

Introduction:

ALL RESPONDENTS

Thank you for agreeing to participate in this research.

This study is being conducted on behalf of Ofcom, the regulator for the UK communications industry. We are interested in understanding how people make decisions about which providers they use for various communications services, including mobile phones, home phones, broadband and TV.

It should take no more than 15 minutes to complete this survey. Before you start, please take a moment to maximize this window for optimal performance. You may need to scroll down to make sure you've answered all of the questions.

Please click the (>>) button below to start the survey.

Section 1: Services and Decision Maker in Household

First of all, we'd like to ask you a few questions about the services you use.

ALL RESPONDENTS

S1. Which of these services do you or does your household have?

Please think about services which are paid for by someone in your household

Please select all that apply

Mobile phone	1	
Landline phone (i.e. home phone)	2	
Fixed broadband internet access (through a phone line, fibre optic or cable service, perhaps using a Wi-Fi router)	3	
Any Pay TV service through satellite, cable or broadband [such as Sky TV, Virgin Media TV, BT TV, or Talk Talk TV]	4	
Any on-demand and streaming TV and video services that you pay to receive [such as Netflix, NOW TV, Amazon Prime Video, or Disney+]	5	
None of these	6	CLOSE

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ASK IF HAVE FIXED BROADBAND BUT NOT LANDLINE AT S2 (CODE 3 NOT CODE 2)

- S2.** Does your household pay line rental in order to receive the fixed broadband service? So you could use this fixed line to make calls if you plugged a phone into the line.

Please select one option

Yes, pay line rental for a fixed line*	1	UPDATE S1 CODE 2
No	2	
Don't know	3	

*Because your household pays line rental to the fixed line provider to be able to receive the fixed broadband service, we are interested in your fixed line service even if no calls are made or received

ALL RESPONDENTS

- S3.** Which, if any, of these services in your home are you the primary or joint decision maker for – in terms of deciding which provider to use?

Please select all that apply

Mobile phone	1	
Landline phone (i.e. home phone) or line rental*	2	
Fixed broadband internet access (through a phone line, fibre optic or cable service, perhaps using a Wi-Fi router)	3	
Any Pay TV service through satellite, cable or broadband [such as Sky TV, Virgin Media TV, BT TV, or Talk Talk TV]	4	
Any on-demand and streaming TV and video services that you pay to receive [such as Netflix, NOW TV, Amazon Prime Video or Disney+]	5	
None of these	6	ASK FOR REFERRAL IN HOUSEHOLD

*Because your household pays line rental to the fixed line provider to be able to receive the fixed broadband service, we are interested in your fixed line service even if no calls are made or received

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ASK FOR ALL FOUR MAIN (EXC. OTT) SERVICES AT S1 – COVERING ANY SERVICES MENTIONED AT S3 TOGETHER – ASK S5 FOR EACH SERVICE AT S1 IN TURN – COVERING ANY GROUPS OF SERVICES AT S3 TOGETHER

S5. (TEXT FOR EACH OF MOBILE/ LANDLINE/ FIXED BROADBAND/ PAY TV)

Which provider is the MAIN one for the following service/s - [SERVICES AT S1]? Please say which company you pay for this service, not the brand of your set top box or handset.

*We're interested in the mobile phone service provider – their name will be displayed on the phone screen – this is the company you pay for using the phone.

IF OTT (ON-DEMAND AND STREAMING) –

Which provider(s) do you use for your on-demand and streaming TV and video services?
Please select ALL of the on-demand and streaming TV and video services your household pays to receive

Please select one option per service – ALL OTT SERVICES TO BE COLLECTED HERE

	Mobile Phone service provider*	Landline phone or line rental	Fixed broadband	Pay TV Service via satellite, cable or broadband	On-demand and streaming TV and video services
AOL		1	1		
BT	2	2	2	2	
Co-operative		3	3		
EE	4	4	4	4	
Fuel Broadband		5	5		
Giff Gaff	6	6	6		
John Lewis		7	7		
KCOM		8	8		
O2	9				
Shell Energy (including former Post Office customers)		10	10		
Plusnet	11	11	11	11	
Primus		12	12		
Sky	13	13	13	13	
SSE		14	14		
TalkTalk	15	15	15	15	
Tesco	16	16	16		
'3' / Three Mobile	17				
Utility Warehouse	18	18	18		
Virgin Media/ Mobile	19	19	19	19	
Vodafone	20	20	20		
Netflix					21
Amazon Prime Video					22
NOW TV					23
Apple TV+					24
Britbox					25
Disney+					26

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Hayu					27
Other supplier (please say)	28	28	28	28	28
Don't know	29	29	29	29	29

SCREEN APPEARS HERE TO VERIFY ALL SERVICES IN THE HOUSEHOLD FROM 1ST FOUR COLUMNS AT S5 – DETAILING THE CURRENT PROVIDER FOR EACH. THEN A SEPARATE QUESTION TO ASK PROVIDER/S USED FOR OTT SERVICES

ASK FOR FOUR MAIN SERVICES AT S1 – CODES 1 TO 4

S6. Have you ever switched or changed any of the following [SERVICE] providers?

FOR MOBILE:

Please think about the company you pay for the service and not the handset itself.

Please select one per service

	Mobile Phone service provider	Landline phone or line rental	Fixed broadband	Pay TV Service via satellite, cable or broadband
Yes – in the last 6 months	1	1	1	1
Yes – 7-12 months ago	2	2	2	2
Yes – More than a year ago	3	3	3	3
No – never changed provider	4	4	4	4
Don't know	5	5	5	5

ASK IF TWO+ SERVICES SWITCHED IN THE LAST 6 MONTHS AT S6

S7. And in the past six months which, if any, of these services did you switch at the same time?

Please select as many as apply

Mobile phone service provider	1
Landline phone (i.e. home phone) or line rental	2
Fixed broadband internet	3
Any Pay TV service through satellite, cable or broadband [<i>such as Sky TV, Virgin Media TV, BT TV, or Talk Talk TV</i>]	4
None of these were switched at the same time	5

ASK FOR EACH SERVICE SWITCHED IN THE LAST 6 MONTHS AT S6

S10. Which provider(s) did you use for your service/s immediately BEFORE you switched?

Please select one per service

	Mobile Phone service provider	Landline phone or line rental	Fixed broadband	Pay TV Service via satellite, cable or broadband
AOL		1	1	
BT	2	2	2	2
Co-operative		3	3	
EE	4	4	4	4
Fuel Broadband		5	5	
Giff Gaff	6	6	6	
John Lewis		7	7	
KCOM		8	8	
O2	9			
Shell Energy (including former Post Office customers)		10	10	
Plusnet	11	11	11	11
Primus		12	12	
Sky	13	13	13	13
SSE		14	14	
TalkTalk	15	15	15	15
Tesco	16	16	16	
'3' / Three Mobile	17			
Utility Warehouse	18	18	18	
Virgin Media/ Mobile	19	19	19	19
Vodafone	20	20	20	
Other supplier (please say)	24	24	24	24
Don't know	25	25	25	25

SCREEN APPEARS HERE TO VERIFY ALL SERVICES SWITCHED IN LAST 6 MONTHS –
DETAILING THE PREVIOUS PROVIDER AND THE CURRENT PROVIDER FOR EACH

ASK S9 FOR EACH SERVICE SWITCHED UNLESS RESPONDENT ONLY SWITCHED MOBILE

- S9.** So when you switched your [SERVICES AT S6], did you make this change of provider at the same time as moving home?

Yes	1
No	2
Don't know	3

IF YES, AND "MOVED" QUOTA STILL OPEN, CONTINUE AT S11, OTHERWISE SKIP TO S13

IF SELECTED SERVICE IS MOBILE

- S11.** And when you switched your mobile service provider, did you..?

Please select one option

Keep the same phone number	1	PAC
Change phone number	2	SEE S11A

ASK ALL MOBILE SWITCHERS THAT CHANGED THEIR NUMBER (CODE 2 AT S11)

- S11A.** Thinking about the last time you switched, did you REQUEST a code from your previous provider – [PROVIDER AT S10]?

