

# Consumer Engagement Quantitative Research – Jan-April 2018

## **Introduction:**

### *All respondents*

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

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

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

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

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

## **Section 1: Services and Decision Maker in Household**

First of all, we'd like to ask you a few questions about yourself, just to make sure we are surveying a good cross section of the population.

### *ALL RESPONDENTS*

#### **S1. SHOWCARD S1**

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

Please think about services which are paid for by someone in your household.

*MULTICODE OK FOR CODES 1-4*

Mobile phone	1	
Landline phone (i.e. home phone)	2	
Fixed broadband internet (through a phone line or cable service, perhaps using a Wi-Fi router)	3	
A Pay TV service through satellite, cable or broadband [such as Sky TV, Virgin Media TV, BT TV, or Talk Talk TV]	4	
None of these	5	CLOSE

*(DETAIL FOR SHOWCARD)* Pay TV explanation if necessary – We do not mean on-demand streaming services (such as Netflix, NOW TV or Amazon Prime Video).

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ASK IF HAVE FIXED BROADBAND BUT NOT LANDLINE AT S1 (CODE 3 NOT CODE 2)

### S2.

Does your household pay line rental in order to receive the fixed broadband service? So, you could use this fixed line to make calls if you plugged a phone into the line.

#### SINGLE CODE

Yes, pay line rental for a fixed line	1	UPDATE S1 CODE 2 
No	2	
Don't know	3	

SAY TO RESPONDENT IF S2 CODE 1 - Because your household pays line rental to the fixed line provider to be able to receive the fixed broadband service we are interested in your fixed line service even if no calls are made or received

#### ALL RESPONDENTS

### S3. SHOWCARD S3

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

#### MULTICODE OK FOR CODES 1-4

Mobile phone	1	
Landline phone (i.e. home phone) or line rental	2	
Fixed broadband internet (through a phone line or cable service, perhaps using a Wi-Fi router)	3	
A Pay TV service through satellite, cable or broadband [such as Sky TV, Virgin Media TV, BT TV, or Talk Talk TV]	4	
None of these	5	ASK FOR REFERRAL IN HOUSEHOLD IF NO DECISION MAKER IN HOUSEHOLD – MARK ON TALLY SHEET THEN CLOSE

*ASK IF MOBILE DECISION MAKER AT S3 (CODE 1)*

**S4. SHOWCARD S4**

Which of these best describes the mobile phone package you personally use most often?

*SINGLE CODE*

Prepay/ pay as you go	1
Monthly contract / SIM only	2

*ASK IF MONTHLY CONTRACT/ SIM-ONLY AT S4 (CODE 2)*

**S5. SHOWCARD S5**

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

*SINGLE CODE*

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

*IF EITHER SIM ONLY ON A 12 MONTH CONTRACT AT S5 (CODE 3) OR IF SIM ONLY AND UNSURE OF THE LENGTH OF CONTRACT AT S5 (CODE 4) – AT FUTURE QUESTIONS TREAT THESE CODES THE SAME AS IF MONTHLY CONTRACT INCLUDING A NEW HANDSET AT S5 (CODE 1) ALL RESPONDENTS*

**S6. SHOWCARD S6**

Do you receive any of these services from the same provider?

IF RESPONDENT SAYS THEY HAVE MORE THAN ONE SET OF SERVICES FROM DIFFERENT PROVIDERS (E.G. TV AND LANDLINE FROM ONE PROVIDER, MOBILE AND BROADBAND FROM ANOTHER PROVIDER) THEN PLEASE READ OUT: Could you tell me which services are in the package you consider to be the MAIN one, or the one your household spends the most on?

*MULTICODE OK FOR CODES 1-4*

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Mobile phone	1
Landline phone (i.e. home phone)	2
Fixed broadband internet (through a phone line or cable service, perhaps using a Wi-Fi router)	3
A Pay TV service through satellite, cable or broadband [such as Sky TV, Virgin Media TV, BT TV, or Talk Talk TV]	4
None of these	5

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ASK FOR ALL SERVICES AT IN THE HOUSEHOLD AT S1 – COVERING ANY SERVICES MENTIONED AT S6 TOGETHER

## S7. SHOWCARD S7

Which provider do you use for [SERVICES AT S1]?

IF NECESSARY - Please say which company you pay for this service, not the brand of your set top box or handset.

SINGLE CODE PER SERVICE/ GROUP OF SERVICES

	Mobile phone provider	Fixed line Phone/line rental	Fixed broadband	Pay TV Service
AOL	1	1	1	1
BT	2	2	2	2
Co-operative	3	3	3	3
EE/ Orange / T-Mobile	4	4	4	4
Fuel Broadband	5	5	5	5
Giff Gaff	6	6	6	6
iD	7	7	7	7
John Lewis	8	8	8	8
K-COM	9	9	9	9
O2	10	10	10	10
Post Office	11	11	11	11
Plusnet	12	12	12	12
Primus	13	13	13	13
Sky	14	14	14	14
SSE	15	15	15	15
TalkTalk	16	16	16	16
Tesco	17	17	17	17
'3' / Three Mobile	18	18	18	18
Utility Warehouse	19	19	19	19
Virgin Media/ Mobile	20	20	20	20
Vodafone	21	21	21	21
Other supplier – SPECIFY	22	22	22	22

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### ALL RESPONDENTS

#### S9. CODE GENDER – DO NOT ASK

Male	1
Female	2

### ALL RESPONDENTS

#### S10. SHOWCARD

Which of these age groups applies to you?

Under 25 years	1
25-34 years	2
35-44 years	3
45-54 years	4
55-64 years	5
65-74 years	6
75 years or over	7
Prefer not to say	8

### ALL RESPONDENTS

#### S11. CODE NATION FROM SAMPLE

##### SINGLE CODE

England	1
Scotland	2
Wales	3
Northern Ireland	4

### ALL RESPONDENTS

#### S13. ENTER FULL POSTCODE TYPE

IN:

### ALL RESPONDENTS

#### S14. What is the occupation of the main wage earner in the household?

PROBE TO CODE AS SOCIAL GRADE

AB	1
C1	2
C2	3
DE	4

*ALL RESPONDENTS*

**S15.** ENTER SAMPLE POINT NUMBER FROM SAMPLE TYPE  
*IN:*

## ELIGIBILITY AND SCREENING :

- TRIPLE PLAY HAVE THE SAME PROVIDER FOR THEIR LANDLINE AND BROADBAND AND PAY TV SERVICES (REGARDLESS OF RESPONSE AT S6) AND RESPONDENT IS THE DECISION MAKER FOR THESE 3 SERVICES AT S3
- DUAL PLAY HAVE THE SAME PROVIDER FOR THEIR LANDLINE AND BROADBAND SERVICES (REGARDLESS OF RESPONSE AT S6) AND RESPONDENT IS THE DECISION MAKER FOR THESE 2 SERVICES AT S3
- STANDALONE PAY TV PARTICIPANTS HAVE A PAY TV PROVIDER THAT IS DIFFERENT FROM THEIR LANDLINE AND BROADBAND PROVIDER (IF THEY HAVE A LANDLINE AND / OR BROADBAND) AND RESPONDENT IS THE DECISION MAKER FOR THIS SERVICE AT S3
- MOBILE TO BE TREATED AS A STANDALONE SERVICE, EVEN IF TAKEN FROM THE SAME PROVIDER AS ANOTHER SERVICE AND RESPONDENT IS THE DECISION MAKER FOR THIS SERVICE AT S3
- SCREEN OUT IF DO NOT QUALIFY FOR ONE OF THESE FOUR GROUPS

## P7. PLACEHOLDER FOR PRIORITISED SERVICE TO COVER BASED ON ELIGIBILITY AND SCREENING ABOVE

### SINGLE CODE – PRIORITY ORDER AS BELOW

Standalone Pay TV [ <i>provider for Pay TV at S7 is not also used for landline/ broadband and code 4 at S3</i> ]		
SHOW IN QUESTIONNAIRE AS 'Pay TV service'		
Triple Play [ <i>same provider at S7 for landline and broadband and Pay TV and codes 2 and 3 and 4 at S3</i> ]		
SHOW IN QUESTIONNAIRE AS 'Fixed broadband, landline and Pay TV services'		
Dual Play [ <i>same provider at S7 for landline and broadband and not Pay TV and codes 2 and 3 at S3</i> ]		
SHOW IN QUESTIONNAIRE AS 'Fixed broadband and landline services'		
Mobile phone [ <i>code 1 at S3</i> ]		
SHOW IN QUESTIONNAIRE AS 'Mobile phone service'		
None of these	5	CLOSE



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## Section 6: Engagement

In this section, we want to learn about any contact you have had with [PROVIDER] or with possible alternative providers, looking to change or review your service. The questions that follow start with what, if anything you've done in the PAST and then what, if anything, you are CURRENTLY thinking of doing.

