

Core Switching Tracker- questionnaire outline

ALL RESPONDENTS

S1. CODE NATION FROM SAMPLE

England	1
Scotland	2
Wales	3
Northern Ireland	4

ALL RESPONDENTS

S2. ENTER FULL POSTCODE

TYPE IN:

ALL RESPONDENTS

S3. ENTER SAMPLE POINT NUMBER FROM SAMPLE

TYPE IN:

Core Switching Tracker- questionnaire outline

ALL RESPONDENTS

This study is being conducted on behalf of Ofcom, the regulator for the UK communications industry.

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

You can refuse to participate or stop the survey at any point. The data we are collecting is for research purposes only and we rely on your consent to process the data.

Your answers to this questionnaire will remain completely confidential and anonymous unless you give us specific permission. The combined findings from everyone we talk to for this research will be published in the Autumn of this year.

This is genuine research, no selling is involved at any stage, we simply want your opinions for our survey.

Following the introduction of GDPR legislation we need to draw your attention to our Privacy Policy leaflet which explains your rights

IF REQUIRED: All our surveys are conducted under the Code of Conduct of the UK Market Research Society and their contact number is in the Privacy Policy leaflet we have provided. Critical Research is an independent market research agency based in London.

Could you please confirm you are happy to proceed?

Yes	1	CONTINUE
No	2	CLOSE

IF INTERVIEWING IN WALES, ONCE RESPONDENT AGREES TO TAKE PART SAY: The interview will be conducted in English. If you would prefer the interview to be conducted in Welsh, I can arrange for a colleague to re-contact you to come back at an agreed time. What would you prefer?

CONTINUE IF RESPONDENT IS HAPPY WITH BEING INTERVIEWED IN ENGLISH. IF RESPONDENT WOULD PREFER TO BE INTERVIEWED IN WELSH – NOTE THEIR NAME, TELEPHONE NUMBER AND FULL ADDRESS AND PASS THIS INFORMATION BACK TO YOUR AREA SUPERVISOR.

Core Switching Tracker- questionnaire outline

ALL RESPONDENTS

S4. SHOWCARD S4

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

Which of these age groups applies to you?

Under 25 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

S5. CODE GENDER – DO NOT ASK

Male	1
Female	2

Core Switching Tracker- questionnaire outline

ALL RESPONDENTS

S6. What is the occupation of the main wage earner in the household?

PROBE TO CODE AS SOCIAL GRADE

AB	1
C1	2
C2	3
DE	4

ALL RESPONDENTS

S7. SHOWCARD S7

Which of these best describes your current situation?

SINGLE CODE

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
Refused	8

Core Switching Tracker- questionnaire outline

ALL RESPONDENTS

Q1. SHOWCARD Q1

Please think about services which are paid for by you or someone else in your household – so if any of these services are paid for by an employer or someone outside of the household then don't mention that service here.

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

MULTICODE OK FOR CODES 1-4

Mobile phone	1	
Landline phone (i.e. home phone)	2	
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	3	
A TV service that you or anyone else watches	4	
None of these	5	CLOSE

ASK IF HAVE FIXED BROADBAND BUT NOT LANDLINE AT Q1 (CODE 3 NOT CODE 2 AT Q1)

Q2. 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.

SINGLE CODE

Yes, pay line rental for a fixed line	1	UPDATE Q1 CODE 2
No	2	
Don't know	3	

SAY TO RESPONDENT IF Q2 CODE 1 - 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 using the household fixed line

Core Switching Tracker- questionnaire outline

ALL RESPONDENTS

Q3. SHOWCARD Q3

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

MULTICODE OK FOR CODES 1-4 – ONLY ALLOW SERVICES IN THE HOUSEHOLD AT Q1

Mobile phone	1	
Landline phone (i.e. home phone) or line rental	2	
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	3	
TV service	4	
None of these	5	ASK FOR REFERRAL IN HOUSEHOLD IF NO DECISION MAKER IN HOUSEHOLD – CLOSE

Core Switching Tracker- questionnaire outline

ASK ALL RESPONDENTS WHO ARE THE DECISION MAKER FOR THE TV SERVICE AT Q3 (CODE 4 AT Q3)

Q4A. SHOWCARD Q4

Please think about all the TV sets in your household and any other devices that are used to watch TV programmes. Please read through the full list of TV services to let me know which you have at home. Please also think about any TV services which may be built-in to any TVs in your household, as well as any you receive through a set-top box connected to the TV set

Which of these types of TV service does your household use at all?

IF NECESSARY – We're interested in services you could use to watch broadcast TV channels like BBC and ITV. We'll ask a separate question about services like Netflix and Amazon Prime.

MULTICODE OK FOR CODES 1-10

ASK IF MORE THAN ONE SERVICE AT Q4A – OR AUTOCODE SINGLE RESPONSE AT Q4A HERE

Q4B. SHOWCARD Q4 AGAIN

Which one of these is the main type of TV service watched on the household's main TV set?

