



# Mobile Call Termination

Report of Market Research Findings

Research Document

Publication date: 13 September 2006

# Contents

Section		Page
1	Executive Summary	2
2	Objectives	5
3	Methodology	6
4	Subscribers' current usage of mobile phones	7
5	Subscribers' attitudes to replacement handsets	12
6	Non-subscribers' attitudes to buying a mobile phone	18
7	Additional calls generated by new subscribers	23
Annex		Page
1	Questionnaire	38

## Section 1

# Executive Summary

## Introduction

The existing charge control on 2G mobile voice call termination expired on 31st March 2006 and Ofcom needed to decide whether mobile call termination charges should be controlled after this date and, if so, exactly what format these charges should take, and whom they should be levied upon. In order to understand which approaches to take, Ofcom needed up-to-date consumer research evidence to inform analysis of the market.

### **UK subscribers say they have owned a mobile phone for an average of 6 years**

- 1.1 Ofcom's research indicates that 78% of UK adults personally own or use a mobile phone. On average, UK mobile phone subscribers said they had owned a mobile phone for just under 6 years.
- 1.2 Subscribers said they had owned their current handset for an average of a year and a half. Duration of ownership increased with age. On average, subscribers owned their handsets for two years and three months before replacing them and this was longer for older age groups.

### **UK subscribers say they paid £44 on average for their handset**

- 1.3 The average claimed amount paid by existing UK mobile phone subscribers for their handset was £44. There was a significant difference between those on a Pay As You Go (PAYG) package (£57) and those with a contract (£18) – most likely related to the subsidies available on handsets for many contract packages.
- 1.4 Younger age groups (particularly under 35s) were likely to have paid more than older ones, partially reflecting that they were more likely to have a PAYG handset, and also that they are more likely to have a newer handset.

### **Three-quarters of subscribers say they were interested in buying a new handset if lost or damaged**

- 1.5 In the event of loss or damage to their existing handset, over half (54%) of subscribers said they were "very interested" in buying a new handset, with a further 21% saying they were "fairly interested".
- 1.6 PAYG customers were significantly more likely to be interested in buying a new handset (87%) than contract customers (52%).
- 1.7 The main reason given for this was due to that contract customers would be entitled to a free replacement handset from their operator or insurance (84% of the contract subscribers uninterested in buying a new handset mentioned this), so they would not need to pay for a new one. The proportion citing this has increased significantly since a similar question was asked by the Competition Commission in 2002, when 24% (of contract and PAYG customers together) mentioned it, compared to 64% in 2006.

- 1.8 The main reason PAYG customers said that they were not interested was that they felt they didn't really need a mobile or didn't use it enough to justify buying a new handset.

**Those interested in buying a new handset said they were willing to pay £75-£87 on average**

- 1.9 All PAYG customers that were interested in buying a replacement handset, and those that stated that the cost being too high was the reason for being uninterested, were asked a variety of questions to establish the highest price that they would be likely to pay for a replacement handset (without any line rental or airtime). The varying methods of analysis used gave a range of £75-£87 on average.

**£28 was average amount likely to be paid for monthly contract package**

- 1.10 Contract customers and those PAYG customers that had previously said they would not replace their handset with a PAYG package were asked how much they would be prepared to pay per month for a replacement contract package. The average amount was £28.
- 1.11 56% of PAYG customers said they were willing to pay an amount less than £70 for a new handset, meaning they were classified as 'marginal subscribers' for the economic analysis conducted, detailed in the main report.

**The majority (83%) of non-subscribers not interested in buying a mobile phone in next 12 months**

- 1.12 83% of non-subscribers stated they were not interested in buying a mobile phone over the next 12 months with three-quarters (73%) "not all interested". Younger non-subscribers were significantly more likely to be interested than older ones.
- 1.13 The main reason that non-subscribers gave for not being interested was that they didn't need a mobile and wouldn't use it enough (63%).
- 1.14 Similarly to the subscribers, the non-subscribers (that were interested in buying a new handset or said they weren't interested due to cost) were asked a variety of questions to establish the highest price that they would be likely to pay for a mobile phone. These varying analysis methods gave an average range of £45-£56.
- 1.15 Seven in ten (69%) non-subscribers who were willing to pay say they would pay an amount less than £70 for a new handset.

**Over one in ten subscribers knew someone that had got a mobile phone for the first time in the previous 12 months**

- 1.16 12% of subscribers knew someone that had got a mobile phone for the first time in the previous 12 months, and amongst these, they knew an average of 1.5 people that had done so. Note that this figure is based on less than 100 respondents so should be treated as indicative only.
- 1.17 These subscribers said they made an average of 10 calls a month to the (most recent) new subscriber that they knew, and received an average of 9. Note that this figure is based on less than 100 respondents so should be treated as indicative only.

- 1.18 These subscribers were asked if that person's number was blocked, would they pay a one-off charge to reach their number, and how much would they pay. 30% said they would, with an average amount of slightly over £9. Note that this figure is based on less than 100 respondents so should be treated as indicative only.
- 1.19 All the non-subscribers that had previously stated that they would be willing to buy a mobile phone or said that they wouldn't buy one due to cost were asked how many calls would they make (per month) from a mobile phone if they did buy one. The average estimate was 21, and they estimated they would receive an average of 23 a month.
- 1.20 10% of non-subscribers said that they knew someone that had got a mobile phone for the first time in the previous 12 months, and amongst these, they knew an average of 1.4 people that had done so.
- 1.21 These non-subscribers said they made an average of 4.6 calls a month to the (most recent) new subscriber that they knew, and received an average of 4.3 from them (approximately half the respective figures for subscribers).

**Less than 1 in 10 of all respondents knew someone that did not have a mobile phone but would have liked to have had one.**

- 1.22 8% of respondents said that they knew someone that they contacted on their landline who did not have a mobile but would like them to have one. They knew an average of just over 2 people in this situation. They estimated they would make an average of 5.7 calls a month to that person on their mobile phone if they got one, and receive an average of 6.5 calls a month.

## Section 2

# Objectives

2.1 The key areas of investigation were:

- the amount paid for mobile phone handsets by existing UK adult subscribers
- the likelihood and willingness to pay to replace mobile phone handsets in the event of loss or damage
- the willingness to pay for a mobile phone handset by non- mobile phone owners

2.2 In addition, there were sub-objectives to:

- measure willingness amongst non-subscribers to pay to buy a pre-pay mobile phone
- measure expected inbound and outbound use of a mobile phone amongst non-subscribers

### Section 3

## Methodology

- 3.1 A total of 1,590 face-to-face interviews were conducted between 2<sup>nd</sup> and 31<sup>st</sup> May 2006.
- 3.2 There were interviews with 621 mobile phone subscribers and 969 non-subscribers.
- 3.3 The definition of a “subscriber” was: someone that pays the bill for a mobile phone that they personally use.
- 3.4 The data was weighted by age, region, class and sex to match the national profiles of subscribers and non-subscribers.

## Section 4

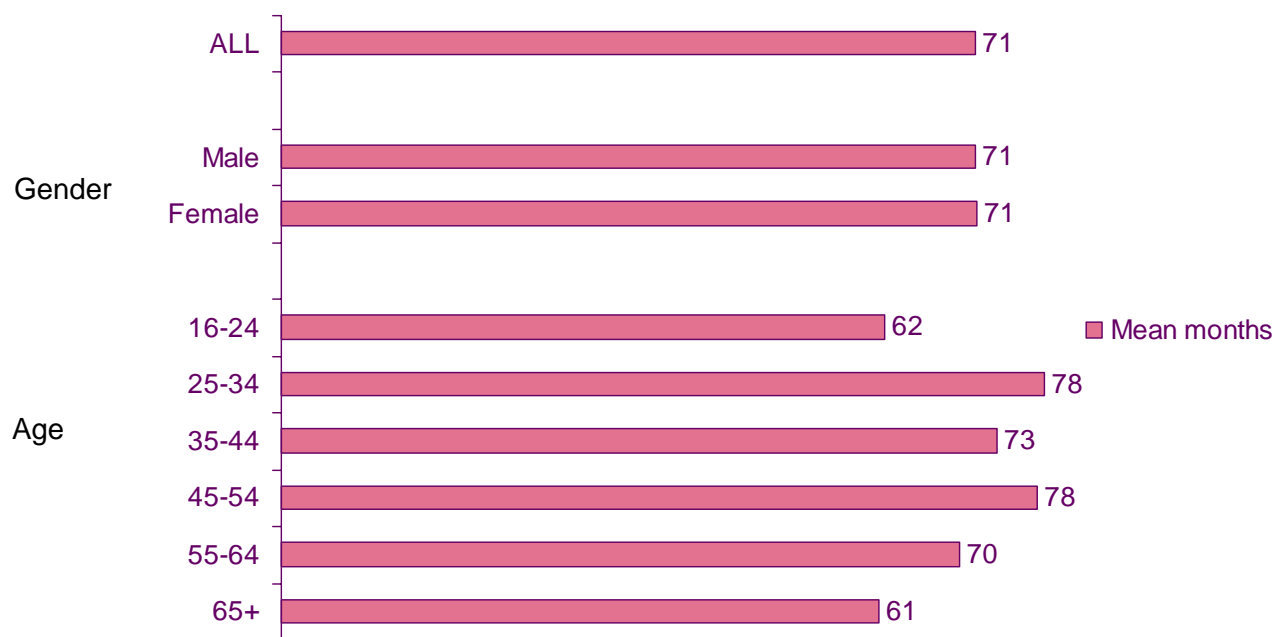
# Subscribers' current usage of mobile phones

## Length of time owned a mobile phone

4.1 Subscribers said that they had owned a mobile phone for an average of 71 months - just under 6 years (see figure 4.1)

**Figure 4.1 Average duration of mobile phone ownership**

Q. *Approximately how long have you had a mobile phone that you pay for?*



Base: All subscribers. n=621

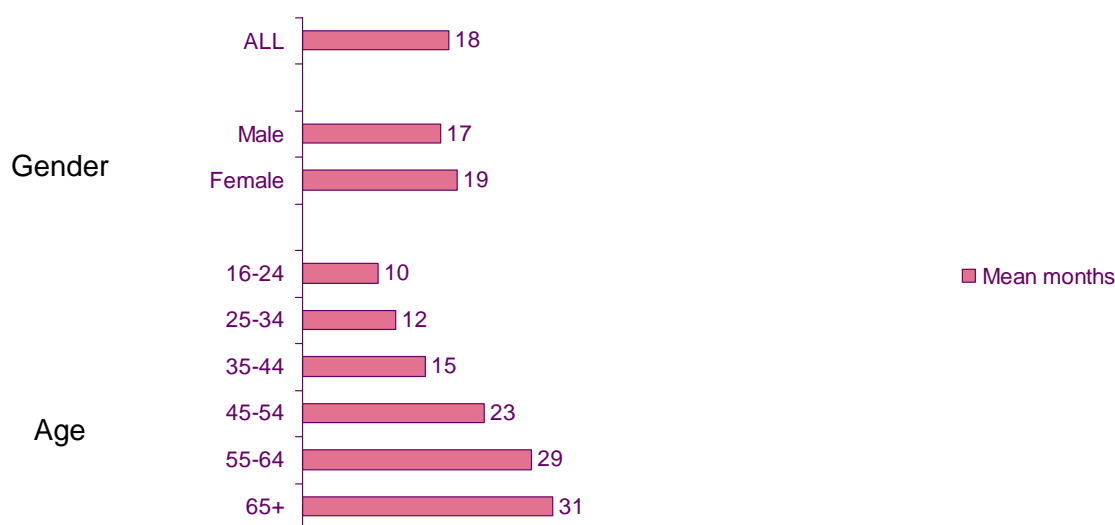
4.2 There was no difference by gender, but the oldest and youngest groups were likely to have got their first mobile phone more recently than those aged 25-64.



- 4.3 With regard to their current handset, on average subscribers said they had owned theirs for 18 months (see Figure 4.2). The average claimed length of ownership before replacing it was slightly over two years (27 months), as shown in Figure 4.3. On average, contract customers had owned their current handset for just under 22 months, significantly longer than PAYG customers who had owned theirs for an average of 11 months.
- 4.4 The average length of time subscribers claimed that had owned the handset for increased with age, indicating that younger people have updated their handsets more recently.

**Figure 4.2 Average length of current handset ownership**

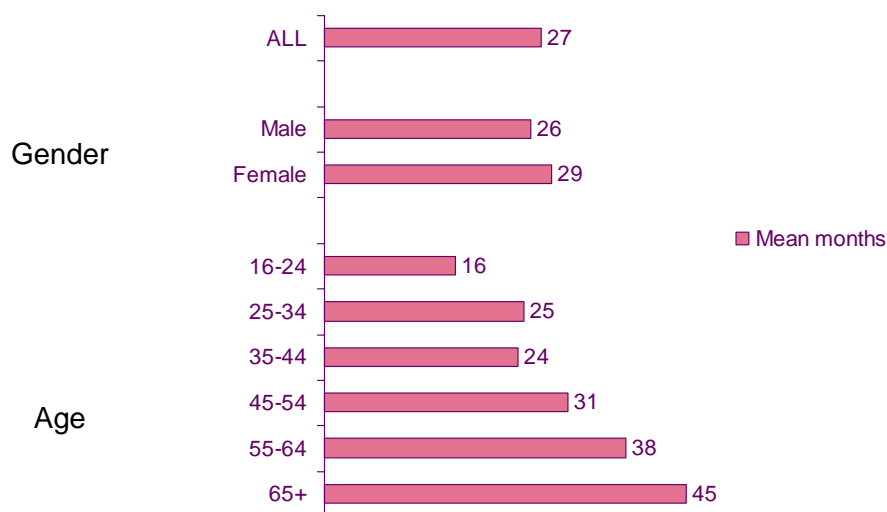
Q. *How long have you had your current handset?*



Base: All subscribers. n=621

**Figure 4.3 Average duration of handset ownership before replacement**

Q. *On average, how long would you say you own a handset before replacing it?*

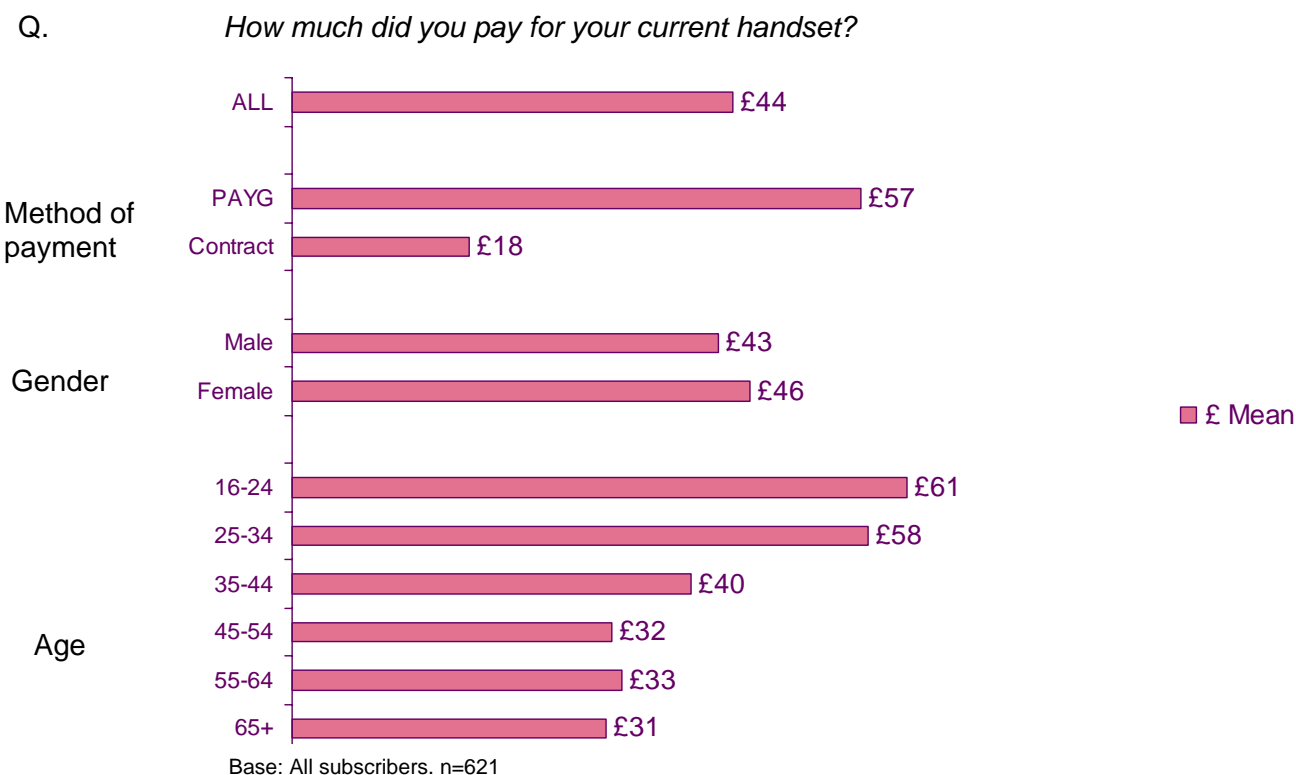


Base: All subscribers. n=621

### Price paid for current handset

- 4.5 Subscribers claimed to have paid an average of £44 for their current handsets. This was significantly higher for PAYG customers (£57) than for those with a contract (£18) – most likely related to the subsidies available on handsets for many contract packages.