**So, thinking first about the PAST:**

*ASK ALL*

### **Q45 SHOWCARD Q45**

When, if at all, did you last CHANGE the company that provides your [PRIORITISED SERVICE AT P7] without moving home – so you **chose** to make this change?

*SINGLE CODE*

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband, landline and Pay TV services	Pay TV service
Within the last 12 months	1	1	1	1
1-2 years ago	2	2	2	2
Longer ago than 2 years	3	3	3	3
Have never changed	4	4	4	4
Don't remember	5	5	5	5

*ASK ALL WHO HAVE NOT SWITCHED IN THE LAST 2 YEARS AT Q45 (NOT CODES 1-2)*

### **Q46 SHOWCARD Q46**

When, if at all, have you made contact with your [PRIORITISED SERVICE AT S7] provider to do one or more of the following:

To ask for a discount for your service?

To add extra or improved services?

To reduce or downgrade any of your services?

*SINGLE CODE*

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband, landline and Pay TV services	Pay TV service
Within the last 12 months	1	1	1	1
1-2 years ago	2	2	2	2
Longer ago than 2 years	3	3	3	3

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Have never contacted my provider to ask for one or more of these things	4	4	4	4
Don't remember	5	5	5	5

ASK ALL WHO HAVE NOT SWITCHED IN THE LAST YEAR AT Q45 (NOT CODE 1) AND NOT MADE CONTACT IN THE LAST 2 YEARS AT Q46 (NOT CODES 1-2)

### Q47 SHOWCARD Q47

At any time in the last 2 years, have you considered changing the provider for your [PRIORITISED SERVICE AT P7]?

SINGLE CODE

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband, landline and Pay TV services	Pay TV service
Yes – and I actively started to look for an alternative provider	1	1	1	1
Yes – but I did not actively start to look around for an alternative provider	2	2	2	2
No	3	3	3	3

Now thinking about the PRESENT:

ASK ALL

### Q48 SHOWCARD Q48

Which one of the following best describes your current thinking regarding changing the company that provides your [PRIORITISED SERVICE AT P7]?

SINGLE CODE

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband, landline and Pay TV services	Pay TV service
I am actively looking for a new provider at the moment	1	1	1	1
I am open to the idea of a new provider	2	2	2	2
I am not interested in a new provider	3	3	3	3

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ASK ALL NOT LOOKING AND NOT OPEN TO THE IDEA OF A NEW PROVIDER AT Q48 (CODE 3)

### Q49 SHOWCARD Q49

How satisfied are you with the overall service provided by [PROVIDER AT S7] for your [PRIORITISED SERVICE AT P7]?

SINGLE CODE

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband, landline and Pay TV services	Pay TV service
Very satisfied	1	1	1	1
Fairly satisfied	2	2	2	2
Neither satisfied nor dissatisfied	3	3	3	3
Fairly dissatisfied	4	4	4	4
Very dissatisfied	5	5	5	5
Don't know	6	6	6	6

ASK ALL NOT LOOKING AND NOT OPEN TO THE IDEA OF A NEW PROVIDER AT Q48 (CODE 3)  
AND SATISFIED AT Q49 (CODES 1-2)

### Q50 SHOWCARD Q50

How much do you agree or disagree with the following statement about [PROVIDER AT S7] – “They are the best provider of [PRIORITISED SERVICE AT P7] on the market”?

SINGLE CODE

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband, landline and Pay TV services	Pay TV service
Agree strongly	1	1	1	1
Agree slightly	2	2	2	2
Neither agree nor disagree	3	3	3	3
Disagree slightly	4	4	4	4
Disagree strongly	5	5	5	5
Don't know	6	6	6	6

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## Section 2: Knowledge of contract

### ALL RESPONDENTS

#### Q1. SHOWCARD Q1

How long have you been with [PROVIDER AT S7] for your [PRIORITISED SERVICE AT P7]?  
Please give your best estimate if you're not sure.

#### SINGLE CODE

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
Less than 3 months	1	1	1	1
3-6 months	2	2	2	2
7-12 months	3	3	3	3
13-18 months (1-1.5 years)	4	4	4	4
19-24 months (1.5-2 years)	5	5	5	5
More than 2 years, up to 4 years	6	6	6	6
More than 4 years, up to 6 years	7	7	7	7
More than 6 years, up to 10 years	8	8	8	8
More than 10 years	9	9	9	9
Don't know/ can't remember	10	10	10	10

### ALL RESPONDENTS

#### Q2 SHOWCARD Q2

How confident are you that the *current* deal you have for your [PRIORITISED SERVICE AT P7], is the best deal for you?

#### SINGLE CODE

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
Very confident	1	1	1	1
Fairly confident	2	2	2	2
Not very confident	3	3	3	3
Not at all confident	4	4	4	4
Don't know	5	5	5	5

### ALL DUAL AND TRIPLE PLAY RESPONDENTS AT P7

**Q3 SHOWCARD Q3A IF DUAL PLAY AT P7 SHOWCARD Q3B IF TRIPLE PLAY AT P7**  
Which of the following best describes the status of your contracts for your [PRIORITISED SERVICE AT P7]?

*SINGLE CODE*

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
[Both (dual)/All (triple)] will end at the same time and are still in contract		1	1	
[Both (dual)/All (triple)]are still in contract and have different end dates		2	2	
All are still in contract and two services have the same end date and the other has a different end date (triple only)			3	
[One (dual play)/ One or more (triple play)] of my services [is (dual)/are (triple)] in contract and [one (dual play)/ one or more (triple play)] [is (dual)/ are (triple)] out of contract		4	4	
[Both (dual)/ All (triple)] are now out of contract		5	5	
Don't know		6	6	

*ALL RESPONDENTS - EXCEPT*

*IF MOBILE AT P7 (P7 code 4) AND MOBILE SIM ONLY 30 DAY (CODE 2 AT S5) – AUTO CODE THESE INTO CODE 5 6 AT Q4 AND DO NOT ASK Q4*

*IF MOBILE AT P7 (P7 code 4) AND PAY AS YOU GO MOBILE (CODE 1 AT S4) – DO NOT AUTO CODE ANY RESPONSE AT Q4 AND DO NOT ASK Q4 (\*\*SO PAYG MOBILE WILL NOT HAVE A RESPONSE AT Q4\*\*)*

*IF DUAL/TRIPLE AT P7 (P7 code 2 or 3) AND BOTH/ALL SERVICES NOW OUT OF CONTRACT (CODE 5 AT Q3) – AUTO CODE THESE INTO CODE 5-6 AT Q4 AND DO NOT ASK Q4*

*IF DUAL/TRIPLE AT P7 (P7 code 2 or 3) AND DON'T KNOW CONTRACT STATUS (CODE 6 AT Q3) – AUTO CODE THESE INTO CODE 4 5 AT Q4 AND DO NOT ASK Q4*

*IF DUAL/ TRIPLE AT P7 (P7 code 2 or 3) AND HAVE DIFFERENT CONTRACTS OR HAVE A MIX OF SERVICES IN AND OUT OF CONTRACT (CODES 2 OR 3 OR 4 AT Q3) – USE THIS INITIAL TEXT AHEAD OF ASKING Q4*

As far as the contract that ends first is concerned...