SINGLE CODE

	Q4A	Q4B
BT TV (formerly BT Vision) <i>[ROUTE AS PAY TV LATER]</i>	1	1
EE TV <i>[ROUTE AS PAY TV LATER]</i>	2	2
Freeview (through a set-top box or television set) <i>[ROUTE AS FREE TV LATER]</i>	3	3
Freesat (satellite TV, no monthly subscription) <i>[ROUTE AS FREE TV LATER]</i>	4	4
NOW TV <i>[ROUTE AS PAY TV LATER]</i>	5	5
Plusnet TV <i>[ROUTE AS PAY TV LATER]</i>	6	6
Sky TV (satellite TV, monthly subscription) <i>[ROUTE AS PAY TV LATER]</i>	7	7
TalkTalk TV <i>[ROUTE AS PAY TV LATER]</i>	8	8
Virgin TV(cable TV) <i>[ROUTE AS PAY TV LATER]</i>	9	9
YouView (no monthly subscription) <i>[ROUTE AS FREE TV LATER]</i>	10	10
Other satellite TV <i>[ROUTE AS PAY TV LATER]</i>	11	11

Core Switching Tracker- questionnaire outline

ASK ALL RESPONDENTS WHO ARE THE DECISION MAKER FOR ANY SERVICES AT Q3

Q5. SHOWCARD Q5

Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

IF NECESSARY – Does your household pay a subscription for any other streaming services to watch TV programmes or films?

IF RESPONDENT MENTIONS A BROADCASTER ON-DEMAND SERVICE (SUCH AS BBC IPLAYER, ITV HUB, ALL 4, MY 5, SKY GO) – Please just think about services you have to pay to use rather than services to catch-up on broadcast TV programmes you may have missed.

MULTICODE OK FOR CODES 1-6

Amazon Prime Video	1
Disney Life	2
Hayu	3
Netflix	4
NOW TV	5
Eleven Sports	6
You Tube Premium (monthly paid subscription, ad free)	7
ITV Hub+ (premium service with no adverts)	8
Any other paid-for streaming services – SPECIFY	9
No, none	10

Core Switching Tracker- questionnaire outline

ASK FOR ALL SERVICES RESPONDENT IS THE DECISION MAKER FOR AT Q3 CODES 1-3 – COVERING EACH SERVICE AT Q3 CODES 1-3 IN TURN

DO NOT ASK Q6D - MAIN TV SERVICE PROVIDER AT Q4B TO BE AUTOCODED AT Q6D

DO NOT ASK Q6E - ANY OTT SERVICES AT Q5 TO BE AUTOCODED AT Q6E

Q6. SHOWCARD Q6A/ Q6B/ Q6C

Which provider do you use for your [SERVICES AT Q3]?

IF MOBILE (Q6A) – If you personally use a mobile phone then please answer about that mobile phone. Please think about the company you pay for the mobile calls you make or the texts you send or the mobile data you use on your mobile phone.

IF LANDLINE/ FIXED BROADBAND (Q6B-Q6C) - If you use more than one provider for your [SERVICE/S] please say which is the MAIN one you use or the one your household spends the most money on.

SINGLE CODE FOR EACH OF Q6A – Q6D, MULTICODE OK FOR Q6E

	Q6A Mobile Phone service	Q6B Landline phone or line rental service	Q6C Fixed Broadband service	Q6D TV service	Q6E OTT services
Amazon Prime Video					1
Asda Mobile	2				
BT	3	3	3	3	
Disney Life					4
EE	5	5	5	5	
Eleven Sports					6
First Utility		7	7		
Freeview				8	
Freesat				9	
GiffGaff	10	10	10		
Hayu					11
iD	12				
ITV Hub+					13
John Lewis		14	14		
KCOM		15	15		
Lebara	16				
Lycamobile	17				
Netflix					18
NOW TV/ NOW Broadband		19	19	19	19
O2	20				
The Phone Co-op		21	21		
Plusnet	22	22	22	22	
POP Telecom	23	23	23		
Post Office		24	24		

Core Switching Tracker- questionnaire outline

Relish			25		
Sky	26	26	26	26	
Smarty	27				
SSE		28	28		
TalkTalk	29	29	29	29	
Talkmobile	30				
Tesco	31				
'3' / Three Mobile	32				
Utility Warehouse	33	33	33		
Virgin Media	34	34	34	34	
Vodafone	35	35	35		
YouTube Premium					36
YouView				37	
Other supplier – SPECIFY	38	38	38	38	38

ASK FOR ALL SERVICES RESPONDENT IS THE DECISION MAKER FOR AT Q3 CODES 1-4 – COVERING EACH SERVICE AT Q3 CODES 1-4 IN TURN, IN ORDER SHOWN AT Q6F TO Q6I

Q6F-I. SHOWCARD Q6F

How long has [PROVIDER FROM Q6A-D] been providing your [SERVICE AT Q3]?

SINGLE CODE

	Q6F Mobile Phone service	Q6G Landline phone or line rental service	Q6H Fixed Broadband service	Q6I TV service
Less than 3 months	1	1	1	1
3-6 months	2	2	2	2
7-12 months	3	3	3	3
More than a year, up to 2 years	4	4	4	4
More than 2 years, up to 4 years	5	5	5	5
More than 4 years, up to 6 years	6	6	6	6
More than 6 years, up to 10 years	7	7	7	7
More than 10 years	8	8	8	8
Don't know/ can't remember	9	9	9	9

Core Switching Tracker- questionnaire outline

ASK FOR ALL SERVICES (EXCEPT MOBILE AND THOSE USING A FREE TV SERVICE AT Q4B)
RESPONDENT IS THE DECISION MAKER FOR AT Q3 CODES 2-4 – COVERING EACH SERVICE
AT Q3 CODES 1-4 IN TURN, IN ORDER SHOWN AT Q6J TO Q6L

Q6J-L. SHOWCARD Q6J

Thinking about your [SERVICE] and the contract you have with [PROVIDER FROM Q6B-D],
which of these statements best describes you?

