

# QUESTIONNAIRE FINAL: OPEN COMMUNICATIONS QUESTIONNAIRE

## SECTION A: USE AND OPINION OF TPIs

ASK ALL. RANDOMISE GROUPS 1,6,8 AND 3,4,5 AND 2,7

A1. In the past 12 months have you used any of the following for these types of services? Please select all that apply for each column

	SERVICE	a	b	c	d	e
		Broadband or landline (with or without Pay TV)	Mobile phone	Energy (e.g. gas or electricity)	Insurance (e.g. home, car, life, health or travel insurance)	Personal finance (e.g. bank accounts, credit cards, mortgages, loans)
1	Price comparison websites or apps such as uSwitch, Compare the Market, Go Compare or Broadband.co.uk	Yes	Yes	Yes	Yes	Yes
2	Apps or websites that switch services on your behalf, such as Flipper, Look After My Bills or AutoSergei			Yes	Yes	Yes
3	Bank account aggregating websites or apps such as Yolt or Money Dashboard					Yes
4	Mobile only banking apps such as Monzo or Starling					Yes
5	Online banking (either on your bank's website or app), for any bank which also has a physical presence, including First Direct					Yes
6	Your online account, either through your provider's website or app (e.g. BT, Sky, EE, British Gas, etc)	Yes	Yes	Yes	Yes	
7	Bill-splitting services such as Splitwise or Settle Up					Yes
8	High street retailers that offer deals across multiple providers (e.g. Carphone Warehouse)	Yes	Yes			
9	None of these					
10	Not applicable					

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**ASK ALL WHO USE PCWS IN ANY OF THE FIVE AREAS (A1A=1 OR A1B=1 OR A1C=1 OR A1D=1 OR A1E=1)**

**A2. Which of the following price comparison websites or apps have you used in the past 12 months to compare each type of service? Please select all that apply for each column**

**DISPLAY LOGOS. SHOW RELEVANT SITES FOR SECTORS SELECTED AT A1**

	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>
	<b>Broadband or landline (with or without Pay TV)</b>	<b>Mobile phone</b>	<b>Energy (e.g. gas or electricity)</b>	<b>Insurance (e.g. Home, car, life, health or travel insurance)</b>	<b>Personal finance (e.g. Bank accounts, credit cards, mortgages, loans)</b>
Affordable Mobiles		Yes			
Billmonitor		Yes			
Broadband.co.uk	Yes				
Broadband Choices	Yes	Yes			
Broadband Compared	Yes				
Carphone Warehouse	Yes	Yes			
Compare the Market	Yes	Yes	Yes	Yes	Yes
Confused.com	Yes	Yes	Yes	Yes	Yes
Go Compare	Yes	Yes	Yes	Yes	Yes
Handset Expert		Yes			
Hoppy	Yes	Yes	Yes	Yes	Yes
Mobile Phones Direct	Yes	Yes			
Money Expert	Yes	Yes	Yes	Yes	Yes
Money Supermarket	Yes	Yes	Yes	Yes	Yes
Simply Switch	Yes	Yes	Yes		
uSwitch	Yes	Yes	Yes	Yes	Yes
Other site or app	Yes	Yes	Yes	Yes	Yes
Don't know	Yes	Yes	Yes	Yes	Yes

## QUESTIONNAIRE FINAL: OPEN COMMUNICATIONS QUESTIONNAIRE

**ASK ALL WHO USE PCWS IN ANY OF THE FIVE AREAS (A1A=1 OR A1B=1 OR A1C=1 OR A1D=1 OR A1E=1)**

**A3. Thinking about the websites or apps you said you have used, please indicate if you did any of the following for each service ...**

