pence. If respondents were unsure they were asked for their best estimate or coded as 'don't know' if the respondent was still unsure. Any respondent who did not provide an unprompted response for how much a call cost to 118 directory enquiry services were then asked the same question/s again (Q3ai/Q3bi), and shown a code frame to help them give the most accurate response at this stage. The code frame comprised brackets of: £0, 1-49p, 50p-99p, £1-£1.99, £2-£2.99, £3-£4.99, £5-£6.99, £7-£9.99, £10 or more, don't know. In analysis, the numeric responses were placed into this same code frame, and reported as an aggregate across the two questions (with the exception of calculating averages, see below).

For Q3a (personal mobile phone) 42% of respondents at Wave 1 (All Adults 16+) gave an unprompted numeric response, 28% gave a prompted response, and 30% didn't know the cost of a call. For question Q3b (home/fixed landline) 40% of respondents at Wave 1 (All Adults 16+) gave an unprompted numeric response, 28% gave a prompted response, and 31% didn't know the cost of a call.

The mean call cost has also been reported to understand on average how much respondents think a call to 118 DQ services costs. The mean was calculated by combining the raw numeric figures from Q3a/Q3b, and the answer code prompted response from Q3ai/Q3bi which were assigned mid-points, as displayed in Table 2.

**Table 2 – Mid points used for mean calculations of expected call costs on prompted questions (Q3ai/Q3bi)**

Call Cost Code Frame	Mid-point
£0	0
1 - 49p	0.25
50p – 99p	0.745
£1 - £1.99	1.495
£2-£2.99	2.495
£3-£4.99	3.995
£5-£6.99	5.995
£7-£9.99	8.495
£10 or more	10
Don't know	NA (responses not included in mean calculation)

## **Understanding incidence of bill shock related to calling 118 directory enquiries services**

To understand the degree of bill shock related to calling 118 DQ services, personal DQ users were asked how the cost of their last call to 118 DQ services compared to their expectations, answering using the following scale: A lot more than expected, a little more than expected, about what I expected, a little less than I expected, a lot less than I expected, I don't know the cost of the call (Q17). The scale was inverted to 50% of the sample to avoid response bias.

Respondents who had made more than one call to 118 DQ services across the last 12 months (from Q2) were then asked whether any of these *other* calls cost more than expected, answering using the following scale: at least one call was a lot more than expected, at least one call was a little more than expected, they were all about what I expected, they were all less than I expected, I don't know the cost of the call/s (Q18b – from Wave 2 onwards). This was a single choice question, however code 1 and 2 could multi-code with each other. The scale was inverted to 50% of the sample to avoid any response bias.

In analysis, total incidence of bill shock has been reported upon using responses to calls being ‘a lot or a little more than expected’ across both questions (i.e. Q17 bill shock on last call and Q18b bill shock on any other call), to gain an accurate understanding of total bill shock across a 12-month period. Given Q18b was only asked on Waves 2-6 of the research, the total incidence of bill shock is based on Waves 2-6 only.

## Understanding amount of bill shock

Directory enquiries users who said their last call to 118 DQ services cost more than expected (a lot more than expected or a little more than expected – Q17) were then asked how much *more* this call cost compared to what they had expected (Q18/Q18a). This question was asked specifically in regard to users’ last call to directory enquiries, to help ensure the most accurate response about their most recent call, and avoid any confusion for those who made multiple calls. This question was asked before directory enquiries users were asked about the cost of *other* calls made to directory enquiries services, as explained in the section above.

This question was first asked as an unprompted numeric response, written in pounds and pence (Q18). If respondents were unsure they were asked for their best estimate, and coded ‘don’t know’ if the respondent was still unsure. Respondents who did not give an unprompted numeric response for how much more the call cost compared to their expectations were then asked to use a coded list (Q18a) to record how much the call cost compared to their expectation in order to help them give the most accurate response at this stage. The code frame comprised brackets of: 1 - 49p, 50p – 99p, £1 - £1.99, £2 - 2.99, £3 - £4.99, £5 - £9.99, £10 - £14.99, £15 - £19.99, £20 - £29.99, £30 - £39.99, £40 - £49.99, £50 - £59.99, £60 - £69.99, £70 - £79.99, £80 - £89.99, £90 - £99.99, more than £100, don’t know. In analysis, the numeric responses were placed into this same code frame, and reported as an aggregate across the two questions.

Overall, 63% of respondents gave an unprompted numeric response, 13% gave a prompted response, and 23% didn’t know. One numeric response of ‘£0’ was coded as ‘Not stated’ and not included in the reporting or mean calculations.

The mean ‘bill shock’ figure has also been reported to understand on average how much more personal DQ users paid compared to their expectations. The mean was calculated by combining the raw numeric figures from Q18, and the coded prompted response from Q18a which were assigned mid-points, as displayed in Table 3.

**Table 3 – Mid points used for mean calculations of ‘bill shock’ for prompted question (Q18a)**

Call Cost Code Frame	Mid-point
1 - 49p	0.25
50p – 99p	0.745

£1 - £1.99	1.495
£2 - £2.99	2.495
£3 - £4.99	3.995
£5 - £9.99	7.495
£10 - £14.99	12.495
£15 - £19.99	17.495
£20 - £29.99	24.95
£30 - £39.99	34.995
£40 - £49.99	44.995
£50 - £59.99	54.995
£60 - £69.99	64.995
£70 - £79.99	74.995
£80 - £89.99	84.995
£90 - £99.99	94.995
More than £100	100
Don't Know	NA (responses not included in mean calculation)

In calculating the mean figure, we have taken a conservative approach and removed two outliers from the calculation (respondents who reported bill shock of £90+), as there was a significant gap between their responses and the majority of responses. They were therefore having a disproportionate impact on the averages overall. While these responses have been removed from the mean calculations as outliers, it is not believed the responses are incorrect and they have been reported as part of a £30+ price band in the report charts.

The median figures for Q3a/Q3ai, Q3b/Q3bi and Q18/Q18a were also calculated and considered for reporting. After consideration it was decided that the mean calculations were a more appropriate measure of central tendency as they reflected the broad range of response to these questions, particularly once the outliers from Q18/Q18a were removed.

Using the mode was not considered given the results combine raw numeric figures and coded mid-points, and therefore reporting on the most common response was not appropriate.

## 2.6 Data checks and rationale

Various data checks and additional analyses were conducted to ensure reported results were accurate, the most appropriate way of analysing the data, and not bias.