SINGLE CODE

	Q6J	Q6K	Q6L
	Landline phone or line rental service	Fixed Broadband service	Pay TV service
I am currently within my minimum contract period	1	1	1
My minimum contract period has ended, I am out of contract	2	2	2
I don't know whether I am within my minimum contract period or whether it has ended	3	3	3
I'm not sure/don't know if I ever had a contract	4	4	4

ASK IF RESPONSE AT Q6J-Q6L IS EITHER 'IN CONTRACT' (CODE 1) OR 'OUT OF CONTRACT' (CODE 2) - COVERING EACH SERVICE IN TURN, IN ORDER SHOWN AT Q6M TO Q6O

Q6M-O.SHOWCARD Q6M

You say you are [in/ out of] contract with your [SERVICE] supplier. How certain of this are you?

SINGLE CODE

	Q6M	Q6N	Q6O
	Landline phone or line rental service	Fixed Broadband service	Pay TV service
Very certain	1	1	1
Fairly certain	2	2	2
Not very certain	3	3	3
Don't know	4	4	4

Core Switching Tracker- questionnaire outline

ASK IF NOT 'VERY CERTAIN' (NOT CODE 1 AT Q6M-O) FOR THE SERVICE – COVERING EACH SERVICE IN TURN, IN ORDER SHOWN AT Q6P TO Q6R

Q6P-R. SHOWCARD Q6P

When did you sign up to your CURRENT [SERVICE] package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

SINGLE CODE

	Q6P Landline phone or line rental service	Q6Q Fixed Broadband service	Q6R Pay TV service
Within the last 2 years	1	1	1
Longer than 2 years ago	2	2	2
Don't know	3	3	3

ASK IF NOT 'VERY CERTAIN' (NOT CODE 1 AT Q6M-O) FOR THE SERVICE – COVERING EACH SERVICE IN TURN, IN ORDER SHOWN AT Q6P TO Q6R

Q6S-U.

Have you made any changes to your [SERVICE] package in the last two years for example changed package, changed speed, added any services?

SINGLE CODE

	Q6S Landline phone or line rental service	Q6T Fixed Broadband service	Q6U Pay TV service
Yes	1	1	1
No	2	2	2
Don't know	3	3	3

Core Switching Tracker- questionnaire outline

AUTOCODE AT Q7 FOR ALL SERVICES AT Q3 BASED ON PROVIDERS USED AT Q6A-Q6D

Q7. ANY 2-4 SERVICES RECEIVED FROM A SINGLE PROVIDER (NOT 'OTHER') AT Q6A-Q6D TO BE RECORDED UNDER BUNDLE 1 BELOW AT Q7A – THIS IS A **TEMPORARY MEASURE** AHEAD OF ASKING THE RESPONDENT TO DEFINE THE STATUS OF THESE SERVICES AT Q8A

ANY FURTHER 2 SERVICES ARE RECEIVED FROM A SECOND SINGLE PROVIDER (NOT 'OTHER') AT Q6A-Q6D TO BE RECORDED UNDER BUNDLE 2 BELOW AT Q7B – THIS IS A **TEMPORARY MEASURE** AHEAD OF ASKING THE RESPONDENT TO DEFINE THE STATUS OF THESE SERVICES AT Q8C

ANY SERVICES RECEIVED FROM A UNIQUE PROVIDER (INCLUDING 'OTHER') AT Q6A-Q6D TO BE RECORDED UNDER STANDALONE SERVICE BELOW AT Q7C

NB – STANDALONE PAY TV SERVICE (CODE 5 AT Q7C BELOW) REFERS TO PAY TV AT Q4B (CODES 1,2,5,6,7,8,9,11).

THOSE USING A FREE TV SERVICE AS THEIR MAIN TV SERVICE AT Q4B (CODES 3,4,10) WILL BE ASSIGNED TO CODE 5 AT TV SERVICE AT Q7C

SINGLE CODE PER ROW FOR EACH SERVICE WHERE RESPONDENT IS DECISION MAKER AT Q3

	Q7A	Q7B	Q7C
	Bundle 1	Bundle 2	Standalone services
Landline	1	1	1
Mobile phone	2	2	2
Fixed broadband	3	3	3
Pay TV service	4	4	4
Free TV service	NA	NA	5

ASK IF ANY 2-4 SERVICES AT Q3 ARE IN BUNDLE 1 AT Q7A

Q8A. SHOWCARD Q8A

You said that you receive (SERVICES IN BUNDLE 1) from (PROVIDER AT Q6A-Q6D).

Thinking about these services, do you regard them as a **package of services** or as **individual services**?

SINGLE CODE – NB ONLY ALLOW CODE 3 IF BUNDLE 1 HAS 3-4 SERVICES AT Q7A

As a package of services	1
As individual services	2
Some but not all as a package of services	3

Core Switching Tracker- questionnaire outline

ASK IF 'SOME BUT NOT ALL AS A PACKAGE OF SERVICES' AT Q8A (CODE 3)

Q8B. SHOWCARD Q8B

So which services would you consider to be a package from (PROVIDER AT Q6A-Q6D)?