**ADD THE FOLLOWING TO COLUMNS:**

- A. **PURCHASED** a service/switched your provider. i.e. by clicking the relevant links and filling in all the details asked for
- B. **USED THE RECOMMENDATIONS/INFORMATION** given but then went directly to a new provider to access the deal / make the purchase
- C. **USED THE RECOMMENDATIONS/INFORMATION** given but then went directly to your current provider to negotiate / take out a new deal
- D. **Have not done anything yet, but intend to use the information provided**
- E. **None of these**
- F. **Don't know/Can't remember**

**LIST OUT THE SITES USED AT A2 (INCLUDE A WAY OF IDENTIFYING WHICH SECTOR IT RELATES TO E.G. BY PRECEDING WITH TELECOMS SERVICES, ETC)**

**ASK ALL WHO USE PCWS IN ANY OF THE FIVE AREAS (A1A=1 OR A1B=1 OR A1C=1 OR A1D=1 OR A1E=1)**

**A4. When you are looking for and comparing deals in each of the following areas, which of the following statements best describes your use of price comparison websites or apps? Please select just one statement per column.**

DISPLAY COLUMNS BASED ON A1	a	b	c	d	e
	<b>Broadband or landline (with or without Pay TV)</b>	<b>Mobile phone</b>	<b>Energy (e.g. gas or electricity)</b>	<b>Insurance (e.g. Home, car, life, health or travel insurance)</b>	<b>Personal finance (e.g. Bank accounts, credit cards, mortgages, loans)</b>
I always use price comparison websites or apps when looking for a new deal of this type.					
I sometimes use price comparison websites or apps when looking for a new deal of this type, but not always					
I rarely use price comparison websites or apps when looking for a new deal of this type					
Don't know					

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**ASK ALL WHO DON'T USE PCWS (A1A=NOT 1 OR A1B=NOT 1 OR A1C=NOT 1 OR A1D=NOT 1 OR A1E= NOT 1)  
ORDER OF THIS QUESTION IS NOW AFTER A8 (TO HELP WITH FLOW/ROUTING)**

**A5. Why have you not used any price comparison websites or apps in the past 12 months to find and compare deals in the following areas? Please tick as many reasons as apply for each column.**

DISPLAY COLUMNS BASED ON A1	a	b	c	d	e
	<b>Broadband or landline (with or without Pay TV)</b>	<b>Mobile phone</b>	<b>Energy (e.g. gas or electricity)</b>	<b>Insurance (e.g. home, car, life, health or travel insurance)</b>	<b>Personal finance (e.g. bank accounts, credit cards, mortgages, loans)</b>
I wasn't aware that they existed for these types of services					
I haven't needed to compare deals for this type of service					
I prefer to do the research myself and go directly to the providers					
I don't think that they will find the best deal for me					
I find them complicated to use					
I don't always have the information that they request to complete the search					
Because they are paid by providers/suppliers to show certain results					
I don't want to give them my personal details					
I don't want to receive marketing					
They don't provide information tailored to my specific needs (e.g. on availability at my address, reliability)					
They don't enable you to switch easily to a new provider					
I have had a bad experience with them in the past					
It takes too long to use them / it's a hassle to use them					
Someone else in my household makes the decisions on these types of services					
Other reason					
Don't know					

## QUESTIONNAIRE FINAL: OPEN COMMUNICATIONS QUESTIONNAIRE

**ASK ALL WHO USE PCWS IN ANY OF THE FIVE AREAS (A1A=1 OR A1B=1 OR A1C=1 OR A1D=1 OR A1E=1).  
RANDOMISE**

**A6. Thinking about when you use price comparison websites or apps, how important is it that...?**

	Very important	Fairly Important	Not very important	Not at all important	No opinion / Don't know
They save you time by comparing available deals and showing the best deal/s for you					
They offer you tailored deals based on your particular requirements					
They are able to offer a better deal than you could get by contacting suppliers/providers directly					
All of the information you need in order to make a decision is provided before purchasing a service/product					
They are easy to use and navigate, and present information clearly					
They will protect your personal information/data					
Your personal data will only be used for the purposes you agree to					
That they have a stamp of approval from a reputable organisation (e.g. Ofcom, Ofgem, etc)					