### High levels of 'Don't know' response

A number of questions in the survey elicited a relatively high level of 'don't know' response. Given many DQ users (46%) made just one call to 118 DQ users in the past year, and they were being asked to recall their experience from the past year, we wanted to understand whether the time lapse between making the call to 118 DQ services and responding to the survey had influenced the level of 'don't know' response. Overall, 31% of DQ users in the survey told us they made their last call to DQ services 7-12 months ago.

In understanding this we undertook various levels of investigation. Firstly, we looked at seven questions of interest with relatively high levels of 'don't know' or related response (ranging from 7% to 41%) and investigated whether this level increased as time period since making the call increased. Secondly, we looked at whether it was the same individuals giving high levels of 'don't know' response across a number of questions, which may suggest that they were unsure about the details of their call. We also ran all results only by respondents whose call was made in the last 6 months, to see whether any significant differences were evident, and sense checked the questions with high levels of don't know to understand whether they were in any way more difficult for respondents to answer.

Overall, these investigations found that the high levels of 'don't know' were not based on a large consistent group throughout the survey indicating that those who gave 'don't know' responses at individual questions were largely counting themselves out when they felt it was relevant to do so. The time lapse between making the call and answering the questionnaire also did not elicit any concern over the reliability of the data. The two questions (out of the abovementioned seven) that elicited significant differences in 'don't know' when comparing more recent and less recent calls were both unprompted questions<sup>1</sup>, which may have decreased a respondent's ability to respond after a longer time period, and therefore counted themselves out of these specific questions.

### Whether more extreme cases of bill shock were more likely to have been recalled

As part of the above analysis, we also investigated a hypothesis that more extreme cases of bill shock were more likely to have been recalled by respondents, impacting the results. There are no significant differences in percentage of DQ users experiencing bill shock across the time periods. The pattern of response to our bill shock questions appearing to show that those that called more recently (within the last month) and those that called longer ago (7-12 months ago) were both marginally more likely to

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<sup>1</sup> Questions 13 (Type of number they were looking for) and Q14a (what other ways of getting the number were available rather than calling a DQ service)

say they had experienced bill shock when compared to those in the mid ranges for last call recency (1-6 months). Suggesting there is not a clear linear pattern of increased severity of bill shock recall caused by recall bias over time.

It was noted that DQ users whose call was 7-12 months ago were significantly more likely than DQ users whose call was within the last 6 months to say that they were 'dissatisfied' with their last experience of calling DQ services (Q12a). Potentially this could indicate that more dissatisfying experiences are recalled for a longer period of time, however an alternative explanation is this indicates DQ users who had a dissatisfying experience are less likely to use the service again, and therefore have a higher chance of saying their last call was longer ago.

## Rationale for focussing on Q17/Q18b to calculate incidence of bill shock due to DQ

The research captured the proportion of UK adults (16+) who said they had spent more than they had expected to, for any telecoms services, and the reason for this (at Q1a). This question was included to provide an understanding of the context of DQ bill shock in relation to telecoms bill shock more generally. Despite the large sample size (10,549), for the reasons set out below, we do not consider this analysis provides a robust or reliable measure of the total proportion of DQ users who have personally paid more than they expected to, for a call to a DQ service.

By way of context, DQ calls are relatively infrequent (i.e. just under half of users have only made one call in a 12-month period) as such it is reasonable to expect them not to be particularly memorable. Mindful of this, the main survey was designed to aid respondents' recall of their last DQ call experience.

a) Q1a was focussed on whether respondents had spent more than they expected to on any telecoms services so included instances not relating to DQ. As such we would expect more memorable (potentially larger value, or those having a greater impact) experiences to have been front of mind when responding to this question. As such, despite being multi-coded, where multiple occasions of 'bill shock' have occurred, it would not be unreasonable to expect respondents to recall only their 'main' experience e.g. perhaps focussed on a mobile roaming bill, rather than a call to 118 DQ services. Consistent with this view, very few respondents provided more than one 'reason' at this question (i.e. 30 out of 876 respondents - unweighted).

b) Again, in the broader context of the telecoms market (as noted above) it would not be unreasonable to expect those experiencing lower levels of bill shock due to a 118 DQ services call not to be recalled via this type of questioning. Consistent with this view, those recalling DQ 'bill shock' at this question were directionally more likely than average DQ users to say that a DQ call was 'a lot more than expected' (51% vs. 27%), however sample sizes for this comparison are low (under 50) so this should be used as indicative only.

We consider the more direct questions, following on from detailed questioning aimed to prompt recall of a specific DQ call, provides a more robust measure of the proportion of DQ users who paid more than they had expected to, for a DQ call. Our initial Q1a question giving us a top of mind understanding in comparison to other factors that may have caused an increased phone bill.

This method of questioning using Q17 and Q18b reports 39% of DQ users experienced bill shock on at least one call in the 12 months prior to interview. We should not dismiss the other data entirely. We consider the 10% of DQ users who cited bill shock at the earlier question (Q1a) is likely to reflect those with the most memorable experience, or those that have not experienced other more significant experiences of bill shock through their use of telecoms.

Note on sample/respondents at Q1a: Due to the focus on all UK adults, the respondents at this question who identified DQ services as a reason why they had spent more than expected for any telephone services may not have been a personal DQ user but the bill payer. Their response at this question therefore may relate to a DQ call made by someone else in the household or a bill that was not theirs personally – as such not all of those stating the cause of their bill shock at Q1a was related to DQ are represented in the data based on DQ users.

#### Approach to analysis relating to bill shock when using call connect

When conducting any analysis among DQ users who used call connect, the base was taken from Q11 – i.e. DQ users who said on their last call to DQ services they were either ‘connected through to the number I needed’ or ‘connected through to an incorrect number’ (30% of DQ users). This approach directly links call connect to the DQ call in question and it does not give greater weight to respondents who have made multiple calls. Further, focussing on ‘last call’ is consistent with our approach to the analysis on bill shock values.

## 3. Qualitative telephone-depth interviews

### 3.1 Objectives

The main objective of the 10 qualitative telephone-depth interviews was to gain a richer understanding of directory enquiries users' experience using 118 directory enquiries, for those users who had paid more than they expected to when using the service. Particular areas of interest were:

- The circumstances of their call to 118 directory enquiries services
- Attitudes towards and availability of alternatives to calling 118 directory enquiries
- The impact of paying more than expected for their call to 118 directory enquiries
- Whether they complained about their experience and if so, what happened.

Given the low sample size of the telephone depth interviews, results should be viewed as qualitative only and not be relied on as conclusive and provide directional insight only.

A discussion guide was developed for telephone interviews lasting 15 minutes. Interviews were to be conducted face-to-face if it was deemed necessary based on a respondent's circumstances, however upon initial telephone contact it was deemed suitable that all 10 interviews be conducted over the phone.

