

QUALITY OF FIXED LINE AND AUTO COMPENSATION RESEARCH
Questionnaire – FINAL

NOTE TO READER/ DP

CONSUMER ONLY QUESTIONS IN BLUE

SME ONLY QUESTIONS IN PURPLE

QUESTIONS COMMON TO BOTH SAMPLE SETS IN RED

INTRODUCTION:

CONSUMER:

Hello my name is ... from Lake Market Research, calling on behalf of Ofcom the independent regulator for the UK's communication industries. Ofcom wish to understand people's opinion on the service they receive from their fixed telephone line, broadband and mobile telephone providers. May I ask you some questions? **IF NECESSARY:** The survey will take approximately 20 minutes, and your participation would be very much appreciated.

Lake Market Research is a member of the Market Research Society and a bone fide and independent market research company. Any opinions you express during this interview will remain confidential and will not be attributed to you directly.

SME:

CONTACT: Hello, my name is.... from Lake Market Research and I'm calling on behalf of Ofcom the independent regulator for the UK's communication industries. Could I speak to the person most responsible for making decisions about your business telecoms and IT needs?

IF RECEPTIONIST UNSURE WHO THIS IS ASK TO BE PUT THROUGH TO EITHER THE ACCOUNTS DEPARTMENT OR IF A LARGE COMPANY THE IT DEPARTMENT.

IF NO ONE AVAILABLE ARRANGE APPOINTMENT TO CALL BACK. RECORD THE DATE, TIME AND NAME OF THE RELEVANT PERSON TO SPEAK TO.

INTRODUCTION:

Hello, my name is from Lake Market Research, calling on behalf of OFCOM the independent regulator for the UK's communication industries. OFCOM wish to understand businesses opinion on the service they receive from fixed telephone line, broadband and mobile telephone providers. May I ask you some questions?

IF NECESSARY The interview will take around 20 minutes.

Lake Market Research is a member of the Market Research Society and a bone fide and independent market research company. Any opinions you express during this interview will remain confidential and will not be attributed to you directly.

Before I start the interview can I just check that you are one of the people in your company who makes decisions at a senior level about the telecoms and IT services of your company. By decisions we mean choosing providers for calls and broadband and liaising with providers about any installations or repairs.

IF YES CONTINUE INTERVIEW. IF NO ASK TO SPEAK TO SOMEONE WHO DOES.

IF RESPONDENT QUERIES CALL AS THEY ARE TPS REGISTERED, PLEASE READ OUT:

I am calling on behalf of Ofcom the regulatory body for the communications industry, this is a market research call - not a marketing or sales call. We are keen to hear your views on an important issue in the communications sector and need to speak to as many people as possible, including those who have opted out of marketing calls via the Telephone Preference Scheme. Registering for the telephone preference scheme means that you should receive fewer marketing and sales calls, but it does not apply to market research calls

Should you wish to verify this information I can provide you with both the name and number of the executive in charge of this survey or alternatively you can ring 0500 39 69 99 and be put through to FREEPHONE MARKET RESEARCH SOCIETY who will also be able to confirm our status as a legitimate Market Research Agency.

IF RESPONDENT REQUIRES EXECUTIVE NAME AND NUMBER, THE EXECUTIVE FOR THIS SURVEY IS _____
AND THE NUMBER TO CALL IS _____ (DURING NORMAL WORKING HOURS 9.00 AM - 5.00 PM ONLY)

IF RESPONDENT QUERIES HOW CALL WAS MADE:

Lake Market Research do not use an 'automatic dialler' which can result in the line being silent when picked up. All calls are made by our trained telephone interviewers

QUALIFICATION FOR INTERVIEW

All respondents must have a fixed line for telephone or broadband, or a mobile phone

Business sample must be telecoms and IT service decision maker

Consumer sample must have responsibility in arranging installations or reporting faults

QUOTAS APPLY

CONSUMER:

FROM SAMPLE: CABLED/ NON CABLED AREAS

REGION

GENDER

AGE

SOCIAL GRADE

URBANITY

SME

REGION

SIZE (BY EMPLOYEES)

SECTOR

URBANITY

ALL OTHER ASPECTS TO FALL OUT NATURALLY. WE WILL MONITOR FIXED, broadband AND MOBILE CPs, AS WELL AS SOLUS VS BUNDLE PURCHASERS AS FIELDWORK PROGRESSES. ADDITIONALLY, WE WILL MONITOR PERSONAL VS BUSINESS CONTRACTS FOR FIXED TELEPHONE, FIXED INTERNET AND MOBILE