Please select one option

Yes	1
No	2
Don't know	3

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ASK ALL MOBILE SWITCHERS WHO CHANGED NUMBER AT S11 (CODE 2) AND REQUESTED CODE FROM PREVIOUS PROVIDER AT S11A (CODE 1)

S11B. There are two different codes you could have requested from your previous mobile service provider, which of the following did you request?

A **PAC** or “**Port Authorisation Code**” is a code you request from your provider by text, online or on the phone, which you then give to your new provider who arranges for the switch to be completed automatically on your behalf, **keeping your mobile number**.

A **STAC** or “**Service Termination Code**” is a code you request from your provider by text, online or on the phone, which you then give to your new provider who arranges for the switch to be completed automatically on your behalf, **without keeping your old mobile number**.

Please select one option

I requested a Port Authorisation Code (PAC) only	1
I requested a Service Termination Code (STAC) only	2
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	3
Don't know	4

ASK ALL MOBILE SWITCHERS WHO CHANGED NUMBER AT S11 (CODE 2) AND REQUESTED STAC AT S11B (CODE 2 OR CODE 3)

S11C. You said you requested a Service Termination Code (STAC), did you give this code to your new provider – [PROVIDER AT S5]?

Please select one option

Yes	1	STAC SWITCHERS
No	2	C&R CHANGERS

QUOTA GROUP FOR ALL WHO ARE ELIGIBLE TO BE INTERVIEWED AS SWITCHERS – CODE 1 AT S6

IF RESPONDENT IS RESPONSIBLE AT S3 FOR SELECTED SERVICE AND QUOTA IS OPEN, CONTINUE AT S16

IF RESPONDENT IS NOT RESPONSIBLE AT S3 FOR SELECTED SERVICE AND QUOTA IS OPEN, ASK FOR REFERRAL BEFORE CONTINUING AT S16

CALCULATE QUOTA:

Mobile switched by PAC at S11
Mobile switched by STAC at S11C
Mobile changed by C&R at S11A & S11C
Mobile – changed number but unsure if STAC at S11B & S11C
Dual Play CPS – involving Virgin
Dual Play ORS – not involving Virgin
Triple Play CPS – involving Virgin or from Sky
Triple Play ORS – not involving Virgin or from Sky
Standalone Pay TV
All other switches
Switched when moving (excl. mobile)

ASK ALL BROADBAND SWITCHERS – DUAL PLAY OR TRIPLE PLAY IN QUOTA GROUP ABOVE

S12A. Thinking about your landline service from [LANDLINE PROVIDER AT S10]...

Is your landline service delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router, not into a phone socket in the wall)

This is a service known as VoIP (Voice over Internet Protocol), digital voice, internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.

Please select one option

Yes – landline service delivered over the internet	1
No – not delivered over the internet	2
Don't know	3

ASK ALL BROADBAND SWITCHERS – DUAL PLAY OR TRIPLE PLAY IN QUOTA GROUP ABOVE

S12B. Thinking about your new broadband service from [PROVIDER AT S10]...

Some households receive their broadband service via fibre optic cable directly into their home. This is known as FTTP (fibre to the premises).

Please note – at the moment most UK households with fibre broadband do not have FTTP. Instead they have a FTTC connection (fibre to the cabinet), where the connection from the exchange to the street cabinet is via optical fibre and the final part of the connection from the cabinet into the home is via copper wire.

Does your household receive FTTP broadband?

Please select one option

Yes	1
No	2
Don't know	3

FOR ALL OTHERS, CALCULATE WHETHER THEY BELONG TO DEFINITION OF DUAL PLAY, TRIPLE PLAY AND/ OR PAY TV OUTSIDE OF TRIPLE PLAY. THEN ASK S13 FOR EACH SERVICE GROUP

S13. So thinking just about the last six months, which of these applies to you in terms of your services?

Please select one option per service

	Mobile Phone service provider	Fixed line and broadband and TV service	Fixed line and broadband	Pay TV Service via satellite, cable or broadband
Actively started looking at changing provider but decided not to	1	1	1	1
Currently actively looking at changing provider and not yet decided whether to	2	2	2	2
Considered changing provider, but did not start looking actively	3	3	3	3
Did not consider changing supplier	4	4	4	4

QUOTA GROUP FOR ALL WHO ARE ELIGIBLE AS CONSIDERERS (DECIDED NOT TO SWITCH)
– CODE 1 AT S13

IF CODE 1 AT S13 & IF RESPONDENT IS RESPONSIBLE AT S3 FOR SELECTED SERVICE RECORD THE QUOTA GROUP FOR THOSE WHO HAVE CONSIDERED SWITCHING IN THE LAST SIX MONTHS AND QUOTA IS OPEN, CONTINUE AT S16

Considered switching mobile
Considered switching triple play
Considered switching dual play
Considered switching Pay TV – PRIORITY

ALL ELIGIBLE RESPONDENTS

S16. Which of the following are you?

Man	1
Woman	2
Non-binary	3
Prefer to use another term (please say – optional)	4
Prefer not to say	5

ALL RESPONDENTS

S17. How old are you?

16-24 years	1
25-34 years	2
35-44 years	3
45-54 years	4
55-64 years	5
65-74 years	6
75 years or over	7
Prefer not to say	8

ALL RESPONDENTS

S18. And where do you normally live? By this we mean the place that you live for most of the year.

Please select one option

England	1	
Scotland	2	
Wales	3	
Northern Ireland	4	
Elsewhere in Europe	5	THANK & CLOSE
Elsewhere in the world	6	

ALL RESPONDENTS WHO LIVE IN ENGLAND

S19. What region of England do you live in?

Please select one option

North East	1
Yorkshire and Humberside	2
North West	3
West Midlands	4
East Midlands	5
South West	6
East Anglia	7
South East	8
Greater London	9
Prefer not to say	10

ALL RESPONDENTS**S20** What is your postcode?

This will not be used to contact you or to identify you – it will be used to see which services are available in the area where you live and to classify your area as rural or urban.

TYPE IN:

ALLOW REFUSED

ALL RESPONDENTS**S20B.** Which of these describe the area where you live?*Please select one option*

Large city	1
Smaller city or large town	2
Medium town	3
Small town	4
Rural area	5

ALL RESPONDENTS

S21. Which of these best describes the chief income earner in your household?

If you/they are retired and living on a private pension, please choose your description based on what you/they did before you/they retired.

If you/they have been unemployed for six months or less, please choose your description based on your/their most recent main job.

Please select one option

		Social Grade
Very senior management - high managerial, administrative or professional (e.g. surgeon; partner in a law firm; company director of 50+ people; judge, school headmaster)	1	A
Senior or middle management - intermediate managerial, administrative or professional (e.g. junior doctor; lawyer; office manager; school teacher; police inspector; accountant; owner of small business with 20+ people)	2	B
Junior management or professional or administrative (e.g. most office workers; accounts clerk; secretary; policeman; nurse; owner of small business with <20 people)	3	C1
Skilled manual worker (e.g. mechanic; paramedic; cook; fitter; plumber; electrician; lorry driver; train driver; hairdresser; beautician)	4	C2
Semi-skilled or unskilled manual worker - e.g. baggage handler, waiter, factory worker, receptionist, labourer, gardener etc.	5	D
Housewife/househusband	6	E
Unemployed	7	E
Student	8	C1
Retired and on state pension ONLY (If retired but also have other pension/s e.g. private pension, please indicate the occupation just before retirement)	9	E
Don't know	10	X

Switchers and Decided not to switch

SAY TO ALL SWITCHERS AND DECIDED NOT TO SWITCH – (D.N.T. DEFINED AS S13 CODE 1)

D1. We would like to ask you some questions about when you recently changed {recently actively started looking at changing provider but decided not to change} the provider of your [SELECTED SERVICE/S].