ONLY ALLOW SERVICES IN BUNDLE 1 AT Q7A

MUST MULTICODE AT THIS QUESTION – IF ONLY ONE SERVICE GIVEN THEN GO BACK CODE 2 AT Q8A

DO NOT ALLOW ALL BUNDLE 1 SERVICES TO BE CODED AT Q8B – IF ALL SERVICES ARE GIVEN THEN GO BACK AND CODE 1 AT Q8A

Mobile phone	1
Landline phone (i.e. home phone) or line rental	2
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	3
TV service	4

Core Switching Tracker- questionnaire outline

ASK IF ANY 2 SERVICES AT Q3 ARE IN BUNDLE 2 AT Q7B

Q8C. SHOWCARD Q8C

You said that you receive (SERVICES IN BUNDLE 2) from (PROVIDER AT Q6A-Q6D).

Thinking about these services, do you regard them as a **package of services** or as **individual services**?

SINGLE CODE

As a package of services	1
As individual services	2

SEE INSTRUCTIONS FOR CODING AT Q9 BELOW

Q9. IF CODE 1 AT Q8A – COPY ALL Q7A CODES TO Q9A

IF CODE 2 AT Q8A - COPY ALL Q7A CODE TO Q9C

IF CODE 3 AT Q8A - COPY CODES AT Q8B TO Q9A AND MOVE ANY SERVICES THAT ARE IN Q7A BUT ARE NOT IN Q8B TO Q9C

IF CODE 1 AT Q8C – COPY ALL Q7B CODES TO Q9b

IF CODE 2 AT Q8C - COPY ALL Q7B CODE TO Q9C

COPY ALL Q7C CODES TO Q9C

	Q9A	Q9B	Q9C
	Bundle 1	Bundle 2	Standalone services
Landline	1	1	1
Mobile phone	2	2	2
Fixed broadband	3	3	3
Pay TV service	4	4	4
Free TV service	NA	NA	5

Core Switching Tracker- questionnaire outline

ASK IF ANY 2-4 SERVICES AT Q3 ARE IN BUNDLE 1 AT Q9A

Q10A. SHOWCARD Q10A

I'd like to ask you some questions about the package of services you have from (PROVIDER FROM Q6A-Q6D) - so your (SERVICES IN BUNDLE 1 AT Q9A).

Which of the services from (PROVIDER FROM Q6A-Q6D) are important when deciding which provider to use, or are they all equally important?

IF ALL ARE EQUALLY IMPORTANT, CODE 5 – OTHERWISE Which particular services are important to you when deciding which provider to use?

MULTICODE OK FOR CODES 1-4, CODE 5 IS SINGLE CODED – ONLY SHOW SERVICES IN BUNDLE 1 AT Q9A

Mobile phone	1
Landline phone (i.e. home phone) or line rental	2
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	3
TV service	4
All of these services are equally important	5

ASK IF ANY 2 SERVICES AT Q3 ARE IN BUNDLE 2 AT Q9B

Q10B. SHOWCARD Q10B

I'd like to ask you some questions about the package of services you have from (PROVIDER FROM Q6A-Q6D) - so your (SERVICES IN BUNDLE 2 AT Q9B).

Which of the services from (PROVIDER FROM Q6A-Q6D) are important when deciding which provider to use, or are they both equally important?

IF EQUALLY IMPORTANT, CODE 5 – OTHERWISE Which particular service is important to you when deciding which provider to use?

SINGLE CODE – ONLY SHOW SERVICES IN BUNDLE 2 AT Q9B

Mobile phone	1
Landline phone (i.e. home phone) or line rental	2
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	3
TV service	4
Both of these services are equally important	5

Core Switching Tracker- questionnaire outline

SECTION FROM HERE TO BE REPEATED IN A LOOP, WITH SIX ITERATIONS TO ANSWER Q28 TO Q32, INCLUDING A LOOP WITHIN THIS FOR THOSE RESPONDING ABOUT A BUNDLE FROM Q28 TO Q32.

THE RESPONDENT WILL COMPLETE AT MOST 4 ITERATIONS – DEPENDING CODES AT Q9A/Q9B/Q9C.

FOLLOWING THIS PRIORITY ORDER FOR THE ITERATIONS TO BE COVERED.

ITERATION 1: BUNDLE 1 IF ANYTHING CODED AT Q9A – FIX ANSWERS FROM Q9A INTO NEWQ

ITERATION 2: BUNDLE 2 IF ANYTHING CODED AT Q9B – FIX ANSWERS FROM Q9B INTO NEWQ

ITERATION 3: STANDALONE LANDLINE – ONLY CODE 1 AT NEWQ IF CODE 1 AT Q9C

ITERATION 4: STANDALONE MOBILE – ONLY CODE 2 AT NEWQ IF CODE 2 AT Q9C

ITERATION 5: STANDALONE BROADBAND – ONLY CODE 3 AT NEWQ IF CODE 3 AT Q9C

ITERATION 6: STANDALONE TV – ONLY CODE 4 OR CODE 5 AT NEWQ IF CODE 4 OR CODE 5 AT Q9C

NEWQ. USE NEWQ TO AUTOCODE SERVICES TO BE COVERED IN THIS ITERATION BASED ON RESPONSES AT Q9A-C – **AS DETAILED ABOVE**

MULTICODE OK FOR MAXIMUM OF 4 SERVICES BASED ON RESPONSES AT Q9A/B

Landline service	1
Mobile phone service	2
Fixed broadband service	3
Pay TV service	4
Free TV service	5

QUESTIONNAIRE WILL REFER TO 'TV service' UNLESS SHOWN OTHERWISE

Core Switching Tracker- questionnaire outline

SAY TO ALL AT START OF EACH ITERATION

I'd like to ask you some questions about your...