**ASK ALL WHO USE PCWS IN ANY OF THE FIVE AREAS (A1A=1 OR A1B=1 OR A1C=1 OR A1D=1 OR A1E=1)**

**A7. Thinking about the most recent time you used a price comparison website for the following, how easy or difficult was it to find the right product/service for you?**

		Very easy	Fairly easy		Fairly difficult	Very difficult	Don't know
Broadband or landline (with or without Pay TV)	<b>IF A1A=1</b>						
Mobile phone	<b>IF A1B=1</b>						
Energy e.g. Gas or electricity	<b>IF A1C=1</b>						
Insurance e.g. Home, car, life, health or travel insurance	<b>IF A1D=1</b>						
Personal finance e.g. Bank accounts, credit cards, mortgages, loans	<b>IF A1E=1</b>						

## QUESTIONNAIRE FINAL: OPEN COMMUNICATIONS QUESTIONNAIRE

**ASK ALL WHO USE PCWS FOR COMMUNICATIONS SERVICE (A1A=1 OR A1B=1)**

**A8. And thinking about communications services in general (broadband, landline, TV or mobile phones), to what extent do you think that price comparison websites or apps ...?**

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Save you time when comparing deals					
Show you the best deals available					
Offer you tailored deals based on your particular requirements					
Offer you a better deal than you could get by contacting suppliers directly.					
Provide all of the information you would find useful in order to make a decision before purchasing a service/product					
Are easy to use and navigate, and present information clearly					
Protect your personal information/data					
Only use your personal data for the purposes you agree to					

### SECTION B: CURRENT COMMS SERVICES

**ASK ALL**

**B1. Which of the following do you have? Please select all that apply**

1. Broadband internet
2. Line rental/ landline
3. A Pay TV service such as Sky, Virgin Media, BT TV or TalkTalk TV
4. Mobile phone
5. None of the above
6. Don't know

**ASK IF ANY SERVICES AT B1 (CODES 1-4)**

**B1b. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?**

**LIST THOSE MENTIONED AT B1 + NONE OF THESE**

**ASK IF MORE THAN ONE SERVICE TICKED AT B1 (CODES 1-4)**

**B2. Do you take any of these services from the same provider? If so, please indicate which ones.**

Please only select the services that are with the same provider e.g. if two of your services come from the same provider then please select these under Provider 1.

If more than one service remaining is also with a different provider please select them under Provider 2.

Any services that are not purchased from these providers can be left blank.

If none of these services are purchased from the same provider please select "None - all are with different providers".

**LIST THOSE MENTIONED AT B1 + DON'T KNOW + NONE OF THESE**

# QUESTIONNAIRE FINAL: OPEN COMMUNICATIONS QUESTIONNAIRE

## CREATE B2 DUMMY CODES – THEY CAN COME INTO MORE THAN ONE CATEGORY

1. Broadband **IF B1=1 AND B2=NOT 1**
2. Landline **IF B1=2 AND B2=NOT 2**
3. Pay TV **IF B1=3 AND B2=NOT 3**
4. Mobile phone – **IF B1=4 AND B2=NOT 4**
5. Package – Broadband / landline / Pay TV / mobile **IF B2 = 1 AND 2 AND 3 AND 4**
6. Package – Broadband / landline / Pay TV **IF B2 = 1 AND 2 AND 3**
7. Package – Broadband / landline / mobile **IF B2 = 1 AND 2 AND 4**
8. Package – Broadband / Pay TV / mobile **IF B2 = 1 AND 3 AND 4**
9. Package – Landline / Pay TV / mobile **IF B2 = 2 AND 3 AND 4**
10. Package – Broadband / landline **IF B2 = 1 AND 2**
11. Package – Broadband / Pay TV **IF B2 = 1 AND 3**
12. Package – Broadband / mobile **IF B2 = 1 AND 4**
13. Package – Landline / Pay TV **IF B2 = 2 AND 3**
14. Package – Landline / Mobile **IF B2 = 2 AND 4**
15. Package – Pay TV / mobile **IF B2 = 3 AND 4**