Please refer to **Appendix C** for the full discussion guide.

### 3.2 Recruitment and sample

During the quantitative survey, personal DQ users were asked whether they would be willing for us to contact them for a short follow up interview on the topic of directory enquiry services for Ofcom in a few weeks. Respondents who agreed were then asked for their telephone number in order to be contacted.

Given the objectives of the qualitative telephone-depth interviews, respondents were selected based on their answers to the below core questions:

**Table 4: Qualitative telephone depth interviews recruitment criteria**

Question in quantitative questionnaire	Required response
Q1a. In the last 12 months, have you spent more than you had expected to for any telephone services, and if so, for what reason was this?	Yes – due to using directory enquiry services (e.g. 118 phone line services)

Q17. And after the call, how did the cost of this call compare to your expectations?	A lot more than expected / a little more than expected
Q18b. You said you had called directory enquiries more than once in the last 12 months. Which of the following applies to any of these other calls (i.e. other than your most recent one just answered about)?	At least one call was a lot more than expected / At least one call was a little more than expected

Respondents were recruited for the telephone-depth interviews based on matching one of the above criteria.

The fieldwork took place in December 2017, all interviews were audio recorded and all participants were paid a small incentive. The below is a table of the sample achieved:

**Table 5: Qualitative telephone-depth sample**

Interview Number:	Location	Gender	Age	Seg	Internet access
1	South England	Female	71-75	DE	Yes
2	N Ireland	Male	61-65	C1	Yes
3	Wales	Female	31-35	DE	Yes
4	South	Male	71-75	C1	Yes
5	North	Female	46-50	C1	Yes
6	North	Male	51-55	DE	Yes
7	North	Male	56-60	DE	No
8	N Ireland	Female	71-75	DE	Yes
9	Midlands	Female	61-65	C1	No
10	Scotland	Female	76-80	DE	No

## Appendix A – Quantitative survey

**ASK ALL PEOPLE (WAVES 2-6 ONLY)**

**MULTIPLE CHOICE – SHOW SCREEN**

**Q1a. In the last 12 months, have you spent more than you had expected to for any telephone services, and if so, for what reason was this?**

1. No – I have not spent more than I expected to for any telephone services – EXCLUSIVE - FIX
2. Yes – due to calling abroad / using my phone abroad
3. Yes – due to making a higher than average amount of calls
4. Yes – due to using directory enquiry services (e.g. 118 phone line services)
5. Yes – due to texting competitions or using games / apps
6. Yes – but I don't know what the reason was
7. Yes – for another reason [WRITE IN] - FIX
8. I am unaware of how much is spent on telephone services I use – EXCLUSIVE - FIX
9. Don't know - EXCLUSIVE

### AWARENESS OF DQ

**READ: Today we are going to ask you some questions about your use of directory enquiry services (or, in other words, “118” services).**

**Directory enquiry services are a phone service used to find a specific telephone number for an individual, residence, business, organisation or government entity, which are accessed through the number range starting with 118.**

**ASK ALL ON ALL WAVES OF FIELDWORK**

**MULTI CHOICE – SHOW SCREEN**

**Q1. In the last 12 months, have you made a call to a directory enquiry 118 service on either a fixed line or mobile phone?**

**(This includes calls even if you did not manage to speak to an operator or get the information you needed from them).**

1. Yes – from a home fixed/landline phone (i.e. not paid for by a business)
2. Yes – from a personal mobile phone (i.e. not paid for by a business)

3. Yes – from a fixed landline or mobile phone paid for by a business
4. No - not called a directory enquiry service/118 number in the last 12 months – FIX AND EXCLUSIVE

**IF CODE 1 OR CODE 2 AT Q1 QUALIFY AS 'DIRECTORY ENQUIRY USER'**

**ASK DIRECTORY ENQUIRIES USERS (CODE 1/2 AT Q1)**

**SINGLE RESPONSE – SHOW SCREEN – DO NOT INVERT**

**Q2. How many times in the last 12 months have you made a call to a directory enquires service from your home fixed line or personal mobile phone (ie not paid for by a business)?**

1. 1 call
2. 2 calls
3. 3 calls
4. 4 calls
5. 5 calls
6. 6 calls
7. 7 calls
8. 8 calls
9. 9 calls
10. 10 calls
11. 11 or more calls
12. Don't know

**ASK ALL PEOPLE IN WAVE 1 OF FIELDWORK ONLY. WAVES 2-6 ASK ONLY TO DIRECTORY ENQUIRY USERS (CODE 1/2 AT Q1)**

**Q3. Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a a) personal mobile phone and b) home fixed/landline phone? This is for a call that would last just under 1 minute.**

***INTERVIEWER – If unsure ask for best estimate. Only use DK if absolutely unsure.***

**NUMERIC RESPONSE – WRITE IN POUNDS AND PENCE.**

**SCRIPTING: USE LEADING ZEROS**

**Personal mobile phone**

£00.00

- Don't know

**Home fixed/landline phone**

£00.00

- Don't know

**ASK IF DON'T KNOW AT Q3a (PERSONAL MOBILE PHONE)**

**ASK ALL PEOPLE IN WAVE 1 OF FIELDWORK ONLY. WAVES 2-6 ASK ONLY TO DIRECTORY ENQUIRY USERS (CODE 1/2 AT Q1). DO NOT INVERT**

**Q3ai. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a personal mobile phone?**

**This would be for a call that would last just under 1 minute.**

1. £0
2. 1 - 49p
3. 50p – 99p
4. £1 - £1.99
5. £2-£2.99
6. £3-£4.99
7. £5-£6.99
8. £7-£9.99
9. £10 or more
10. Don't know

**ASK IF DON'T KNOW AT Q3b (HOME FIXED/LANDLINE)**

**ASK ALL PEOPLE IN WAVE 1 OF FIELDWORK ONLY. WAVES 2-6 ASK ONLY TO DIRECTORY ENQUIRY USERS (CODE 1/2 AT Q1). DO NOT INVERT**

**Q3bi. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a home fixed/landline phone?**

**This would be for a call that would last just under 1 minute.**

1. £0
2. 1 - 49p
3. 50p – 99p
4. £1 - £1.99
5. £2-£2.99
6. £3-£4.99
7. £5-£6.99
8. £7-£9.99
9. £10 or more
10. Don't know

## ASK DIRECTORY ENQUIRIES USERS (CODE 1/2 AT Q1)

### SINGLE CHOICE – CODE ONE THAT APPLIES - SHOW SCREEN

**Q4a. Some directory enquiry services provide an onward call connection. In other words, if you choose to use the onward call connection service you are put through to the number you asked for.**