ITERATION 1 – package of services from (PROVIDER AT Q6A-D) for your (SERVICES AT BUNDLE 1 AT Q9A)

ITERATION 2 – package of services from (PROVIDER AT Q6A-D) for your (SERVICES AT BUNDLE 2 AT Q9B)

ITERATION 3 – landline service from (PROVIDER AT Q6B)

ITERATION 4 – mobile phone service from (PROVIDER AT Q6A)

ITERATION 5 – broadband service from (PROVIDER AT Q6C)

ITERATION 6 – television service from (PROVIDER AT Q6D)

ASK IF LANDLINE INCLUDED AT NEWQ FOR THIS ITERATION (CODE 1)

Q11. Thinking about your landline service. Does anyone in your household use your landline from (PROVIDER AT Q6B) to make or receive calls?

SINGLE CODE

Yes	1
No	2

ASK IF LANDLINE IS USED FOR CALLS AT Q11 (CODE 1)

Q12. SHOWCARD Q12

In a typical week, how often is your landline used to make or receive calls?

SINGLE CODE

Every day	1
Every few days	2
Several times a week	3
Once a week	4
Less often	5
Don't know	6

Core Switching Tracker- questionnaire outline

ASK IF MOBILE PHONE INCLUDED AT NEWQ FOR THIS ITERATION (CODE 2)

Q13. SHOWCARD Q13

Thinking about your mobile phone service.

Which of these best describes the mobile phone package you personally use most often from [PROVIDER AT Q6A]?

SINGLE CODE

Prepay/ pay as you go - using top-ups	1
Monthly contract / SIM only – paying monthly	2

ASK IF MOBILE PHONE INCLUDED AT NEWQ FOR THIS ITERATION (CODE 2)

Q13A. SHOWCARD Q13A

How long have you had the (main) mobile phone handset that you currently use?

SINGLE CODE

Less than a year	1
Between one year and 18 months	2
Over 18 months up to 2 years	3
Over 2 years up to 5 years	4
Over 5 years up to 10 years	5
Over 10 years	6
Don't know	7

Core Switching Tracker- questionnaire outline

ASK IF HAVE A MONTHLY CONTRACT/ SIM ONLY AT Q13 (CODE 2)

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER AT Q6A)?

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

SINGLE CODE

Yes, still within minimum contract period	1
No, I am out of my minimum contract period	2
Don't know	3

ASK IF HAVE A MONTHLY CONTRACT/ SIM ONLY AT Q13 (CODE 2)

Q15. SHOWCARD Q15

Which of the following best describes the deal that you are paying for now for your mobile phone?

SINGLE CODE

A monthly contract including a new handset	1
SIM only – no handset included in the deal - on a 30-day rolling contract	2
SIM only – no handset included in the deal - on a 12-month contract	3
SIM only – no handset included in the deal - on a 24-month contract	4
SIM only – no handset included in the deal - not sure of length of contract	5
Don't know	6

Core Switching Tracker- questionnaire outline

ASK IF HAVE A MONTHLY CONTRACT INCLUDING HANDSET AT Q15 (CODE 1) AND OUT OF MINIMUM CONTRACT PERIOD AT Q14 (CODE 2)

Q16. SHOWCARD Q16

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

SINGLE CODE

I am paying a similar monthly tariff compared to when I signed up	1
I am now on a cheaper monthly tariff compared to when I signed up	2
I am now on a more expensive monthly tariff compared to when I signed up	3
Don't know	4

ASK IF MOBILE PHONE INCLUDED AT NEWQ FOR THIS ITERATION (CODE 2)

Q17. Is this mobile phone a smartphone?

IF NECESSARY – Using a smartphone you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy.

SINGLE CODE

Yes	1
No	2
Don't know	3

Core Switching Tracker- questionnaire outline

ASK IF HAVE A MONTHLY CONTRACT INCLUDING HANDSET AT Q15 (CODE 1)

Q17A. SHOWCARD Q17A

SIM-only contracts include a monthly allowance for calls, texts and mobile data to use with your existing mobile phone. They are available on either a 30 day rolling contract or a 12 month or 24 month contract.

Before now, were you aware that at the end of your minimum contract period, if you keep your phone handset you could move to a SIM-only contract with either your existing provider or an alternative provider?

MULTI CODE OK FOR CODES 1-2

Yes – with my current provider	1
Yes – with an alternative provider	2
No, not aware that I could do this (SINGLE CODE)	3

ASK IF AWARE OF SIM-ONLY PACKAGE FROM CURRENT PROVIDER AT Q16A

Q17B. What SIM-only contract lengths are you aware of with your current provider – [PROVIDER AT Q6A]?

By 'contract length' I mean the initial period of time you would sign up for with the provider.

ASK IF AWARE OF SIM-ONLY PACKAGE FROM ALTERNATIVE PROVIDER AT Q16B

Q17C. What SIM-only contract lengths are you aware of with any other providers – apart from [PROVIDER AT Q6A]?

By 'contract length' I mean the initial period of time you would sign up for with the provider.

MULTI CODE OK FOR CODES 1-6

DO NOT PROMPT

	Q17B	Q17C
Shorter than 30 days/ no contract, can cancel any time	1	1
30 day rolling	2	2
12 month	3	3
18 month	4	4
24 month	5	5
Longer than 24 months	6	6
Don't know (SINGLE CODE)	7	7

Core Switching Tracker- questionnaire outline

ASK IF FIXED BROADBAND INCLUDED AT NEWQ FOR THIS ITERATION (CODE 3)

Q18. SHOWCARD Q18

Thinking about your household's fixed broadband service.