## ORDER OF B3 AND B3(2) ARE BEFORE B2 (SO ASKS ABOUT SINGLE SERVICES, THEN ABOUT PACKAGES)

**ASK IF AT LEAST ONE SERVICE TICKED AT B1 (CODES 1-4).**

**B3.** Have you or your household ever changed the company that provides each of the communications services you have? If so, when did you most recently change provider?

	<b>B1 CODES 1-4 AS COLUMNS</b>
Yes - in the past 12 months	
Yes – 13 months - 2 years ago	
Yes - Over 2 years ago	
Never changed provider	
Don't know	

**ASK IF AT LEAST ONE SERVICE TICKED AT B1 (CODES 1-4).**

**B3(2).** Which one of these best describes your current thinking about your services?

	<b>B1 CODES 1-4 AS COLUMNS</b>
Currently looking for a new deal	
Planning to look for a new deal	
Not currently looking or planning to look for a new deal	
Don't know	

**ASK IF AT LEAST ONE SERVICE TICKED AT B1 (CODES 1-4).**

**B3(3).** How long have you been with your current provider?

	<b>B2 DUMMY CODES AS COLUMNS</b>
Up to 12 months	
13 months to 2 years	
Over 2 years	
Don't know/can't remember	

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**ASK IF AT LEAST ONE SERVICE TICKED AT B1 (CODES 1-4)**

**B4. Thinking about your current provider for these services, have you done any of the following in the past 12 months?**

	<b>B2 DUMMY CODES AS COLUMNS</b>
Taken out a new contract with your provider	
Discussed deals or offers with your provider	
Looked at alternative deals or offers from your provider	
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)	
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)	
None of these	

**ASK IF AT LEAST ONE SERVICE TICKED AT B1 (CODES 1-4)**

**B5. Do you do any of the following online, through your provider's website or app?**

	<b>B2 DUMMY CODES AS COLUMNS</b>
Check and manage/pay bills	
Find details of your package (e.g. your data allowance, broadband speed)	
Check your usage (e.g. mobile data/calls) – <b>NOT ASKED IF PAY TV ONLY (B2 DUMMY CODE 3)</b>	
Change your package/plan	
Update your personal details (e.g. address)	
Contact customer services (e.g. to make a complaint or discuss your package)	
Manage rewards/consumer loyalty e.g. O2 Priority, Sky VIP, VeryMe (Vodafone)	
None of these / Don't manage online	

**ASK IF AT LEAST ONE SERVICE TICKED AT B1 (CODES 1-4)**

**B5(2). How satisfied are you with your current provider?**

	<b>B2 DUMMY CODES AS COLUMNS</b>
Very satisfied	
Fairly satisfied	
Neither satisfied nor dissatisfied	
Fairly dissatisfied	
Very dissatisfied	
Don't know	

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**ASK IF AT LEAST ONE SERVICE TICKED AT B1 (CODES 1-4)**

**B6. How confident do you feel doing each of the following with regards to your communications (mobile phone, broadband, landline or TV) services?**

	Very confident	Fairly confident	Not very confident	Not at all confident	Not applicable	Don't know
Comparing costs of these types of services across different providers						
Comparing value for money of these types of services across different providers						
Speaking to your current (or other) provider about new deals						
Understanding the language and terminology used by providers						
Understanding the different deals available to you						
Ensuring that the deal you have is the best one for you/your household						
Understanding what broadband speed you/ your household needs – <b>IF B1=1</b>						
Understanding what mobile package (e.g. minutes, texts and data) you need – <b>IF B1=4</b>						