**Figure 4.4 Average amount paid for handset**



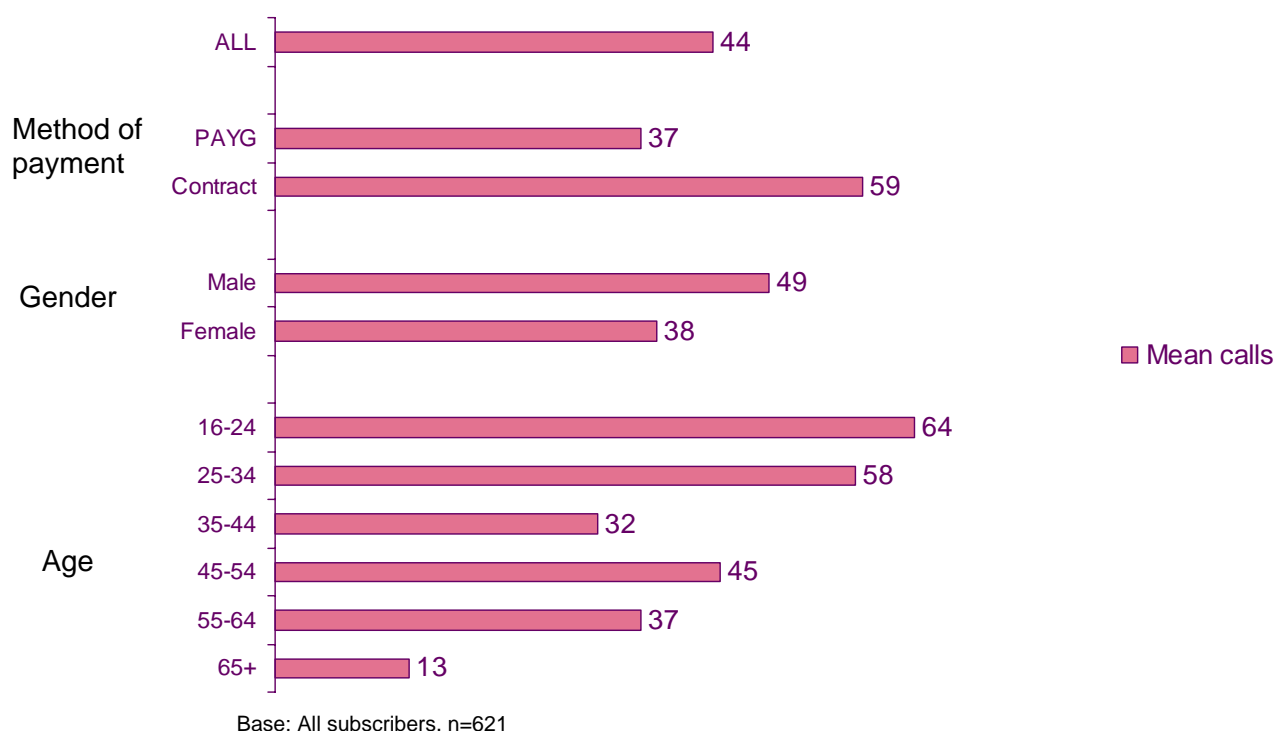
- 4.6 The average amount paid was higher for those aged under 35, partially reflecting that they were more likely than some older groups to have a PAYG handset, and also that they are more likely to have a newer handset.

### Number of calls via mobile

- 4.7 Subscribers said that they made an average of 44 calls a week using their mobile phone. This was significantly higher for contract customers (59) than those with a PAYG handset (37). Men also made more calls on average than women.

**Figure 4.5 Average number of calls made via mobile per week**

Q. *On average, how many calls do you make with your mobile phone on a typical weekday? And on average how many calls would you say you make over the weekend (please add the total for both Saturday and Sunday together)?*

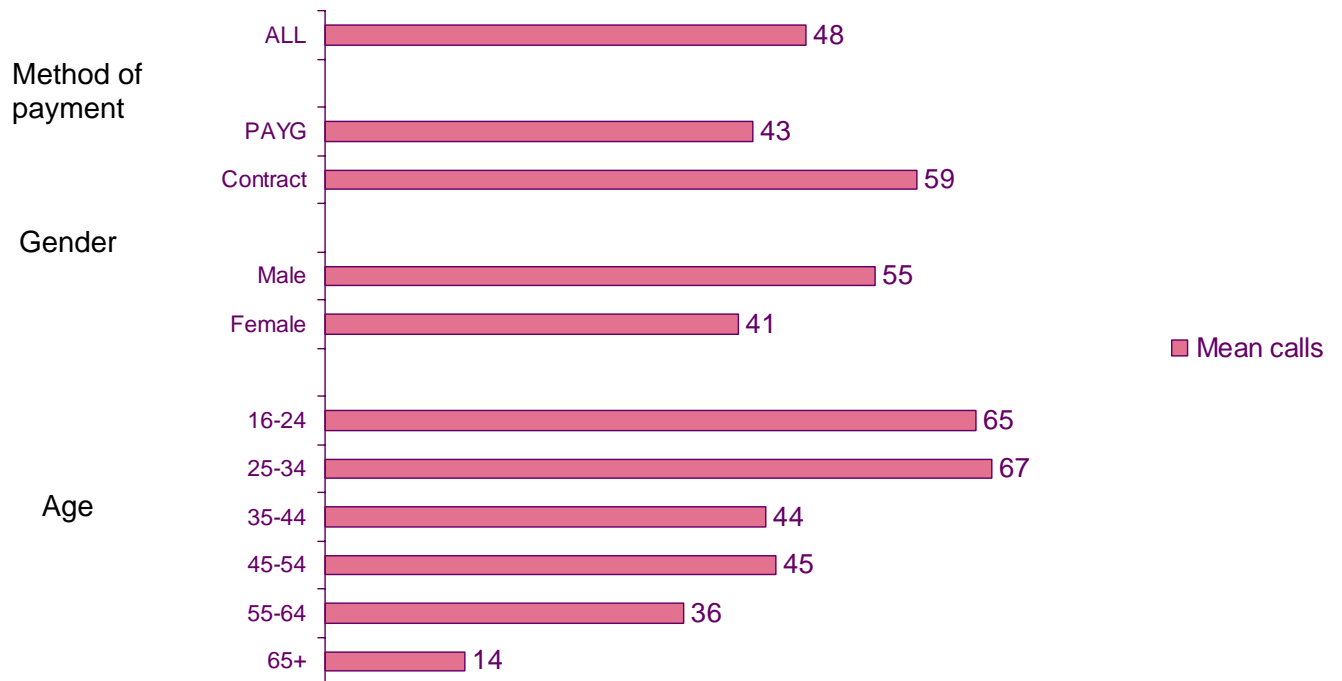


4.8 The estimated pattern of the calls made from mobile phones was similar to the claimed number received (Figure 4.6) – 48 were received a week on average, and this figure was higher for men and contract customers.

4.9 For both the number of calls made and the number received, the claimed average tended to be higher for the younger age groups than the older ones.

**Figure 4.6      Average number of calls received via mobile per week**

Q.      *And on average, how many calls do you receive on your mobile phone on a typical weekday? And on average how many calls would you say you receive over the weekend (please add the total for both Saturday and Sunday together)?*



Base: All subscribers. n=621

## Section 5

# Subscribers' attitudes to replacement handsets

## Introduction

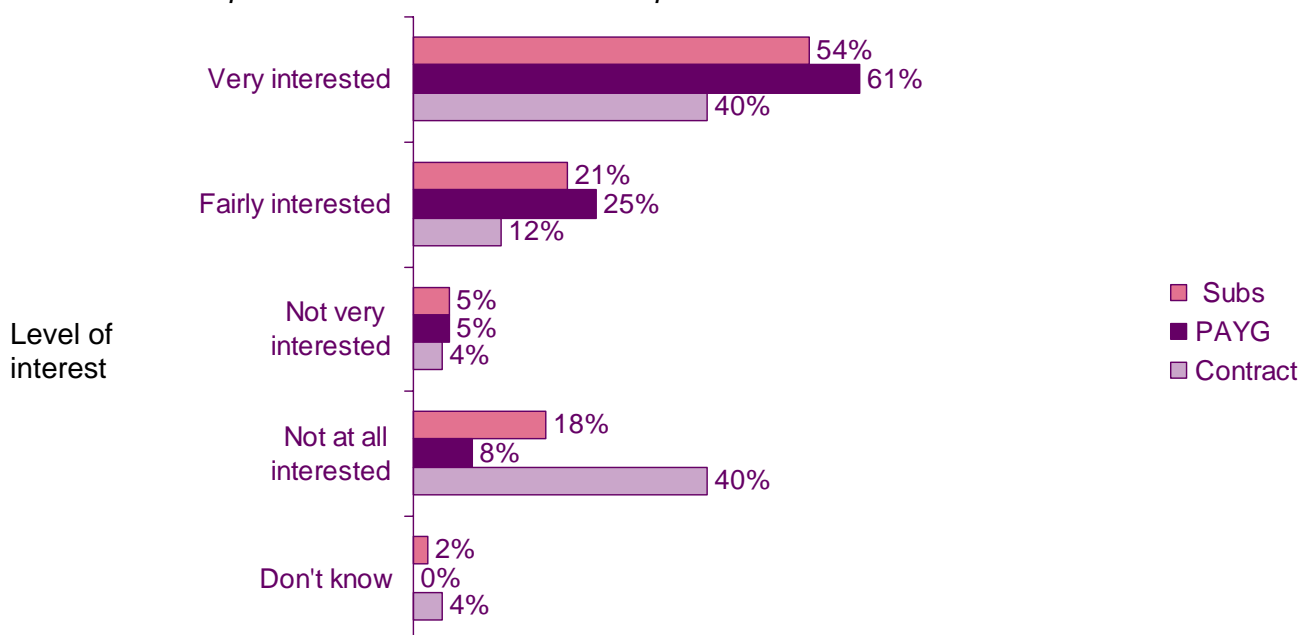
This section examines whether subscribers would be likely to replace their handset if it was lost or damaged, and how much they would pay to do so.

## Level of interest in replacing handset

- 5.1 Three-quarters of subscribers said were interested in buying a new handset if their current handset was lost or stolen. PAYG customers were significantly more likely to do so than those on a contract.

**Figure 5.1 Subscribers' interest in replacing their handset if lost or damaged**

Q. *If you were to lose or damage your mobile phone so you could no longer use it, how interested would you be in buying a new handset - assuming the price of a new handset was acceptable?*

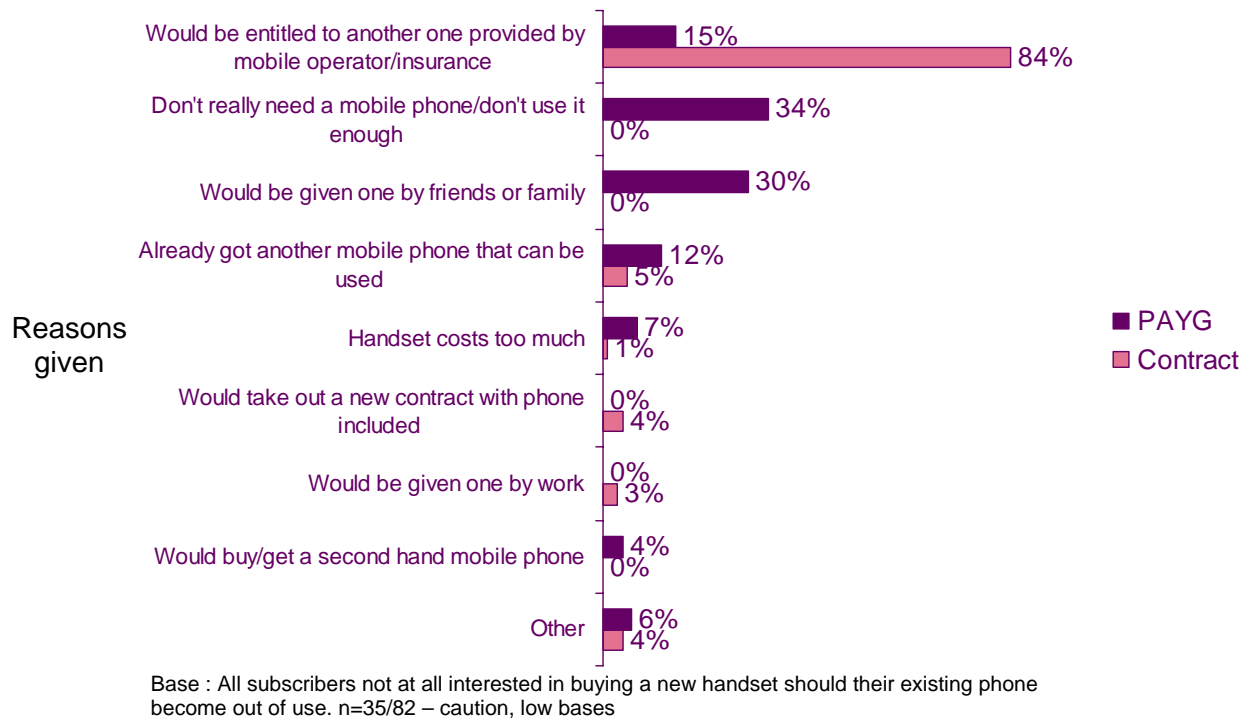


Base: All subscribers. n=621/423/197

- 5.2 The predominant reasons for not being interested in buying another handset related to the way the different packages operate (Figure 5.2). 84% of those with a contract said they did not need to buy a new handset as they would be entitled to a new one by the terms of their contract with their operator or from their insurance. The main reasons cited by PAYG customers were that they don't really use their mobile enough (34%) or they would be provided with one by their friends or family.