**Q4. SHOWCARD Q4**

Which of the following best describes your awareness of when your contract with [PROVIDER AT S7] for your [PRIORITISED SERVICE AT P7] ends?

*SINGLE CODE*

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
I know exactly when my contract ends – I know the date and the month	1	1	1	1
I know roughly when my contract ends – I know the month	2	2	2	2
I have some idea of when my contract ends – within a month or two	3	3	3	3
I have very little or no idea of when my contract ends - but I know I am still in contract	4	4	4	4
I don't know whether or not my contract has ended	5	5	5	5
I know I am out of my contract period	6	6	6	6

ALL WHO ARE OUT OF CONTRACT AT Q4 (CODE 6) – EXCEPT THOSE USING SIM ONLY 30 DAY AT S5 (CODE 2)

**Q5. SHOWCARD Q5**

For how long now have you been out of your contract with [PROVIDER AT S7] for your [PRIORITISED SERVICE AT P7] – so when did your contract run out? Please give your best estimate if you're not sure.

*SINGLE CODE*

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
Ended in the last month	1	1	1	1
Ended 1-3 months ago	2	2	2	2
Ended 4-6 months ago	3	3	3	3
Ended 7-12 months ago	4	4	4	4
Ended 13-18 months ago (1-1.5 years)	5	5	5	5
Ended 19-24 months (1.5-2 years)	6	6	6	6
Ended over 2 years ago	7	7	7	7
Not sure when it ran out	8	8	8	8

ALL THOSE WHO ARE OUT OF CONTRACT AT Q4 (CODE 5 6) – AUTO CODE THESE INTO CODE 1 AT Q6 AND DO NOT ASK Q6

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ASK ALL OTHER RESPONDENTS EXCEPT IF MOBILE AT P7 (P7 code 4) AND PAY AS YOU GO MOBILE (CODE 1 AT S4) – DO NOT AUTO CODE ANY RESPONSE AT Q6 AND DO NOT ASK Q6 (\*\*SO PAYG MOBILE WILL NOT HAVE A RESPONSE AT Q64\*\*)

IF DUAL/ TRIPLE AT P7 (P7 code 2 or 3) AND HAVE DIFFERENT CONTRACTS OR HAVE A MIX OF SERVICES IN AND OUT OF CONTRACT (CODES 2 OR 3 OR 4 AT Q3) REFER TO 'contracts' AND 'end' AT Q6

### Q6. SHOWCARD Q6

How long do you have to go until your [contract/s] with [PROVIDER AT S7] for your [PRIORITISED SERVICE AT P7] [end/s]? Please give your best estimate if you're not sure.

IF MOBILE/ STANDALONE PAY TV - SINGLE CODE

IF DUAL/ TRIPLE PLAY – MULTICODE OK IF CODES 2 OR 3 OR 4 AT Q3

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
I am out of my minimum contract period/on a rolling monthly contract	1	1	1	1
Ends in one month or less	2	2	2	2
Ends in between 1 and 3 months	3	3	3	3
Ends in 4-6 months	4	4	4	4
Ends in 7-12 months	5	5	5	5
Ends in 13-18 months	6	6	6	6
Ends in 19-24 months (1.5-2 years)	7	7	7	7
Ends in over 2 years	8	8	8	8
Not sure when it runs out	9	9	9	9

**DUAL/TRIPLE PLAY:** IF MULTICODED AT Q6, USE MOST RECENT CODE AT Q6 (I.E. LOWEST CODE NUMBER) FOR ROUTING PURPOSES – E.G. AT Q22

ALL RESPONDENTS EXCEPT THOSE WHO ARE OUT OF CONTRACT AT Q4 (CODE 6) AND EXCEPT IF MOBILE AT P7 (P7 code 4) AND PAY AS YOU GO MOBILE (CODE 1 AT S4)

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### Q7. SHOWCARD Q7

Have you ever tried to find out the specific date that your contract for your [PRIORITISED SERVICE AT P7] with [PROVIDER AT S7] comes to an end or if it has ended?

*SINGLE CODE*

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
Yes, tried but did NOT find my end of contract date	1	1	1	1
Yes, tried and DID find my end of contract date	2	2	2	2
I already know this/have a note of this, no need to look it up	3	3	3	3
No, not tried to find this	4	4	4	4
Don't know	5	5	5	5

*ASK IF HAVE TRIED TO FIND CONTRACT END DATE AT Q7 (CODES 1-2)*

### Q8. SHOWCARD Q8

How **did** you [try to] find out when your contract for your [PRIORITISED SERVICE AT P7] comes to an end?

*MULTICODE OK FOR CODES 1-7*

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
I called my provider	1	1	1	1
I texted my provider	2	2	2	2
I emailed/ sent a message to my provider via their website/ webchat	3	3	3	3
I accessed my online account/ looked on the app	4	4	4	4
I referred back to my original contract	5	5	5	5
I checked the notes I had made	6	6	6	6
Something else – Please say	7	7	7	7
Don't know	8	8	8	8

*ASK IF HAVE SUCCEEDED IN FINDING THEIR CONTRACT END DATE AT Q7 (CODE 2)*

### Q9. SHOWCARD Q9

How easy or difficult was it to find your contract end date for your [PRIORITISED SERVICE AT P7]?



*SINGLE CODE*

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
Very easy	1	1	1	1
Fairly easy	2	2	2	2
Fairly difficult	3	3	3	3
Very difficult	4	4	4	4
Don't know	5	5	5	5

*ALL RESPONDENTS EXCEPT THOSE WHO ARE OUT OF CONTRACT AT Q4 OR WHO USE 30 DAY SIM ONLY AT S5 (CODE 6 AT Q4) AND ALSO EXCEPT THOSE USING PAYG AT S4 (CODE 1)*

**Q10. SHOWCARD Q10A**

How useful would you find it to be contacted by your provider and told that your contract for [PRIORITISED SERVICE AT P7] is coming to an end, for example about 1-2 months before this happens?

IF NECESSARY - This is independent research and we're just interested in your opinion, you will not be contacted by your provider as a result of taking part in this research.

*SINGLE CODE*

*ALL RESPONDENTS WHO ARE OUT OF CONTRACT OR DON'T KNOW AT Q4 (CODE 5 OR 6) EXCEPT THOSE WHO ARE 30 DAY SIM ONLY AT S5 (CODE 2)*

**Q10. SHOWCARD Q10B**

How useful would you find it to be contacted by your provider and told [if (DON'T KNOW)/ that (OUT OF CONTRACT)] you are out of contract for your [PRIORITISED SERVICE AT P7]?

IF NECESSARY - This is independent research and we're just interested in your opinion, you will not be contacted by your provider as a result of taking part in this research.

*SINGLE CODE*

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
Very useful	1	1	1	1

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Fairly useful	2	2	2	2
Not very useful	3	3	3	3
Not at all useful	4	4	4	4
Don't know	5	5	5	5

### ASK ALL EXCEPT PAY AS YOU GO MOBILE (NOT S4 CODE 1)

- Q11.** How much do you currently pay per month for your [PRIORITISED SERVICE AT P7] with [PROVIDER AT S7]?  
Please think about your typical monthly bill if the charges are sometimes higher or lower.  
[FOR MOBILE: If you have more than one mobile account included on your bill, please only state the charges for your personal mobile.]  
Please give your best estimate if you're not sure.

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
ENTER AMOUNT IN £s	1	1	1	1
Don't know	2	2	2	2

### ASK PAY AS YOU GO MOBILE (S4 CODE 1)

- Q11A.** How much do you spend on topping-up in a typical month for your [PRIORITISED SERVICE AT S7] with [PROVIDER]?  
Please think about a typical month if the amount is sometimes higher or lower. Please give your best estimate if you're not sure.