Which of these fixed broadband services does your household have from [PROVIDER AT Q6C]?

SINGLE CODE

Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	1
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	2
Ultrafast broadband - the download speed is 100MB/second or higher	3
Don't know	4

ASK IF PAY TV INCLUDED AT NEWQ FOR THIS ITERATION (CODE 4)

Q19. Thinking about your TV service. As part of your pay TV service from [PROVIDER AT Q6D] do you pay for any sports channels or any movie channels?

MULTICODE OK FOR CODES 1-2

Pay to receive sports channels	1
Pay to receive movie channels	2
Don't pay for sports channels or movie channels	3
Don't know	4

Core Switching Tracker- questionnaire outline

ASK ALL FOR THIS ITERATION AT NEWQ

Q20 . SHOWCARD Q20

How satisfied are you with the overall service provided by [PROVIDER AT Q6A-Q6D] for your [SERVICE]?

SINGLE CODE

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5
Don't know	6

Core Switching Tracker- questionnaire outline

ASK ALL FOR THIS ITERATION OF SERVICES AT NEWQ

Q21. SHOWCARD Q21

Which one of these best describes your current thinking about your [SERVICE] from [PROVIDER AT Q6A-Q6D]?

Are you...

SINGLE CODE

Currently looking for a new deal	1
Planning to look for a new deal	2
Not currently looking or planning to look for a new deal	3
Don't know	4

ASK IF CURRENTLY LOOKING AT Q21 (CODE 1) AND ITERATION 1 (BUNDLE 1) OR ITERATION 2 (BUNDLE 2) – SKIP TO Q23 IF ITERATION 3 TO 6

Q22. SHOWCARD Q22

Are you looking for a new deal for all of the services in the package, or only some services?

IF NEW DEAL FOR ALL SERVICES – CODE 5, OTHERWISE ASK – Which services?

MULTICODE OK FOR CODES 1-4, CODE 5 AND CODE 6 ARE SINGLE CODED – ONLY SHOW SERVICES IN THE BUNDLE FOR THIS ITERATION AT NEWQ

Mobile phone	1
Landline phone (i.e. home phone) or line rental	2
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	3
TV service	4
All services in this package	5
Don't know	6

Core Switching Tracker- questionnaire outline

ASK ALL FOR THIS ITERATION OF SERVICES AT NEWQ – SKIP TO Q27 IF ITERATION 6 AND FREE TV AT Q9C (CODE 5)

Q23. SHOWCARD Q23

Thinking about your **current** provider for your [SERVICE], in the last twelve months have you...

MULTICODE OK FOR CODES 1-5

Discussed deals or offers with your provider	1
Looked at alternative deals or offers from your provider	2
Received a discount from your provider	3
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	4
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	5
None of these	6

ASK IF RECEIVED A DISCOUNT AT Q23 (CODE 3)

Q24. SHOWCARD Q24

Did you contact your provider to receive a discount or did they contact you?

SINGLE CODE

I contacted my provider	1
My provider contacted me	2
Don't know/ can't remember	3

Core Switching Tracker- questionnaire outline

ASK ALL RESPONDENTS WHO ADDED SERVICES AT Q23 (CODE 4)

Q25. SHOWCARD Q25

Did you contact your provider to add extra or improved services or did they contact you?

SINGLE CODE

I contacted my provider	1
My provider contacted me	2
Don't know/ can't remember	3

ASK ALL RESPONDENTS WHO REDUCED OR DOWNGRADED SERVICES AT Q23 (CODE 5)

Q26. SHOWCARD Q26

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

SINGLE CODE

I contacted my provider	1
My provider contacted me	2
Don't know/ can't remember	3

ASK ALL FOR THIS ITERATION OF SERVICES AT NEWQ

Q27. SHOWCARD Q27

Thinking about other providers for your [SERVICE/S]... In the last twelve months, have you...

MULTICODE OK FOR CODES 1-3

Discussed deals or offers with any other provider	1
Looked at deals or offers from any other provider	2
Talked with friends or family for recommendations about providers	3
None of these	4

Core Switching Tracker- questionnaire outline

IF ITERATIONS 3 TO 6 – SKIP TO Q28 TO ASK ABOUT THE STANDALONE SERVICE AT NEWQ

IF ITERATION 1 OR ITERATION 2 AT NEWQ – SHOW THE FOLLOWING TEXT (IF ITERATION 3 TO 6 – SKIP TO Q28)

I would now like to ask a couple of questions about each of the individual services in your package with SUPPLIER

START OF LOOP ITERATION 1 AND ITERATION 2 TO COVER EACH INDIVIDUAL SERVICE IN THE BUNDLE AT QUESTIONS Q28 TO Q32 – SERVICE BY SERVICE, COVER IN ORDER FOR LANDLINE, MOBILE, BROADBAND, TV

ASK FOR SERVICE IN LOOP

Q28. SHOWCARD Q28

Have you or your household ever changed the company that provides your [SERVICE IN LOOP]?

IF YES – When did you most recently change provider for your [SERVICE IN LOOP]?

SINGLE CODE

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

ASK FOR SERVICE IN LOOP IF EVER SWITCHED AT Q28 – SKIP TO Q30 IF THE SERVICE IS MOBILE PHONE

Q29. Did you make this recent change of [SERVICE IN LOOP] provider at the same time as moving home?