QUOTAS APPLY

REGION: CODE FROM SAMPLE

Scotland	1
Wales	2
Northern Ireland	3
NE	4
NW	5
Yorkshire	6
EM	7
WM	8
East	9
London	10
SE	11
SW	12

QUOTAS APPLY

CABLE: CODE FROM SAMPLE

Cabled area	1
Non cabled	2

SECTION 1: DEMOGRAPHICS/ FIRMOGRAPHICS AND TELCOMS PROVIDERS

ASK ALL CONSUMER

S1a Which of the following do you have at home or use personally?

READ OUT, MULTICODE

Telephone landline – used only for broadband connection	1
Telephone landline (not mobile) used for making and/or receiving calls	2
Fixed broadband internet connection	3
Smartphone (e.g. iPhone, Samsung Galaxy, Blackberry etc.)	4
Standard mobile phone (i.e. not a smartphone)	5
Mobile broadband (via a USB Modem or dongle)	6

CONTINUE AS FIXED LINE IF CODE 1 OR 2

CONTINUE AS BROADBAND IF CODE 3

CONTINUE AS MOBILE IF CODE 4 OR 5

IF NONE OR CODE 6 ONLY, THEN SCREEN OUT, BUT RECORD IN SAMPLE

ASK IF CODE3 AT S1a

S1b Which of the following internet connections do you have at home?

READ OUT, MULTICODE

Copper/Standard Broadband (via fixed line)	1
Cable Broadband (provided by Virgin Media across most of the UK)	2
Fibre/superfast broadband (via fixed line)	3

5

ASK ALL SME

S2 Which of the following do you have in your **business**?

READ OUT, MULTICODE

Standard PSTN landline telephone (IF NECESSARY PSTN stands for Public Switched Telephone Network – basically the normal phone network or landline)	1
ISDN 2/2e (IF NECESSARY: This is a form of ISDN line offering you connection for up to 8 digital services and allowing you to make two calls at the same time)	2
ISDN 30 (IF NECESSARY: This is a form of ISDN line offering you 8 to 30 independent connections and allowing you to make multiple calls at the same time)	3
Copper/Standard Broadband (via fixed line)	E2a
Cable Broadband (nearly always provided by Virgin Media, provided by WightCable in the Isle of Wight)	5
Fibre/superfast broadband (via fixed line)	6
Mobile broadband through a USB Modem or ‘dongle’	7
Other broadband (such as fixed wireless broadband, satellite broadband, etc.)	8
Smartphones e.g. iPhone, Samsung Galaxy, Blackberry etc	9
Standard mobile phones i.e. a mobile phone that is not a smartphone	10
Leased lines or private circuits	11
Ethernet / symmetrical up / down connection (IF NECESSARY: This is the computer networking for a Local Area Network or LAN and can be used to connect to your communications provider for voice and data services)	12
None of these	14

CONTINUE AS FIXED TELEPHONE IF CODE 1, 2, 3.

CONTINUE AS MOBILE IF CODE 9 OR 10.

CONTINUE AS FIXED BROADBAND IF CODES 4, 5, 6

IF NONE OR CODES 7,8,11 OR 12 ONLY THEN SCREEN OUT, BUT RECORD IN SAMPLE

ASK ALL CONSUMER SAMPLE, SME SAMPLE GO TO B1

Please indicate what level of responsibility you have in your household for each of the following areas. It doesn't matter if you haven't had direct experience of these issues for any reason, please indicate what your level of involvement would be if the situation arose.

DP TO ROTATE ORDER OF WHAT IS SHOWN FIRST AND SECOND

A1a Firstly, thinking about your [landline telephone and/or broadband provider] / [mobile phone provider]

A1b Now, thinking about your [mobile phone provider] / [landline telephone and/or broadband provider]

READ OUT

	Wholly responsible	Joint/ part responsible	Not involved
Selecting your [landline telephone and/ or broadband] / [mobile phone] provider	1	2	3
Paying the your [landline telephone and/ or broadband] / [mobile phone] bill	1	2	3
Liaising with the your [landline telephone and/ or broadband] / [mobile phone] provider where there is an issue with the service being provided	1	2	3

ONLY ASK FOR A1a

Liaising with the your landline telephone and/ or broadband provider to set up a service or installation	1	2	3
--	---	---	---

IF 'NO INVOLVEMENT' FOR ROWS 1, 3 AND 4 ACROSS A1a OR 1 AND 3 ACROSS A1b ASK:

Is it possible to speak to the person in the household who is involved in selecting telecoms providers and/or liaising with these companies to report issues with services or to arrange installation?