*Please enter in £s below*

	Mobile Phone service			
ENTER AMOUNT IN £s	1			
Don't know	2			

### ASK IF DON'T KNOW AT Q11 (EXCLUDES PAYG MOBILE (code 1 @ S4))

- Q12. SHOWCARD Q12A**  
Although you don't know the exact amount you pay, could you say which of these options describe what you currently pay per month for your [PRIORITISED SERVICE AT P7] with [PROVIDER AT S7]?  
Please think about your typical monthly bill if the charges are sometimes higher or lower.

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[FOR MOBILE: If you have more than one mobile account included on your bill, please only state the charges for your personal mobile.] Please give your best estimate.

### SINGLE CODE

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
Under £10	1	1	1	1
£10-£19	2	2	2	2
£20-£29	3	3	3	3
£30-£39	4	4	4	4
£40-£49	5	5	5	5
£50-£59	6	6	6	6
£60-£69	7	7	7	7
£70-£79	8	8	8	8
£80-£89	9	9	9	9
£90-£99	10	10	10	10
£100 or more	11	11	11	11
Don't know	12	12	12	12

ASK IF DON'T KNOW AT Q11A code 2 (ONLY PAYG MOBILE code 1 @ S4)

### Q12A. SHOWCARD Q12B

Although you don't know the exact amount you spend on top-ups, could you say which of these options describe what you what you spend on top-ups in a typical month for your [PRIORITISED SERVICE AT S7] with [PROVIDER]?

Please think about a typical month if the amount is sometimes higher or lower.  
Please give your best estimate.

*SINGLE CODE*

	<b>Mobile Phone service</b>			
Under £10	1			
£10-£19	2			
£20-£29	3			
£30-£39	4			
£40-£49	5			
£50-£59	6			
£60-£69	7			
£70-£79	8			
£80-£89	9			
£90-£99	10			
£100 or more	11			
Don't know	12			

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ALL RESPONDENTS EXCEPT THOSE WHO ARE OUT OF CONTRACT AT Q4 OR ARE 30 DAY SIM ONLY AT S5 (ASK ALL EXCEPT CODE 6 AT Q4) AND ALSO EXCEPT THOSE USING PAYG AT S4 (CODE 1)

### Q13. SHOWCARD Q13

If you don't make any changes, when your current contract for your [PRIORITISED SERVICE AT P7] with [PROVIDER AT S7] comes to an end, what do you think will happen to the price you pay?

The price I pay will...

*SINGLE CODE*

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
... stay the same when the contract ends	1	1	1	1
... go up when the contract ends	2	2	2	2
... go down when the contract ends	3	3	3	3
Don't know	4	4	4	4

ALL RESPONDENTS WHO ARE OUT OF CONTRACT AT Q4 (ASK IF CODE 6 AT Q4) - EXCLUDING SIM-ONLY 30 DAY (S5 CODE 2) AND ALSO EXCEPT THOSE USING PAYG AT S4 (CODE 1)

### Q14. SHOWCARD Q14

When your most recent contract for your [PRIORITISED SERVICE AT P7] with [PROVIDER AT S7] came to an end, which one of these describes what happened to the price?

The price ...

*SINGLE CODE*

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
... stayed the same when the contract ended	1	1	1	1
... went up when the contract ended	2	2	2	2
... went down when the contract ended	3	3	3	3
Don't know	4	4	4	4

*ASK ALL MOBILE WHO ARE NOT SIM ONLY (S4 CODE 1 OR S5 CODE 1)*

Q15. SIM-only *contracts* include a monthly allowance for calls, texts and mobile data to use with your existing mobile phone. They are available on either a 30 day rolling contract or a 12 month contract.

[IF NOT PAY AS YOU GO AT S4 – NOT CODE 1 AT S4]

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

[IF PAY AS YOU GO AT S4 – CODE 1 AT S4]

Before now, were you aware of this type of contract?

*SINGLE CODE*

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
Yes – aware	1			
No – not aware	2			

*ASK ALL MOBILE OUT OF CONTRACT WHO ARE NOT SIM ONLY AND ARE STILL PAYING THE SAME AS WHEN THEY WERE IN CONTRACT AND ARE AWARE THEY COULD SWITCH TO SIM ONLY (CODE 6 AT Q4 AND CODE 1 AT S5 AND CODE 1 AT Q14 AND CODE 1 ABOVE AT Q15)*

Q16. Why have you not changed to a SIM-only deal?

*MULTICODE OK FOR CODES 1-7*

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
I am only just out of contract and am deciding what to do	1			
The amount I would save is not worth the hassle of changing	2			
I haven't got round to doing it yet	3			
I don't want to sign up to a new contract	4			
Don't know how to change to SIM-only	5			
Not confident enough to change to SIM-only	6			
Other -SPECIFY	7			
Don't know	8			

## Consumer Engagement Quantitative Research – Jan-April 2018

ALL RESPONDENTS EXCEPT STANDALONE PAY TV AT P7

### Q17. SHOWCARD Q17A FOR MOBILE SHOWCARD

#### Q17B FOR DUAL/ TRIPLE PLAY

Have you ever tried to find out about any of the following aspects of your monthly usage for your [PRIORITISED SERVICE AT P7] with [PROVIDER AT S7]?

MULTICODE OK FOR CODES 1-4

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
Number of voice call minutes used	1	1	1	
Amount of [mobile] data [used (MOBILE) /downloaded (DUAL/ TRIPLE)]	2	2	2	
Number of texts sent	3			
Anything else – SPECIFY	4	4	4	
No, have not tried to find usage information	5	5	5	
Can't remember	6	6	6	

ALL WHO HAVE TRIED TO FIND USAGE INFORMATION AT Q17 (CODES 1-4)

### Q18. SHOWCARD Q18

How easy or difficult was it to find this usage information for your [PRIORITISED SERVICE AT P7] with [PROVIDER AT S7]?

SINGLE CODE

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
Very easy	1	1	1	
Fairly easy	2	2	2	
Fairly difficult	3	3	3	
Very difficult	4	4	4	
Can't remember	5	5	5	

ALL RESPONDENTS EXCEPT STANDALONE PAY TV AT P7

## Consumer Engagement Quantitative Research – Jan-April 2018

### Q19. SHOWCARD Q19

Which one of these describes your preference for getting information about your usage of your [PRIORITISED SERVICE AT P7]?

IF MOBILE – So this could be information about the number of voice call minutes used, the amount of data you have used, the number of texts sent, and so on.

IF DUAL/ TRIPLE – So this could be information about the amount of data you have downloaded/used, the number of voice minutes you have used, and so on.

I would prefer usage information to be...

#### *SINGLE CODE*

	<b>Mobile Phone service</b>	<b>Fixed broadband and landline services</b>	<b>Fixed broadband , landline and Pay TV services</b>	<b>Pay TV service</b>
Sent to me directly (e.g. via letter, text, email) by my provider	1	1	1	
Available via my online account (e.g. provider's website or app)	2	2	2	
Not interested in getting my monthly usage information	3	3	3	
Don't know	4	4	4	



### Section 3: General decision making and general attitudes

#### ALL RESPONDENTS

##### Q20 SHOWCARD Q20

How often – if at all - do you look into what other deals for your [PRIORITISED SERVICE AT P7] service are available from your **current** provider?

#### SINGLE CODE

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
Once a year	1	1	1	1
Twice a year	2	2	2	2
Three or four times a year	3	3	3	3
Five or more times a year	4	4	4	4
Only when my contract is coming to an end	5	5	5	5
I never look into other deals from my current provider	6	6	6	6
Don't know	7	7	7	7

#### ALL RESPONDENTS

##### Q21 SHOWCARD Q21

And how often – if at all - do you look around to see what other deals for your [PRIORITISED SERVICE AT P7] service are available from **other** providers?

