

OFCOM

SURVEY NAME: MOBILE IN CONTRACT PRICE RISES

SURVEY FIELDWORK: 6TH - 8TH JANUARY 2023

METHODOLOGY: ONLINE OMNIBUS

SAMPLE: 2,000 UK 16+

Background

Introduction

This survey is being conducted on behalf of Ofcom, the UK regulator for providers of mobile phone, broadband, landline and pay-tv services. Ofcom would like to understand your views and experiences of using communications services.

Section 1 - Current contracts

ASK ALL

Q1. Do you have a mobile phone service for which you are solely or jointly responsible for paying the bill? (i.e. not paid for by an employer or someone outside your household).

SINGLE CODE

1. Yes, SIM-only (data, voice minutes and texts) on a pay-monthly plan
2. Yes, a bundled package (the same contract for both airtime and handset) on a pay-monthly plan
3. Yes, handset and airtime on separate contracts (one contract for airtime and one contract for handset) on a pay-monthly plan
4. Yes, on a prepay / pay as you go (PAYG) / top-up plan **CLOSE**
5. No **CLOSE**

ASK ALL

Q2. Mobile contracts tend to run for a set period of time such as 12 months, 18 months or 24 months and this minimum contract period is agreed when you take out your contract for the service. Some SIM-only services are on a 30-day / monthly rolling basis.

Thinking about your mobile service and the contract you have, which of these statements best describes your situation?

SINGLE CODE

1. I am currently within a fixed minimum contract period (e.g. 12-month, 18-month, 24 month)
2. My fixed minimum contract period has ended – I am now out of the minimum contract and am still paying monthly
3. My current contract has always been on a rolling monthly / 30-day contract
4. I don't know whether I am within my minimum contract period or not
5. I'm not sure/don't know if I ever had a contract

ASK ALL

Q3. Which provider do you use for your mobile phone service? Please indicate which company you pay for this service, not the brand of your handset.

SINGLE CODE

If you use more than one provider, please answer about your MAIN provider.

1. BT
2. EE
3. Giffgaff
4. O2
5. Sky
6. Tesco Mobile
7. Three
8. Virgin Mobile
9. Vodafone
10. Other provider – SPECIFY **OPEN END**
11. Don't know/Can't remember

ASK THOSE WHO ARE CURRENTLY IN-CONTRACT AND KNOW THEIR PROVIDER [Q2=1 OR 3 AND Q3 = 1-10]

Q4. How long ago did you take out your current contract with [PIPE PROVIDER NAME FROM Q3]?

SINGLE CODE

1. In the last 6 months
2. 7-12 months ago
3. 13-18 months ago
4. 19-24 months ago
5. Over 2 years ago
6. Don't know/Can't remember

ASK ALL

Q5. How much is your monthly payment for your mobile service?

SINGLE CODE

1. Less than £5.00
2. £5.00 - £9.99
3. £10.00 - £19.99
4. £20.00 - £29.99
5. £30.00 - £39.99
6. £40.00 - £49.99
7. £50.00 - £59.99
8. £60.00 - £69.99
9. £70.00 - £79.99
10. £80.00 - £89.99
11. £90.00 - £99.99
12. £100.00 or more
13. Don't know

ASK ALL

Q6. Thinking back to when you signed up [to your current contract (Q2 = 1 OR 3) / with your current provider (Q2 = 2, 4 OR 5)], how did you do this?

SINGLE CODE

1. In the provider's shop
2. Online, using the provider's website
3. Online, using the provider's mobile app
4. Speaking to the provider on the phone
5. Through another seller such as Carphone Warehouse
6. Another way (WRITE IN)
7. Don't know / can't remember

ASK THOSE CURRENTLY IN-CONTRACT (Q2=1 OR 3)

Q7. Thinking about your current contract, did you renew your existing contract / take out a new contract with provider you were already with, or did you switch from another provider?

SINGLE CODE

1. Renewed/took out a new contract with the same provider
2. Switched from a different provider
3. Don't know / can't remember
4. Not applicable, this is my first contract

ASK THOSE WHO RE-CONTRACTED WITH THE SAME PROVIDER (Q7=1)

Q8. Did you do any of the following before re-contracting / taking out a new contract with the same provider?

MULTICODE

1. Shopped around for deals before deciding to stay with the same provider
2. Contacted my provider to see what deals they could offer me
3. Nothing, I took a deal that was offered to me in a letter, email or text from my provider
4. Other (**EXCLUSIVE** WRITE IN)

ASK THOSE WHO ARE CURRENTLY NOT IN-CONTRACT AND KNOW THEIR PROVIDER (Q2=2, 4 OR 5 AND Q3 = 1-10)

Q9. How long have you been with [PIPE PROVIDER NAME FROM Q3] for your mobile service?

SINGLE CODE

1. Up to 6 months
2. 7-12 months
3. 13-18 months
4. 19-24 months
5. Over 2 years
6. Don't know/Can't remember

ASK THOSE WHO ARE CURRENTLY IN A FIXED TERM CONTRACT AND KNOW THEIR PROVIDER [Q2 = 1 AND Q3 = 1-10]

Q10. Do you know whether [PIPE PROVIDER NAME FROM Q3] can increase your monthly payment during your minimum contract period?