ASK ALL MOBILE SWITCHERS {AND DECIDED NOT TO SWITCH}

Q1. Which of these best describes the main mobile phone package you personally use and pay for now from [PROVIDER AT S5]?

Please select one option

Pay as you go (which requires top-ups)	1
Monthly contract (e.g. 12-24 months, including a new handset)	2
SIM only (i.e. no handset included in the deal or no longer paying for one). This may be on a 30-day rolling contract, a 12-month contract or a longer contract)	3

ASK ALL MOBILE SWITCHERS

Q2. And when you switched from [PROVIDER AT S10] what type of mobile phone package did you switch from?

Please select one option

Pay as you go (which requires top-ups)	1
Monthly contract (e.g. 12-24 months, including a new handset)	2
SIM only (i.e. no handset included in the deal or no longer paying for one). This may be on a 30-day rolling contract, a 12-month contract or a longer contract)	3

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ASK ALL MOBILE SWITCHERS {AND DECIDED NOT TO SWITCH}

- Q2A.** If you wanted to find out how much it would cost to leave your current provider, you could text 'INFO' to 85075 to find this information without requesting a switching code.

Which one of these options describes your previous knowledge and experience of this 'INFO' option?

Please select one option

I had <u>not heard</u> of the 'INFO' text before today	1
I had heard of the 'INFO' text but <u>not used</u> it before	2
I had <u>used</u> the 'INFO' text before	3

ASK ALL MOBILE SWITCHERS

- Q3.** Which of these best describes your original preference for keeping your number when you switched mobile phone service provider?

Please select one option

Really wanted to change my mobile number	1
Slight preference for changing my mobile number	2
Not bothered either way	3
Slight preference for keeping my mobile number	4
Really wanted to keep my mobile number	5
Don't know	6

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ASK ALL MOBILE SWITCHERS WHO KEPT THEIR NUMBER AT S11 (CODE 1, PAC USERS) AND ALL MOBILE SWITCHERS WHO CHANGED THEIR NUMBER AND REQUESTED A PAC CODE ONLY AT S11B (CODE 1)

Q4A. TEXT IF S11 CODE 1 You said earlier that you kept your mobile number when switching provider. In order to keep your mobile number when switching mobile provider you would have requested a **Port Authorisation Code (PAC)** – the code that you request from your provider by text, online or on the phone, which you then give to your new provider who arranges for the switch to be completed automatically on your behalf, keeping your mobile number.

TEXT IF S11B CODE 1 You said earlier that you requested a **Port Authorisation Code (PAC)** – the code that you request from your provider by text, online or on the phone, which you then give to your new provider who arranges for the switch to be completed automatically on your behalf, keeping your mobile number.

TEXT FOR BOTH How did you request it?

Please select all that apply

By text	1
Through an online account	2
By phone	3
In store	4
Some other way (please say)	5
Don't know	6

ASK ALL MOBILE SWITCHERS CHANGED THEIR NUMBER AND REQUESTED A STAC CODE ONLY AT S11B (CODE 2)

Q4B. You said earlier that you requested a **Service Termination Code (STAC)** – the code that you request from your provider by text, online or on the phone, which you then give to your new provider who arranges for the switch to be completed automatically on your behalf, without keeping your old mobile number – how did you request it?

Please select all that apply

By text	1
Through an online account	2
By phone	3
In store	4
Some other way (please say)	5
Don't know	6

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ASK ALL MOBILE SWITCHERS WHO CHANGED THEIR NUMBER AND REQUESTED BOTH THE PAC AND STAC CODE AT S11B (CODE 3)

Q4C. You said earlier that you requested both the **Port Authorisation Code (PAC)** and **Service Termination Code (STAC)**.

A **PAC** or “**Port Authorisation Code**” is a code that allows you to auto-switch keeping your mobile number.

A **STAC** or “**Service Termination Code**” is a code that allows you to auto-switch without keeping your old mobile number.

How did you request each code?

Please select all that apply

	PAC	STAC
By text	1	1
Through an online account	2	2
By phone	3	3
In store	4	4
Some other way (please say)	5	5
Don't know	6	6

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ASK ALL C&R MOBILE CHANGERS WHO DID NOT REQUEST ANY CODE AT S11A (CODE 2)

Q4D. You said earlier that you changed your mobile number when switching to your new mobile service provider and didn't request a switching code from your previous provider to pass on to your new provider.

For instance, a STAC or "Service Termination Code" is a code you request from your provider by text, online or on the phone, which you then give to your new provider who arranges for the switch to be completed automatically on your behalf, without keeping your old mobile number.

Which one of these best describes why you took this approach to switching mobile service provider?

Please select one option

I didn't know I could request a code to switch	1
I didn't want to request a code to switch (please say why)	2
I wasn't able to request a code to switch (please say why)	3
I had already cancelled with my previous provider	4
Something else (please say)	5
Don't know	6

ASK ALL MOBILE SWITCHERS WHO CHANGED NUMBER WHEN SWITCHING AT S11 AND NOTED SOME PREFERENCE TO KEEP NUMBER AT Q3 (CODES 4-5)

Q5. You said earlier that you changed your mobile number when you switched mobile service provider.

Why did you change your number?

TYPE IN:

ASK ALL MOBILE SWITCHERS WHO CHANGED NUMBER WHEN SWITCHING AT S11 AND NOTED SOME PREFERENCE TO KEEP NUMBER AT Q3 (CODES 4-5)

Q6. Which, if any, of these were reasons you changed your mobile number?

Please select as many as apply – ROTATE/RANDOMISE ORDER

It was easier to switch if I didn't keep my number	1
It was faster to switch and get a new number/ it was going to take too long to keep my number	2
I didn't want to pay to keep my number	3
I was unaware I could keep my number	4
I needed to make extra calls to get a PAC code	5
I might have been without my mobile service if I had kept my number	6
My new provider told me I couldn't keep my number	7
My previous provider told me I couldn't keep my number	8
Other reasons (please say)	9
Can't remember	10

ASK ALL MOBILE SWITCHERS WHO USED A PAC CODE AT S11 (CODE 1) OR USED A STAC CODE AT S11C (CODE 1)

Q7A. You said earlier that you requested and used a switching code, which one of the following best describes when you gave the code to your new mobile service provider (PROVIDER AT S5)?

Please select one option

I gave the code to my new provider on the same day I requested it	1
I gave the code to my new provider later, on a different day to when I requested it	2
Don't know	3

ASK ALL MOBILE SWITCHERS WHO WAITED BEFORE USING THE CODE AT Q7A (CODE 2)

Q7B. Why did you wait before using the switching code?

TYPE IN:

*ASK ALL DECIDED NOT TO SWITCH WHERE SELECTED SERVICE IS DUAL OR TRIPLE PLAY
AND ALL SWITCHERS WHERE SELECTED SERVICE IS DUAL PLAY OR TRIPLE PLAY*

Q8A. Do you use an email address from your broadband provider (PROVIDER AT S5)?

Please select one option

Yes, this is my main email address	1
Yes, this is my secondary email address	2
Yes, but I rarely/ never use it	3
No, I don't use an email address from my broadband provider	4
Don't know	5

ASK SWITCHERS WHERE SELECTED SERVICE IS DUAL PLAY OR TRIPLE PLAY

Q8B. And did you previously use an email address from (PROVIDER AT S10) when they were your broadband service provider?

Please select one option

Yes, this was my main email address	1
Yes, this was my secondary email address	2
Yes, but I rarely/ never used it	3
No, I didn't use an email address from my previous broadband provider	4
Don't know	5

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ASK ALL OPENREACH SWITCHERS [ASKING FOR UP TO 4 PREVIOUS SUPPLIERS IS NECESSARY]

- Q10.** Thinking back to when you switched your [SERVICE(S)] from [PREVIOUS PROVIDER] to [NEW PROVIDER], did you cancel with [PREVIOUS PROVIDER] or did [NEW PROVIDER] do this?