**Figure 5.2 Why not interested in buying another handset - by package type**

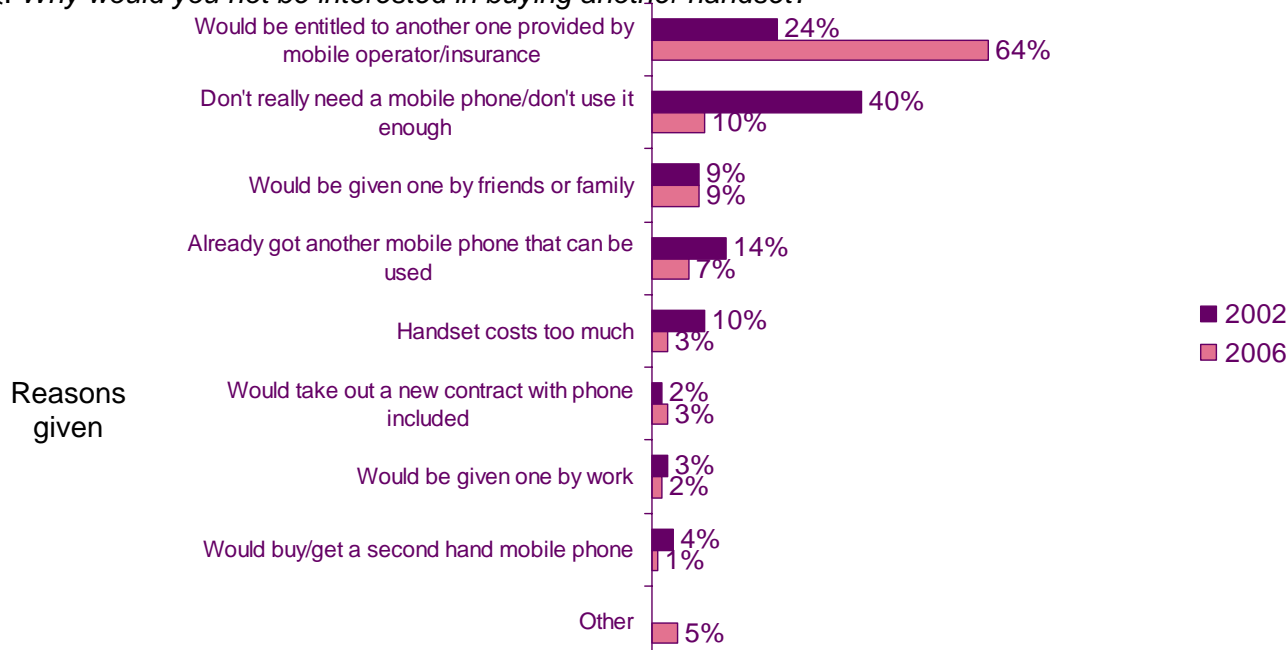
Q. *Why would you not be interested in buying another handset?*



5.3 The reasons given for wanting to buy another replacement have shifted over time. In the Competition Commission's 2002 research, a quarter (24%) of all subscribers mentioned they would be entitled to a replacement handset from insurance or their operator, which had risen to two-thirds (64%) by 2006.

**Figure 5.3 Why not interested in buying another handset - by year**

Q. Why would you not be interested in buying another handset?



Base : All subscribers not at all interested in buying a new handset should their existing phone become out of use. n=117/231

### Amount subscribers willing to pay for replacement handset

5.4 PAYG customers that said they would be interested in buying a replacement handset (or cited "cost" as the reason for not doing so) were asked if they were to replace their phone with another Pay As You Go package, how much would they be prepared to pay for the handset, not including any call credit or airtime. The average amount they said would be prepared to pay was £81 (Figure 5.4). This was significantly higher than the £57 all PAYG customers had paid for their existing handset.

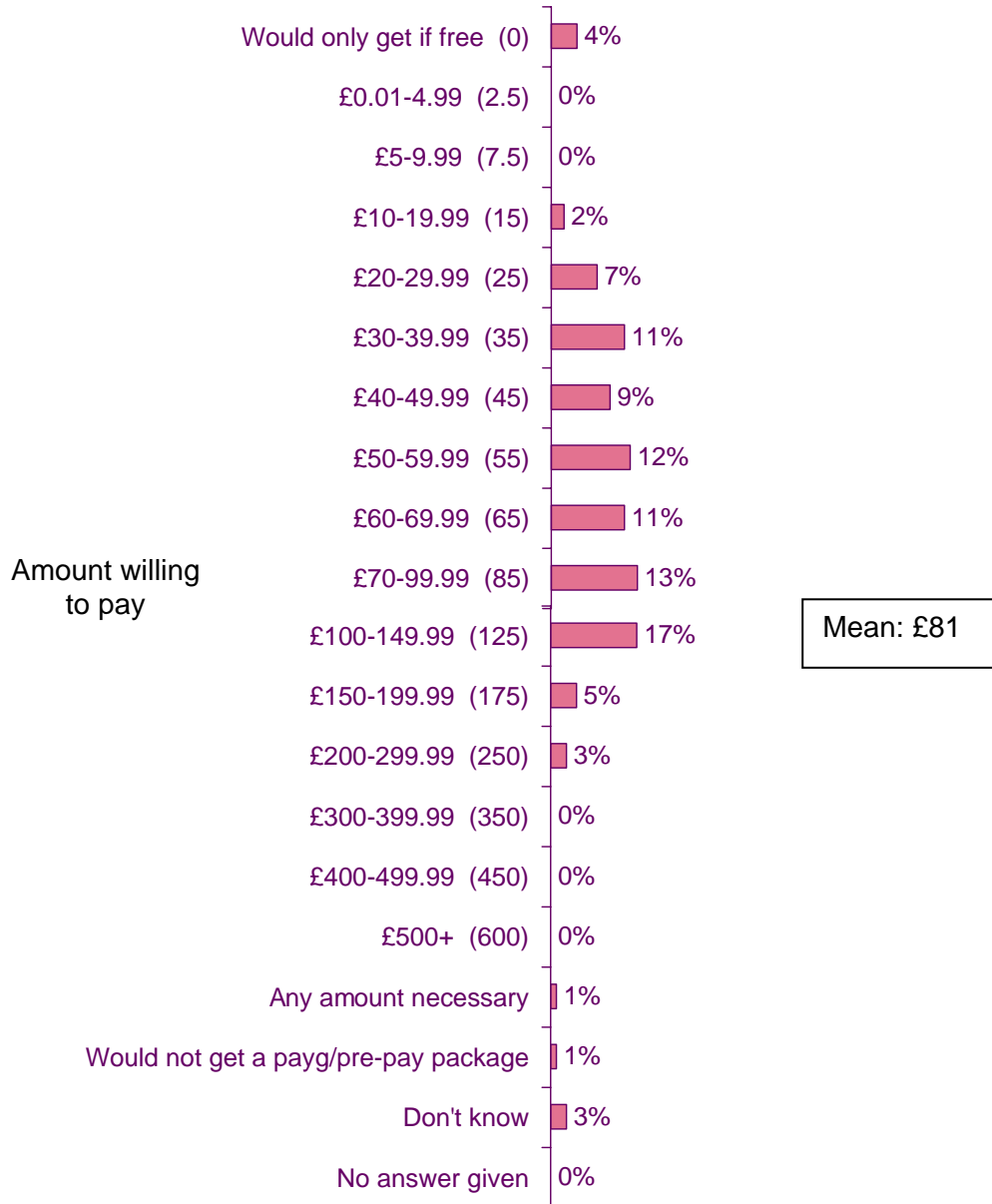
5.5 Younger respondents were willing to pay a higher amount on average than older ones.

5.6 56% of these PAYG customers said they were willing to pay an amount less than £70 for a new handset, meaning they were classified as 'marginal subscribers' for the economic analysis conducted, detailed in the main report<sup>1</sup>.

<sup>1</sup>[http://www.ofcom.org.uk/consult/condocs/mobile\\_call\\_term/](http://www.ofcom.org.uk/consult/condocs/mobile_call_term/)

**Figure 5.4 Amount prepared to pay for handset on PAYG package**

Q. *If you were to replace the phone with a Pay As You Go pre-pay package, how much would you be prepared to pay for the handset, not including any call credit or airtime?*



Base : All PAYG customers willing to buy new handsets or those not buying due to handset cost being too high. n= 391



- 5.7 The same respondents were read out a series of prices, and asked at each price how likely they would be to replace their phone at that specific price.

**Figure 5.5 Proportion willing to pay at each price point**

Q. *I'm going to read out a price, and I'd like you to tell me how likely would you be to replace your lost or damaged phone with a Pay As You Go package at this price. How likely would you be to replace the phone with a Pay As You Go package at that price? And what if it cost...*

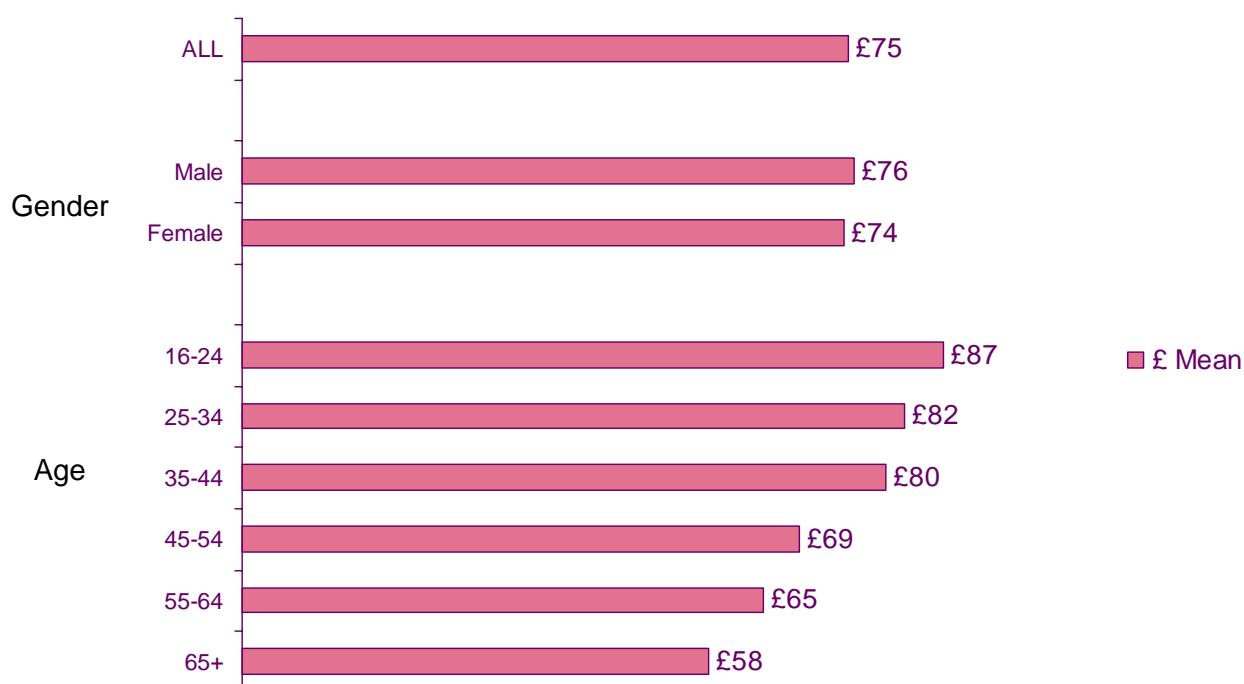
	A. £30	B. £60	C. £90	D. £120
I would definitely do so at this price	60%	35%	22%	15%
I would probably do so at this price	13%	25%	15%	10%
I may or may not do so at this price	3%	11%	12%	9%
I probably wouldn't do so at this price	5%	9%	13%	11%
I definitely wouldn't do so at this price	6%	11%	28%	41%
No answer	13%	9%	10%	13%

Base : All PAYG customers willing to buy new handsets or those not buying due to handset cost being too high. n= 391

- 5.8 The average highest amount that respondents said they were willing to pay was £75, which is broadly consistent with the findings shown in Figure 5.4

**Figure 5.6 Average highest amount subscribers willing to pay – by group**

Q. *I'm going to read out a price, and I'd like you to tell me how likely would you be to replace your lost or damaged phone with a Pay As You Go package at this price. How likely would you be to replace the phone with a Pay As You Go package at that price? And what if it cost...*



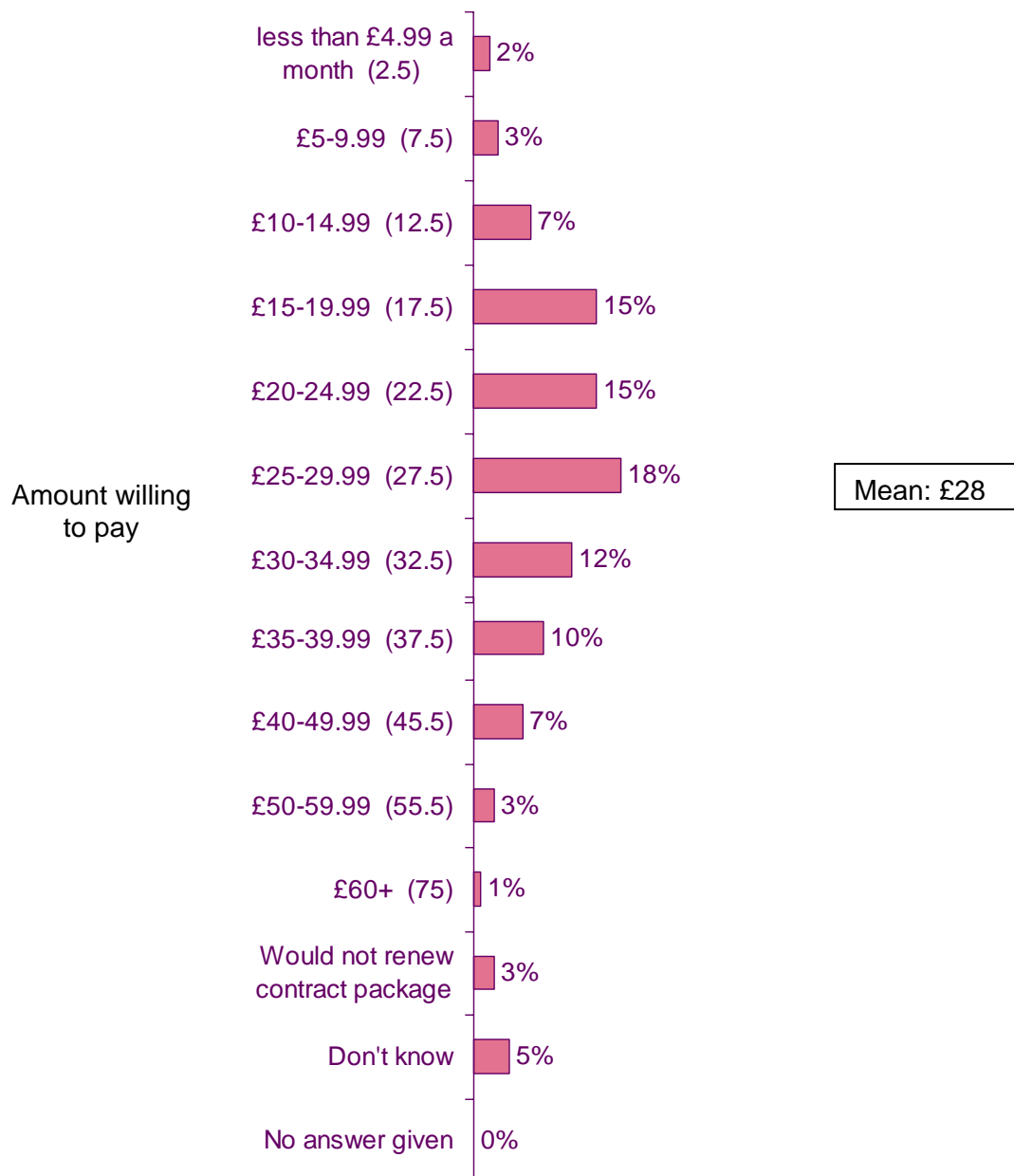
Base : All PAYG customers willing to buy new handsets or not buying due to handset cost being too high. Excludes all those not stating they would be willing to purchase at any price. n=391

## Amount subscribers willing to pay for replacement package

5.9 Contract customers and those PAYG customers that had previously said they would not replace their handset with a PAYG package were asked how much they would be prepared to pay per month for a replacement contract package. The average amount was £28.