IF NOT, CLOSE, OTHERWISE, REPEAT A1

RESPONDENT WILL QUALIFY FOR EACH SERVICE THEY USE AT S1 AND ARE 'INVOLVED' IN AT A1a/b (ROWS 1, 3 AND 4 ACROSS A1a OR A1b)

A2 *QUOTAS APPLY* INTERVIEWER CODE

SINGLE CODE

Male	1
Female	2

A3 *QUOTAS APPLY* ASK ALL

To ensure we interview a wide cross section of people can you please tell me your age?

SINGLE CODE

16-17	1
18-24	2
25-29	3
30-34	4
35-39	5
40-44	6
45-49	7
50-54	8
55-64	9
65-74	10
75+	11

A4 Are you yourself?

READ OUT. SINGLE CODE

In full-time education	1
Working full-time (30+ hours per week)	2
Working part-time (8-29 hours per week)	3
Looking after the home or family	4
Retired from paid work	5
Unemployed	6
On a government work or training scheme	7
Permanently sick or disabled	8
Refused	9

***QUOTAS APPLY* ASK ALL**

A5a What is the occupation of the Chief Income Earner in your household, that is the person with the largest income whether from employment, pension, state benefits, investments, or any other source?

WRITE IN, PROBE FULLY

1. IF RETIRED, ASK FOR PREVIOUS OCCUPATION IF PRIVATE PENSION RECEIVED
2. IF SELF-EMPLOYED OR MANAGERIAL, ASK FOR NUMBER OF EMPLOYEES RESPONSIBLE FOR
3. IF LOCAL AUTHORITY, CIVIL SERVICE OR ARMED FORCES, ASK GRADE/RANK
4. ASK FOR DETAILS OF TRAINING/QUALIFICATIONS
5. INDUSTRY

SINGLE CODE

A	1
B	2
C1	3
C2	4
D	5
E	6

A5b *QUOTAS APPLY* URBANITY - CODE FROM SAMPLE, DO NOT ASK

SINGLE CODE

Urban:	
Large city	1
Smaller city / large town	2
Medium town	3
Small town <10 miles of a large settlement	4
Small town >10 miles from a large settlement	5
Rural:	
<10 miles of a large settlement	6
Remote rural:	
>10 miles from a large settlement	7

SECTION 2: MINIMUM STANDARDS AND WILLINGNESS TO PAY MORE FOR A BETTER SERVICE OR LESS FOR A WORSE SERVICE

ASK ALL THAT QUALIFY AS LANDLINE TELEPHONE AND/OR FIXED BROADBAND

I am now going to ask your opinion on a range of scenarios regarding getting a new service and fault handling on your **fixed line that your household/ your business** use for **calls and/or the broadband**. It does not matter if you have not had any experience in these situations before. Please answer *as if you were* in the scenario presented to you.

I would also like to add that it is absolutely vital here to understand your honest opinion so that we have an accurate view on the current market.

DP TO ROTATE C1-C4, C5-C9 AND C10-C11

INTRO IF EXPERIENCED PROVISION

C1 Please think back to when you experienced [E1a] for [fixed line/BB]. How long do you think it would have been **reasonable** to wait until the first suitable appointment for an engineer to visit? **Reasonable** does not have to mean your 'ideal' situation, but one that would be generally satisfactory to you. Please give your answer in terms of **calendar days**.

INTRO IF HYPOTHETICAL PROVISION

C1h Firstly, your **household/business** wants to install a new fixed line broadband service or landline service, so you contact your communications provider to set this up. They advise you that an engineer will need to come out to your **house/premises** in order to activate the line. How long do you think is a **reasonable** wait for the earliest possible engineer appointment? **Reasonable** does not have to mean your 'ideal' situation, but one that would be generally satisfactory to you. Please give your answer in terms of **calendar days**.