**Which [one] of the following do you think applies to using an onward call connection service?**

1. A fixed connection charge
2. A pay per minute charge for the onward call
3. Both a fixed connection charge plus a pay per minute charge for the onward call – FIX TO APPEAR AFTER CODES 1, 2
4. None of the above - FIX
5. Don't know

## ASK DIRECTORY ENQUIRIES USERS (CODE 1/2 AT Q1) WHO THINK THERE IS A PAY PER MINUTE CHARGE (CODES 2/3 AT Q4a)

### SINGLE CHOICE – CODE ONE THAT APPLIES - SHOW SCREEN

**Q4b. Which [one] of the following do you think applies to the per minute call charges once you have been connected to the number you requested?**

1. Pay per minute for the onward call at the same rate as the call to the Directory Enquiry service
2. Pay per minute at the same rate as if you had called the number directly
3. Other [WRITE IN] – FIX AT END
4. Don't know – FIX AT END

## ASK DIRECTORY ENQUIRIES USERS (CODE 1/2 AT Q1) WHO DON'T KNOW ABOUT THE COST OF ONWARD CALL CONNECTION (CODE 5 AT Q4a OR CODE 4 AT Q4b)

### SINGLE CHOICE – CODE ONE THAT APPLIES - SHOW SCREEN

**Q4c. Which of the following best describes what you know about the cost of using an onward call connection service through directory enquiries?**

1. I think it would be expensive
2. I think it would be good value
3. I think it would be cheap
4. Unsure - FIX

**ASK DIRECTORY ENQUIRIES USERS (CODE 1/2 AT Q1) WHO KNEW HOW MANY CALLS THEY MADE L12M (CODE 1-11 AT Q2)**

**NUMERIC RESPONSE**

*INTERVIEWER – If unsure ask for best estimate. Only use DK if absolutely unsure.*

**Q5. Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months.**

**On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service?**

**NUMERIC RESPONSE**

- Don't know

**READ:**

**I am now going to ask you a number of questions about the last time you made a call to a directory enquiry service on a personal line (i.e. not paid for by a business). Please think back to that call.**

**ASK DIRECTORY ENQUIRIES USERS (CODE 1/2 AT Q1)**

**SINGLE CHOICE – SHOW SCREEN – DO NOT INVERT**

**Q6. When was the last time you called a directory enquiry service from either a home fixed /landline phone or personal mobile phone (i.e. not paid for by a business)?**

1. In the last week
2. In the last month
3. Between 1 – 2 months ago
4. 2-3 months ago
5. 4 - 6 months ago
6. 7 – 12 months ago
7. Unsure

## CIRCUMSTANCES OF DQ USAGE

ASK DIRECTORY ENQUIRIES USERS (CODE 1/2 AT Q1)

### SINGLE CHOICE

**Q7. Thinking about the last call you made to a directory enquiry service on a personal line, was this from:**

1. A home fixed/landline phone
2. A personal mobile phone
3. Don't know

### CHOICE

ASK DIRECTORY ENQUIRY USERS (CODE 1/2 AT Q1)

**Q8. Which directory enquiry service did you use on that occasion?**

**INTERVIEWER: PLEASE CHECK ANSWER LIST BEFORE RECORDING OTHER**

### DO NOT PROMPT

1.	118 118	The Number
2.	118 500	BT 118 500
3.	118 212	Maureen
4.	118 247	Yell
5.	118 119	192.com
6.	118 180	Virgin Media
7.	118 258	Kcom
8.	118 313	Three
9.	118 402	O2
10.	118 759	Sky
11.	118 881	Vodafone

12.	118 606	Scoot
13.	118 111	Talk Talk
14.	118 000	EE (Orange)
15.	118 128	Verizon
16.	118 080	Telecom 2
17.	118 226	Aviya Group
18.	118 811	The Number's Little number
19.	118 888	Conduit
20.	118 661	The Number International enquiries
21.	118 505	BT International Directory Enquiries
22.	118 848	The Number enquiries with no call completion or SMS
23.	Other	WRITE IN
24.	Don't know	

**ASK DIRECTORY ENQUIRY USERS (CODE 1/2 AT Q1) WHO KNOW WHICH NUMBER THEY CALLED [CODES 1-23 AT Q8]**

**MULTI CHOICE – CODE ALL THAT APPLY – SHOW SCREEN – RANDOMISE OPTIONS 1-8**

**Q9. Why did you decide to use that specific directory enquiry service on that occasion?**

1. It was the first number that came to mind
2. I remembered it from their advertising/promotions/sponsorship
3. It was recommended by a friend/relative/someone else
4. It is the cheapest
5. It was the quickest way to get the number
6. It offers the best service / knowledgeable operators
7. They will connect the call for you
8. It was the only one I knew
9. Other [WRITE IN] - FIX AT END
10. Don't know – EXCLUSIVE FIX AT END

## ASK DIRECTORY ENQUIRIES USERS (CODE 1/2 AT Q1)

### SINGLE CHOICE

**Q10. On this occasion, how important was it that you received the telephone number you were looking for, at the time you requested it?**

1. Very important
2. Fairly Important
3. Not very important
4. Not at all important
5. Don't know

## ASK DIRECTORY ENQUIRY USERS (CODE 1/2 AT Q1)

### MULTIPLE CHOICE – SHOW SCREEN

**Q11. Still thinking about the last time you made a call to a directory enquiry service, which of the below best describes your experience?**

1. I received the number I requested verbally
2. I received the number I requested via a text message
3. I was connected through to the number I needed
4. I was unable to get through to an operator
5. I rang, heard pricing information and hung up before speaking to an operator
6. I rang, asked to be connected to the number I needed, heard the pricing information and hung up before being connected
7. I was able to get through to an operator, but was not given a number at all
8. I was given an incorrect number
9. I was connected through to an incorrect number
10. Other [WRITE IN]
11. Don't know - EXCLUSIVE

## ASK DIRECTORY ENQUIRIES USERS (CODE 1/2 AT Q1). WAVE 1 ONLY

### SINGLE CHOICE

**Q12. And overall, how satisfied were you with the service you received on the last call you made to a directory enquiry service?**

1. Very satisfied
2. Satisfied
3. Neither satisfied nor dissatisfied
4. Dissatisfied
5. Very dissatisfied
6. Don't know

## ASK DIRECTORY ENQUIRIES USERS (CODE 1/2 AT Q1). WAVES 2-6 ONLY

### SINGLE CHOICE

**Q12. And overall, how satisfied were you with your last experience of calling a directory enquiry service?**

7. Very satisfied
8. Satisfied
9. Neither satisfied nor dissatisfied
10. Dissatisfied
11. Very dissatisfied
12. Don't know