#### SINGLE CODE

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
Once a year	1	1	1	1
Twice a year	2	2	2	2
Three or four times a year	3	3	3	3
Five or more times a year	4	4	4	4
Only when my contract is coming to an end	5	5	5	5
I never look into other deals from other providers	6	6	6	6
Don't know	7	7	7	7

## Consumer Engagement Quantitative Research – Jan-April 2018

ALL WHO ARE OUT OF CONTRACT AT Q4 (CODE 6) OR DON'T KNOW AT Q4 (CODE 5) – OR THOSE USING SIM ONLY 30 DAY AT S5 (CODE 2)

AND ASK ALL THOSE WHO ARE NEARING END OF CONTRACT (I.E. UP TO 3 MONTHS LEFT AT Q6 (CODES 2-3))

### Q22. SHOWCARD Q22A IF OUT OF CONTRACT/ DON'T KNOW/ SIM ONLY 30 DAY

#### SHOWCARD Q22B IF NEARING END OF CONTRACT

Which ONE of these best describes your current thinking about your [PRIORITISED SERVICE AT P7] – either with your current provider or an alternative provider?

Are you...

*SINGLE CODE*

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
Currently looking for a new deal	1	1	1	1
Planning to look for a new deal in the next month	2	2	2	2
Planning to look for a new deal when my contract has ended [NEARING END OF CONTRACT ONLY – Q6 CODES 2-3]	3	3	3	3
Planning to look for a new deal just before my contract ends [NEARING END OF CONTRACT ONLY – Q6 CODES 2-3]	4	4	4	4
Not currently looking or planning to look for a new deal in the next month	5	5	5	5
Don't know	6	6	6	6

## Consumer Engagement Quantitative Research – Jan-April 2018

ALL WHO ARE OUT OF CONTRACT AT Q4 (CODE 6) OR DON'T KNOW AT Q4 (CODE 5) AND THOSE WHO ARE NEARING END OF CONTRACT (I.E. UP TO 3 MONTHS LEFT AT Q6 CODES 23) – OR THOSE USING SIM ONLY 30 DAY AT S5 (CODE 2) – AND WHO ARE NOT LOOKING OR PLANNING TO LOOK FOR A NEW DEAL AT Q22 (CODE 5 AT Q22)

**Q23.** IF NOT SIM ONLY 30 DAY (S5 NOT CODE 2) AND NOT LOOKING OR PLANNING TO LOOK FOR A NEW DEAL AT Q22 (CODE 5 AT Q22)

You said you are [no longer in/not sure whether you are in/hearing the end of your] contract with [PROVIDER] for your [PRIORITISED SERVICE AT S7], and are not intending to look for another deal with any provider including your own. Why is this?

IF SIM ONLY 30 DAY AT S5 (CODE 2) AND NOT LOOKING OR PLANNING TO LOOK FOR A NEW DEAL AT Q22 (CODE 5 AT Q22)

You said you are not intending to look for another deal with any provider including your own. Why is this?

TYPE IN:

## Consumer Engagement Quantitative Research – Jan-April 2018

*ALL WHO ARE OUT OF CONTRACT AT Q4 OR DON'T KNOW AT Q4 (CODES 5 OR 6 AT Q4)  
(INCLUDING THOSE SIM ONLY 30 DAY WHO HAVE BEEN AUTOCODED INTO CODE 6 AT Q4) –  
WHO ARE NOT LOOKING OR PLANNING TO LOOK FOR A NEW DEAL AT Q22 (CODE 5 AT Q22)  
ALL WHO ARE NEARING END OF CONTRACT (I.E. UP TO 3 MONTHS LEFT AT Q6 (CODES 2-3))*

*WHO ARE NOT LOOKING OR PLANNING TO LOOK FOR A NEW DEAL AT Q22 (CODE 5 AT Q22)*

### Q24. SHOWCARD Q24

Which, if any, of these are reasons why you are not intending to look for another deal with either your own provider or an alternative one?

MULTICODE OK

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
DON'T KNOWS ONLY (Q4 CODE 5): I don't know if I am out of contract	1	1	1	1
NEARING THE END ONLY (Q6 CODES 2-3): I am not yet out of contract	2	2	2	2
I trust that my provider makes sure I am on their best deal	3	3	3	3
I don't want to change provider	4	4	4	4
Happy with the service I receive from my current provider	5	5	5	5
Looking for a better deal isn't a priority	6	6	6	6
I value/ like being out of contract / only having a 30 day contract [30 day SIM only (S5 CODE 2)]	7	7	7	7
Waiting for new equipment or technology to become available (e.g. a new handset or better broadband speed)	8	8	8	8
Waiting for a contract on one or more of my <b>other</b> communications services to end so I can change more than one service at the same time	9	9	9	9
I wouldn't save enough by finding a new deal with my current or another provider	10	10	10	10
No other providers are available in my area	11	11	11	11
Other providers don't offer the service/s that I need	12	12	12	12
It's difficult to compare deals	13	13	13	13
It's too time consuming to compare deals	14	14	14	14
It's difficult to work out what I need from a deal	15	15	15	15
Not confident /don't understand enough to look into other deals	16	16	16	16

## Consumer Engagement Quantitative Research – Jan-April 2018

I value the extra services that I get with my current provider (e.g. reduced price cinema tickets, free coffee, discounts with retailers etc.)	17	17	17	17
Other – Please say	18	18	18	18

*ALL OUT OF CONTRACT/ DON'T KNOW/ NEAR END OF CONTRACT WHO ARE NOT LOOKING OR PLANNING TO LOOK FOR A NEW DEAL AT Q22 (CODE 5 AT Q22) – WHO SAY THEY VALUE/ LIKE BEING OUT OF CONTRACT AT Q24 (CODE 7)*

### Q25. SHOWCARD Q25

IF code 2 @ S5 - You said you value or like only having a 30 day contract for your [PRIORITISED SERVICE AT S7].

Everyone else - You said you value or like being out of contract for your [PRIORITISED SERVICE AT S7].

Why is that?

MULTICODE OK

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
Being out of contract/ If code 2 @ S5 Only having a 30 day contract [30 day SIM only] means I can switch my deal or provider if I see a better deal	1	1	1	1
Being out of contract/ If code 2 @ S5 Only having a 30 day contract [30 day SIM only] means I can switch to another provider if I don't like the service	2	2	2	2
Being out of contract/ If code 2 @ S5 Only having a 30 day contract [30 day SIM only] means I can cancel the service at any time without being charged fees to cancel	3	3	3	3
Other reasons - SPECIFY	4	4	4	4

## Consumer Engagement Quantitative Research – Jan-April 2018

ALL OUT OF CONTRACT/ DON'T KNOW/ NEAR END OF CONTRACT OR ON 30 DAY SIM-ONLY  
AT S5 WHO ARE NOT LOOKING OR PLANNING TO LOOK FOR A NEW DEAL AT Q18 (CODE 5  
AT Q22) – WHO SAY IT'S DIFFICULT TO COMPARE DEALS/ DIFFICULT TO WORK OUT WHAT I  
NEED AT Q24 (CODE 13 OR CODE 15)

### Q26. SHOWCARD Q26

You said it's difficult to compare deals for a [PRIORITISED SERVICE AT P7].

Why is that?