Please select one option

I cancelled the service with my previous provider	1	C&R (Or ORS Cancel)
My new provider cancelled my previous service for me	2	GPL
Don't know	4	

ASK OPENREACH SWITCHERS USING C&R AT Q10

- Q11.** When you cancelled your service with your previous provider, did you know that your new provider could have done this for you?

Please select one response

Yes, I knew this without being told by my new provider	1
Yes, I knew this because I was told by my new provider	2
No, I didn't know this	3

ASK OPENREACH SWITCHERS USING C&R AT Q10 WHO WERE AWARE OF GPL AT Q11 (CODE 1 OR 2)

- Q12.** Why did you cancel the service with [PREVIOUS PROVIDER] rather than getting [NEW PROVIDER] to arrange the transfer for you?

TYPE IN:

ASK ALL SWITCHERS/ ALL DECIDED NOT TO SWITCH

Q13. What made you first think about switching your [SERVICE/S]?

Please select as many as apply – RANDOMISE ORDER

Found out about a better deal/ price with another provider	1
My provider contacted me to let me know my contract was coming to an end	2
My provider contacted me to let me know I could get a better deal from them	3
My contract/ deal came to an end	4
I regularly review to check that I have the best deal	5
I heard about other technology or services that I am interested in	6
Better compatibility between my different devices/ services	7
Poor customer service with previous provider	8
Technical issues with my previous service	9
When I was advised that my price would rise <i>before</i> the end of my contract and I could leave my contract without a penalty	10
Wanted the convenience of getting all services from one provider	11
Friends and family mentioned a deal	12
New services became available in my area	13
Previous provider increased cost of services	14
Previous provider would not negotiate on costs	15
Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels) [EXCLUDING DUAL/ MOBILE]	16
Wanted additional content or channels [EXCLUDING DUAL/ MOBILE]	17
Wanted to reduce content or channels [EXCLUDING DUAL/ MOBILE]	18
Wanted faster broadband services [EXCLUDING MOBILE/ PAY TV]	19
Wanted unlimited broadband services [EXCLUDING MOBILE/ PAY TV]	20
Wanted to reduce the cost of services	21
Wanted a specific deal or service not available with my previous provider – please say why	22
Other reasons (please say)	23
Can't remember	24

ASK ALL SWITCHERS

Q14A. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Please select all that apply – RANDOMISE ORDER

Compare what different providers were offering	1
Find out what you needed to do in order to switch	2
Contact the provider you were using at the time	3
Experience your previous provider trying to persuade you to stay	4
Try to negotiate a better deal with your previous provider	5
None of these	6
Can't remember	7

ASK ALL SWITCHERS

Q14B. And which of these did you do when you changed your [SERVICE/S] provider? Did you...

Please select all that apply – RANDOMISE ORDER

Leave your contract early/ before the end of your minimum contract period	1
Set up a new online account	2
Pay an initial connection or other start-up fee, costs, equipment charges to your new provider [EXCLUDING MOBILE]	3
Pay up-front costs for your new mobile handset [MOBILE ONLY]	4
Unlock your handset to take it with you [MOBILE ONLY]	5
Choose the date you wanted to start using the service	6
Have an engineer visit by the new provider to install equipment or set up services [EXCLUDING MOBILE]	7
Install any new equipment yourself/ within your household (e.g. router, set top box) [EXCLUDING MOBILE]	8
None of these	9
Can't remember	10

ASK ALL SWITCHERS

Q14C. And please say which of these applied to you when you changed your [SERVICE/S] provider? Did you...

Please select all that apply – RANDOMISE ORDER

Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud [MOBILE ONLY]	1
Have to return equipment to your previous provider [EXCLUDING MOBILE]	2
Lose specific benefits, such as watching ‘on the go’ or channels which came with your previous service [TRIPLE/ PAY TV ONLY]	3
Lose any content (programmes, apps, photos, data) you had stored from your previous service [TRIPLE/ PAY TV ONLY]	4
Experience any other devices or products you own not working with the new service	5
Receive any unexpected bills or charges from your previous provider	6
Find out you had to pay any disconnection charges to your previous provider [EXCLUDING MOBILE]	7
Find out you had to pay a charge for not returning equipment to your previous provider [EXCLUDING MOBILE]	8
None of these	9
Can’t remember	10

ASK ALL SWITCHERS

Q14D. Thinking about the date you started using your new [SERVICE/s] provider, which of the following best applies to you?

Please select one response

The date was much sooner than I wanted	1
The date was a little sooner than I wanted	2
The date was just when I wanted	3
The date was a little later than I wanted	4
The date was much later than I wanted	5
Don’t know	6

ASK ALL SWITCHERS WHO LEFT THEIR CONTRACT EARLY AT Q14B (CODE 1)

- Q15.** You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

This is called an 'early termination charge'.

Please select one option

Yes	1
No	2
Don't know	3

ASK ALL SWITCHERS WHO PAID AN E.T.C. AT Q15 (CODE 1)

- Q16.** When did you find out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an 'early termination charge')?

Please select one option

Before I had looked at any alternatives/ contacted any other providers	1
After I had looked at alternatives but before I had made a final decision	2
After I had decided on an alternative provider, but before I had signed up with them	3
After I had signed up with an alternative provider	4
Don't know	5

ASK ALL SWITCHERS WHO FOUND OUT THEY HAD TO PAY ANY DISCONNECTION CHARGES AT Q14C (CODE 7)

- Q17.** When did you find out you had to pay any disconnection charges to your previous provider?

Please select one option

Before I had looked at any alternatives/ contacted any other providers	1
After I had looked at alternatives but before I had made a final decision	2
After I had decided on an alternative provider, but before I had signed up with them	3
After I had signed up with an alternative provider	4
Don't know	5

ASK ALL SWITCHERS WHO FOUND OUT THEY HAD TO PAY ANY CHARGES FOR NOT RETURNING EQUIPMENT AT Q14C (CODE 8)

Q18. When did you find out you had to pay any charges for not returning equipment to your previous provider?

Please select one option

Before I had looked at any alternatives/ contacted any other providers	1
After I had looked at alternatives but before I had made a final decision	2
After I had decided on an alternative provider, but before I had signed up with them	3
After I had signed up with an alternative provider	4
Don't know	5

ASK ALL SWITCHERS

Q19A. Which, if any, of these did you experience difficulty with when you changed your [SERVICE/S] provider?

Please select one answer for each – RANDOMISE ORDER

		Major difficulty	Minor difficulty	Not a difficulty at all
A	Comparing what different providers are offering (Q14A CODE 1)	1	2	3
B	Understanding the relevant steps required to switch provider	1	2	3
C	Finding time to research the market	1	2	3
D	Contacting your previous provider (Q14A CODE 3)	1	2	3
E	Your previous provider trying to persuade you to stay (Q14A CODE 4)	1	2	3
F	Getting a better deal with your previous provider (Q14A CODE 5)	1	2	3
G	Contacting your new provider	1	2	3
H	Cancelling your previous service	1	2	3
I	Keeping/ transferring your phone number (S11 CODE 1) [MOBILE ONLY]	1	2	3

Q19B. And which, if any, of these did you experience difficulty with when you changed your [SERVICE/S] provider?

Please select one answer for each – RANDOMISE ORDER

		Major difficulty	Minor difficulty	Not a difficulty at all
A	Paying the charge to exit your contract early (Q14B CODE 1)	1	2	3
B	Setting up a new online account (Q14B CODE 2)	1	2	3
C	Unlocking your handset to take it with you (Q14B CODE 5)	1	2	3
D	Getting the switch to happen on the date you wanted (Q14B CODE 6)	1	2	3
E	Having new equipment installed by the new provider (Q14B CODE 7)	1	2	3
F	Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box) (Q14B CODE 8)	1	2	3
G	Arranging the switch so that you always had access to your services	1	2	3
H	Arranging the switch so that you were not paying for your old and new services at the same time	1	2	3
I	Paying an initial connection or other start-up fee, costs, equipment charges to your new provider (Q14B CODE 3)	1	2	3

Q19C. And which, if any, of these did you experience difficulty with when you changed your [SERVICE/S] provider?