## ASK DIRECTORY ENQUIRIES USERS (CODE 1/2 AT Q1)

### MULTIPLE CHOICE

**Q13. What type of number were you looking for when you last made a call to a directory enquiry service?**

### DO NOT PROMPT

1. Restaurants/Fast Food
2. Breakdown recovery
3. Government Services (e.g. *Councils, DVLA, passports*)
4. Public Services (e.g., *Royal Mail/post code enquiries, job centre / DWP – social security, libraries, social services, TV licencing*)
5. Utilities (e.g. *gas/electric companies*)
6. Health services (e.g. *hospital, doctors, dentists, opticians*)
7. Transport / Travel / Accommodation (e.g. *taxi, public transport/rail enquiries, hotels*)
8. Other [WRITE IN]
9. Can't recall - EXCLUSIVE

## ASK DIRECTORY ENQUIRY USERS (CODE 1/2 AT Q1)

### MULTI CHOICE

**Q14a. On that occasion, were there any other ways available to you to get the telephone number you needed rather than calling a directory enquiry service? PROBE: Any other reason?**

### DO NOT PROMPT

1. Phone book/printed directory
2. Internet connection (i.e. on a smartphone/tablet/desktop/laptop computer)
3. Friend/colleague/relative
4. Own records/address book

5. Mobile phone address book
6. Advertising material
7. Other [WRITE IN]
8. Don't know – EXCLUSIVE
9. There were no other options available to me – EXCLUSIVE

**ASK DIRECTORY ENQUIRY USERS (CODE 1/2 AT Q1) WHO DIDN'T HAVE ANY OTHER OPTIONS AVAILABLE (Q14a CODE 9)**

**Q14b. Can you tell me why there weren't any other options available to you?**

**OPEN ENDED**

**ASK DIRECTORY ENQUIRY USERS (CODE 1/2 AT Q1) WHO HAD ALTERNATIVE METHODS (CODE 1-7 AT Q14a)**

**MULTI CHOICE**

**Q15. Why did you call a directory enquiry service to get the telephone number you were looking for instead of using an alternative method? PROBE: Any other reason?**

**DO NOT PROMPT**

1. I could not obtain the number in any other way
2. I needed to get the number / be connected quickly
3. I don't have access to the internet
4. My internet connection was not working
5. I find the operators/agents to be knowledgeable
6. So I could be connected to the number without having to dial
7. To make sure I had the correct number
8. Out of habit
9. I wanted to use a specialist directory
10. This is the best option for me as I have a disability
11. The alternative was too much hassle/calling was easier and less hassle
12. More convenient to get the number by calling directory enquiries
13. Other [WRITE IN]
14. Don't know

## **AWARENESS OF PRICES (RELATED TO THEIR CALL)**

### **ASK DIRECTORY ENQUIRY USERS (CODE 1/2 AT Q1)**

#### **SINGLE CHOICE – SHOW SCREEN**

**Q16. On that occasion, which of the below best describes what you knew about the cost of calling the directory enquiry service before you made the call?**

1. I did not know the cost, or have any idea about what it would be
2. I did not know the cost, but I thought it would be good value
3. I did not know the cost, but I thought it would be expensive
4. I knew how much it would cost and thought it would be expensive
5. I knew how much it would cost and thought it would be good value
6. Not sure - FIX

### **ASK DIRECTORY ENQUIRIES USERS (CODE 1/2 AT Q1)**

#### **SINGLE CHOICE – SHOW SCREEN**

**Q17. And after the call, how did the cost of this call compare to your expectations?**

1. A lot more than expected
2. A little more than expected
3. About what I expected
4. A little less than I expected
5. A lot less than I expected
6. I don't know the cost of the call - FIX

### **ASK DIRECTORY ENQUIRY USERS (CODE 1/2 AT Q1) WHO SAID THE COST OF THE CALL WAS MORE THAN EXPECTED (CODE 1/2 AT Q17)**

**Q18. Thinking about your last call to directory enquiry services, how much more did it cost compared to what you had expected?**

***INTERVIEWER – If unsure ask for best estimate. Only use DK if absolutely unsure.***

#### **NUMERIC RESPONSE – WRITE IN POUNDS AND PENCE**

#### **SCRIPTING: USE LEADING ZEROS**

£000.00

- Don't know

## ASK IF 'DON'T KNOW' AT Q18

**Q18a. Using this list approximately how much more did it cost compared to what you had expected?**

1. 1 - 49p
2. 50p – 99p
3. £1 - £1.99
4. £2 - £2.99
5. £3 - £4.99
6. £5 - £9.99
7. £10 - £14.99
8. £15 - £19.99
9. £20 - £29.99
10. £30 - £39.99
11. £40 - £49.99
12. £50 - £59.99
13. £60 - £69.99
14. £70 - £79.99
15. £80 - £89.99
16. £90 - £99.99
17. More than £100
18. Don't Know

**ASK DIRECTORY ENQUIRIES USERS (CODE 1/2 AT Q1) WHO HAVE HAD MULTIPLE CALLS IN THE LAST 12 MONTHS (CODE 2-11 AT Q2).**

### SINGLE CHOICE

**Q18b. You said you had called directory enquiries more than once in the last 12 months. Which of the following applies to any of these other calls (i.e. other than your most recent one just answered about)?**

1. At least one call was a lot more than expected [CAN MULTICODE WITH 2]
2. At least one call was a little more than expected [CAN MULTICODE WITH 1]
3. They were all about what I expected [EXCLUSIVE]
4. They were all less than I expected [EXCLUSIVE]
5. I don't know the cost of the call/s [EXCLUSIVE]

**ASK DIRECTORY ENQUIRIES USERS (CODE 1/2 AT Q1) WHO SAID THE COST OF THE CALL WAS MORE THAN EXPECTED (CODE 1/2 AT Q17) AND ASK DIRECTORY ENQUIRIES USERS (CODE 1/2 AT Q1) WHO SAID THE COST OF OTHER CALLS WERE MORE THAN EXPECTED (CODE 1/2 AT Q30)**

**Q18c. Thinking about the last time a call to directory enquiries cost more than you had expected, did you use the onward call connection service? In other words, did directory enquiries connect you straight through to the telephone number you asked for?**

1. Yes
2. No
3. Can't recall

**ASK DIRECTORY ENQUIRY USERS (CODE 1/2 AT Q1)**

**MULTIPLE CHOICE**

**Q22. Now thinking about your overall spending on directory enquiry services in the last 12 months, in what way, if at all, has this impacted you or your household finances? Have you experienced any of the following as a result?**