MULTICODE OK

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
Difficult to compare costs from different providers	1	1	1	1
I don't know what I need or use from a deal (e.g. how much data I need/ what download speed I need)	2	2	2	2
Difficult to compare what's included in deals from different providers	3	3	3	3
Don't understand the wording/ language/ terminology used	4	4	4	4
Different wording is used to describe the same features by different providers	5	5	5	5
Other reasons – SPECIFY	6	6	6	6

ALL RESPONDENTS WHO ARE OUT OF CONTRACT AT Q4 OR DON'T KNOW AT Q4 (CODES 5 OR 6) – ALSO INCLUDING PAYG AT S4 (CODE 1 AT S4)

#### Q27 SHOWCARD Q27

Compared to what you are paying now, how much do you think you could save (per month) by signing up to a

[new contract – DUAL, TRIPLE, PAY TV AT P7] codes 2-4 @ P7

[SIM-only contract – MOBILE AT S7 BUT NOT 30 DAY SIM ONLY AT S5 (NOT CODE 2 AT S5)] – INCLUDING PAYG AT S4 (CODE 1)] code 4 @ P7 AND NOT code 2 @ S5 OR code 1 @ S4

[12-month SIM-only deal –30 DAY SIM ONLY AT S5 (CODE 2 AT S5)] code 2 @ S5 for your [PRIORITISED SERVICE AT P7] with either your **current** provider or an alternative provider?

Please give your best estimate if you're not sure.

SINGLE CODE

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
WRITE IN £	1	1	1	1
Nothing	2	2	2	2
Don't know	3	3	3	3

**\*\*SCRIPTER - ROTATE ORDER OF Q28 AND Q29\*\***

ALL RESPONDENTS WHO ARE OUT OF CONTRACT AT Q4 OR DON'T KNOW AT Q4 (CODES 5-6) – NOT INCLUDING PAYG AT S4 (NOT CODE 1 AT S4)

#### Q28 SHOWCARD Q28

Compared to what you are paying now, how much cheaper (per month) would a

[similar deal – DUAL, TRIPLE, PTV] codes 1-3 @ P7

[SIM-only contract – MOBILE AT S7 BUT NOT 30 DAY SIM ONLY AT S5 (NOT CODE 2 AT S5)] – NOT INCLUDING PAYG AT S4 (CODE 1)] codes 4 @ P7 AND NOT code 2 @ S5 OR code 1 @ S4

[12-month SIM-only deal –30 DAY SIM ONLY AT S5 (CODE 2 AT S5)] codes 4 @ P7 AND code 2 @ S5 from an **alternative** provider need to be to encourage you to **switch provider** for your [PRIORITISED SERVICE AT P7]?

Please give your best estimate if you're not sure.

SINGLE CODE

## Consumer Engagement Quantitative Research – Jan-April 2018

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
WRITE IN £	1	1	1	1
Cost does not matter, I would stay with the same provider and not switch	2	2	2	2
Cost does not matter, I value being [IF NOT SIM ONLY 30 DAY NOT code 2 @ S5] out of contract [IF SIM ONLY 30 DAY code 2 @ S5] on a 30day contract	3	3	3	3
Don't know	4	4	4	4

ALL RESPONDENTS WHO ARE OUT OF CONTRACT AT Q4 OR DON'T KNOW AT Q4 (CODES 56)  
 ) – NOT INCLUDING PAYG AT S4 (NOT CODE 1 AT S4)

### Q29 SHOWCARD Q29

And compared to what you are paying now, how much cheaper (per month) would a  
 [similar deal – DUAL, TRIPLE, PTV] codes 1-3 @ P7  
 [SIM-only contract – MOBILE AT S7 BUT NOT 30 DAY SIM ONLY AT S5 (NOT CODE 2 AT S5)] – NOT INCLUDING PAYG AT S4 (CODE 1)] codes 4 @ P7 AND NOT code 2 @ S5 OR code 1 @ S4

[12-month SIM-only deal –30 DAY SIM ONLY AT S5 (CODE 2 AT S5)] codes 4 @ P7  
 AND code 2 @ S5 from your **existing** provider need to be to encourage you to **change your deal?** Please give your best estimate if you're not sure.

### SINGLE CODE

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
WRITE IN £	1	1	1	1
Cost does not matter, I value being [IF NOT SIM ONLY 30 DAY NOT code 2 @ S5] out of contract [IF SIM ONLY 30 DAY code 2 @ S5] on a 30day contract	2	2	2	2
Don't know	3	3	3	3



## Consumer Engagement Quantitative Research – Jan-April 2018

ALL MOBILE PHONE RESPONDENTS – EXCLUDING PAYG AT S4 (NOT CODE 1 AT S4)

### Q30 SHOWCARD Q30

Do you know how much data is included in your mobile package each month?

*SINGLE CODE*

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
Yes, I know my monthly data allowance	1			
No, I don't know my monthly data allowance	2			
I don't have a monthly data allowance	3			
I don't know if have a monthly data allowance	4			

(DETAIL FOR SHOWCARD) \*Mobile data is what you would use to go online using your mobile phone when you're not using a Wi-Fi signal

ALL MOBILE PHONE PAYG AT S4 (CODE 1 AT S4)

### Q30B SHOWCARD Q30B

Do you ever buy add-on packs or bolt-ons from [PROVIDER] to get extra data, minutes or texts for your pay as you go phone?

*Please select as many as apply*

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband, landline and Pay TV services	Pay TV service
Yes, to pay upfront for a set amount of data	1			
Yes, to pay upfront for a set amount of minutes	2			
Yes, to pay upfront for a set amount of texts	3			
Yes, for anything else	4			
No, don't buy add-on packs or bolt-ons	5			
Don't know	6			

ALL MOBILE PHONE RESPONDENTS WHO BELIEVE THEY HAVE A DATA ALLOWANCE AT Q30 (CODES 1-2) OR WHO PAY UPFRONT FOR A SET AMOUNT OF DATA AT Q30B (CODE 1)

**Q31 SHOWCARD Q31**

How confident are you that you understand how much mobile data you ideally need each month?

*SINGLE CODE*

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
Very confident	1			
Fairly confident	2			
Not very confident	3			
Not at all confident	4			
Don't know	5			

(DETAIL FOR SHOWCARD) Mobile data is what you would use to go online using your mobile phone when you're not using a Wi-Fi signal

ALL MOBILE PHONE RESPONDENTS WHO BELIEVE THEY HAVE A DATA ALLOWANCE AT Q30 (CODES 1-2) EXCLUDING PAYG AT S4 (NOT CODE 1 AT S4)

**Q32 SHOWCARD Q32**

In most months would you say you...

*SINGLE CODE*

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
Run out of data before the end of the month and then stop using data until the next month	1			
Run out of data before the end of the month and then pay more for extra data	2			
Keep an eye on your usage and manage your usage so you don't go over your allowance	3			
Use about the same amount of data as your allowance without having to keep an eye on your usage	4			
Still have mobile data left over without having to cut down your usage	5			
Don't know	6			

## Consumer Engagement Quantitative Research – Jan-April 2018

ALL MOBILE PHONE RESPONDENTS (EXCLUDING PAYG code 1 @ S4) WHO RUN OUT OF OR MANAGE THEIR USE OF DATA BEFORE THE END OF THE MONTH AT Q32 (CODE 1, 2 OR 3 AT Q32)

### Q33 SHOWCARD Q33

Why did you get a mobile phone deal with **less** mobile data than you need?

MULTICODE OK FOR CODES 1-5

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
I chose the deal I could afford at the time	1			
I chose the deal that was recommended or suggested to me by my provider	2			
I chose the deal that was recommended or suggested to me by friends/family/colleagues	3			
It costs less to buy extra data than to have more data in your monthly deal	4			
Other reasons – SPECIFY	5			
Don't know	6			

ALL MOBILE PHONE RESPONDENTS (EXCLUDING PAYG code 1 @ S4) WHO HAVE DATA LEFT OVER FROM THEIR DATA ALLOWANCE AT THE END OF THE MONTH AT Q32 (CODE 5)

### Q34 SHOWCARD Q34

Why did you get a mobile phone deal with **more** mobile data than you need?