**ASK ALL WHO ARE NOT CONFIDENT IN ANY AREA (B6=NOT VERY CONFIDENT OR NOT AT ALL CONFIDENT)**

**B7. You said you are not confident about the following. Why is this? Please enter your answers in the boxes below.**

<b>LIST ONLY THOSE CODED AS NOT VERY CONFIDENT OR NOT AT ALL CONFIDENT AT B6.</b>	<b>REASON WHY NOT CONFIDENT</b>
Comparing costs of these types of services across different providers	WRITE IN
Comparing value for money of these types of services across different providers	WRITE IN
Speaking to your current (or other provider) about new deals	WRITE IN
Understanding the different deals available to you	WRITE IN
Ensuring that the deal you have is the best one for you/your household	WRITE IN
Understanding what broadband speed you/ your household needs	WRITE IN
Understanding what mobile package (e.g. minutes, texts and data) you need	WRITE IN

## QUESTIONNAIRE FINAL: OPEN COMMUNICATIONS QUESTIONNAIRE

**ASK ALL WHO HAVE EITHER CHANGED PROVIDER IN PAST 12 MONTHS (B3=1) OR TAKEN OUT A NEW CONTRACT WITH THE SAME PROVIDER IN THE PAST 12 MONTHS (B4=1)**

You said you either switched provider or took a new contract with your current provider for the following services:

**LIST OUT SERVICES CHANGED IN PAST 12 MONTHS FROM B3/B4**

**B8. Which of the following factors did you consider when you took out these services? Please select all that apply**

**IF MORE THAN ONE SERVICE CHANGED ADD TEXT** - and consider all the services that you took out

<b>GENERAL FACTORS</b>
How much you would pay each month
The price you were already paying for your service
Any additional costs you would have to pay (e.g. set up costs) on top of the monthly payment
Whether or not you were in your minimum contract period
The length of the new contract
How many complaints the new provider typically receives from customers
Any add-ons or rewards you would receive on purchase (e.g. free months of Netflix or Spotify, shopping vouchers, cashback)
<b>BROADBAND SPECIFIC FACTORS IF B3=1 OR B4=1 FOR BROADBAND</b>
The quality of the broadband connection (e.g. how often it goes down)
The speed of the broadband connection (e.g. minimum speed, normally available speed)
The broadband speed you were already getting
Whether or not the broadband provider was able to deliver the service to your home/ address
<b>LANDLINE SPECIFIC FACTORS IF B3=1 OR B4=1 FOR LANDLINE</b>
The call packages included (e.g. international, weekend calls)
<b>PAY TV SPECIFIC FACTORS IF B3=1 OR B4=1 FOR PAY TV</b>
The TV channels / services included
<b>MOBILE PHONE SPECIFIC FACTORS IF B3=1 OR B4=1 FOR MOBILE</b>
How many mobile minutes / texts you typically used in a month
How much mobile data you typically used in a month
How many mobile minutes / texts were included each month
How much mobile data was included each month
The upfront cost of a new mobile handset
The handsets available with that provider / on that package
What the mobile phone signal strength would be like in the places you spend the most time (e.g. home, workplace)
Whether the provider offered a 5G service
None of these
Can't remember/Don't know

## QUESTIONNAIRE FINAL: OPEN COMMUNICATIONS QUESTIONNAIRE

**ASK ALL WHO TOOK AT LEAST ONE FACTOR INTO ACCOUNT AT B8**

**B9a. Thinking about all the factors that you said you took into account, where did you find the information that you needed? Please tick all that apply**

On the new provider's website
On a price comparison website or app
Word of mouth (e.g. from a friend or family member)
I contacted the new provider (e.g. by phone, web chat)
I contacted my existing provider (e.g. by phone, web chat)
On my existing provider's app (e.g. on my bill or online account)
On my quarterly/monthly paper bill
The information I needed was already stored in a price comparison website from a previous search
I did not need to find the information, I knew it from memory
Other reason
Can't remember/ Don't know