**Please note I am only interested in times when you think your experience was a result of using a directory enquiry service.**

1. I/we have been unable to pay for the telephone service
2. I/we have delayed payment of the telephone service
3. I/we have cut back on other things in order to pay for the telephone service
4. I/we have borrowed money in order to pay for the telephone service
5. I/we have not experienced any of these as a result of calling directory enquiry services – EXCLUSIVE AND FIX
6. I do not know about the payment of my telephone services – EXCLUSIVE AND FIX

**NON-STANDARD CLASSIFIERS (AFFORDABILITY)**

**ASK DIRECTORY ENQUIRIES USERS (CODE 1/2 AT Q1)**

**SINGLE CODE**

**Q23. Which of these phrases comes closest to describing your view of your household income at the moment?**

1. Comfortable on present income
2. Coping on present income
3. Finding it difficult on present income
4. Finding it very difficult on present income
5. Prefer not to say - FIX

**ASK DIRECTORY ENQUIRIES USERS (CODE 1/2 AT Q1)**

**MULTIPLE CHOICE – CODE ALL THAT APPLY**

**Q24. Which of these, if any, limit your daily activities or the work you can do?**

1. A. Breathlessness or chest pains
2. B. Poor vision, partial sight or blindness
3. C. Difficulty in speaking or in communicating
4. D. Poor hearing, partial hearing or deafness
5. E. Cannot walk at all / use a wheelchair
6. F. Cannot walk far or manage stairs or can only do so with difficulty
7. G. Limited ability to reach
8. H. Mental health problems or difficulties
9. J. Dyslexia
10. Other illnesses or health problems which limit your daily activities or the work that you can do  
[WRITE IN]
11. Prefer not to say – EXCLUSIVE AND FIX
12. None – EXCLUSIVE AND FIX
13. Don't know – EXCLUSIVE AND FIX

## **FOLLOW UP**

### **ASK DIRECTORY ENQUIRY USERS**

#### **SINGLE CODE**

**Q25. It is possible that we might want to do a short follow-up interview with you on the topic of directory enquiry services for Ofcom in a few weeks. Would you be willing for us to contact you then?**

**[IF NECESSARY READ: Ofcom stands for the Office of Communications, and is the UK's communications regulator.]**

1. Yes
2. No

Respondents are then asked for their telephone number if they agree to be contacted for a follow up interview.

### **NON-DIRECTORY ENQUIRY USERS – ASKED ONLY IN WAVE 1 OF FIELDWORK**

#### **ASK NON-DIRECTORY ENQUIRY USERS (CODE 4 'NONE OF THE ABOVE' AT Q1)**

#### **MULTI CHOICE – DO NOT PROMPT**

**Q26. Why haven't you called directory enquiry services in the past 12 months? PROBE: Any other reasons?**

1. No need – I use other ways to find telephone numbers
2. No need - I don't need to look up telephone numbers
3. It is too expensive
4. I can't afford it

5. It is not good value for money
6. I have used directory enquiry services more than 12 months ago, and I was unhappy with the quality of the service
7. I have just never thought about it
8. I have not heard of directory enquiry services
9. Other [WRITE IN]
10. Don't know – EXCLUSIVE

**ASK NON-DIRECTORY ENQUIRY USERS (CODE 4 'NONE OF THE ABOVE' AT Q1)**

**SINGLE CHOICE DO NOT INVERT**

**Q27. In terms of you not being able to or willing to use directory enquiry services, which of the below best sums up your feelings towards not using this service?**

**Not using directory enquiry services...**

1. Is not a problem for me – I have satisfactory alternative options to find the telephone numbers I need
2. Slightly inconveniences me – I sometimes have trouble finding the telephone numbers I need
3. Is a problem for me – I have difficulties finding the telephone numbers I need
4. Don't know

**ASK ALL PEOPLE IN WAVE 1 OF FIELDWORK. WAVES 2-6 ASK ONLY TO DIRECTORY ENQUIRY USERS (CODE 1/2 AT Q1)**

**Q28. Which directory enquiry services are you aware of?**

**INTERVIEWER: PLEASE CHECK ANSWER LIST BEFORE RECORDING OTHER**

**DO NOT PROMPT**

1.	118 118	The Number
2.	118 500	BT 118 500
3.	118 212	Maureen
4.	118 247	Yell
5.	118 119	192.com
6.	118 180	Virgin Media
7.	118 258	Kcom

8.	118 313	Three
9.	118 402	O2
10.	118 759	Sky
11.	118 881	Vodafone
12.	118 606	Scot
13.	118 111	Talk Talk
14.	118 000	EE (Orange)
15.	118 128	Verizon
16.	118 080	Telecom 2
17.	118 226	Aviya Group
18.	118 811	The Number's Little number
19.	118 888	Conduit
20.	118 661	The Number International enquiries
21.	118 505	BT International Directory Enquiries
22.	118 848	The Number enquiries with no call completion or SMS
23.	Other	WRITE IN
24.	None of these	EXCLUSIVE