MULTICODE OK FOR CODES 1-6

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
It was the amount of data that came with the handset I wanted	1			
I chose the deal that was recommended or suggested to me by my provider	2			
I chose the deal that was recommended or suggested to me by friends/family/colleagues	3			
For peace of mind/ just in case I need it	4			
I like to be certain of the amount I will pay each month	5			
Other reasons – SPECIFY	6			
Don't know	7			

## ALL DUAL PLAY AND TRIPLE PLAY RESPONDENTS AT P7

**Q35 SHOWCARD Q35**

Thinking about your broadband service, do you have a **fixed** monthly data allowance (also known as capped), or is your contract for **unlimited** broadband (also known as uncapped)?

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
Monthly allowance (capped)		1	1	
Unlimited (uncapped)		2	2	
Not sure		3	3	

## ALL DUAL PLAY AND TRIPLE PLAY RESPONDENTS AT P7

**Q36 SHOWCARD Q36**

How confident are you that you understand what broadband speed your household needs?

## SINGLE CODE

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
Very confident		1	1	
Fairly confident		2	2	
Not very confident		3	3	
Not at all confident		4	4	
Don't know		5	5	

(DETAIL FOR SHOWCARD) Broadband speed means the performance of your internet connection in terms of how quickly you can load different websites or how quickly you can download or stream a movie or a TV programme to watch

## ALL RESPONDENTS – EXCEPT THOSE WHO 'NEVER' LOOK AT OTHER DEALS AT BOTH Q20 AND AT Q21 (CODE 6) – AUTOCODE THESE INTO CODE 5 AT Q37

**Q37 SHOWCARD Q37**

When you are considering the different [PRIORITISED SERVICE AT P7] deals or providers, which one of these statements best describes how many providers you look at?

## SINGLE CODE

## Consumer Engagement Quantitative Research – Jan-April 2018

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
I consider <b>all</b> providers in the market	1	1	1	1
I consider <b>a lot</b> of providers, but not all providers in the market	2	2	2	2
I consider a <b>few</b> providers in the market	3	3	3	3
I <b>only</b> look at my existing provider	4	4	4	4
I <b>don't</b> consider deals for my [PRIORITISED SERVICE]	5	5	5	5
Don't know	6	6	6	6

## Consumer Engagement Quantitative Research – Jan-April 2018

ALL RESPONDENTS WHO DO NOT CONSIDER MORE THAN THEIR CURRENT PROVIDER AT Q37 (CODES 4-5) EXCEPT THOSE WHO SAID THERE IS NO OTHER PROVIDER IN THEIR AREA AT Q24 (CODE 11)

FOR THOSE AUTOCODED INTO CODE 5 AT Q37 WHO 'NEVER' LOOK AT OTHER DEALS AT BOTH Q20 AND AT Q21 (CODE 6) – SHOW THIS INTRODUCTORY TEXT

You said earlier that you never look around to see what deals are available from other providers.

### Q38 SHOWCARD Q38

Why don't you look at deals from other providers for your [PRIORITISED SERVICE AT P7]?

MULTICODE OK FOR CODES 1-9

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
I am confident that my current provider will give me the best deal	1	1	1	1
I have good service from my current provider and have no reason to change	2	2	2	2
My provider has unique features/services that I cannot get elsewhere	3	3	3	3
I am worried that other providers might not be as reliable as my current provider	4	4	4	4
It's too much hassle/ too time consuming to look around	5	5	5	5
It would be too much hassle to go through the process of switching provider even if I found a better deal	6	6	6	6
Because the amount of money I spend on my [SERVICE] does not warrant spending any more time on searching for better deals	7	7	7	7
I just want to check that I am on the best deal I can get from my current provider	8	8	8	8
Other reasons – SPECIFY	9	9	9	9
Don't know	10	10	10	10

*ALL RESPONDENTS WHO CONSIDER DEALS (CODE 1, 2 OR 3 AT Q37)***Q39 SHOWCARD Q39**

And when you are considering the different [PRIORITISED SERVICE AT P7] deals, which one of these statements best describes the way you go about it?

*SINGLE CODE*

	<b>Mobile Phone service</b>	<b>Fixed broadband and landline services</b>	<b>Fixed broadband , landline and Pay TV services</b>	<b>Pay TV service</b>
I make a thorough assessment	1	1	1	1
I make a fairly good assessment	2	2	2	2
I do a quick scan	3	3	3	3
Don't know	4	4	4	4

*ALL WHO ONLY DO A QUICK SCAN AT Q39 (CODE 3)***Q40 SHOWCARD Q40**

Why do you not spend more time searching the market?

*MULTICODE OK FOR CODES 1-7*

	<b>Mobile Phone service</b>	<b>Fixed broadband and landline services</b>	<b>Fixed broadband , landline and Pay TV services</b>	<b>Pay TV service</b>
Because the amount of money I spend on [SERVICE] does not warrant spending any more time on searching for better deals	1	1	1	1
I generally stop looking once I have found a deal that is good enough	2	2	2	2
I do not have time to spend doing detailed searches	3	3	3	3
I just want to check that I am on the best deal I can get from my current provider	4	4	4	4
Because more than a quick scan is too confusing	5	5	5	5
I take the best deal I can afford within my budget	6	6	6	6
Other (WRITE IN)	7	7	7	7
Don't know	8	8	8	8

ASK ALL

**Q41 SHOWCARD Q41**

To what extent do you agree or disagree with the following statements about comparing [PRIORITISED SERVICE AT P7] deals in the market?

SINGLE CODE PER STATEMENT

	Agree strongly	Agree slightly	Disagree slightly	Disagree strongly	Don't know
Finding a better deal is not a priority for me	1	2	3	4	5
I find it difficult to understand whether or not I would make any saving by changing my deal or provider	1	2	3	4	5
I would be very wary of using a provider I had not heard of	1	2	3	4	5
I can easily understand my/my household's [PRIORITISED SERVICE AT P7] needs	1	2	3	4	5
I find it easy to understand the different [PRIORITISED SERVICE AT P7] options in the market	1	2	3	4	5
I find it difficult to understand some of the language and terminology about the [PRIORITISED SERVICE AT P7]	1	2	3	4	5



## Consumer Engagement Quantitative Research – Jan-April 2018

### Section 4: Information for making comparisons

ALL MOBILE PHONE RESPONDENTS IN CONTRACT, INCLUDING THOSE ON SIM ONLY 12M AND 30 DAY (Q4 CODES 1-4 OR S5 CODES 2-3) AND EXCEPT IF MOBILE AT P7 (P7 code 4) AND PAY AS YOU GO MOBILE (CODE 1 AT S4)

#### Q42 SHOWCARD Q42

When you took your current mobile phone deal with [PROVIDER AT S7], which of these factors did you consider at that time?

MULTICODE OK FOR CODES 1-16

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
<b>Usage</b>	1			
How much you <b>had been paying</b> each month				
How much data you were using each month	2			
How many minutes or calls you were using each month	3			
How many texts you were sending each month	4			
What types of numbers you were calling at the time	5			
What types of internet/ online activities you were using mobile data for	6			
<b>Deal</b>	7			
The upfront cost of the handset				
The deals available for the handset you wanted	8			
How much you <b>would</b> pay each month	9			
How much mobile data you would get each month	10			
How many minutes for calls you would get each month	11			
How many texts would be included in your allowance each month	12			
What added extras would be included	13			
<b>Service</b>	14			
Coverage and reliability				
Reputation/ good customer service	15			
Other factors – SPECIFY	16			
Don't know	17			

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ALL DUAL PLAY AND TRIPLE PLAY AND PAY TV RESPONDENTS IN CONTRACT (Q4 CODES 1-4)

### Q43 SHOWCARD Q43A FOR DUAL PLAY AND TRIPLE PLAY SHOWCARD Q43B FOR PAY TV

When you took your current [PRIORITISED SERVICE AT P7] deal with [PROVIDER AT S7], which of these factors did you consider at that time?