**Figure 5.9** Amount prepared to pay per month for a replacement contract package

Q. *If you had to renew your contract, how much would you be prepared to pay per month for a replacement contract package?*



Base : All contract customers or PAYG/Pre-pay respondents who think handsets cost too much.  
n=199

## Section 6

# Non-subscribers' attitudes to buying a mobile phone

### Introduction

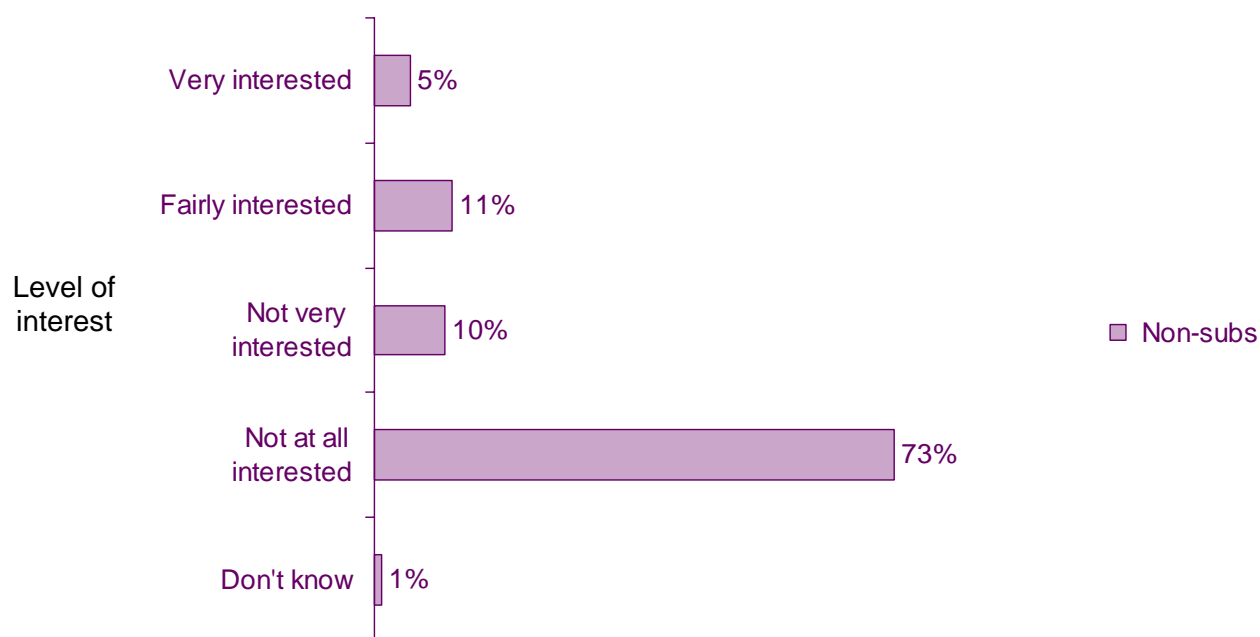
This section examines whether non-subscribers would be likely to buy a mobile phone, and how much they would pay to do so.

### Non-subscribers level of interest in replacing handset

- 6.1 83% of non-subscribers stated they were not interested in buying a mobile phone over the next 12 months, with three-quarters (73%) "not all interested". Younger respondents were significantly more likely to be interested than older ones.

**Figure 6.1 Non-subscribers interest in buying a mobile phone**

Q. Assuming the price of a new handset was acceptable, how interested would you be in buying yourself a mobile phone over the next 12 months?

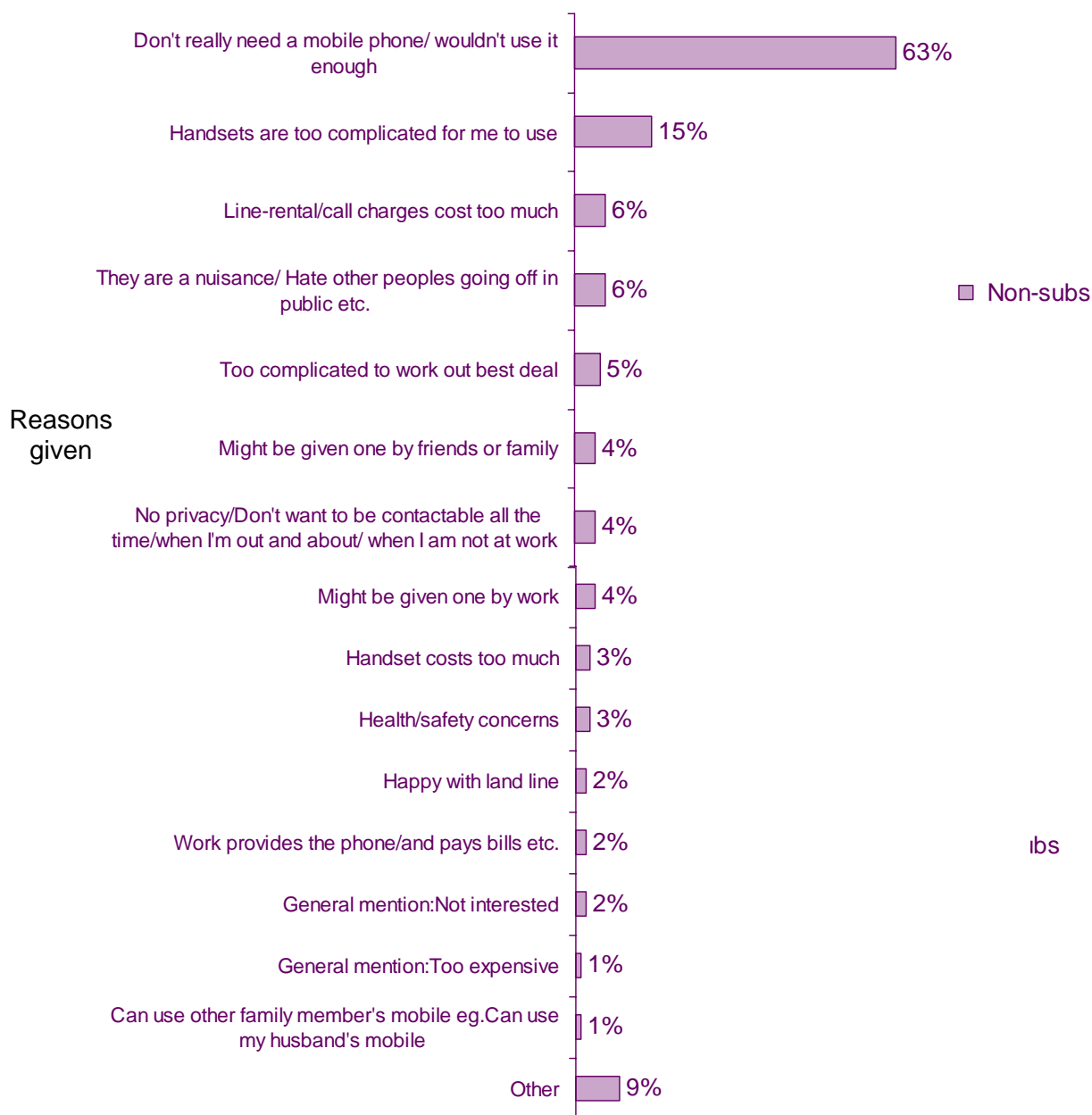


Base : All non-subscribers. n=959

- 6.2 The main reason mentioned by non-subscribers for not being interested in buying a mobile phone was simply that they didn't really need one or wouldn't use it enough. The fact that handsets are complicated was also mentioned by a significant proportion.

**Figure 6.2 Why not interested in buying a handset in the next 12 months**

Q. Why would you not be interested in buying a mobile phone in the next 12 months?



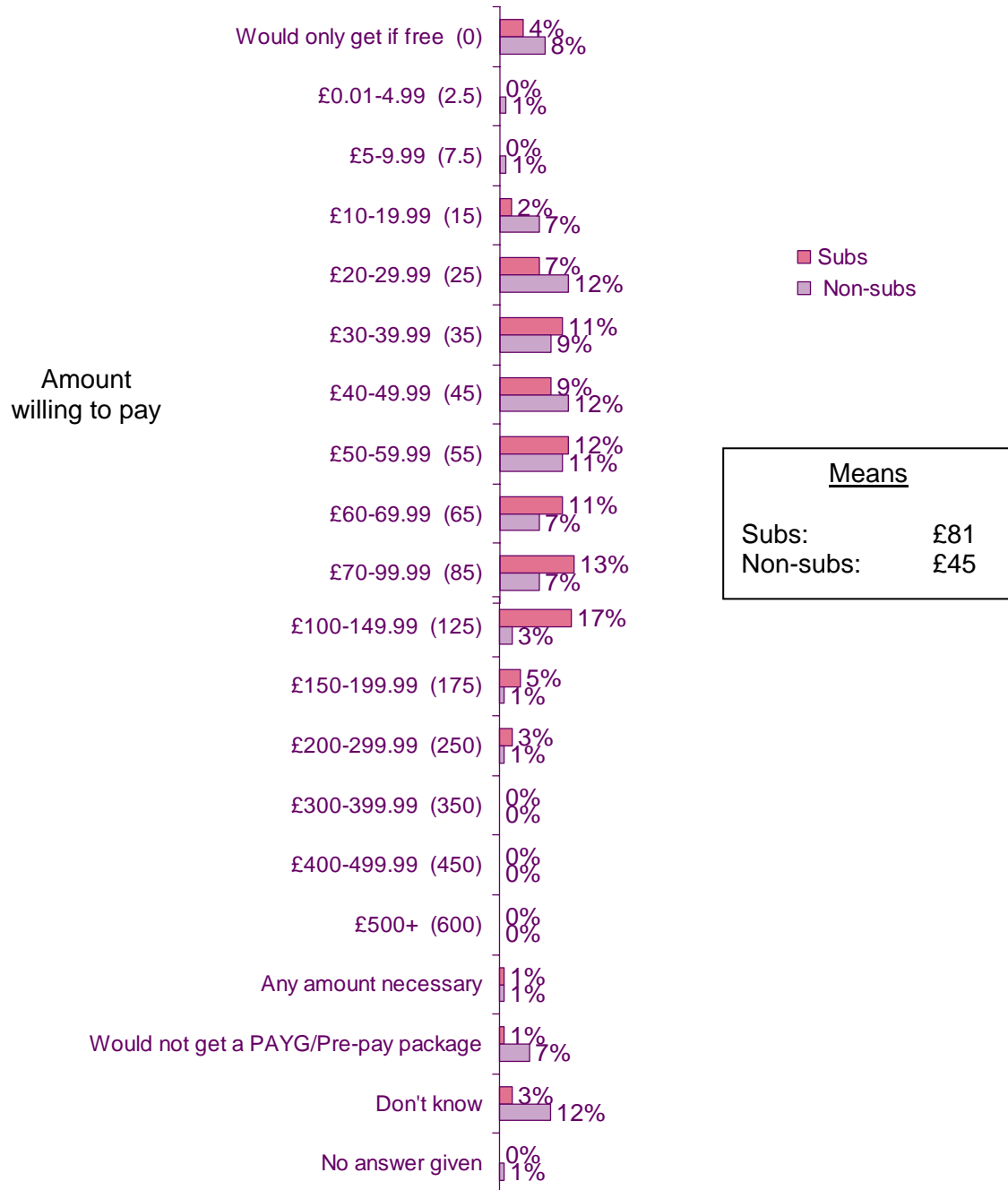
Base : All non-subscribers not at all interested in buying a new handset over the next 12 months. n=585

### **Amount non-subscribers willing to pay for replacement handset**

- 6.3 Non-subscribers that said they may at least possibly buy a mobile in the next 12 months (i.e. all those that didn't state they were "not at all interested" in doing so) were asked if they were to buy one, how much would they be prepared to pay for the handset (not including call vouchers or airtime). The average amount stated was £45, slightly over half of what the subscribers stated (£81).
- 6.4 Similarly to findings amongst subscribers, younger non-subscribers were willing to pay a higher average than older ones (Figure 6.3).
- 6.5 Seven in ten (69%) non-subscribers who were willing to pay say they would pay an amount less than £70 for a new handset.

**Figure 6.3 Mean amount willing to pay for PAYG handset – by group**

Q. *If you were to replace the phone with a Pay As You Go pre-pay package, how much would you be prepared to pay for the handset, not including any call credit or airtime?*



Base : All PAYG customers willing to buy new handsets or those not buying due to handset cost too high. n=391 / Base : All non-subscribers potentially likely to buy a mobile phone over the next 12 months. n=383

- 6.6 These non-subscribers were read out a series of prices and asked at each price how likely they would be to replace their phone at that specific price. The average highest amount that these non-subscribers were willing to pay was £52.

**Figure 6.4 Proportion willing to pay at each price point**

Q. *I'm going to read out a price and I'd like you to tell me how likely would you be to purchase a Pay As You Go package at this price.*

	<b>A. £30</b>	<b>B. £60</b>	<b>C. £90</b>	<b>D. £120</b>
I would definitely do so at this price	35%	14%	5%	3%
I would probably do so at this price	30%	19%	6%	3%
I may or may not do so at this price	16%	18%	7%	3%
I probably wouldn't do so at this price	4%	17%	21%	12%
I definitely wouldn't do so at this price	6%	26%	52%	62%
No answer	9%	14%	8%	17%

Base : All willing to buy new handsets or those not buying due to handset cost being too high. n=345

- 6.7 Therefore these four different ways of analysing the results give a relatively tight range of £45-56 as the price that the respondents would be likely to pay for a replacement handset.

#### **Amount non-subscribers willing to pay for PAYG package**

- 6.8 The non-subscribers that said they would not buy a mobile phone because the handset cost was too high were asked how much they would be prepared to pay for a handset that was on a PAYG package (not including the airtime or any call vouchers). The average amount was £11 but this was based on just 25 responses so this value should be viewed as indicative only.

## Section 7

# Additional calls generated by new subscribers

### Introduction

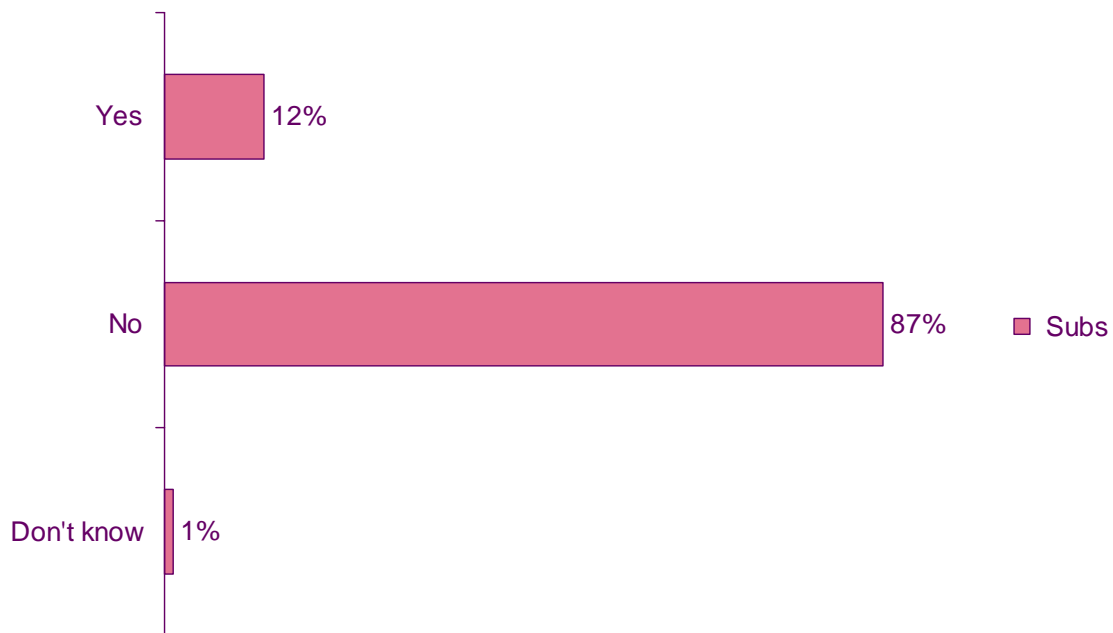
This section looks at the increased number of calls on mobile networks that respondents claimed were likely to be made or received via mobile phone for each new subscriber.

### Proportion of subscribers that knew someone who has obtained their first mobile phone in previous 12 months

- 7.1 Just over one in ten (12%) subscribers said they knew someone who had got their mobile in the previous 12 months (see Figure 7.1).