Please select one answer for each – RANDOMISE ORDER

		Major difficulty	Minor difficulty	Not a difficulty at all
A	Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud (Q14C CODE 1)	1	2	3
B	Returning your previous provider's equipment (Q14C CODE 2)	1	2	3
C	Other devices or products you own not working with the new service (Q14C CODE 5)	1	2	3
D	Resolving billing issues with your previous provider (Q14C CODE 6)	1	2	3
E	Paying a disconnection charge to your previous provider (Q14C CODE 7)	1	2	3

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ASK ALL SWITCHERS

Q20. Did you experience difficulty with anything else when you switched your [SERVICE/S]?

TYPE IN:

No (please tick here) ____

ASK ALL SWITCHERS EXPERIENCING MULTIPLE MAJOR DIFFICULTIES ACROSS Q19A/ Q19B/ Q19C

Q21. Which, if any, of these was the **main** thing that caused you difficulty when you switched?

Please select one answer – RANDOMISE ORDER

Comparing what different providers are offering (Q19AA CODE 1)	1
Understanding the relevant steps required to switch provider (Q19AB CODE 1)	2
Finding time to research the market (Q19AC CODE 1)	3
Contacting your previous provider (Q19AD CODE 1)	4
Your previous provider trying to persuade you to stay (Q19AE CODE 1)	5
Getting a better deal with your previous provider (Q19AF CODE 1)	6
Contacting your new provider (Q19AG CODE 1)	7
Cancelling your previous service (Q19AH CODE 1)	8
Keeping/ transferring your phone number (Q19AI CODE 1)	9
Paying the charge to exit your contract early (Q19BA CODE 1)	10
Setting up a new online account (Q19BB CODE 1)	11
Unlocking your handset to take it with you (Q19BC CODE 1)	12
Getting the switch to happen on the date you wanted (Q19BD CODE 1)	13
Having new equipment installed by the new provider (Q19BE CODE 1)	14
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box) (Q19BF CODE 1)	15

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Arranging the switch so that you always had access to your services (Q19BG CODE 1)	16
Arranging the switch so that you were not paying for your old and new services at the same time (Q19BH CODE 1)	17
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider (Q19BI CODE 1)	18
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud (Q19CA CODE 1)	19
Returning your previous provider's equipment (Q19CB CODE 1)	20
Other devices or products you own not working with the new service (Q19CC CODE 1)	21
Resolving billing issues with your previous provider (Q19CD CODE 1)	22
Paying a disconnection charge to your previous provider (Q19CE CODE 1)	23
None of these stood out as a main difficulty	24
Can't remember	25

ASK ALL MOBILE SWITCHERS WHO KEPT THEIR NUMBER (PAC) AT S11

- Q22.** Before you switched, were you aware that there might be a period of time during which you would be unable to make or receive calls using your mobile number – so the number you were transferring from [PREVIOUS PROVIDER] to [NEW PROVIDER]?

Please select one option

Yes – my previous provider told me	1
Yes – my new provider told me	2
Yes – I knew already	3
No, I wasn't aware	4
Can't remember	5

ASK ALL MOBILE SWITCHERS WHO KEPT THEIR NUMBER (PAC) AT S11

- Q23.** Were you aware that you would be given a SIM card with a temporary number that would allow you to use the new provider's service while **your** number was being transferred from [PREVIOUS PROVIDER] to [NEW PROVIDER]?

Please select one option

Yes – my previous provider told me	1
Yes – my new provider told me	2
Yes – I knew already	3
No, I wasn't aware	4
Can't remember	5

ASK ALL MOBILE SWITCHERS

- Q24.** When you switched, did you experience any period of time that you were unable to make or receive calls or text messages [PAC: using **your** number – so the number you were taking with you from [PREVIOUS PROVIDER AT S10] to [NEW PROVIDER AT S5]?

[ADDITIONAL TEXT BELOW FOR THOSE SWITCHING USING PAC AT S11B (CODE 1 OR CODE 3)]

Please select one option

Yes [PAC - I was unable to use my number for a period of time]	1
No [PAC - I was able to use my number the whole time]	2
Can't remember	3

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ASK ALL MOBILE SWITCHERS WHO EXPERIENCED ANY LOSS OF SERVICE WITH THEIR NUMBER AT Q24 (CODE 1)

Q25. Which of these applied?

[ADDITIONAL TEXT BELOW FOR THOSE SWITCHING USING PAC AT S11B (CODE 1 OR CODE 3)]

Please select all that apply

I was unable to make calls [PAC: from my number]	1
I was unable to receive calls [PAC: to my number]	2
I was unable to send text messages [PAC: from my number]	3
I was unable to receive text messages [PAC: to my number]	4
Can't remember	5

ASK ALL MOBILE SWITCHERS WHO EXPERIENCED ANY LOSS OF SERVICE WITH THEIR NUMBER AT Q24 (CODE 1)

Q26. How long were you without a service?

Please select one option

A few minutes	1
About an hour	2
A few hours	3
About a day	4
More than a day	5
Can't remember	6

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ASK ALL MOBILE SWITCHERS WHO KEPT THEIR NUMBER (PAC) AT S11 AND EXPERIENCED ANY LOSS OF SERVICE WITH THEIR NUMBER AT Q24

- Q27.** During the period when you were unable to use **your** mobile number fully, were you provided with a **temporary** mobile number from your new provider [NEW PROVIDER AT S5]?

Please select one option

Yes – and I used it	1
Yes – but I didn't use it	2
No – I didn't have access to a temporary number	3
Can't remember	4

ASK ALL MOBILE SWITCHERS WHO KEPT THEIR NUMBER (PAC) AT S11 AND DID NOT EXPERIENCE ANY LOSS OF SERVICE WITH THEIR NUMBER AT Q24 (CODES 2-3)

- Q28.** Were you provided with a **temporary** mobile number from your new provider [NEW PROVIDER]?

Please select one option

Yes – and I used it	1
Yes – but I didn't use it	2
No – I didn't have access to a temporary number	3
Can't remember	4

ASK ALL SWITCHERS EXCLUDING MOBILE

- Q29.** When you switched, did you experience any period of time without one or more of your services?

Please select one option

Yes	1
No	2
Can't remember	3

ASK ALL SWITCHERS (EXCLUDING MOBILE) WITH LOSS OF SERVICE AT Q29, AND 2+ SERVICES SWITCHED AT THE SAME TIME

Q30. Which service or services did you lose for a period of time?

Please select all that apply

Landline phone (i.e. home phone) or phone line	1
Fixed broadband internet	2
Pay TV service through satellite, cable or broadband such as Sky TV, Virgin Media TV, BT TV, or Talk Talk TV	3
Can't remember	4

ASK ALL DUAL AND TRIPLE PLAY SWITCHERS WHO LOST FIXED BROADBAND BUT NOT LANDLINE SERVICE AT Q30

Q31. When you lost access to your broadband service did you also lose your fixed landline service?

Please select one option

Yes	1
No – I don't think so	2
No – definitely not	3
Don't know	4

ASK ALL DUAL AND TRIPLE PLAY SWITCHERS WHO LOST FIXED LINE BUT NOT FIXED BROADBAND SERVICE AT Q30

Q32. When you lost access to your fixed landline service did you also lose your broadband service?

Please select one option

Yes	1
No – I don't think so	2
No – definitely not	3
Don't know	4

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ASK ALL SWITCHERS EXCLUDING MOBILE WITH LOSS OF SERVICE AT Q29

Q33. How long were you without [SERVICE/S AT Q30]?

Please select one option per service

	Landline phone line	Fixed broadband	Pay TV service through satellite, cable or broadband
Under one hour	1	1	1
Up to half a day	2	2	2
1 day	3	3	3
2-3 days	4	4	4
4-7 days	5	5	5
1-2 weeks	6	6	6
3-4 weeks	7	7	7
5-6 weeks	8	8	8
More than 6 weeks (please say)	9	9	9
Don't know	10	10	10

ASK ALL SWITCHERS WITH LOSS OF SERVICE AT Q29

Q34. Did you **want** the break in service for your [SERVICE/S AT Q30] when you switched?