SINGLE CODE

1. Yes, [PIPE PROVIDER NAME FROM Q3] can increase my monthly payment during my minimum contract period.
2. No, [PIPE PROVIDER NAME FROM Q3] cannot increase my monthly payment during my minimum contract period.
3. I'm not sure whether [PIPE PROVIDER NAME FROM Q3] can increase my monthly payment during my minimum contract period.

**ASK THOSE WHO ARE CURRENTLY NOT ON A FIXED TERM CONTRACT AND KNOW THEIR PROVIDER
[Q2 = 2, 3, 4 OR 5 AND Q3 = 1-10]**

Q11. Do you know whether [PIPE PROVIDER NAME FROM Q4] can increase your monthly payment [now you are out of your minimum contract period (Q3 = 3)]

SINGLE CODE

1. Yes, [PIPE PROVIDER NAME FROM Q3] can increase my monthly payment
2. No, [PIPE PROVIDER NAME FROM Q3] cannot increase my monthly payment
3. I'm not sure whether [PIPE PROVIDER NAME FROM Q3] can increase my monthly payment

ASK THOSE WHO ARE AWARE THEIR PROVIDER CAN INCREASE THEIR PAYMENT (Q10 = 1 OR Q11 = 1)

Q12. When did you **first** become aware that your monthly payments to [PIPE PROVIDER NAME FROM Q3] could increase [during your minimum contract period (Q2 = 2)]?

SINGLE CODE

1. Before signing up to the contract
2. During the sign-up process
3. After signing up to the contract
4. Can't remember

ASK ALL WHO RECALL WHEN THEY BECAME AWARE (Q12 = CODE 1, 2 OR 3)

Q13. How did you become aware that [PIPE PROVIDER NAME FROM Q3] could increase your monthly payments?

MULTICODE

1. Press advertisement
2. TV advertisement
3. Billboard/poster advertisement
4. On the provider's website
5. On a price-comparison website (e.g. USwitch, Compare the Market)
6. During a webchat with the provider
7. While on the phone with the provider
8. From a salesperson in a store
9. In the provider's Terms and Conditions
10. In the provider's Contract Summary
11. In a letter sent to me by the provider
12. In an email sent to me by the provider
13. In a text sent to me by the provider
14. When I noticed on my bank statement that the payment had increased
15. Read / heard about it in a newspaper / on the radio / on the tv / in a social media feed
16. A friend / family member / someone else told me about it
17. Other (WRITE IN)
18. Can't remember **EXCLUSIVE**

ASK THOSE WHO MENTIONED PROVIDER'S Ts AND Cs OR CONTRACT SUMMARY (Q13 = 9 OR 10)

Q14. Do you remember how you received or were shown the provider's [Terms and Conditions (Q13 = 9) / Contract Summary (Q13 = 10)] **SHOW ACCORDING TO RESPONSES AT Q13**

SINGLE CODE FOR EACH COLUMN
RANDOMISE CODES 1-4

	Terms and Conditions	Contract Summary
On a paper copy, e.g. shown to you in a shop or in a letter sent to you	1	1
Electronically – via email	2	2
Electronically – on the provider’s website	3	3
Via a text on your mobile	4	4
Can’t remember	5	5

ASK THOSE WHO ARE AWARE THEIR PROVIDER CAN INCREASE THEIR PAYMENT (Q10 = 1 OR Q11 = 1)

Q15. Has [PIPE PROVIDER NAME FROM Q3] ever provided you with a worked example of how your price rise would be calculated, showing what your new price might be? This could have been when you signed up for your contract or some time afterwards.

SINGLE CODE

1. Yes, when I signed up for the contract
2. Yes, at a different point in time
3. No
4. Can’t remember

ASK THOSE WHO WERE GIVEN AN EXAMPLE PRICE RISE CALCULATION (Q15 = 1 OR 2)

Q16. How easy to understand was the example price rise calculation you were given?

SINGLE CODE

1. Very easy
2. Easy
3. A little difficult
4. Very difficult
5. I couldn’t understand it at all
6. I didn’t read it
7. Can’t remember

ASK ALL

Q17. Do you know what the CPI and the RPI measure?

SINGLE CODE , RANDOMISE CODES 1-3

Interest rate	1
Data speeds	2
Inflation rate	3
Don't know	4

ASK ALL

Q18. CPI stands for the Consumer Prices Index and RPI stands for the Retail Prices Index. Both measure rates of inflation (the amount by which prices have risen over the last 12 months) and are produced monthly.

Before today, had you heard of the CPI and the RPI?

SINGLE CODE FOR EACH COLUMN

	Consumer Prices Index (CPI)	Retail Prices Index (RPI)
Yes, had heard of it and understand how it is calculated	1	1
Yes, had heard of it but don't understand how it is calculated	2	2
No, had not heard of it	3	3
Not sure	4	4

ASK ALL

Q19. To what extent, if at all, are you confident on where to find information about these rates of inflation?