**Figure 7.1 Proportion of subscribers that knew someone that had got a mobile phone for the very first time in the last 12 months**

- Q. *Do you know anyone (that you call on their mobile) that has got a mobile phone for the very first time in the last 12 months?*



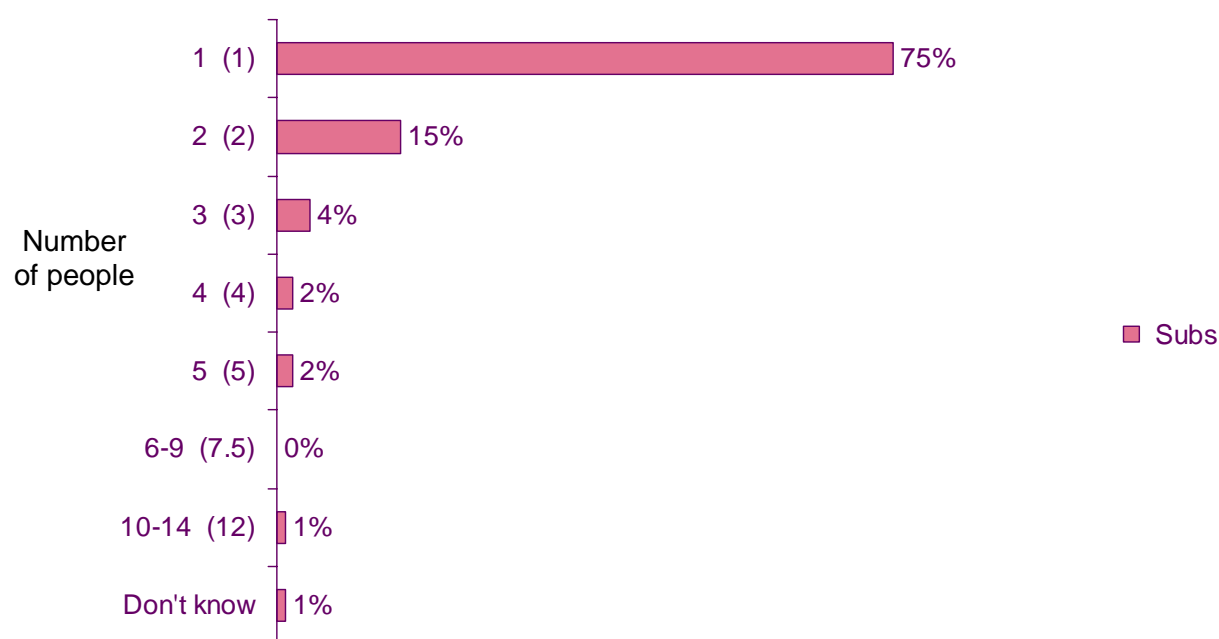


*N.B. The following results (up to section 7.6) were based on 75 or fewer responses, so findings should be viewed with a degree of caution and treated as indicative only.*

7.2 A quarter (24%) of these subscribers said they knew more than one person that had got their mobile in the past 12 months. On average, they each knew 1.5 people that had done so.

**Figure 7.2 Number of people they knew that had got a mobile phone for the very first time in the last 12 months**

Q. And how many people - that you call on their mobile - got their mobile phone for the first time in the last 12 months?



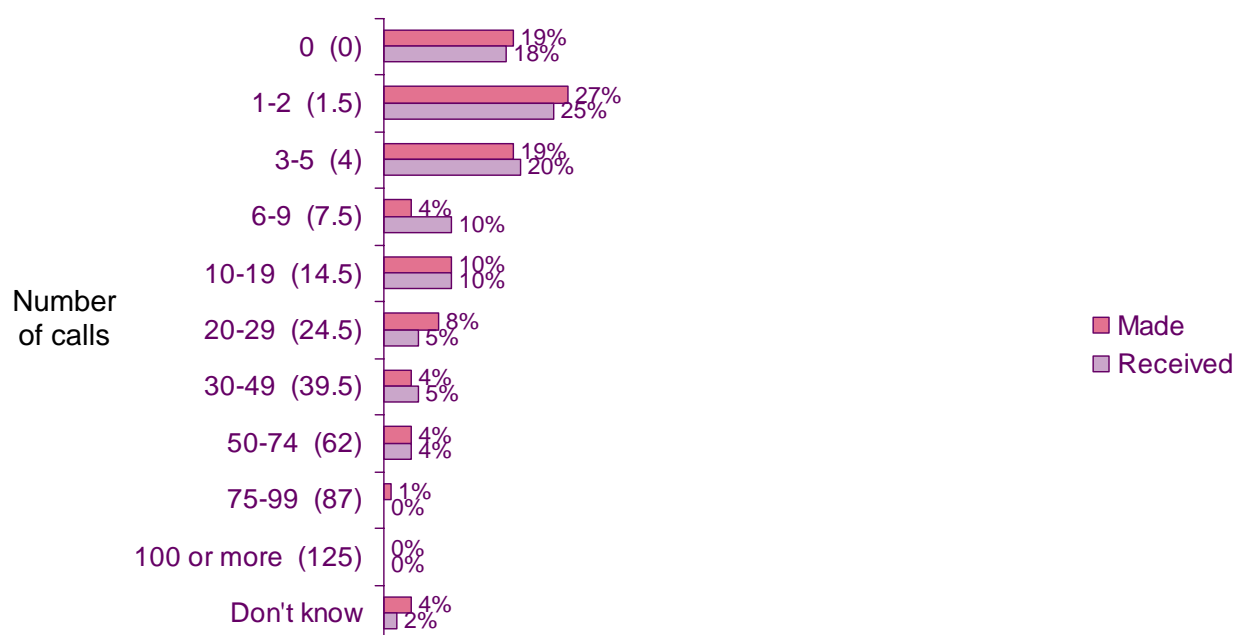
Base : All subscribers who know someone who has acquired a mobile phone in the last 12 months. n=75

### Additional calls generated by these new subscribers (that were known to existing subscribers)

- 7.3 These subscribers (that knew someone that had obtained a mobile phone for the first time in the previous 12 months) said they made an average of 10 calls a month to that person, and received an average of 9.

**Figure 7.3 Number of extra calls made and received**

Q. About how many calls a month do you typically make to this person on their mobile phone? Please include all calls you make to them from either a mobile phone or a landline/ And about how many calls a month do you typically receive on both your mobile and landline(s) from this person from their mobile phone?

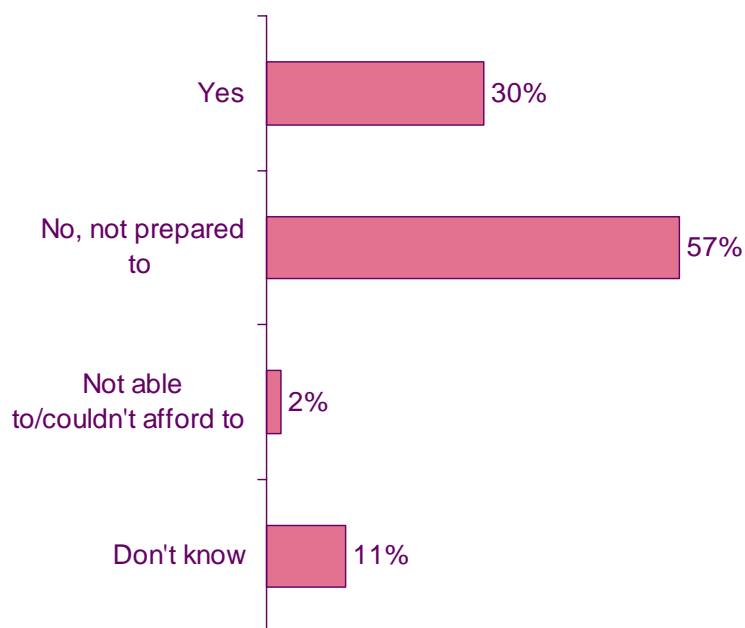


Base : All who know someone who has acquired a mobile phone in the last 12 months. n=75

- 7.4 These subscribers were then asked “If access to that person's mobile number was blocked for some reason, would you be prepared to pay a one off charge to allow you to reach that person's number?”. Three in ten (30%) said they would, six in ten (59%) said they wouldn't, and just over one in ten were unsure.

**Figure 7.4 Proportion prepared to pay a one-off charge to allow them to reach a person's number if it was blocked**

Q. *If access to that person's mobile number was blocked for some reason, would you be prepared to pay a one off charge to allow you to reach that person's number?*

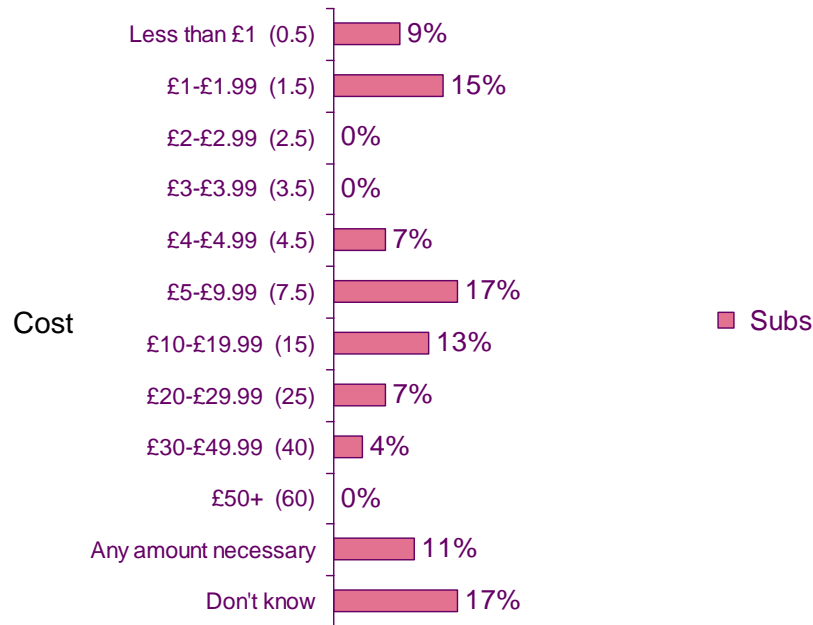


Base : All who know someone who has acquired a mobile phone in the last 12 months. n=75

- 7.5 In the Competition Commission's research in 2002, 71% stated they wouldn't pay.
- 7.6 Amongst the 30 subscribers that said they would be willing to pay, the amounts varied widely, from under £1 to over £30. The average amount was £9.30. As with all small sample research, this finding should be treated with caution and as indicative only.

**Figure 7.5 Amount prepared to pay to be allowed to reached blocked number**

Q. *How much would you be prepared to pay?*



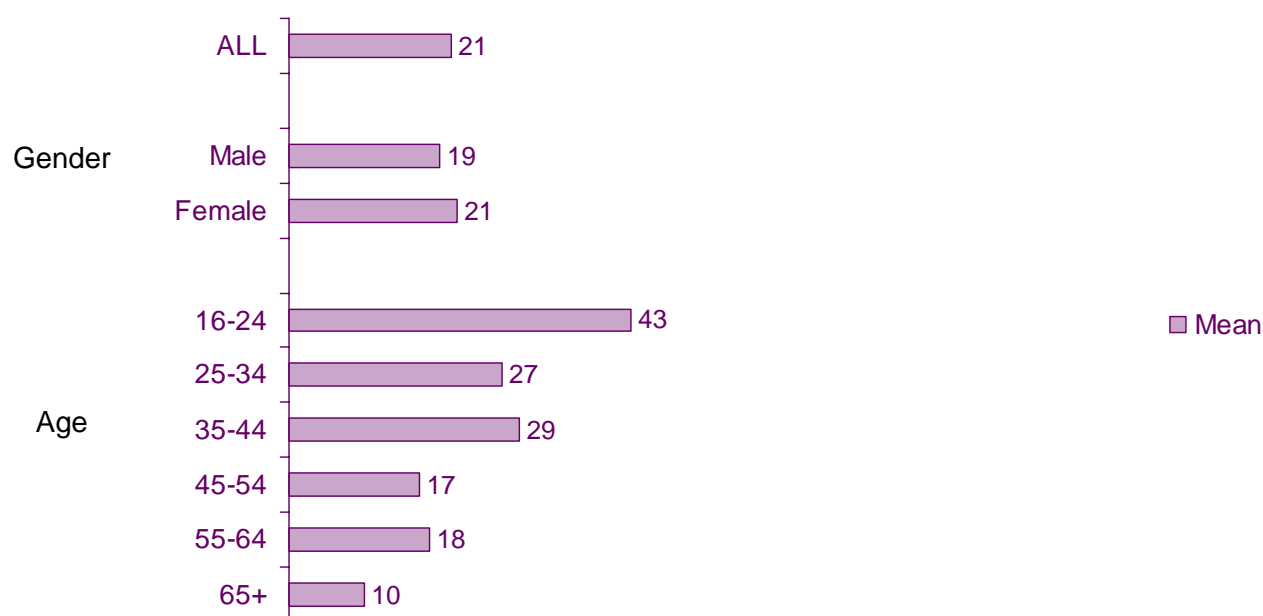
Base : All potentially prepared to pay to reached blocked number. n=30

## Additional calls generated if non-subscribers bought a mobile phone

7.7 All the non-subscribers that had previously stated that they would be willing to buy a mobile phone or said that they wouldn't buy one due to cost were asked how many calls would they make (per month) from a mobile phone if they did buy one. The answers ranged from none up to 100 or more, providing an average of 21 calls a month per respondent.

**Figure 7.6 Average number of calls potential subscribers expected to make a month – by group**

Q. *How many calls a month, if any, do you think you would make from your mobile phone?*

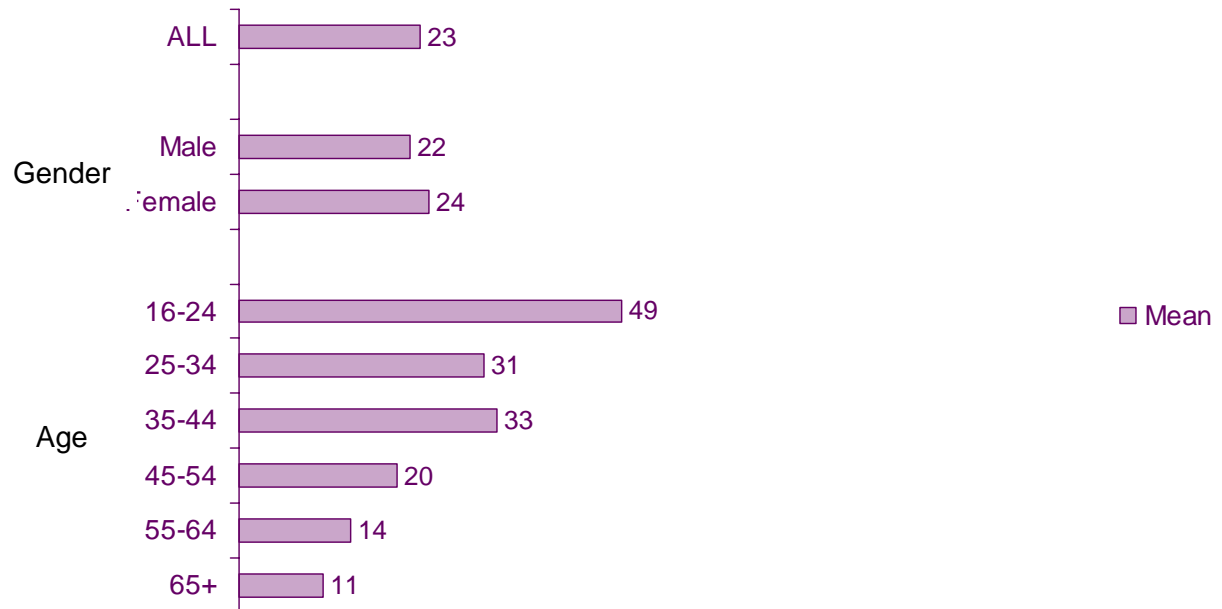


Base : All willing to buy new handsets or those not buying due to handset cost too high. n=345

7.8 Similarly, respondents were asked how many calls they thought they would receive if they got a mobile phone. The average was 23 per month.