Please select one option per service

	Landline phone line	Fixed broadband	Pay TV service through satellite, cable or broadband
Yes	1	1	1
No	2	2	2
Can't remember	3	3	3

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ASK ALL SWITCHERS EXCLUDING MOBILE WITH LOSS OF SERVICE AT Q29

Q35. Why did you have a period without [SERVICE/S AT Q30]?

Please select all that apply – RANDOMISE ORDER

	Landline phone line	Fixed broadband	Pay TV service through satellite, cable or broadband
I cancelled my previous service before arranging the new one	1	1	1
The new provider gave me a starting date that was after the end of my previous contract	2	2	2
To switch on a particular date that I wanted	3	3	3
Delay in installation/ activation	4	4	4
Delay in delivery of equipment	5	5	5
The wrong equipment was provided/ needed something extra	6	6	6
Problems/ a fault with the equipment provided	7	7	7
A fault with the line	8	8	8
Previous service not cancelled correctly	9	9	9
Other reasons (please say)	10	10	10
Don't know	11	11	11

ASK ALL SWITCHERS

Q36. Did the contracts for your old and new [SERVICE/S] overlap at all, so that you were paying for both at the same time for any period?

Please select one option

Yes	1
No	2
Can't remember	3

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ASK IF MORE THAN ONE SERVICE SWITCHED AT THE SAME TIME

Q37. Which service or services did you pay two providers at the same time?

Please select as many as apply – ANSWERS FROM P9 ONLY

Mobile phone	1
Landline phone (i.e. home phone) or line rental	2
Fixed broadband internet	3
Pay TV service through satellite, cable or broadband such as Sky TV, Virgin Media TV, BT TV, or Talk Talk TV	4
Can't remember	5

**FOR ASK ALL SWITCHING 1 SERVICE – SET THIS SERVICE AS THE RESPONSE TO Q37*

ASK ALL SWITCHERS WITH OVERLAPPING SERVICES AT Q36 EXCLUDING MOBILE

Q38. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your [SERVICE/S AT Q37]?

Please select one option per service

	Landline phone or line rental	Fixed broadband	Pay TV service through satellite, cable or broadband
1 day	1	1	1
2-3 days	2	2	2
4-6 days	3	3	3
A week	4	4	4
1-2 weeks	5	5	5
2-3 weeks	6	6	6
3-4 weeks	7	7	7
A month	8	8	8
More than a month	9	9	9
Don't know	10	10	10

ASK ALL MOBILE SWITCHERS WITH OVERLAPPING SERVICES AT Q36

Q39. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your [SERVICE AT Q37]?

Please select one option per service

	Mobile phone service
1 day	1
2-3 days	2
4-6 days	3
A week	4
2-3 weeks	5
3-4 weeks	
A month	6
More than a month	7
Can't remember	8

ASK ALL SWITCHERS WITH OVERLAPPING SERVICES AT Q36

Q40. Did you **want** the contracts to overlap for your [SERVICE/S AT Q37]?

Please select one option per service

	Mobile phone service	Landline phone or line rental	Fixed broadband	Pay TV service through satellite, cable or broadband
Yes	1	1	1	1
No	2	2	2	2
Can't remember	3	3	3	3

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ASK ALL SWITCHERS WITH OVERLAPPING SERVICES AT Q36 EXCLUDING MOBILE

Q41. Why did the contracts overlap for your [SERVICE/S AT Q37]?

Please select all that apply – RANDOMISE ORDER

	Landline phone or line rental	Fixed broadband	Pay TV service through satellite, cable or broadband
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	1	1	1
Due to the available engineer appointment dates	2	2	2
The new provider gave me a starting date that was before the end of my previous contract	3	3	3
To switch on a particular date that I wanted	4	4	4
To ensure I always had this service available during the switch	5	5	5
To sign up with my new provider before a deal ran out	6	6	6
To switch to a better service immediately	7	7	7
To get the channels I wanted as soon as possible			9
To get a channel in time to view a specific event			10
To get faster broadband speeds as soon as possible		11	
To get inclusive calls as soon as possible	12		
To ensure I kept my number	13		
The previous service wasn't cancelled correctly/ on the date requested	14	14	14
Other reasons (please say)	15	15	15
Don't know	16	16	16

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ASK ALL MOBILE SWITCHERS WITH OVERLAPPING SERVICES AT Q36 WHO CHANGED THROUGH THE C&R ROUTE AT S11A (CODE 2)

Q42. Why did the contracts overlap for your mobile phone service?

Please select all that apply – RANDOMISE ORDER

	Mobile phone service
To ensure I had a continuous service/ always had access to a mobile service while the switch happened	1
To get the handset I wanted as soon as possible	2
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	3
To sign up with my new provider before a deal ran out	4
To switch to a better service immediately	5
The new provider gave me a starting date that was before the end of my previous contract	6
To switch on a particular date that I wanted	8
Other reasons (please say)	9
Don't know	10

ASK ALL PAY TV SWITCHERS

Q42A. Which of these channels, if any, do you currently receive from [TV SERVICE]?

Please select all that apply

Sky Sports Premier League	1
Sky Sports Football	2
Sky Sports Cricket	3
Sky Sports Golf	4
Sky Sports F1	5
Sky Sports Racing	6
Sky Sports Arena	7
Sky Sports Main Event	8
Sky Sports NFL	9
Sky Sports News	10
Sky Sports Mix	11
We pay for Sky Sports channels, but not sure which ones are included	12
BT Sport channels	13
None of these channels	14
Don't know	15

ASK ALL PAY TV SWITCHERS THAT HAVE SPORTS CHANNELS AT Q42A (CODES 2-13)

Q42B. How important were these sports channels in your decision to switch to [TV SERVICE]?

Please select one option

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

Non-switching section, for those who actively considered but Decided Not To Switch – defined from S13 code 1

SWITCHERS – SKIP TO Q52

ASK ALL DECIDED NOT TO SWITCH (S13 CODE 1)

Q43. While considering switching your [SERVICE/S] from [PROVIDER], which of these did you do?

Did you...

Please select as many as apply

Compare what different providers were offering	1
Find out what you need to do in order to switch	2
Contact your current provider	3
Contact any potential new providers	4
Experience your current provider trying to persuade you to stay	5
Try to negotiate a better deal with your current provider	6
None of these	7
Can't remember	8

ASK ALL DECIDED NOT TO SWITCH (S13 CODE 1)

Q44A. Which, if any, of the following were factors that made you decide to stay with [PROVIDER] for [SERVICE/S]?

Please select one answer for each – RANDOMISE ORDER

		Major factor	Minor factor	Not a factor at all
A	Lack of choice	1	2	3
B	Could not get permission to install new equipment where I live (e.g. cables, satellite dish) [EXCLUDING MOBILE]	1	2	3
C	Not knowing what to do to switch	1	2	3
D	There wasn't enough cost difference for it to be worth switching	1	2	3
E	Current provider is still the best deal/ cheapest	1	2	3
F	Current provider has the best quality of service	1	2	3
G	I negotiated/ accepted a deal with my current provider	1	2	3
H	Would take too long to research the market	1	2	3
I	Difficulty comparing what other providers were offering	1	2	3
J	I'm still in my handset contract period [MOBILE ONLY]	1	2	3
K	I couldn't afford/ didn't want to pay off my handset in one lump sum [MOBILE ONLY]	1	2	3

ASK ALL DECIDED NOT TO SWITCH (S13 CODE 1)

Q44B. And which, if any, of the following were factors that made you decide to stay with [PROVIDER] for [SERVICE/S]?