SINGLE CODE

1. Very confident
2. Slightly confident
3. Not very confident
4. Not at all confident

ASK ALL AWARE THAT CPI AND RPI MEASURE RATES OF INFLATION AND HAD HEARD OF CPI AND RPI BEFORE TODAY (Q17 = CODE 3 AND Q18 = ((CODE 1 OR 2 FOR CPI) AND (CODE 1 OR 2 FOR RPI))

Q20. Do you know the difference between the Consumer Prices Index (CPI) and Retail Prices Index (RPI)?

SINGLE CODE

1. No
2. Yes, CPI is higher than RPI
3. Yes, CPI is the same as RPI
4. Yes, RPI is higher than CPI

ASK THOSE WHO ARE AWARE THEIR PROVIDER CAN INCREASE THEIR PAYMENT (Q10 = 1 OR Q11 = 1)

Q21. Do you know how [PIPE PROVIDER NAME FROM Q3] will calculate the increase to your monthly payments?

SINGLE CODE

1. Yes, by the rate of inflation
2. Yes, by a set percentage decided by the provider
3. Yes, by a set amount decided by the provider
3. Yes, by the rate of inflation plus a set percentage decided by the provider
4. In another way (WRITE IN)
5. No

ASK THOSE WHO ARE AWARE THEIR PROVIDER CAN INCREASE THEIR PRICE AND THAT CALCULATION INCLUDES THE RATE OF INFLATION (Q21 = 1 OR 3)

Q22. Did you look up the rate of inflation when you found out your provider will use it to calculate the increase to your monthly payments?

SINGLE CODE

1. Yes
2. No
3. Don't know/Can't remember

ASK THOSE WHO ARE IN-CONTRACT ON SEPARATE PACKAGES AND AWARE THEIR PRICE MAY INCREASE ((Q10 = 1 OR Q11 = 1) AND (Q1 = 3))

Q23. Do you know which elements of your contract the price increase can be applied to?

SINGLE CODE

1. Yes, airtime only
2. Yes, handset only
3. Yes, both airtime and handset
4. Not sure

ASK THOSE WHO ARE NOT AWARE THAT THEIR PROVIDER CAN INCREASE THEIR PAYMENT [Q10 = 3 OR Q11 = 3]

Q24. Where would you look to find out whether [PIPE PROVIDER NAME FROM Q3] will be increasing your monthly payments?

MULTI CODE

1. In my contract documents
2. On my provider's website
3. By calling my provider
4. By speaking to someone in my provider's shop
5. By speaking to friends or family who are with the same provider
6. On Ofcom's website
7. Other (**WRITE IN**)
8. Don't know

ASK ALL

Q25. Thinking back to around March/April 2022, did the mobile provider you were with at the time increase your monthly payment?

SINGLE CODE

1. Yes
2. No
3. Don't know/Can't remember
4. Not applicable, as I did not have a mobile at that time

ASK IF MOBILE PRICE INCREASED IN MARCH/APRIL 2022 [Q25=1]

Q26. How did you respond to the price increase in March/April 2022?

MULTI CODE, RANDOMISE

1. I just accepted the price rise
4. I checked my terms and conditions/contract
2. I looked online to find out more about the price rise
3. I complained to my provider
5. I negotiated a better deal with my provider
6. I decided to take up the option to leave my existing provider without penalty
7. Other (**WRITE IN**)
8. Don't know/Can't remember

ASK ALL

Q27. Which one of these – if any – is the highest educational or professional qualification that you currently have?

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

SINGLE CODE

1. I have no formal qualifications (and I am not still studying)
2. Entry level qualification such as ESOL, ELC or Skills for Life
3. GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English
4. GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English
5. Level 1-2 vocational qualification or intermediate apprenticeship
6. A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)
7. Level 3 vocational qualification or advanced apprenticeship
8. Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)
9. Level 4-5 vocational qualification or higher apprenticeship
10. University first degree (BA/ BSc/ BEd/ PGCE or equivalent)
11. Level 6 vocational qualification or degree apprenticeship
12. University higher degree (e.g. Masters, PhD or equivalent)
13. Still studying/ still at school
14. Prefer not to say
15. Don't know

ASK ALL

Q28. Do you or anyone in your household currently receive any of the following benefits?

Please select all that apply.

MULTI CODE

1. Attendance Allowance
2. Income Support
3. Income-based Jobseeker's Allowance
4. Pensions Credit (Guaranteed Credit)
5. Pensions Credit (no Guaranteed Credit)
6. Employment and Support Allowance (ESA)
7. Universal Credit (and household has other earnings)
8. Universal Credit (and household has no other earnings)
9. Personal Independence Payment (PIP)
10. Carer's Allowance
11. Care Leavers Allowance
12. Disability Living Allowance (DLA)
13. Other (**WRITE IN**)
14. None of these **EXCLUSIVE**
15. Don't know **EXCLUSIVE**
16. Prefer not to say **EXCLUSIVE**

ASK ALL

Q30. 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	From £1,000 to £1,499	From £52,000 to £77,999
7	£1,500 and above	£78,000 and above
8	Don't know	
9	Refused	