**Figure 7.7 Average number of calls potential subscribers expected to receive a month – by group**

Q. *How many calls a month, if any, do you think you would receive on your mobile phone?*



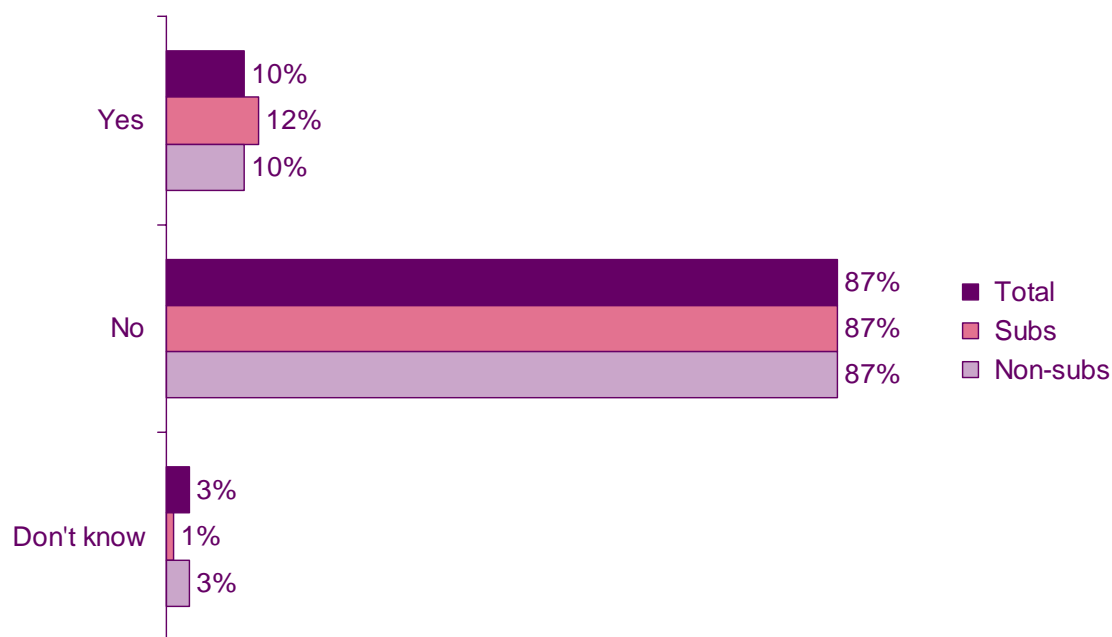
Base : All willing to buy new handsets or those not buying due to handset cost too high. n=345

## Proportion of non-subscribers that know someone who has obtained their first mobile phone in the previous 12 months

7.9 One in ten non-subscribers said they knew someone (that they now call on their mobile phone) who had got their mobile in the previous 12 months.

**Figure 7.8 Proportion that knew someone (that they called on their mobile) that had got a mobile phone for the very first time in the last 12 months**

Q. *Do you know anyone (that you call on their mobile) that has got a mobile phone for the very first time in the last 12 months?*

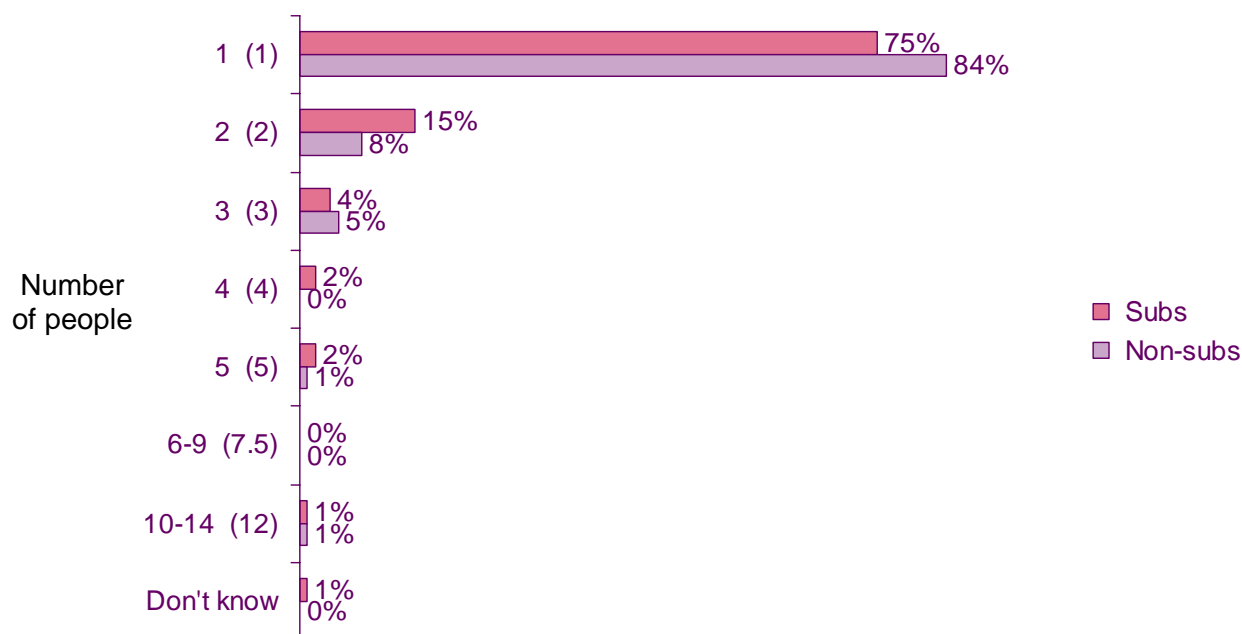


Base : All respondents. n=1590/621/969

- 7.10 The majority (84%) of these non-subscribers said they knew just one person that had got their mobile in the past 12 months. On average, they each claimed to know 1.4 people that had done so.

**Figure 7.9 Number of people they know - that they call on their mobile – that got their mobile phone for the first time in the last 12 months**

Q. How many people is that?



Base : All subscribers that know someone that has got a mobile phone in the past 12 months. n=75/ All non-subscribers that know someone that has got a mobile phone in the past 12 months. n=130

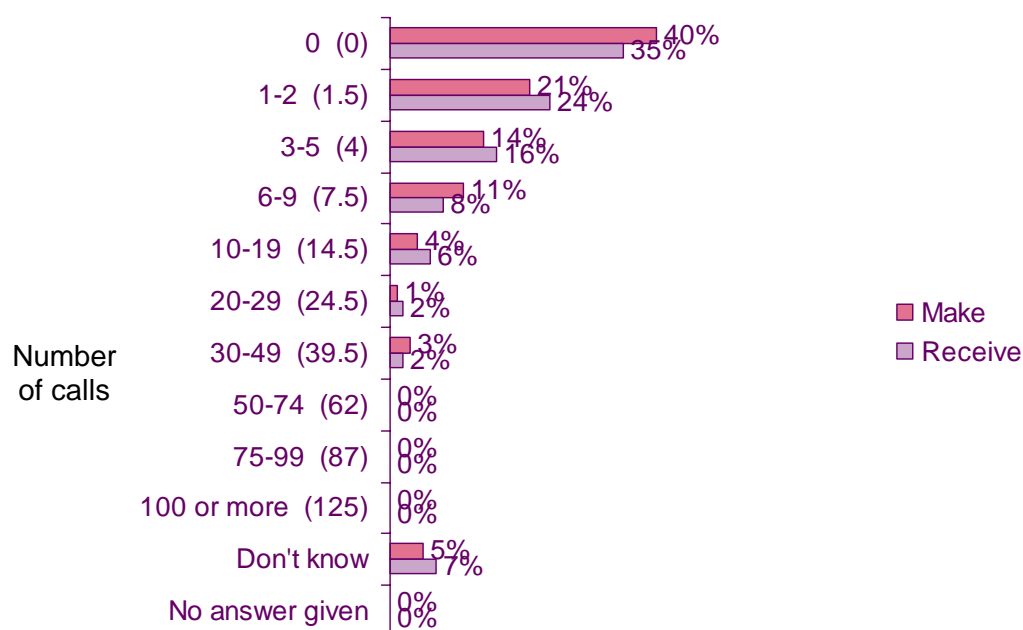
#### **Additional calls generated by these new subscribers (that were known to existing non-subscribers)**

- 7.11 These non-subscribers (that knew someone that had obtained a mobile phone for the first time in the previous 12 months) said that they made an average of 4.6 calls a month to that person, and received an average of 4.3 calls.



**Figure 7.10 Average number of calls a month made and received from that person on their mobile phone**

Q. *About how many calls a month do you make and receive from this person from their mobile phone?*



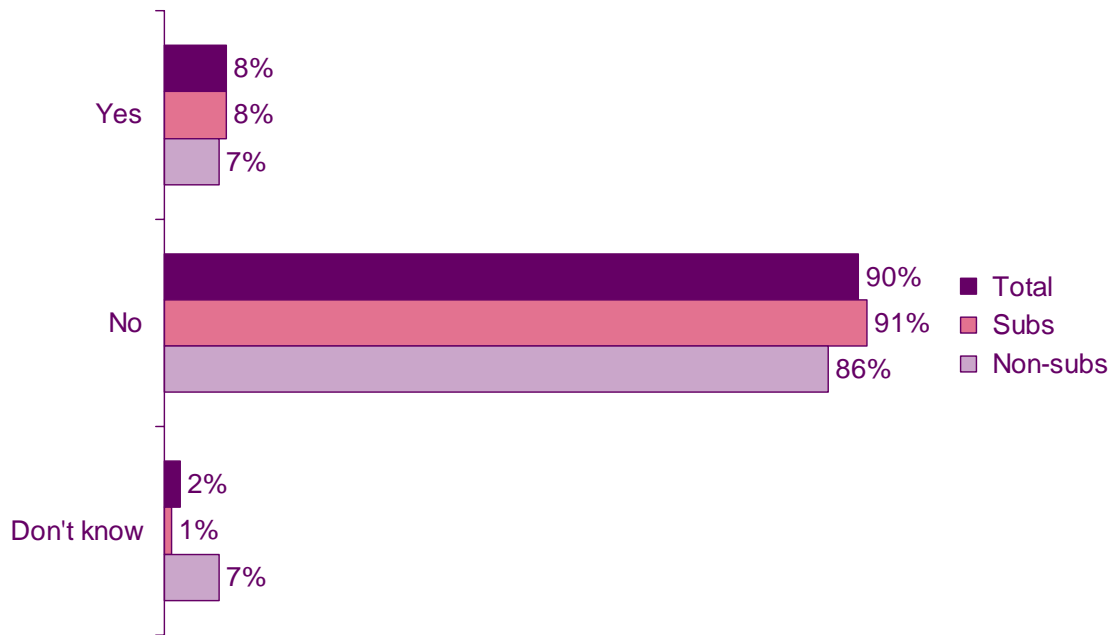
Base : All non-subscribers that know someone that has got a mobile phone in the past 12 months. n=130

## Potential additional calls generated by those that don't have a mobile phone but are thought to want one

7.12 All respondents were asked “Are there any people that you know and contact on their landline who do not have a mobile phone at the moment but would like to have one? This can be family, friends or work contacts”. Less than one in ten stated that they did.

**Figure 7.11 Proportion that knew and contacted someone on their landline who did not have a mobile phone but would have liked to have one**

Q. Are there any people that you know and contact on their landline who do not have a mobile phone at the moment but would like to have one? This can be family, friends or work contacts.

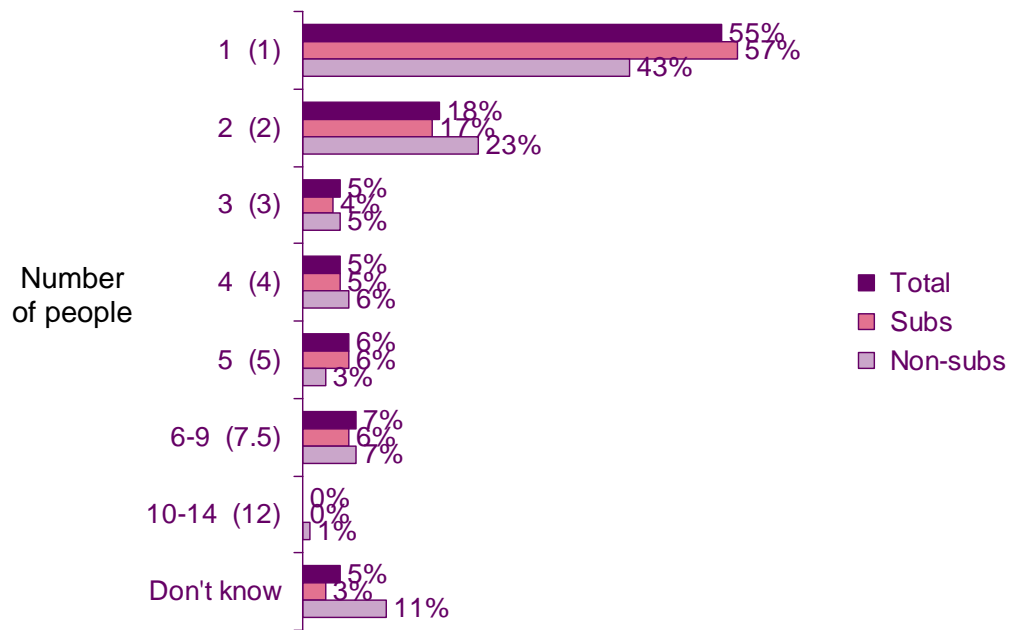


Base : All respondents. n=1590

7.13 Amongst those that did, the majority said they knew just one person, but some knew up to 14. The average number that they knew was just over 2.

**Figure 7.12 Average number of people known who didn't have a mobile phone but would like to have one**

Q. *And how many people do you know like that (that you contact on their landline) who don't have a mobile phone but would like to have one?*

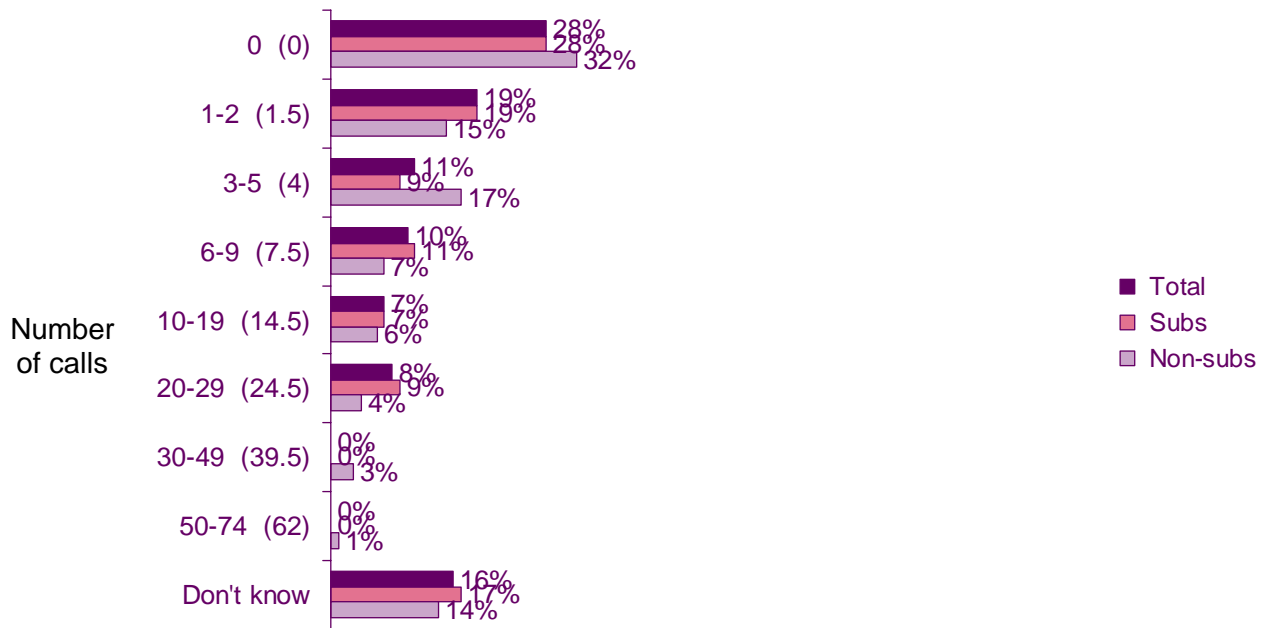


Base : All who know someone without a mobile phone but would like to have one. n=153/46/107 – small bases for subs and non-subs so treat findings with caution

7.14 These respondents (that knew someone that didn't have a mobile but would like to have one) were asked how many calls they would expect to make to that person on their mobile phone. Just over a quarter stated "none" with an average of 5.7 calls.