IF CHANGED PROVIDER MORE THAN ONCE – Think about the [SERVICE IN LOOP] you changed most recently

SINGLE CODE

Yes	1
No	2

Core Switching Tracker- questionnaire outline

ASK FOR SERVICE ASK FOR SERVICE IN LOOP IF SWITCHED IN THE LAST 12 MONTHS AT Q28 (CODES 1-2)

Q30. SHOWCARD Q30

Did you receive any other services from your previous [SERVICE IN LOOP] provider as well as your [SERVICE IN LOOP] at the time you switched to (PROVIDER AT Q6A-D)?

IF YES – Which other services did you receive from your previous [SERVICE IN LOOP] provider?

MULTICODE FOR CODES 2-4 – DO NOT ALLOW THE SERVICE IN LOOP TO BE CODED AT Q30

No, did not receive any other services	1
Landline phone service	2
TV service	3
Fixed broadband service	4
Mobile phone service	5
Don't know	6

ASK IF SERVICE IN LOOP IS BROADBAND AND SWITCHED IN THE LAST 12 MONTHS AT Q28 (CODES 1-2)

Q31A. SHOWCARD Q31

When you switched broadband provider, did you switch to a service that was the same speed as your old broadband service, a faster speed or a slower speed?

SINGLE CODE

Same speed	1
Faster speed	2
Slower speed	3
Don't know	4

Core Switching Tracker- questionnaire outline

ASK IF SERVICE IN LOOP IS TV AND SWITCHED IN THE LAST 12 MONTHS AT Q28 (CODES 1-2)

Q32. SHOWCARD Q32

And was your previous main TV service...

SINGLE CODE

BT TV (formerly BT Vision)	1
EE TV	2
Freeview (through a set-top box or television set)	3
Freesat (satellite TV, no monthly subscription)	4
NOW TV	5
Plusnet TV	6
Sky TV (satellite TV, monthly subscription)	7
TalkTalk TV	8
Virgin TV (cable TV)	9
YouView (no monthly subscription)	10
An online streaming service such as Amazon Prime or Netflix	11
Other – SPECIFY	12

END OF LOOP OF SWITCHING QUESTIONS FOR SWITCHERS - ITERATION CONTINUES WITH Q33A BELOW

Core Switching Tracker- questionnaire outline

ASK ALL FOR THIS ITERATION OF SERVICES AT NEWQ

SKIP TO END OF ITERATION IF ITERATION 6 AND FREE TV AT Q9C (CODE 5)

Q33A. In the last six months, have you received notification from [PROVIDER AT Q6A-D] about the status of your contract for your [SERVICE]?

This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

SINGLE CODE

Yes	1
No	2

ASK ALL FOR THIS ITERATION OF SERVICES AT NEWQ – NOT ASKED IF ITERATION 6 AND FREE TV AT Q9C (CODE 5)

Q33. SHOWCARD Q33

To what extent do you agree or disagree with the following statements?

- The savings I could make on my [SERVICE] would be too low to make it worth spending time looking for a better deal
- The amount I pay for my [SERVICE] is small, compared with my other monthly household bills
- Even if I could save money by getting a different deal for my [SERVICE], I am happy enough with my current deal
- I would like to save money on my [SERVICE] but I don't have time to look into different deals

SINGLE CODE

Agree strongly	1
Agree slightly	2
Disagree slightly	3
Disagree strongly	4
Don't know	5

END OF ITERATION QUESTIONS– GO BACK TO NEWQ TO COVER THE NEXT BUNDLE OR THE NEXT STANDALONE SERVICE

Core Switching Tracker- questionnaire outline

ASK ALL WHO ARE DECISION MAKERS FOR FIXED BROADBAND AT Q3 (CODE 3)

Q34A. TEXT IF 'VERY CERTAIN' (CODE 1 AT Q6N) THEY ARE 'OUT OF CONTRACT' (CODE 2 AT Q6K) FOR FIXED BROADBAND

What happened to the price for your fixed broadband service when your contract ended?

The price you paid...

SINGLE CODE - READ OUT, RANDOMISE CODES

... stayed the same when the contract ended	1
... went up when the contract ended	2
... went down when the contract ended	3
Don't know	4

TEXT FOR ALL OTHER FIXED BROADBAND DECISION MAKERS AT Q3 (CODE 3)

If you don't make any changes when your contract for your broadband service comes to an end, what do you think will happen to the price?

The price you pay will...

SINGLE CODE - READ OUT, RANDOMISE CODES

... stay the same when the contract ends	1
... go up when the contract ends	2
... go down when the contract ends	3
Don't know	4

Core Switching Tracker- questionnaire outline

ASK ALL WHO ARE DECISION MAKERS FOR PAY TV AT Q4A (ANY OF CODES 1,2,5,6,7,8,9,11)

Q34B. TEXT IF 'VERY CERTAIN' (CODE 1 AT Q6O) THEY ARE 'OUT OF CONTRACT' (CODE 2 AT Q6L) FOR PAY TV

What happened to the price for your Pay TV service when your contract ended?

The price you paid...

SINGLE CODE - READ OUT, RANDOMISE CODES

... stayed the same when the contract ended	1
... went up when the contract ended	2
... went down when the contract ended	3
Don't know	4

TEXT FOR ALL OTHER PAY TV DECISION MAKERS AT Q4A (ANY OF CODES 1,2,5,6,7,8,9,)

If you don't make any changes when your contract for your Pay TV service comes to an end, what do you think will happen to the price?