WRITE IN

C2 And what would be an **unacceptable** length of time to wait? Please give your answer in terms of **working days**.

WRITE IN

	Reasonable (C1)	Unacceptable (C2)
Type in (NUMBER ONLY)		

Installation - Fixed Scenario Approach: Description [Keep on screen]:

An appointment is usually available within 12 days for an engineer to visit you to install a fixed line service and the installation price is £40.

Decreases

WTP1 Knowing this, would you accept an installation within 16 days for £5 less?

- Yes 1 END
- No 2 GO TO WTP2

WTP2 Would you accept an installation within 14 days for £5 less?

- Yes 1 GO TO WTP3
- No 2 GO TO WTP3

WTP3 Would you accept an installation within 16 days for £10 less?

- Yes 1 END
- No 2 GO TO WTP4

WTP4 Would you accept an installation within 14 days for £10 less?

- Yes 1 END

_____ No 2 END

Increases

WTP5 Would you be willing to pay £15 more for an installation within 10 days?

Yes 1 END

No 2 GO TO WTP6

WTP6 Would you be willing to pay £10 more for an installation within 10 days?

Yes 1 GO TO WTP8

No 2 GO TO WTP7

WTP7 Would you be willing to pay £5 more for an installation within 10 days?

Yes 1 GO TO WTP8

No 2 GO TO WTP8

WTP8 Would you be willing to pay £15 more for an installation within 8 days?

Yes 1 END

No 2 GO TO WTP9

WTP9 Would you be willing to pay £10 more for an installation within 8 days?

Yes 1 END

No 2 GO TO WTP10

WTP10 Would you be willing to pay £5 more for an installation within 8 days?

Yes 1 END

No 2 END

UNWILLING TO ACCEPT DECREASE (CODE 2 AT WTP3 OR CODE 2 AT WTP4)

WTP Follow-ups

Which of the following best describes why you would be unwilling to accept a slower installation at a cheaper price?

I wouldn't want an installation longer than 12 days 1

The price decreases weren't enough to justify the longer installation 2

Other (specify) 3

Code 2 at above question

WTP Follow-ups

At what price would you need the installation to be reduced for you to accept a 14 day installation?

TYPE IN

XX Less

UNWILLING TO ACCEPT HIGHER (CODE 2 AT WTP10)

WTP Follow-ups

Which of the following best describes why you would be unwilling to pay a higher price for faster installation?

I'm happy with a 12 day installation period 1

The price increases were too much to justify the faster installation 2

Other (specify) 3

Code 2 at above question

WTP Follow-ups

At what price increase would you be willing to pay for an installation in 8 days?

TYPE IN

XX more

ASK ALL THAT QUALIFY AS LANDLINE TELEPHONE AND/OR FIXED BROADBAND

INTRO IF EXPERIENCED LOSS OF SERVICE

C5 Please think back to when you experienced loss of service for [fixed line/BB]. How long do you think it would have been **reasonable** to wait for the fault to be fixed? **Reasonable**’ does not have to mean your ‘ideal’ situation, but one that would be generally satisfactory to you. Please give your answer in terms of **calendar days**

INTRO IF HYPOTHETICAL LOSS OF SERVICE

C5 **Now - your household/ your business** fixed telephone line and/or broadband connection has **stopped working**; you have called your communications provider and they now need to fix the problem. How long do you think it is **reasonable** to wait for the fault to be fixed? **Reasonable**’ does not have to mean your ‘ideal’ situation, but one that would be generally satisfactory to you. Please give your answer in terms of **calendar days**.
WRITE IN

C6 And what would be an **unacceptable** length of time to wait? Please give your answer in terms of **calendar days**.
WRITE IN

	Reasonable (C5)	Unacceptable (C6)
Type in (NUMBER ONLY)		

Fault Repair - Fixed Scenario Approach: Description [Keep on screen]:
If you lose service, most providers will resolve your fault within two days.