## Appendix B – table of confidence intervals

		SAMPLE SIZE																
		10	20	30	40	50	60	70	80	90	100	120	150	250	500	1000	10000	12000
INCIDENCE	5%	+/- 13.5%	+/- 9.6%	+/- 7.8%	+/- 6.8%	+/- 6.0%	+/- 5.5%	+/- 5.1%	+/- 4.8%	+/- 4.5%	+/- 4.3%	+/- 3.9%	+/- 3.5%	+/- 2.7%	+/- 1.9%	+/- 1.4%	+/- 0.4%	+/- 0.4%
	10%	+/- 18.6%	+/- 13.1%	+/- 10.7%	+/- 9.3%	+/- 8.3%	+/- 7.6%	+/- 7.0%	+/- 6.6%	+/- 6.2%	+/- 5.9%	+/- 5.4%	+/- 4.8%	+/- 3.7%	+/- 2.6%	+/- 1.9%	+/- 0.6%	+/- 0.5%
	15%	+/- 22.1%	+/- 15.6%	+/- 12.8%	+/- 11.1%	+/- 9.9%	+/- 9.0%	+/- 8.4%	+/- 7.8%	+/- 7.4%	+/- 7.0%	+/- 6.4%	+/- 5.7%	+/- 4.4%	+/- 3.1%	+/- 2.2%	+/- 0.7%	+/- 0.6%
	20%	+/- 24.8%	+/- 17.5%	+/- 14.3%	+/- 12.4%	+/- 11.1%	+/- 10.1%	+/- 9.4%	+/- 8.8%	+/- 8.3%	+/- 7.8%	+/- 7.2%	+/- 6.4%	+/- 5.0%	+/- 3.5%	+/- 2.5%	+/- 0.8%	+/- 0.7%
	25%	+/- 26.8%	+/- 19.0%	+/- 15.5%	+/- 13.4%	+/- 12.0%	+/- 11.0%	+/- 10.1%	+/- 9.5%	+/- 8.9%	+/- 8.5%	+/- 7.7%	+/- 6.9%	+/- 5.4%	+/- 3.8%	+/- 2.7%	+/- 0.8%	+/- 0.8%
	30%	+/- 28.4%	+/- 20.1%	+/- 16.4%	+/- 14.2%	+/- 12.7%	+/- 11.6%	+/- 10.7%	+/- 10.0%	+/- 9.5%	+/- 9.0%	+/- 8.2%	+/- 7.3%	+/- 5.7%	+/- 4.0%	+/- 2.8%	+/- 0.9%	+/- 0.8%
	35%	+/- 29.6%	+/- 20.9%	+/- 17.1%	+/- 14.8%	+/- 13.2%	+/- 12.1%	+/- 11.2%	+/- 10.5%	+/- 9.9%	+/- 9.3%	+/- 8.5%	+/- 7.6%	+/- 5.9%	+/- 4.2%	+/- 3.0%	+/- 0.9%	+/- 0.9%
	40%	+/- 30.4%	+/- 21.5%	+/- 17.5%	+/- 15.2%	+/- 13.6%	+/- 12.4%	+/- 11.5%	+/- 10.7%	+/- 10.1%	+/- 9.6%	+/- 8.8%	+/- 7.8%	+/- 6.1%	+/- 4.3%	+/- 3.0%	+/- 1.0%	+/- 0.9%
	45%	+/- 30.8%	+/- 21.8%	+/- 17.8%	+/- 15.4%	+/- 13.8%	+/- 12.6%	+/- 11.7%	+/- 10.9%	+/- 10.3%	+/- 9.8%	+/- 8.9%	+/- 8.0%	+/- 6.2%	+/- 4.4%	+/- 3.1%	+/- 1.0%	+/- 0.9%
	50%	+/- 31.0%	+/- 21.9%	+/- 17.9%	+/- 15.5%	+/- 13.9%	+/- 12.7%	+/- 11.7%	+/- 11.0%	+/- 10.3%	+/- 9.8%	+/- 8.9%	+/- 8.0%	+/- 6.2%	+/- 4.4%	+/- 3.1%	+/- 1.0%	+/- 0.9%
	55%	+/- 30.8%	+/- 21.8%	+/- 17.8%	+/- 15.4%	+/- 13.8%	+/- 12.6%	+/- 11.7%	+/- 10.9%	+/- 10.3%	+/- 9.8%	+/- 8.9%	+/- 8.0%	+/- 6.2%	+/- 4.4%	+/- 3.1%	+/- 1.0%	+/- 0.9%
	60%	+/- 30.4%	+/- 21.5%	+/- 17.5%	+/- 15.2%	+/- 13.6%	+/- 12.4%	+/- 11.5%	+/- 10.7%	+/- 10.1%	+/- 9.6%	+/- 8.8%	+/- 7.8%	+/- 6.1%	+/- 4.3%	+/- 3.0%	+/- 1.0%	+/- 0.9%
	65%	+/- 29.6%	+/- 20.9%	+/- 17.1%	+/- 14.8%	+/- 13.2%	+/- 12.1%	+/- 11.2%	+/- 10.5%	+/- 9.9%	+/- 9.3%	+/- 8.5%	+/- 7.6%	+/- 5.9%	+/- 4.2%	+/- 3.0%	+/- 0.9%	+/- 0.9%
	70%	+/- 28.4%	+/- 20.1%	+/- 16.4%	+/- 14.2%	+/- 12.7%	+/- 11.6%	+/- 10.7%	+/- 10.0%	+/- 9.5%	+/- 9.0%	+/- 8.2%	+/- 7.3%	+/- 5.7%	+/- 4.0%	+/- 2.8%	+/- 0.9%	+/- 0.8%
	75%	+/- 26.8%	+/- 19.0%	+/- 15.5%	+/- 13.4%	+/- 12.0%	+/- 11.0%	+/- 10.1%	+/- 9.5%	+/- 8.9%	+/- 8.5%	+/- 7.7%	+/- 6.9%	+/- 5.4%	+/- 3.8%	+/- 2.7%	+/- 0.8%	+/- 0.8%
	80%	+/- 24.8%	+/- 17.5%	+/- 14.3%	+/- 12.4%	+/- 11.1%	+/- 10.1%	+/- 9.4%	+/- 8.8%	+/- 8.3%	+/- 7.8%	+/- 7.2%	+/- 6.4%	+/- 5.0%	+/- 3.5%	+/- 2.5%	+/- 0.8%	+/- 0.7%
85%	+/- 22.1%	+/- 15.6%	+/- 12.8%	+/- 11.1%	+/- 9.9%	+/- 9.0%	+/- 8.4%	+/- 7.8%	+/- 7.4%	+/- 7.0%	+/- 6.4%	+/- 5.7%	+/- 4.4%	+/- 3.1%	+/- 2.2%	+/- 0.7%	+/- 0.6%	
90%	+/- 18.6%	+/- 13.1%	+/- 10.7%	+/- 9.3%	+/- 8.3%	+/- 7.6%	+/- 7.0%	+/- 6.6%	+/- 6.2%	+/- 5.9%	+/- 5.4%	+/- 4.8%	+/- 3.7%	+/- 2.6%	+/- 1.9%	+/- 0.6%	+/- 0.5%	
95%	+/- 13.5%	+/- 9.6%	+/- 7.8%	+/- 6.8%	+/- 6.0%	+/- 5.5%	+/- 5.1%	+/- 4.8%	+/- 4.5%	+/- 4.3%	+/- 3.9%	+/- 3.5%	+/- 2.7%	+/- 1.9%	+/- 1.4%	+/- 0.4%	+/- 0.4%	

## Appendix C – Qualitative discussion guide

### OBJECTIVES

This qualitative stage will be used to gather stories of individual's experiences of bill shock, and focusing specifically on the circumstances of the call, triggers to usage and the impact the bill has had on them.

### NOTE TO INTERVIEWER

The respondents have taken part in a quantitative survey and have experienced varying degrees of bill shock when using 118 telephone directory enquiries services. Interviewer to familiarize self with their survey responses before the interview takes place. If the interview takes place at the point of recruitment, request that you take a moment to quickly review their answers.