**ASK ALL WHO DID NOT TAKE AT LEAST ONE OF THE FACTORS LISTED INTO ACCOUNT AT B8**

**B9b You said that you did not take the following factors into account. Why not?**

	Too much hassle to find the information	Didn't know where to find the information	Didn't know how to use or didn't understand the information	Didn't occur to me to use this information	Wasn't relevant	Not important to me	Other reason	Can't remember / Don't know
<b>ADD SPECIFIC FACTORS NOT MENTIONED AT B8</b>								
The price you were already paying for your service								
Whether or not you were in your minimum contract period								
The broadband speed you were already getting								
How many mobile minutes / texts you typically used in a month								
How much mobile data you typically used in a month								
What the mobile phone signal strength was like in the places you spend the most time (e.g. home, workplace)								

## QUESTIONNAIRE FINAL: OPEN COMMUNICATIONS QUESTIONNAIRE

### ASK ALL

B10. Other than the cost and what is included in the package, which of the following pieces of information do you think you would find helpful to have readily available to you when searching for a new communications (mobile phone, broadband, landline or TV) package or provider?

How many customer complaints the potential provider(s) receives
Average waiting times to call the potential provider's customer service team
How the price of the potential package compares to the price of your current package
The date your <u>current</u> contract ends
What your <u>current</u> package includes (e.g. your broadband speed, your mobile data allowance, any add-ons such as call packages)
Any early termination charges you have to pay to leave your current contract
How reliable the potential provider's broadband connection is (e.g. how often the connection typically 'drops')
The quality of the potential provider's mobile phone signal in the areas you spend a lot of time (e.g. home, workplace)
How fast the potential provider's mobile phone internet connection usually is
How much mobile data you have used on average per month over the past year
How many mobile phone minutes/texts you have used on average per month over the past year
None of these
Wouldn't search for a communications package

# QUESTIONNAIRE FINAL: OPEN COMMUNICATIONS QUESTIONNAIRE

## SECTION C: OPEN COMMS

Third party services are organisations that give advice or help you to buy or manage services such as your current account, energy or broadband. Examples of third party services include uSwitch, AutoSergei, and Money Dashboard.

Today you can share your transaction history with some third-party services (e.g. mobile apps like Money Dashboard or Yolt), which will allow you to see an overview of your finances including spending on different services. These third-party services can also use this data to provide you with tailored recommendations for alternative providers and products based on your usage and preferences.

Thinking about communications (i.e. mobile phone, broadband, landline and TV), third-party services could use information from your provider about you and how you use your services to provide you with tailored recommendations for which package to buy.

The information would be shared securely with the third-party service (e.g. a mobile app), and only with your explicit consent. You would also be able to remove your consent at any time, which would mean that the third-party service would immediately stop being able to access your data.

### ALL ADULTS. ROTATE CODES. TIMER ON INTRO BEFORE QUESTION APPEARS

C1. How likely, if at all would you be to share the following types of data about your broadband or mobile with these types of third-party services (set out above)?

	Definitely would	Probably would	Probably wouldn't	Definitely wouldn't	Not applicable	Don't know
How much you currently pay every month						
Your contract status (i.e. whether or not you are within the minimum contract period for your service)						
How many minutes and texts you have used on average per month over the past year						
How much mobile data you have used on average per month over the past year						
Full home address, including postcode						
Where you have used your mobile phone over the last month						
How many / what kind of devices are connected to your home WiFi						
The performance of your fixed broadband (e.g. how often the connection typically 'drops')						

# QUESTIONNAIRE FINAL: OPEN COMMUNICATIONS QUESTIONNAIRE

## DEMOGRAPHICS

Need for financial vulnerability segments:

- Working status
- Household income
- No. Children and adults in household
- Social Grade

Will also need:

- Gender
- Age
- Urbanity
- Region
- Nation
- Ethnicity
- Disability