The price you pay will...

SINGLE CODE – READ OUT, RANDOMISE CODES

... stay the same when the contract ends	1
... go up when the contract ends	2
... go down when the contract ends	3
Don't know	4

Core Switching Tracker- questionnaire outline

ALL RESPONDENTS

Q34. SHOWCARD Q34

Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

SINGLE CODE

I regularly keep an eye on deals in the market	1
I occasionally look at deals in the market	2
I only look at deals when my contract is ending	3
I don't ever look at deals in the market	4
Don't know	5

ALL WHO LOOK AT DEALS AT Q34 (CODES 1-3)

Q35. SHOWCARD Q35

Do you tend to look at deals from your own provider, from other providers or both?

SINGLE CODE

Own provider only	1
Other providers only	2
Both own provider and others	3
Don't know	4

Core Switching Tracker- questionnaire outline

ALL RESPONDENTS

Q36. SHOWCARD Q36

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

Core Switching Tracker- questionnaire outline

SAY TO ALL

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 say.

ALL RESPONDENTS

DC1. SHOWCARD C1

Using this showcard, do I have your permission to ask you about any issues that impact your daily activities or the work you can do?

Yes	1
No	2

ALL RESPONDENTS GIVING PERMISSION AT DC1 (CODE 1)

C1. SHOWCARD C1

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

MULTICODE OK FOR CODES 1-9

A. Hearing? Poor hearing, partial hearing, or are deaf	1
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	2
C. 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
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	4
E. Breathing? Breathlessness or chest pains	5
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	6
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	7
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	8
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	9
J. 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

Core Switching Tracker- questionnaire outline

ALL RESPONDENTS

DC2. SHOWCARD C2

Using this showcard, do I have your permission to ask you about your ethnicity for research purposes?

Yes	1
No	2

ALL RESPONDENTS GIVING PERMISSION AT DC2 (CODE 1)

C2. SHOWCARD C2

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

SINGLE CODE

WHITE	
British	1
English	2
Scottish	3
Welsh	4
Irish	5
Gypsy, Traveller or Irish Traveller	6
Any other white background	7
MIXED/ MULTIPLE ETHNIC GROUPS	
White and Black Caribbean	8
White and Black African	9
White and Asian	10
Any other mixed/ multiple ethnic background	11
ASIAN AND BRITISH ASIAN	
Indian	12
Pakistani	13
Bangladeshi	14
Any other Asian background	15
BLACK AND BLACK BRITISH	
Caribbean	16

Core Switching Tracker- questionnaire outline

African	17
Any other black/ African/ Caribbean background	18
OTHER ETHNIC GROUP	19
Refused	20

ALL RESPONDENTS

- C3.** What is the total number of people in the household (including yourself and any children)?

Type in

ALL RESPONDENTS

- C4.** And what is the total number of children aged under 18 in the household?

Type in

ASK IF RESPONDENT NOT WORKING AT s7 (NOT CODES 1-2) AND MORE THAN ONE PERSON IN THE HOUSEHOLD AT C3

- C5.** Are any of the other adults in the household working either full time or part time?

SINGLE CODE

Yes, somebody in the household is working	1
No members of the household are working	2
Refused	3

Core Switching Tracker- questionnaire outline

ALL RESPONDENTS

C6A SHOWCARD C6A

Which one of these – if any – is the highest educational or professional qualification that you have obtained?

Please choose the highest option on the list that applies to you.

SINGLE CODE

I have no formal qualifications (and I am not still studying)	1
GCSE/ O' Level/ CSE – but not Maths and not English	2
GCSE/ O' Level/ CSE – including Maths or English	3
Vocational qualifications (Apprenticeships/ City & Guilds/ NVQ/ SVQ/ IVQ or equivalent)	4
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	5
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	6
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	7
University higher degree (e.g. Masters, PhD or equivalent)	8
Still studying/ still at school	9
Refused	10

Core Switching Tracker- questionnaire outline

ALL RESPONDENTS

C6. SHOWCARD C6

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.

SINGLE CODE

	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 and above	£52,000 and above
7	Don't know	
8	Refused	

ALL RESPONDENTS

OUTRO.

As part of our standard quality control procedures, Critical Research randomly selects a proportion of people we have interviewed on each survey, to re-contact them and check that our interviewers have administered questions correctly.

This requires us to collect name, address and telephone number details. We will retain your contact details in accordance with our privacy notice and for no longer than is strictly necessary.

You can always contact us at any time and ask that we delete your details. Are you happy for us to collect your details so that we may re-contact you for verification purposes?

Yes..... 1
No 2

ASK IF CODE 1 AT OUTRO – OTHERS GO TO THANK AND CLOSE, THEN INTERVIEWER DECLARATION PLEASE TAKE DOWN THE RESPONDENTS DETAILS FOR VALIDATION REASONS IF CODE 1 AT OUTRO

QPna

Please can I record your name?

Refused ☐

Core Switching Tracker- questionnaire outline

QPrad

Please can I record your address?

Refused ☐

QPrtel

Please can I record your telephone number?

Refused ☐

THANK AND CLOSE

That is the end of the survey now, thank you very much for your time and patience.

Interviewers Declaration:

This interview was conducted by me with the respondent under the Code of Conduct laid down by the Market Research Society and according to the instructions I was given.

Interviewer Name: _____ Interviewer No:

SHOW ALL

Interviewer comment

No Comment ☐