Interviewers to also make a note of the participant's financial circumstances (at Q23) and tailor sensitive questions and probes accordingly.

### 1. INTRODUCTION TO THE SESSION (2 mins)

- Interviewer to thank the respondent for agreeing to speak with us.
- Remind the respondents that Kantar Media are conducting these interviews on behalf of Ofcom, and that we have read their answers to our survey and have them to hand
- Explain we are speaking to a small number of people who have participated in the survey to find out a bit more about the answers they provided
- Confidentiality / anonymity
- Audio recording – confirm how this will be used
- Incentive (£20)

### 2. USAGE & CIRCUMSTANCES (5 mins)

- To start the discussion, I would like to take a moment to recap some of the answers you provided in the survey.
- Recap briefly and reference their answers at appropriate points:
  - Specific 118 telephone service selected (Q8)
  - Why they used that specific number (Q9)
  - Why they used that specific number instead of using an alternative method (Q15)
  - Type of number looking for (Q13)
  - How important the call was (Q10)
  - Whether a call connection was carried out (Q11)
  - Were there any other options available to them at that specific time? (Q14a) If applicable: Why there weren't any other options available to them (Q14b)
  - What they knew about the cost of the call beforehand (Q16)

*I would like to ask you a few questions about why you used the 118 telephone service on this occasion mentioned in the survey, before we move on to discuss the financial impact of using that service.*

- Could you please think back to the moment when you made that call to the 118 telephone service and describe the circumstance and reasons for making the call.
- Please describe the scene for me and what you were doing at the time?
- How important was it to find the number you needed at that moment?
- How would you normally find a number you need?
- Probe:
  - Phone book / printed directory
  - Internet connection (which device?)
  - Friend / colleague / other person
  - Own records / address book / mobile phone address list
  - Leaflet / advertisement
  - Other

- How, if at all, was this occasion different to normal?
- Did you try to find the number you needed some other way? Why / why not? (Q14a / b)
- On this occasion, how easy / difficult was it to find the number some other way?
- Probe:
  - [If easy ask] why did you not choose another way
  - [If difficult ask] please describe the difficulties faced?
- At what point did you think of using a 118 telephone service? What made you think of it?
- At what point did you think of that specific 118 telephone service number (Q8)
- Where did you get the 118 telephone service number from?
- Did you know how much it might cost to use the 118 telephone service, before making the call? If so, how did you know?
- Was the cost made clear to you at any point before or during the call?
- Probe:
  - At what point?
  - [If cost known] how much did cost influence your decision to use the 118 telephone service

#### Ask those who made a call connection

- What were all the reasons for deciding to call connect?
- Were you aware of the connection charges before making the call
- Probe:
  - [If yes] what charges were you aware of / expecting? Where did you get this information?
- Were the connection charges made clear at any point during the call?
  - [If yes] how clear was the information?
  - [If no] why not?
- [If not aware of any costs ask] What did you think would happen regarding costs? Why did you think that?
- How, if at all, did the cost / anticipated cost influence your decision to be connected?

### **3. IMPACT OF USING THE 118 TELEPHONE SERVICE (8 mins/13 mins)**

*I'd like us to now focus on the bill you received / paid. Recap survey answers relating to how the cost of the call compared to their expectations [Q17] and approx. how much more the call cost compared to what they expected [Q18a]*

- I understand that the cost of the call was a little / lot more than expected.
- Can you please tell me how you felt when you received the bill for the call?
- Probe:
  - Surprised
  - Shocked
  - Angry
  - Relieved
  - Confused
  - Upset
  - Embarrassed
  - other
- What did you do when you saw the bill? What was your reaction?
- Probe any proactive activity such as
  - Requesting a refund
  - Making a complaint – who did they complain to?
  - Any other action taken
- What was the outcome of any action taken?
- [Interviewer gauge sensitively to who they seem to blame for the bill shock]
- Probe:
  - Themselves
  - The 118 telephone service provider
  - Landline mobile phone provider
  - Whoever they were calling / connected to

- How easy / difficult was it to pay the bill as a result of using the 118 telephone service? Why do you say that?
- Explore the financial impact, if any, the bill has had on them and their family / household? [Q22] Use laddering skills to probe deeper.
- Probe as appropriate:
  - If unable to pay the telephone bill / delayed payment ask:
    - What has happened regarding payment of the bill since you completed the survey? (i.e. have they now paid it or is payment still outstanding).
    - If they have already paid: what did they have to do to make payment. What have the consequences of receiving and paying this bill been on you/your family?
    - If they haven't already paid: what will they have to do to make the payment? What will the consequences of receiving / paying this bill be on you / your family?
    - What, if any, consequences has non-payment or delayed payment of their bill had on their telecommunication services e.g. have they been cut off or threatened to be cut off?
  - If had to cut back on other things ask:
    - What kind of cut backs did you have to make? Were these cut backs on essential items e.g. food, telecoms etc.? If so, which kind of items or services? How easy / difficult was this to do? What impact, if any, did these cut backs have on others in the household?
  - If borrowed money, ask:
    - How did you find the money to pay the bill? Where did you go for help? How long will it take to repay it? How did you feel about borrowing the money?
- How has this experience impacted you on a personal level? Did the bill cause any stress or anxiety to you / the bill payer / others in their household? [*Sensitively explore level of any stress / anxiety experienced as a result of bill shock*].

#### Ask those who claimed to be satisfied / very satisfied despite experiencing bill shock (Q12)

- I notice that you answered satisfied / very satisfied with the experience of calling a directory enquiry service, can I check all the reasons why you rated your experience in this way, despite receiving a higher than expected call charge?

#### Ask all

- Have you used 118 services since your last bill shock? Why / why not?
- If so, ask: did you do anything differently when you made these calls?
  - E.g. they might not have agreed to be connected
- If not, ask: would you ever use any of the 118 telephone services again? Why / why not?
- If yes: is there anything you would do differently when making calls in the future?
  - E.g. they might not agree to be connected next time
- If not, what would you do instead to find a number you need? How easy or difficult will that be for you?
- If you could use a time machine and go back to that moment when you decided to make that call what would you do differently, if anything? Why do you say that?
- What would you say to other people thinking of using a 118 telephone directory enquiries service?
- If you could send a message to Ofcom about your experience of calling 118 services, what would it be?

#### **4. WRAP UP (brief)**

- *Capture final comments*
- *Thank the participant*
- *Check we have the correct spelling of their name for the cheque and address for postage of incentive and thank you letter. Explain that it will take several days to process and reach them by post. Provide Project Manager's telephone number [xxxxxx] to call if there is a problem receiving payment or if they have any questions following the discussion.*