Please select one answer for each – RANDOMISE ORDER

		Major factor	Minor factor	Not a factor at all
A	Worried that the service wouldn't be as good with a new provider	1	2	3
B	Worried about being without the mobile service during the switch [MOBILE ONLY]	1	2	3
C	Worried about being without the fixed line phone service during the switch [DUAL AND TRIPLE ONLY]	1	2	3
D	Worried about being without the broadband service during the switch [DUAL AND TRIPLE ONLY]	1	2	3
E	Worried about being without the Pay service during the switch [TRIPLE AND PAY TV ONLY]	1	2	3
F	Worried that I might have to pay two providers at the same time	1	2	3
G	Did not want to lose my phone number [EXCLUDING PAY TV]	1	2	3
H	Didn't want to pay the initial connection/ start-up fees/ equipment costs [EXCLUDING MOBILE]	1	2	3
I	Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud [MOBILE ONLY]	1	2	3
J	Needing to unlock my handset to take it with me [MOBILE ONLY]	1	2	3
K	Didn't want to have to learn to use a new service	1	2	3
L	Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package [TRIPLE AND PAY TV ONLY]	1	2	3
M	Didn't want to lose content (programmes, apps, photos, data) stored on my device	1	2	3
N	Worried that other devices or products I own would not work with a new service	1	2	3
O	Concern about arranging for the old and new services to start and stop at the same time	1	2	3
P	Did not want to have to install new equipment myself [EXCLUDING MOBILE]	1	2	3
Q	Did not want to have to get an engineer to install new equipment [EXCLUDING MOBILE]	1	2	3

ASK ALL DECIDED NOT TO SWITCH (S13 CODE 1)

Q44C. And which, if any, of the following were factors that made you decide to stay with [PROVIDER] for [SERVICE/S]?

Please select one answer for each – RANDOMISE ORDER

		Major factor	Minor factor	Not a factor at all
A	It's too time consuming to go through the process of switching from one provider to another	1	2	3
B	I was still in a contract so couldn't leave/ would have to pay to leave	1	2	3
C	Difficulty when contacting my current provider	1	2	3
D	Difficulty when contacting potential new providers	1	2	3
E	Prefer to stay with a trusted/ known provider	1	2	3
F	Problems/ issues with current provider are not sufficiently bad/ frequent to switch	1	2	3
G	Bad experience when switching communication services previously	1	2	3
H	Bad experience when switching other services (e.g. gas, electric, car insurance) previously	1	2	3
I	Hassle of needing to contact more than one provider to switch	1	2	3
J	Difficulty cancelling my current service	1	2	3
K	Did not want to pay disconnection charges	1	2	3
L	Did not want to lose the email address I had from my broadband provider [DUAL AND TRIPLE ONLY]	1	2	3

ASK ALL DECIDED NOT TO SWITCH (S13 CODE 1) AND SERVICE IS DUAL PLAY AND CODE 1 OR 2 AT Q44C PART B

Q44DA. You said earlier that you were still in a contract / didn't want to have to pay to leave your provider. Which of the following best applies to you?

Please select one answer

Both of my services are within the minimum contract period	1
One of my services is within the minimum contract period, but I am not sure about the other	2
One of my services is within the minimum contract period the other is out of the minimum contract period	3
Don't know	4

ASK ALL DECIDED NOT TO SWITCH (S13 CODE 1) AND SERVICE IS TRIPLE PLAY AND CODE 1 OR 2 AT Q44C PART B

Q44DB. You said earlier that you were still in a contract / didn't want to have to pay to leave your provider. Which of the following best applies to you?

Please select one answer

All of my services are within the minimum contract period	1
Some of my services are within the minimum contract period, others are outside of the minimum contract period	2
At least some of my services are within the minimum contract period, but I am not sure about the contract status of other services	3
Don't know	4

ASK ALL DECIDED NOT TO SWITCH (S13 CODE 1)

Q45. Were there any other factors that made you decide to stay with your current provider for your [SERVICE/S]?

TYPE IN:

No (please tick here) ____

ASK ALL DECIDED NOT TO SWITCH (S13 CODE 1) STATING MULTIPLE MAJOR FACTORS ACROSS Q44A/ Q44B/ Q44C

Q46. Which, if any, of these was the main factor that made you decide to stay with your current provider?

Please select one answer – RANDOMISE ORDER

Lack of choice (Q44AA CODE 1)	1
Could not get permission to install new equipment where I live (e.g. cables, satellite dish) (Q44AB CODE 1)	2
Not knowing what to do to switch (Q44AC CODE 1)	3
There wasn't enough cost difference for it to be worth switching (Q44AD CODE 1)	4
Current provider is still the best deal/ cheapest (Q44AE CODE 1)	5
Current provider has the best quality of service (Q44AF CODE 1)	6
I negotiated/ accepted a deal with my current provider (Q44AG CODE 1)	7
Would take too long to research the market (Q44AH CODE 1)	8
Difficulty comparing what other providers were offering (Q44AI CODE 1)	9
I'm still in my handset contract period (Q44AJ CODE 1)	10
I couldn't afford/ didn't want to pay off my handset in one lump sum (Q44AK CODE 1)	11
Worried that the service wouldn't be as good with a new provider (Q44BA CODE 1)	12
Worried about being without the mobile service during the switch (Q44BB CODE 1)	13
Worried about being without the fixed line phone service during the switch (Q44BC CODE 1)	14
Worried about being without the broadband service during the switch (Q44BD CODE 1)	15
Worried about being without the Pay TV service during the switch (Q44BE CODE 1)	16
Worried that I might have to pay two providers at the same time (Q44BF CODE 1)	17
Did not want to lose my phone number (Q44BG CODE 1)	18
Didn't want to pay the initial connection/ start-up fees/ equipment costs (Q44BH CODE 1)	19
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud (Q44BI CODE 1)	20
Needing to unlock my handset to take it with me (Q44BJ CODE 1)	21

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Didn't want to have to learn to use a new service (Q44BK CODE 1)	22
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package (Q44BL CODE 1)	23
Didn't want to lose content (programmes, apps, photos, data) stored on my device (Q44BM CODE 1)	24
Worried that other devices or products I own would not work with a new service (Q44BN CODE 1)	25
Concern about arranging for the old and new services to start and stop at the same time (Q44BO CODE 1)	26
Did not want to have to install new equipment myself (Q44BP CODE 1)	27
Did not want to have to get an engineer to install new equipment (Q44B1 CODE 1)	28
It's too time consuming to go through the process of switching from one provider to another (Q44CA CODE 1)	29
I was still in a contract so couldn't leave/ would have to pay to leave (Q44CB CODE 1)	30
Difficulty when contacting my current provider (Q44CC CODE 1)	31
Difficulty when contacting potential new providers (Q44CD CODE 1)	32
Prefer to stay with a trusted/ known provider (Q44CE CODE 1)	33
Problems/ issues with current provider are not sufficiently bad/ frequent to switch (Q44CF CODE 1)	34
Bad experience when switching communication services previously (Q44CG CODE 1)	35
Bad experience when switching other services (e.g. gas, electric, car insurance) previously (Q44CH CODE 1)	36
Hassle of needing to contact more than one provider to switch (Q44CI CODE 1)	37
Difficulty cancelling my current service (Q44CJ CODE 1)	38
Did not want to pay disconnection charges (Q44CK CODE 1)	39
Did not want to lose the email address I had from my broadband provider (Q44CL CODE 1)	40
None of these were a main factor	41
Can't remember	42

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ASK ALL DECIDED NOT TO SWITCH (S13 CODE 1) STATING THAT 'NEGOTIATED/ ACCEPTED A DEAL' WAS A MAJOR FACTOR AT Q44AG (CODE 1)

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Please select as many as apply – RANDOMISE ORDER

Reduced the cost of my service/ package	1
Increase the broadband speed [DUAL, TRIPLE]	2
Decrease in broadband speed [DUAL, TRIPLE]	3
Added a new channel package e.g. BT Sport [TRIPLE, PAY TV]	4
Added inclusive calls [EXCLUDING PAY TV]	5
Added other TV or video services e.g. Netflix, Amazon Prime Video etc. [TRIPLE, PAY TV]	6
Increased cost of services/ package	7
Reduced content/ channel package e.g. removed BT Sport, removed Movies or Sports channel package [TRIPLE, PAY TV]	8
Added a mobile phone service in your package [EXCLUDING MOBILE]	9
Other (please say)	10
Can't remember	11

ASK THOSE WHO SAY 'LACK OF CHOICE' WAS A MAJOR FACTOR AT Q44AA (CODE 1)

Q48. You said 'lack of choice' was a major factor that made you stay with your current Pay TV provider. Which one of these best describes what you mean by 'lack of choice'?