**Figure 7.13 Average number of calls per month expected to be made to someone getting a new mobile phone**

Q. *How many extra calls, if any, would you expect to make from your landline (and your mobile) to that person on their mobile phone(s) per month?*

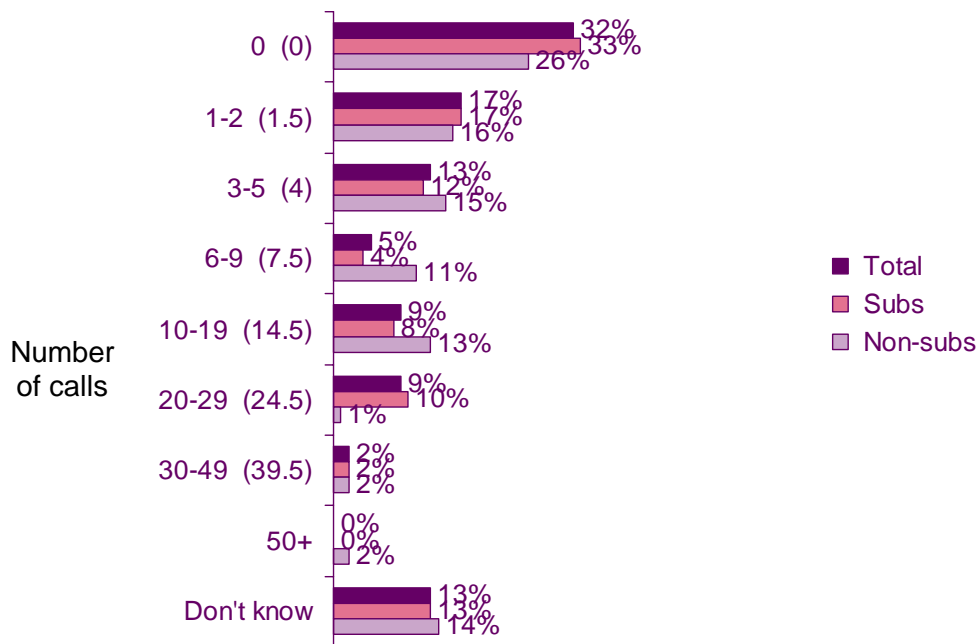


Base : All who know someone without a mobile phone but would like to have one. n=153/46/107 – small bases for subs and non-subs so treat findings with caution

7.15 They were also asked how many calls they would expect to receive from that person and their mobile phone. A third (32%) said none, with an average of 6.5 calls.

**Figure 7.14 Number of extra calls per month that would be expected to be received from someone getting a new mobile phone**

Q. And how many extra calls a month, if any, would you expect to receive on your landline(s) (and your mobile) from that person from their mobile phone(s)?



Base : All who know someone without a mobile phone but would like to have one. 153/46/107 – small bases for subs and non-subs so treat findings with caution

Annex 1

# Questionnaire

Serial No: \_\_\_\_\_ (1-5)  
Card: 01 \_\_\_\_\_ (6-7)

---

Q1 MOBILE PHONE RESEARCH  
=====

---

J8344 \_\_\_\_\_ (8-12)

---

Interviewer name: \_\_\_\_\_

Interviewer no: \_\_\_\_\_

Respondent name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Post-Code \_\_\_\_\_

Telephone no. (incl code): \_\_\_\_\_

---

ACCOMPANIED BY: (PLEASE PRINT)

\_\_\_\_\_

SIGNATURE OF SUPERVISOR: \_\_\_\_\_

SIGNATURE OF INTERVIEWER: \_\_\_\_\_

---

FOR OFFICE USE: EDITOR: \_\_\_\_\_ CODER: \_\_\_\_\_

---

INTRODUCTION:

Hello, my name is ..... (SHOW ID CARD) from Continental Research, an independent market research company based in London. We are conducting a survey about mobile phones on behalf of Ofcom, the communications regulator. May I ask you a few questions?

IF RESPONDENT SAYS THEY DON'T HAVE A MOBILE, SAY That's fine, in fact we are particularly interested in the views of people that don't have mobiles. Is it ok to ask you a few questions?

---

**READ OUT:**

**Firstly, I'd like to ask you few questions about yourself just to ensure our sample is balanced and that we interview a cross-section of the public.**

---

Q2 Which of these following age groups do you fall into?

SHOWCARD A

	(13)
16-24 .....	1
25-34 .....	2
35-44 .....	3
45-54 .....	4
55-64 .....	5
65+ .....	6

---

Q3 Which member of your household, related to you, would you say is the Chief Income Earner, that is the person with the largest income whether from employment, pension, state benefits, investments, or any other source?

WRITE IN:

\_\_\_\_\_

What is that person's occupation? PROBE :

\_\_\_\_\_

PLEASE CHECK OUR CLASSIFICATION HANDBOOK.

	(14)
A .....	1
B .....	2
C1 .....	3
C2 .....	4
D .....	5
E .....	6

---

Q4 CODE SEX, DO NOT ASK:

	(15)
Male .....	1
Female .....	2

---

Q5 CODE REGION

	(16)
Scotland .....	1
North .....	2
Yorks and Humberside .....	3
North West .....	4
West Midland .....	5
East Midlands .....	6
East Anglia .....	7
Wales .....	8
South West .....	9

	(17)
South East (excluding London) .....	0
London .....	1
Northern Ireland .....	2

Q6	Do you have a standard 'landline' telephone at home?	(18)
	Yes .....	1
	.....	Goto Q7
	No.....	2
	.....	Goto Q8
	DON'T KNOW .....	3
	.....	Goto Q8

Q7 ASK ALL WITH A LANDLINE AT HOME (CODE 1 AT Q6).

And do you pay the bill yourself?

CODE "YES" IF THEY PAY AT LEAST SOME OF THE BILL THEMSELVES

	(19)
Yes .....	1
No.....	2

Q8 ASK ALL

(Can I just check) Do you personally use a mobile phone?

	(20)
Yes .....	1
.....	Goto Q9
No.....	2
.....	Goto Q10

Q9 Do you pay the bill or for top-ups for it/("any of them" IF MORE THAN ONE USED)?

	(21)
Yes .....	1
No.....	2

Q10 CHECK QUOTAS AND CODE RESPONDENT TYPE.

CODE 1 AT Q9 = SUBSCRIBER

CODE 2 AT Q8 OR Q9 = NON-SUBSCRIBER

	(22)
SUBSCRIBER .....	1
.....	Goto Q11
NON-SUBSCRIBER.....	2
.....	Goto Q29



---

**Q11 ASK ALL SUBSCRIBERS. NON-SUBSCRIBERS GO TO Q29.**

Approximately how long have you had a mobile phone that you pay for? Please note this can be for any mobile, not just your current handset.

SHOWCARD B. SINGLE CODE

	(23)
Up to a month.....	1
Longer than 1 month up to 3 months .....	2
Longer than 3 months up to 6 months .....	3
Longer than 6 months up to a year .....	4
Longer than a year up to 2 years .....	5
Longer than 2 years up to 5 years .....	6
Longer than 5 years .....	7
DON'T KNOW (DO NOT READ OUT) .....	8

---

**Q12 And how long have you had your current handset?**

SHOWCARD B. SINGLE CODE

IF RESPONDENT HAS MORE THAN ONE CURRENT HANDSET, PLEASE ASK ABOUT HANDSET USED MOST OFTEN AND PAID FOR

	(24)
Up to a month.....	1
Longer than 1 month up to 3 months .....	2
Longer than 3 months up to 6 months .....	3
Longer than 6 months up to a year .....	4
Longer than a year up to 2 years .....	5
Longer than 2 years up to 5 years .....	6
Longer than 5 years .....	7
DON'T KNOW (DO NOT READ OUT) .....	8

---

**Q13 And on average, how long would you say you own a handset before replacing it?**

Please include any replacements for lost or stolen handsets as a new handset.

ONLY READ OUT IF NECESSARY

	(25)
Up to a month.....	1
Longer than 1 month up to 3 months .....	2
Longer than 3 months up to 6 months .....	3
Longer than 6 months up to 9 months .....	4
Longer than 9 months up to 11 months .....	5
12 months .....	6
Longer than 12 months up to 17 months .....	7
18 months .....	8
Longer than 19 months up to 24 months .....	9
	(26)
Longer than 2 years up to 3 years .....	0
Longer than 3 years up to 5 years .....	1
Over 5 years.....	2
As soon as a year is up DO NOT READ OUT .....	3
As soon as my contract is up DO NOT READ OUT .....	4
Have never replaced my handset DO NOT READ OUT .....	5

---

## Q14 How much did you pay for your current handset?

If your current handset was replaced by insurance, please tell me how much you paid for the original handset that it replaced.

## SHOWCARD I

	(27)
Nothing/it was free/ a gift.....	1
£0.01-4.99 .....	2
£5-9.99 .....	3
£10-19.99 .....	4
£20-29.99 .....	5
£30-39.99 .....	6
£40-49.99 .....	7
£50-59.99 .....	8
£60-69.99 .....	9
	(28)
£70-99.99 .....	0
£100-149.99 .....	1
£150-199.99 .....	2
£200-299.99 .....	3
£300-399.99 .....	4
£400-499.99 .....	5
£500+ .....	6

## Q15 On average, how many calls do you make with your mobile phone on a typical weekday?

And on average how many calls would you say you make over the weekend (please add the total for both Saturday and Sunday together)?

## READ OUT IF NECESSARY.

	Per weekday	Per weekend
	(29)	(31)
Less than 1	1	1
1	2	2
2	3	3
3-5	4	4
6-9	5	5
10-15	6	6
16-20	7	7
21-30	8	8
31-40	9	9
	(30)	(32)
41-50	0	0
50+	1	1

Q16 And on average, how many calls do you \*receive\* on your mobile phone on a typical weekday?

And on average how many calls would you say you receive over the weekend (please add the total for both Saturday and Sunday together)?

	Per weekday	Per weekend
	(33)	(35)
Less than 1	1	1
1	2	2
2	3	3
3-5	4	4
6-9	5	5
10-15	6	6
16-20	7	7
21-30	8	8
31-40	9	9
	(34)	(36)
41-50	0	0
50+	1	1

Q17 Do you have a pay-as-you-go mobile that you top up, or a mobile phone with a contract where you receive a bill every month?

IF RESPONDENT HAS MORE THAN ONE CURRENT HANDSET, PLEASE ASK ABOUT HANDSET AND PAID FOR AND USED MOST OFTEN .  
CAN BE MULTICODED IF RESPONDENT STILL GIVES BOTH ANSWERS.

(37)  
Pay-as-you-go/pre-pay ("PAYG") ..... 1  
Contract..... 2  
DON'T KNOW (DO NOT READ OUT) ..... 3

Q18 If you were to lose or damage your mobile phone so you could no longer use it, how interested would you be in buying a new handset - assuming the price of a new handset was acceptable?

SHOWCARD C. SINGLE CODE

(38)  
Very interested..... 1  
..... Goto Q20  
Fairly interested..... 2  
..... Goto Q20  
Not very interested ..... 3  
..... Goto Q20  
Not at all interested ..... 4  
..... Goto Q19  
DON'T KNOW (DO NOT READ OUT) ..... 5  
..... Goto Q20

---

**Q19 ASK ALL CODING 4 AT Q18. OTHERS TO Q20**

Why would you not be interested in buying another handset?

DO NOT READ OUT. MULTICODE

	(39)
Would be entitled to another one - provided by mobile operator/insurance .....	1
Already got another mobile phone that can be used .....	2
Would be given one by friends or family .....	3
Would be given one by work .....	4
Would buy/get a second hand mobile phone .....	5
Would take out a new contract with phone included .....	<u>6</u>
Don't really need a mobile phone/don't use it enough .....	7
Handset costs too much .....	<u>8</u>
Line-rental/call charges cost too much .....	9
Other (WRITE IN) .....	0
.....	(40)
	(41)
	(42)
DON'T KNOW .....	1

---

**Q20 ASK ALL PAYG (PAY-AS-YOU-GO) OWNERS WILLING TO BUY NEW HANDSET (CODE 1 AT Q17 AND CODE 1-3 OR 5 AT Q18)**

OR NOT BUYING DUE TO HANDSET COST (CODE 1 AT Q17 AND CODE 8 AT Q19)

OTHERS SKIP TO Q22.

If you \*were\* to replace the phone with a Pay As You Go pre-pay package, how much would you be prepared to pay for the handset, not including any call credit or airtime?

DO NOT READ OUT.

SINGLE CODE

	(43)
Would only get if free .....	1
.....	Goto Q22
£0.01-4.99 .....	2
.....	Goto Q21
£5-9.99 .....	3
.....	Goto Q21
£10-19.99 .....	4
.....	Goto Q21
£20-29.99 .....	5
.....	Goto Q21
£30-39.99 .....	6
.....	Goto Q21
£40-49.99 .....	7
.....	Goto Q21
£50-59.99 .....	8
.....	Goto Q21
£60-69.99 .....	9
.....	Goto Q21

	(44)
£70-99.99 .....	0
.....	Goto Q21
£100-149.99 .....	1
.....	Goto Q21
£150-199.99 .....	2
.....	Goto Q21
£200-299.99 .....	3
.....	Goto Q21
£300-399.99 .....	4
.....	Goto Q21
£400-499.99 .....	5
.....	Goto Q21
£500+ .....	6
.....	Goto Q21
ANY AMOUNT NECESSARY (DO NOT READ OUT).....	7
.....	Goto Q21
WOULD NOT GET A PAYG/PRE-PAY PACKAGE (DO NOT READ OUT).....	8
.....	Goto Q22
DON'T KNOW (DO NOT READ OUT) .....	9
.....	Goto Q21

Q21 I'm going to read out a price, and I'd like you to tell me how likely would you be to replace your lost or damaged phone with a Pay As You Go package at this price.

So....READ OUT FIRST PRICE. (CHECK TIME:  
 IF 0-14 MINUTES PAST HOUR START WITH A  
 IF 15-29 MINUTES PAST HOUR START WITH B  
 IF 30-44 MINUTES PAST HOUR START WITH C  
 IF 45-59 MINUTES PAST HOUR START WITH D

**\*\*\*CIRCLE STARTING PRICE\*\*\*)**

How likely would you be to replace the phone with a Pay As You Go package at that price?  
 SHOWCARD D.

**\*\*CIRCLE CODE FOR EVERY PRICE ASKED ABOUT\*\***

And what if it cost..

\*IF RESPONDENT CODES 1 OR 2, MOVE RIGHT TO NEXT HIGHEST PRICE, AND REPEAT QUESTION UNTIL ANY OF 3-5 CODED OR HIGHEST PRICE READ OUT.

\*IF RESPONDENT CODES 3-5, MOVE LEFT TO NEXT LOWEST PRICE AND REPEAT QUESTION UNTIL LOWEST PRICE READ OUT, OR 1 OR 2 CODED.

(I.E. WE WANT TO KNOW THE HIGHEST PRICE AT WHICH THEY WOULD CODE 1 OR 2)

CIRCLE STARTING PRICE!	6	6	6	6
	A.	B.	C.	D.
	£30	£60	£90	£120
	(45)	(46)	(47)	(48)
I would definitely do so at this price	1	1	1	1
I would probably do so at this price	2	2	2	2
I may or may not do so at this price	3	3	3	3
I probably wouldn't do so at this price	4	4	4	4
I definitely wouldn't do so at this price	5	5	5	5

**Q22 ASK CONTRACT CUSTOMERS (CODE 2 AT Q17)**

OR ALL CODING 'WOULD NOT GET PAYG/PRE PAY PACKAGE' (CODE 18) AT Q20

OR ASK IF 6 CODED AT Q19

If you had to renew your contract, how much would you be prepared to pay per month for a replacement contract package?

IF DON'T KNOW: SHOWCARD E.

SINGLE CODE

	(49)
less than £4.99 a month.....	1
£5-9.99 .....	2
£10-14.99 .....	3
£15-19.99 .....	4
£20-24.99 .....	5
£25-29.99 .....	6
£30-34.99 .....	7
£35-39.99 .....	8
£40-49.99 .....	9
	(50)
£50-59.99 .....	0
£60+ .....	1
WOULD NOT RENEW CONTRACT PACKAGE (DO NOT READ OUT) .....	2
DON'T KNOW (SHOWCARD IF NECESSARY) .....	3

---

**\*\*\* READ OUT TO ALL SUBSCRIBERS \*\*\* (CODE 1 AT Q9)**

**From now on, when I talk about contacting people and calls to and from your mobile, I'd like you to think about VOICE (or video) calls and NOT SMS or text messages (or MMS/picture messages).**

---

**Q23 ASK ALL SUBSCRIBERS**

Do you know anyone (that you call on their mobile) that has got a mobile phone for the very first time in the last 12 months?