MULTICODE OK FOR CODES 1-18

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband , landline and Pay TV services	Pay TV service
<b>Usage</b> How much you <b>had been paying</b> each month		1	1	1
How much data you were downloading or using each month		2	2	
How many calls you were making each month		3	3	
What types of numbers you were calling at the time		4	4	
What types of internet/ online activities you or your household was using broadband for		5	5	
How many devices were accessing the internet at the same time		6	6	
Which TV channels you or your household were watching at the time			7	7
<b>Deal</b> Any upfront cost of equipment		8	8	8
How much you <b>would</b> pay each month		9	9	9
Whether the data was unlimited or capped		10	10	
The calls package		11	11	
The advertised speed of the broadband service		12	12	
Which TV channels would be included			13	13
What added extras would be included		14	14	14
<b>Service</b> Reliability of service		15	15	15
Download speeds you were getting at the time		16	16	
Reputation/good customer service		17	17	17
Other factors - SPECIFY		18	18	18
Don't know		19	19	19

## Section 5: How make comparisons

## Consumer Engagement Quantitative Research – Jan-April 2018

ASK ALL IN CONTRACT (Q4 CODES 1-4) INCLUDING THOSE ON SIM ONLY 12M and 30 DAY

### Q44 SHOWCARD Q44

When you took your current [PRIORITISED SERVICE AT P7] deal, how easy or difficult did you find each of the following?

SINGLE CODE PER ROW

	Very easy	Fairly easy	Fairly difficult	Very difficult	Didn't do this	Don't know
Deciding which providers to compare	1	2	3	4	5	6
Comparing the prices of different deals	1	2	3	4	5	6
Working out which deal best suited my needs	1	2	3	4	5	6

ASK FOR THE PRIORITISED SERVICE AT P7

### S8. SHOWCARD S8

Which one of these descriptions best describes how you feel about changing your [PRIORITISED SERVICE AT P7] deal or provider and your interest in this market generally?

SINGLE CODE

	Mobile Phone service	Fixed broadband and landline services	Fixed broadband, landline and Pay TV services	Pay TV service
I haven't thought about either switching or negotiating with my provider. It's just not of interest to me.	1	1	1	1
I might consider switching, but while my provider may not be the very best, I'm happy enough to stay with them.	2	2	2	2
I haven't switched very recently, but I look around every so often. I think my provider is the best available and I'm happy with them.	3	3	3	3
I keep an eye on the market and I'm happy to switch or to negotiate with my provider, whichever gets me the best deal.	4	4	4	4

## Consumer Engagement Quantitative Research – Jan-April 2018

### Section 9: Classification

#### ALL RESPONDENTS

##### C1. SHOWCARD C1

I'm going to read out some statements people have made about technology services such as mobile phones, landline phones, broadband or TV services. For each one please tell me how much you agree or disagree...

##### SINGLE CODE

	Agree strongly	Agree Slightly	Disagree slightly	Disagree strongly	Don't know
I try to keep up with technology	1	2	3	4	5
My friends tend to come to me if they have questions about technology	1	2	3	4	5
I'm as knowledgeable about these technologies as the next person	1	2	3	4	5

#### ALL RESPONDENTS

##### C3. SHOWCARD C1 AGAIN

I'm now going to read out two statements people have made about shopping around generally, whether for services such as mobile phones, broadband, insurance or for goods. For each statement please tell me how much you agree or disagree...

##### SINGLE CODE

	Agree strongly	Agree Slightly	Disagree slightly	Disagree strongly	Don't know
Finding a cheaper deal is a priority for me	1	2	3	4	5
I look out for and use discount codes or discount vouchers whenever I can	1	2	3	4	5

#### SAY TO ALL

##### P4

The final few questions are to find out more about you, to help us to further compare different groups of people. They will not be used to attempt to identify you, but if you would prefer not to answer just say.

## Consumer Engagement Quantitative Research – Jan-April 2018

### ALL RESPONDENTS

#### C4 SHOWCARD C4

Which of these, if any, limit your daily activities or the work you can do?

MULTICODE OK FOR CODES 1-12

Breathlessness or chest pains	1
Poor vision, partial sight or blindness	2
Difficulty in speaking or communicating	3
Poor hearing, partial hearing or deafness	4
Cannot walk at all/ use a wheelchair	5
Cannot walk very far or manage stairs or can only do so with difficulty	6
Limited ability to reach	7
Mental health problems or difficulties	8
Dyslexia	9
Learning difficulties	10
Difficulty using a telephone handset, television remote control, computer keyboard etc.	11
Other illnesses/ health problems which limit your daily activities/ work you can do	12
None	13
Refused	14

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### C5 SHOWCARD C5

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

#### SINGLE CODE

WHITE	
British	1
English	2
Scottish	3
Welsh	4
Irish	5
Gypsy, Traveller or Irish Traveller	6
Any other white background	7
MIXED/ MULTIPLE ETHNIC GROUPS	
White and Black Caribbean	8
White and Black African	9
White and Asian	10
Any other mixed/ multiple ethnic background	11
ASIAN AND BRITISH ASIAN	
Indian	12
Pakistani	13
Bangladeshi	14
Any other Asian background	15
BLACK AND BLACK BRITISH	
Caribbean	16
African	17
Any other black/ African/ Caribbean background	18
OTHER ETHNIC GROUP	19
Refused	20

**C6. SHOWCARD C6**

Do you support anyone living outside of your home in making decisions about the services they use – such as home phone, mobile phone, internet or TV services?

If you help more than one other person living outside of your home, please think of the situation where you provide the MOST help

*SINGLE CODE*

No, I do not	1
I have Power of Attorney for someone and make decisions on their behalf	2
I make decisions on their behalf, and put these decisions into action for them, for example using their online accounts for them	3
I make decisions for them and support them to put these decisions into action	4
I make decisions for them and leave them to put these decisions into action themselves	5
We make decisions together and I put these decisions into action	6
We make decisions together, and I support them to put these decisions into action.	7
We make decisions together, and I leave them to put these decisions into action themselves	8
Other way of supporting someone living outside of your home in making decisions (specify)	9
Refused	10

**C7. SHOWCARD C7**

Which of the following best describes you?

*SINGLE CODE*

In full time employment	1
In part time employment	2
Unemployed	3
A student	4
Full- time responsibility for home/ family	5
Retired	6
Other	7
Refused	8

ALL RESPONDENTS

C8. What is the total number of people in the household (including yourself and any children)?

Type in

ALL RESPONDENTS

C9. And what is the total number of children aged under 18 in the household?

Type in

ASK IF RESPONDENT NOT WORKING AT C7 (NOT CODES 1-2) AND MORE THAN ONE PERSON IN THE HOUSEHOLD AT C8

C10. Are any of the other adults in the household working either full time or part time?

SINGLE CODE

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



## ALL RESPONDENTS

### C11. SHOWCARD C11

Which of these options best describes how you feel about your ability to use maths in your day-to-day life?

#### SINGLE CODE

Very confident	1
Fairly confident	2
Not very confident	3
Not at all confident	4
Don't know	5
Refused	6

## ALL RESPONDENTS

### C12. SHOWCARD C11 AGAIN

Which of these options best describes how you feel about your ability to read and write?

#### SINGLE CODE

Very confident	1
Fairly confident	2
Not very confident	3
Not at all confident	4
Don't know	5
Refused	6

*ALL RESPONDENTS***C13. SHOWCARD C13**

Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

*SINGLE CODE*

	Per week	Per Year
1	Up to £199	Up to £10,399
2	From £200 to £299	From £10,400 to £15,599
3	From £300 to £499	From £15,600 to £25,999
4	From £500 to £699	From £26,000 to £36,399
5	From £700 to £999	From £36,400 to £51,999
6	£1,000 and above	£52,000 and above
7	Don't know	
8	Refused	

*ALL RESPONDENTS*

**Recontact.** Finally, would you be willing to be re-contacted in the future for this project specifically?

Yes	1
No	2

*Thank and close*

That is the end of the survey now, thank you very much for your time and patience. We hope you found it interesting and enjoyable.