Decreases

WTP1 Knowing this, having lost service would you accept a repair within 3 days for £5 off your next bill?
Yes 1 END
No 2 GO TO WTP2

WTP2 Having lost service would you accept a repair within 3 days for £10 off your next bill?
Yes 1 END
No 2 END

Increases

WTP5 Having lost service would you pay £15 for a repair within 1 day?
Yes 1 END
No 2 GO TO WTP6

WTP6 Having lost service would you pay £10 for a repair within 1 day
Yes 1 GO TO WTP8
No 2 GO TO WTP7

WTP7 Having lost service would you pay £5 for a repair within 1 day?
Yes 1 GO TO WTP8
No 2 GO TO WTP8

WTP8 Having lost service would you pay £15 for a repair on the same day?
Yes 1 END
No 2 GO TO WTP9

WTP9 Having lost service would you pay £10 for a repair on the same day?
Yes 1 END
No 2 GO TO WTP10

WTP10 Having lost service would you pay £5 for a repair on the same day?
Yes 1 END
No 2 END

UNWILLING TO ACCEPT DECREASE (CODE 2 AT WTP2)

WTP Follow-ups

Which of the following best describes why you would be unwilling to accept a slower repair time for a discount off your net bill?

- I wouldn't want to wait any longer than 2 days 1
- The discount wasn't enough to justify the additional wait 2
- My current service provider offers better than 2 days for repair 3
- Other (specify) 3

Code 2 at above question

WTP Follow-ups

How much would you want off your next bill if you needed to wait 3 days for a repair?

TYPE IN

XX Less

UNWILLING TO ACCEPT HIGHER (CODE 2 AT WTP10)

WTP Follow-ups

Which of the following best describes why you would be unwilling to pay a price for a faster repair?

- I'm happy with a 2 day wait for a repair 1
- The prices were too much to justify the faster repair 2
- My current service provider offers better than 2 days for repair 3
- Other (specify) 3

Code 2 at above question

WTP Follow-ups

At what price would you be willing to pay for a repair within 1 day?

TYPE IN

XX more

ASK ALL THAT QUALIFY AS MOBILE PHONE

INTRO IF EXPERIENCED MOBILE LOSS OF SERVICE

C11 Please think back to when you experienced a loss of service for your mobile phone service. How long do you think it is **reasonable** for the maximum wait until your provider has successfully resolved the fault? '**Reasonable**' does not have to mean your 'ideal' situation, but one that would be generally satisfactory to you. Please give your answer in terms of **hours**.

INTRO IF HYPOTHETICAL

C10 I'd now like to ask your opinion about a **mobile phone** scenario. Again, it does not matter if you've not had any experience of this situation before. Please answer *as if you were* in the scenario presented to you.

This time there is a loss of service on your mobile phone network, in an area where you'd normally have good reception. How long do you think it is **reasonable** for the maximum wait until your provider has successfully resolved the fault? '**Reasonable**' does not have to mean your 'ideal' situation, but one that would be generally satisfactory to you. Please give your answer in terms of **hours**.

WRITE IN

C11 And what would be an **unacceptable** length of time to wait? Again, please give your answer in terms of **hours**.
WRITE IN

	Reasonable (C10)	Unacceptable (C11)
Type in (NUMBER ONLY)		

SECTION 6: FURTHER CLASSIFICATION

Thank you, I just have a couple more questions about you/your business before the interview is completed.

CONSUMER ONLY, SME GO TO F4

F1 ASK ALL

Is your home...?

READ OUT. SINGLE CODE ONLY.

Being bought on mortgage	1
Owned outright by household	2
Rented from Local Authority/Housing Association/Trust	3
Rented from private landlord	4
Other	5
Don't Know (Do not read out)	6

F2 How many adults (aged 16+) live in your household?

SINGLE CODE ONLY.

1	1
2	2
3	3
4+	4

F3 And how many children? (under 16)?

SINGLE CODE ONLY.

1	1
2	2
3	3
4+	4
None	5

F4 ASK ALL

Into which of the following bands does the company turnover's in the UK fall – is it...

PROMPT IF NECESSARY, READ OUT UNTIL CORRECT BAND REACHED

Up to £50,000	1
£50,001 to £100,000	2
£100,001 to £250,000	3
£250,001 to £500,000	4
£500,001 to £999,999	5
£1 million to £2 million	6
Over £2 million to £5 million	7
Over £5 million to £10 million	8
Over £10 million to £15 million	9
Over £15 million to £20 million	10
Over £20 million to £25 million	11
Over £25 million to £100 million	12
£100 million or more	13
(DO NOT READ OUT) Don't know	Y

(DO NOT READ OUT) Refused

R

If Don't know please ask:

Can you give your best estimate please? Just a rough guess if you don't know the exact most up to date figure is fine.

THANK AND CLOSE