IF NECESSARY: Please note the calls you make to them can be made from a mobile phone or a landline.

SINGLE CODE

	(51)
Yes .....	1
.....	Goto Q24
No.....	2
.....	Goto Q29
DON'T KNOW (DO NOT READ OUT) .....	3
.....	Goto Q29

---

**Q24 ASK ALL CODING 'Yes' AT Q23 OTHERS TO Q29**

And how many people - that you call on their mobile - got their mobile phone for the first time in the last 12 months?

READ OUT IF NECESSARY. SINGLE CODE

	(52)
1 .....	1
2 .....	2
3 .....	3
4 .....	4
5 .....	5
6-9 .....	6
10-14 .....	7
20-49 .....	8
50 or more .....	9
	(53)
DON'T KNOW (DO NOT READ OUT) .....	0

---

**INTERVIEWER NOTE:**

**IF 1 CODED AT Q24 (i.e. one person) SAY: For the next few questions I would like you to think about this person.**

**IF 2-10 CODED AT Q24 (i.e. more than one person) SAY: For the next few questions please think about the person who got a mobile phone most recently.**

---

**Q25 About how many calls a month do you typically MAKE to this person on their mobile phone? Please include all calls you make to them from either a mobile phone or a landline.**

SHOWCARD F SINGLE CODE

	(54)
0 .....	1
1-2 .....	2
3-5 .....	3
6-9 .....	4
10-19 .....	5
20-29 .....	6
30-49 .....	7
50-74 .....	8
75-99 .....	9
	(55)
100 or more .....	0
DON'T KNOW (DO NOT READ OUT) .....	1

---



Q26 And about how many calls a month do you typically RECEIVE on both your mobile and landline(s) from this person from their mobile phone?

SHOWCARD F. SINGLE CODE

	(56)
0 .....	1
1-2 .....	2
3-5 .....	3
6-9 .....	4
10-19 .....	5
20-29 .....	6
30-49 .....	7
50-74 .....	8
75-99 .....	9
	(57)
100 or more .....	0
DON'T KNOW (DO NOT READ OUT) .....	1

Q27 If access to that person's mobile number was blocked for some reason, would you be prepared to pay a one off charge to allow you to reach that person's number? Please note: This charge would allow access for two or three years

DO NOT READ OUT. SINGLE CODE

	(58)
Yes .....	1
	Goto Q28
No, not prepared to .....	2
	Goto Q29
Not able to/couldn't afford to .....	3
	Goto Q29
DON'T KNOW .....	4
	Goto Q28

Q28 ASK ALL CODING 'Yes' OR 'DON'T KNOW' AT Q27 OTHERS TO Q29

How much would you be prepared to pay? DO NOT READ OUT.

\* IF "DON'T KNOW": SHOWCARD G \*

SINGLE CODE.

	(59)
Less than £1 .....	1
£1-£1.99 .....	2
£2-£2.99 .....	3
£3-£3.99 .....	4
£4-£4.99 .....	5
£5-£9.99 .....	6
£10-£19.99 .....	7
£20-£29.99 .....	8
£30-£49.99 .....	9
	(60)
£50+ .....	0
ANY AMOUNT NECESSARY (DO NOT READ OUT) .....	1
DON'T KNOW (PROMPT WITH SHOWCARD) .....	2

---

Q29 \*\*\* ASK ALL \*\*\*

Are there any people that you know and contact on their landline who do NOT have a mobile phone at the moment but would like to have one? This can be family, friends or work contacts.

SINGLE CODE

Yes .....	(61) 1
.....	Goto Q30
No.....	2
.....	Goto Q33
DON'T KNOW (DO NOT READ OUT) .....	3
.....	Goto Q33

---

## Q30 ASK ALL CODING 'Yes' AT Q29 OTHERS TO Q33.

And how many people do you know like that (that you contact on their landline) who don't have a mobile phone but would like to have one?

READ OUT IF NECESSARY. SINGLE CODE

1 .....	(62) 1
2 .....	2
3 .....	3
4 .....	4
5 .....	5
6-9 .....	6
10-14 .....	7
20-49 .....	8
50 or more .....	9
.....	(63) 0
DON'T KNOW (DO NOT READ OUT) .....	0

---

**IF CODED OPTION 1 AT Q30 i.e one person SAY: Please think about this person when answering the next few questions**

**IF CODED OPTIONS 2-10 AT Q30 i.e more than one person SAY: Please think about just one of those people when answering the next few questions.**

Q31

Imagine the person who does \*not\* have a mobile phone \*did\* have one. In addition to the calls you make to their landline, how many \*extra\* calls, if any, would you expect to make from your landline [IF SUBSCRIBER: "and your mobile"] to that person on their mobile phone(s) per month?

SHOWCARD F. SINGLE CODE

IF NECESSARY: Please remember this is IF they had a mobile phone

	(64)
0 .....	1
1-2 .....	2
3-5 .....	3
6-9 .....	4
10-19 .....	5
20-29 .....	6
30-49 .....	7
50-74 .....	8
75-99 .....	9
	(65)
100 or more .....	0
DON'T KNOW (DO NOT READ OUT) .....	1

Q32

And how many \*extra\* calls a month, if any, would you expect to receive on your landline(s) [IF SUBSCRIBER: "and your mobile"] from that person from their mobile phone(s)?

SHOWCARD F. SINGLE CODE

IF NECESSARY: Please remember this is IF they had a mobile phone

	(66)
0 .....	1
1-2 .....	2
3-5 .....	3
6-9 .....	4
10-19 .....	5
20-29 .....	6
30-49 .....	7
50-74 .....	8
75-99 .....	9
	(67)
100 or more .....	0
DON'T KNOW (DO NOT READ OUT) .....	1

---

Q33 ASK ALL NON-SUBSCRIBERS (CODE 2 AT Q9). SUBSCRIBERS GO TO Q41

Assuming the price of a new handset was acceptable, how interested would you be in buying yourself a mobile phone over the next 12 months?

SHOWCARD C. SINGLE CODE

	(68)
Very interested .....	1
.....	Goto Q34
Fairly interested.....	2
.....	Goto Q34
Not very interested .....	3
.....	Goto Q34
Not at all interested .....	4
.....	Goto Q35
DON'T KNOW (DO NOT READ OUT) .....	5
.....	Goto Q34

---

Q34 ASK ALL LIKELY TO BUY ONE (CODE 1-3 OR 5 AT Q33 )

Many people who get a mobile phone buy a Pay-As-You-Go mobile phone. If you were to buy one of these how much would you be prepared to spend on the handset (not including any call vouchers or airtime)?

IF NECESSARY: When you buy a PAYG phone you are just paying for the handset and then you buy calling credit or airtime separately. We just want to know how much you would pay for the handset only.

IF RESPONDENT SAYS "It depends on the cost of calls" SHOWCARD H AND SAY "Here is an example of typical charges"

IF NECESSARY, ASK AGAIN: If you were to buy a Pay As You Go pre-pay package, how much would you be prepared to pay for the handset?

DO NOT READ OUT. SINGLE CODE

	(69)
Would only get if free .....	1
.....	Goto Q41
£0.01-4.99 .....	2
.....	Goto Q38
£5-9.99 .....	3
.....	Goto Q38
£10-19.99 .....	4
.....	Goto Q38
£20-29.99 .....	5
.....	Goto Q38
£30-39.99 .....	6
.....	Goto Q38
£40-49.99 .....	7
.....	Goto Q38
£50-59.99 .....	8
.....	Goto Q38
£60-69.99 .....	9
.....	Goto Q38
	(70)
£70-99.99 .....	0
.....	Goto Q38
£100-149.99 .....	1
.....	Goto Q38
£150-199.99 .....	2
.....	Goto Q38
£200-299.99 .....	3
.....	Goto Q38
£300-399.99 .....	4
.....	Goto Q38
£400-499.99 .....	5
.....	Goto Q38
£500+ .....	6
.....	Goto Q38
ANY AMOUNT NECESSARY (DO NOT READ OUT).....	7
.....	Goto Q38
WOULD NOT GET A PAYG/PRE-PAY PACKAGE (DO NOT READ OUT).....	8
.....	Goto Q41
DON'T KNOW (DO NOT READ OUT) .....	9
.....	Goto Q38

---

Q35 ASK ALL CODING 4 AT Q33.

Why would you not be interested in buying a mobile phone in the next 12 months?

DO NOT READ OUT. MULTICODE

	(71)
Might be given one by friends or family .....	1
Might be given one by work .....	2
Don't really need a mobile phone/wouldn't use it enough.....	3
Handset costs too much.....	4
Line-rental/call charges cost too much .....	5
Too complicated to work out best deal .....	6
Handsets are too complicated for me to use .....	7
Health/safety concerns.....	8
Other (WRITE IN).....	9
	(72-75)
	(76)
DON'T KNOW .....	1

---

Q36 ASK ALL NOT BUYING DUE TO HANDSET COST (CODE 4 AT Q35).  
ALL OTHERS THAT ANSWERED Q35 GO TO Q41.

How much \*would\* you be prepared to spend on the handset (not including any call vouchers or airtime)?

IF NECESSARY ASK AGAIN: When you buy a PAYG phone you are just paying for the handset and then you buy calling credit or airtime separately. We just want to know how much you would pay for the handset only.

IF RESPONDENT SAYS "It depends on the cost of calls" SHOWCARD H AND SAY "Here is an example of typical charges"

IF NECESSARY: If you were to buy a Pay As You Go pre-pay package, how much would you be prepared to pay for the handset?

DO NOT READ OUT. SINGLE CODE

	(77)
Would only get if free .....	1
.....	Goto Q41
£0.01-4.99 .....	2
.....	Goto Q38
£5-9.99 .....	3
.....	Goto Q38
£10-19.99 .....	4
.....	Goto Q38
£20-29.99 .....	5
.....	Goto Q38
£30-39.99 .....	6
.....	Goto Q38
£40-49.99 .....	7
.....	Goto Q38
£50-59.99 .....	8
.....	Goto Q38
£60-69.99 .....	9
.....	Goto Q38

	(78)
£70-99.99 .....	0
.....	Goto Q38
£100-149.99 .....	1
.....	Goto Q38
£150-199.99 .....	2
.....	Goto Q38
£200-299.99 .....	3
.....	Goto Q38
£300-399.99 .....	4
.....	Goto Q38
£400-499.99 .....	5
.....	Goto Q38
£500+ .....	6
.....	Goto Q38
ANY AMOUNT NECESSARY (DO NOT READ OUT).....	7
.....	Goto Q38
WOULD NOT GET A PAYG/PRE-PAY PACKAGE (DO NOT READ OUT).....	8
.....	Goto Q41
DON'T KNOW (DO NOT READ OUT) .....	9
.....	Goto Q38

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Q37    REMOVED

Q38 I'm going to read out a price and I'd like you to tell me how likely would you be to purchase a Pay As You Go package at this price.

So....READ OUT FIRST PRICE. (CHECK TIME:  
 IF 0-14 MINUTES PAST HOUR START WITH A  
 IF 15-29 MINUTES PAST HOUR START WITH B  
 IF 30-44 MINUTES PAST HOUR START WITH C  
 IF 45-59 MINUTES PAST HOUR START WITH D

**\*\*\*CIRCLE STARTING PRICE\*\*\*)**

How likely would you be to replace the phone with a Pay As You Go package at that price?  
 SHOWCARD D.

**\*\*CIRCLE CODE FOR EVERY PRICE ASKED ABOUT\*\***

And what if it cost..

\*IF RESPONDENT CODES 1 OR 2, MOVE RIGHT TO NEXT HIGHEST PRICE, AND REPEAT QUESTION UNTIL ANY OF 3-5 CODED OR HIGHEST PRICE READ OUT.

\*IF RESPONDENT CODES 3-5, MOVE LEFT TO NEXT LOWEST PRICE AND REPEAT QUESTION UNTIL LOWEST PRICE READ OUT, OR 1 OR 2 CODED.

(I.E. WE WANT TO KNOW THE HIGHEST PRICE AT WHICH THEY WOULD CODE 1 OR 2)

CIRCLE STARTING PRICE!	6	6	6	6
	A.	B.	C.	D.
	£30	£60	£90	£120
	(12)	(13)	(14)	(15)
I would definitely do so at this price	1	1	1	1
I would probably do so at this price	2	2	2	2
I may or may not do so at this price	3	3	3	3
I probably wouldn't do so at this price	4	4	4	4
I definitely wouldn't do so at this price	5	5	5	5

Q39 Imagine you did buy a mobile phone. How many calls a month, if any, do you think you would MAKE from your mobile phone? SHOWCARD F. SINGLE CODE

	(16)
0 .....	1
1-2 .....	2
3-5 .....	3
6-9 .....	4
10-19 .....	5
20-29 .....	6
30-49 .....	7
50-74 .....	8
75-99 .....	9



	(17)
100 or more .....	0
DON'T KNOW (DO NOT READ OUT) .....	1

Q40 And how many calls a month, if any, do you think you would RECEIVE on your mobile phone? SHOWCARD F. SINGLE CODE

	(18)
0 .....	1
1-2 .....	2
3-5 .....	3
6-9 .....	4
10-19 .....	5
20-29 .....	6
30-49 .....	7
50-74 .....	8
75-99 .....	9
	(19)
100 or more .....	0
DON'T KNOW (DO NOT READ OUT) .....	1

Q41 ASK ALL NON-SUBSCRIBERS

Do you know anyone (that you call on their mobile) that has got a mobile phone for the very first time in the last 12 months? Please note the calls you make to them can be made from a mobile phone or a landline. SINGLE CODE.

	(20)
Yes .....	1
.....	Goto Q42
No .....	2
.....	Goto Q45
DON'T KNOW .....	3
.....	Goto Q45

Q42 ASK ALL CODING 'Yes' AT Q41. OTHERS TO Q45

How many people is that?

READ OUT IF NECESSARY. SINGLE CODE

	(21)
1 .....	1
2 .....	2
3 .....	3
4 .....	4
5 .....	5
6-9 .....	6
10-14 .....	7
20-49 .....	8
50 or more .....	9
	(22)
DON'T KNOW (DO NOT READ OUT) .....	0

---

**INTERVIEWER NOTE:**

**IF CODED OPTION 1 AT Q42 i.e one person SAY: For the next few questions I would like you to think about this person.**

**IF CODED OPTIONS 2-10 AT Q42 i.e more than one person SAY: For the next few questions please think about the person who got a mobile phone most recently.**

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**Q43** About how many calls a month do you MAKE to this person on their mobile phone?

SHOWCARD F. SINGLE CODE

	(23)
0 .....	1
1-2 .....	2
3-5 .....	3
6-9 .....	4
10-19 .....	5
20-29 .....	6
30-49 .....	7
50-74 .....	8
75-99 .....	9
	(24)
100 or more .....	0
DON'T KNOW (DO NOT READ OUT) .....	1

---

**Q44** About how many calls a month do you RECEIVE from this person from their mobile phone?  
SHOWCARD F. SINGLE CODE

	(25)
0 .....	1
1-2 .....	2
3-5 .....	3
6-9 .....	4
10-19 .....	5
20-29 .....	6
30-49 .....	7
50-74 .....	8
75-99 .....	9
	(26)
100 or more .....	0
DON'T KNOW (DO NOT READ OUT) .....	1

Q45 ASK ALL

Finally, please could you give me the letter from this card for the group in which you would place you total household income from all sources, before tax and other deductions?

SHOWCARD J

	(27)
A.....	1
B.....	2
C.....	3
D.....	4
E.....	5
F.....	6
G.....	7
H.....	8
I.....	9
	(28)
J.....	0
K.....	1
L.....	2
M.....	3
N.....	4
O.....	5
Rather not say.....	6
DON'T KNOW .....	7

**I declare that this is a true record of a face-to-face interview conducted with the named respondent who is not known to me. It was conducted in accordance with the Instructions, the Interviewer Handbook and the Code of Conduct of the Market Research Society.**

**NAME:** \_\_\_\_\_

**SIGNED:** \_\_\_\_\_ **DATE:** \_\_\_\_/\_\_\_\_/\_\_\_\_