Please select one answer

There are no other Pay TV providers available in my area	1
No other pay TV provider can give me anything better than I already have	2
Don't know	3

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ASK THOSE WHO SAY 'DON'T WANT TO LOSE SPECIFIC BENEFITS, USES OR CHANNELS' AT Q44BL (CODE 1) OR 'DIDN'T WANT TO LOSE CONTENT STORED ON MY DEVICE' (Q44BM CODE 1) WAS A MAJOR FACTOR

Q49. Earlier you said that:

'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content stored on my device'....

was a major factor/ were major factors that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Please select as many as apply – RANDOMISE ORDER

Particular programmes or channels that are not available elsewhere	1
Particular HD programmes or channels	2
Flexible subscription, that allows you to change what's included in your package	3
The ability to watch programmes 'on the go' using different devices	4
The ability to watch different programmes on different TV sets/devices at the same time	5
Access to other TV services such as Netflix	6
Programmes stored on my device	7
Ability to record up to multiple programmes at the same time	8
Other (please say)	9
Not sure	10

ASK ALL DECIDED NOT TO SWITCH PAY TV (S13 CODE 1)

Q50. Which of these channels, if any, do you currently receive from [TV SERVICE]?

Please select all that apply

Sky Sports Premier League	1
Sky Sports Football	2
Sky Sports Cricket	3
Sky Sports Golf	4
Sky Sports F1	5
Sky Sports Racing	6
Sky Sports Arena	7
Sky Sports Main Event	8
Sky Sports NFL	9
Sky Sports News	10
Sky Sports Mix	11
We pay for Sky Sports channels, but not sure which ones are included	12
BT Sport channels	13
None of these channels	14
Don't know	15

ASK ALL DECIDED NOT TO SWITCH PAY TV AT S13 AND HAVE SPORTS CHANNELS AT Q50 (CODES 1-13)

Q51. How important was **keeping** these sports channels in your decision not to switch to another Pay TV provider?

Please select one option

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

ASK ALL SWITCHERS

- Q52.** How would you rate your overall switching experience – from the point you decided you wanted to switch your [SERVICE/S] to the point you were using your new provider's service/s?

Please select one option

Very easy	1
Fairly easy	2
Fairly difficult	3
Very difficult	4
Don't know	5

ASK ALL SWITCHERS {AND DECIDED NOT TO (S13 CODE 1)}

- Q53.** Overall, how satisfied are you with your decision to switch {stay with} your [SERVICE/S] provider?

Please select one option

Very satisfied	1
Fairly satisfied	2
Fairly dissatisfied	3
Very dissatisfied	4
Don't know	5

ASK ALL SWITCHERS EXCLUDING MOBILE

Q54. How long did the switching process take - starting from confirming you wanted to switch to being able to use your [SERVICE/s] with your new provider?

Please select one option

1 day	1
2-3 days	2
4-6 days	3
A week	4
2-3 weeks	5
A month	6
More than a month (please say)	7
Don't know	8

ASK ALL SWITCHERS EXCLUDING MOBILE

Q55. How did this compare to your expectations before starting the switching process?

Please select one option

It was much slower than I expected	1
It was a little slower than I expected	2
It took as long as I expected	3
It was a little quicker than I expected	4
It was much quicker than I expected	5
Don't know	6

ASK ALL SWITCHERS {AND DECIDED NOT TO (S13 CODE 1)} – EXCLUDING MOBILE

- Q56.** Do you have an online account with your [SERVICE/S] provider which you can use to check your bill or check your usage, for example? You may access this via your providers website or via an app.

Please select one option

Yes, I have an online account and use it monthly	1
Yes, I have an online account and use it once every few months	2
Yes, I have an online account but haven't used it in the last 12 months	3
Yes, I have an online account but have never used it	4
No, I don't have an online account	5
Don't know	6

Classification

The final few questions are to find out more about you, to help us to further compare different groups of people. They will not be used to attempt to identify you, but if you would prefer not to answer just indicate below.

ALL RESPONDENTS

- C11.** In terms of communications services such as mobile, landline, broadband and TV..

How confident are you about each of these ...

SINGLE CODE PER STATEMENT

		Very confident	Fairly confident	Not very confident	Not at all confident	Don't know
A	Comparing the costs of the various deals available in the market	1	2	3	4	5
B	Speaking to your current provider about new deals	1	2	3	4	5
C	Understanding the language and terminology used by providers	1	2	3	4	5
D	Understanding the different options for the services in the market	1	2	3	4	5

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ALL RESPONDENTS

C4consent.

At the next question we would like to ask about any issues that impact or limit your daily activities or the work you can do. Do we have your permission to ask you this question?

Yes – I will answer this question	1
No – I would prefer not to answer this question	2

ALL RESPONDENTS GIVING THEIR CONSENT TO ANSWER AT C4CONSENT

C4A.

Which of these – if any – impact or limit your daily activities or the work you can do?

Hearing? Poor hearing, or are deaf	1
Eyesight? Poor vision, colour blindness, partial sight, or are blind	2
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	3
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	4
Breathing? Breathlessness or chest pains	5
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	6
Social behaviour? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	7
Your mental health? Such as anxiety, depression, or trauma-related conditions	8
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	9
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	10
Prefer not to say	11
Don't know	12

ALL RESPONDENTS

C5consent.

At the next question we would like you to choose an option to describe your ethnic group or background. Do we have your permission to ask you this question?

Yes – I will answer this question	1
No – I would prefer not to answer this question	2

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ALL RESPONDENTS GIVING CONSENT AT C5CONSENT

C5. Which one of these groups best describes your ethnic group or background?

Please select one option

WHITE	
English/ Welsh/ Scottish/ Northern Irish/ British	1
Irish	2
Gypsy, Traveller or Irish Traveller	3
Any other white background	4
MIXED/ MULTIPLE ETHNIC GROUPS	
White and Black Caribbean	5
White and Black African	6
White and Asian	7
Any other mixed/ multiple ethnic background	8
ASIAN AND BRITISH ASIAN	
Indian	9
Pakistani	10
Bangladeshi	11
Chinese	12
Any other Asian background	13
BLACK AND BLACK BRITISH	
Caribbean	14
African	15
Any other Black/ African/ Caribbean background	16
OTHER ETHNIC GROUP	
Arab	17
Any other ethnic background	18
Prefer not to say	19

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ALL RESPONDENTS

C6. Which of the following best describes you?

Please select one option

In full time employment	1
In part time employment	2
Unemployed	3
A student	4
Full-time responsibility for home/ family	5
Retired	6
Other	7
Prefer not to say	8

ALL RESPONDENTS

C7. What is the total number of people in the household (including yourself and any children)?

Type in

ALL RESPONDENTS

C8. And what is the total number of children aged under 18 in the household?

Type in

ALL RESPONDENTS

C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

Please select all that apply

	Per week	Per Year
1	Up to £199	Up to £10,399
2	From £200 to £299	From £10,400 to £15,599
3	From £300 to £499	From £15,600 to £25,999
4	From £500 to £699	From £26,000 to £36,399
5	From £700 to £999	From £36,400 to £51,999
6	£1,000 to £1,499	£52,000 to £77,999
7	£1,500 and above	£78,000 and above
8	Don't know	
9	Prefer not to say	

THANK AND CLOSE

That is the end of the survey now, thank you very much for your time and patience. We hope you found it interesting and enjoyable.