

## Appendix 1: Questionnaire, consumer research

### Mobile Coverage Omnibus Survey TNS Consumer Omnibus Final 24<sup>th</sup> July 2009

I would now like to ask you some questions about mobile phone usage.

(All adults UK)

SHOW SCREEN – MULTICHOICE

Q.1 Which of the following do you have? Please mention all that apply.

- 01: A mobile phone used for personal calls only
- 02: A mobile phone used for work calls only
- 03: A mobile phone used for both personal and work calls
- 04: A landline phone
- (N)

(Route: if 1 or 3 coded at Q.1, go to Q.2, others see Q.11)

(scripter: if Q.1 coded 1 AND 2 or 2 AND 3 add following interviewer note:)

INTERVIEWER: IF RESPONDENT USES A MOBILE PHONE FOR PERSONAL CALLS AND THE SAME OR SEPARATE PHONE FOR WORK CALLS. PLEASE CLARIFY WITH THEM THAT THE FOLLOWING QUESTIONS ARE TALKING ONLY ABOUT THE PHONE THEY USE FOR PERSONAL USE

(All adults who use a mobile phone for personal use (code 1 or 3 at Q.1))

Q.2 I will now ask a series of questions about the mobile phone that you use most often for personal use. How often do you use your mobile phone to do the following...

SHOW SCREEN

- ...Make phone calls
- ...Make video calls
- ...Send text (SMS) messages
- ...Send Multimedia (MMS) messages
- ...Use the internet \ WAP
- ...Use mapping or GPS functions

(scripter: Do not invert)

- 01: Frequently
- 02: Occasionally
- 03: Never
- (DK)

(All adults who use a mobile phone for personal use (code 1 or 3 at Q.1))

SHOW SCREEN

Q.3 (scripter: If coded 2 at Q1 add instruction 'Still thinking about your personal phone rather than your work phone'). Which mobile phone network provider do you use? By phone network I mean the company you pay for using the phone NOT the phone manufacturer. If you use more than one network, please think about the network you use the most.

- 01:3
- 02: Asda Mobile
- 03: Blyk
- 04: BT
- 05: Carphone Warehouse
- 06: Fresh
- 07: O2 (formerly BTCellnet)
- 08: Orange
- 09: T Mobile (formerly One2One)
- 10: Talk Mobile
- 11: Talk Talk Mobile
- 12: Tesco Mobile
- 13: Virgin Mobile
- 14: Vodafone
- 15: Other (Type-in) (scripter: fix)
- (DK)

(All adults who use a mobile phone for personal use (code 1 or 3 at Q.1))

Q.4 Thinking about choosing which mobile phone network to use, how important would you say each of the following factors are to you on a scale of 1 to 10, where 1 is not at all important, and 10 is absolutely essential?

SHOW SCREEN

- ...Cost of using your phone
- ...Types of handsets available
- ...Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling.
- ...Quality of Customer services
- ...Anything else which is important when choosing a mobile phone? (Other-type-in)
- (scripter: fix)

- 01: -1- Not at all important
- 02: -2-
- 03: -3-
- 04: -4-
- 05: -5-
- 06: -6-
- 07: -7-
- 08: -8-
- 09: -9-
- 10: -10- Absolutely essential
- (DK)

(All adults who use a mobile phone for personal use (code 1 or 3 at Q.1))

Q.5 Using the same list how would you rate (scripter: insert company from Q.3, if DK coded insert 'Your company' instead) on a scale of 1 to 10, where 1 is extremely poor, and 10 is perfect?

SHOW SCREEN

...Cost of using your phone  
...Types of handsets available  
...Mobile phone reception - By reception, we mean the ability to make or receive voice calls or text messages in various locations and while travelling.  
...Quality of Customer services  
...Other (scripter: insert if specified at Q.4 Other)  
...Overall

01: -1- Extremely poor

02: -2-

03: -3-

04: -4-

05: -5-

06: -6-

07: -7-

08: -8-

09: -9-

10: -10- Perfect

(DK)

(All adults who use a mobile phone for personal use (code 1 or 3 at Q.1))

Q.6 Now thinking specifically about the quality of reception or signal you get on your phone in various places and situations. How important would you say each of the following are to you on a scale of 1 to 10, where 1 is not at all important, and 10 is absolutely essential?

SHOW SCREEN

...Reception at home  
...Reception at work or place of study  
...Reception while travelling by road  
...Reception while travelling by train  
...Reception while walking  
...Any other place which is important? (Other-type-in)

01: -1- Not at all important

02: -2-

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(DK)

(All adults who use a mobile phone for personal use (code 1 or 3 at Q.1))

Q.7 And using the same list again how would you rate (scripter: insert company from Q3 or 'your company' if DK coded) in general on a scale of 1 to 10, where 1 is extremely poor, and 10 is perfect?

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...Reception at home  
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(DK)

SHOW SCREEN- MULTICHOICE

(All adults who use a mobile phone for personal use (code 1 or 3 at Q.1))

Q.8 Again thinking about (scripter: insert company from Q3 or 'your company' if DK coded), which of the following problems, if any, have you had in the past in terms of your mobile phone reception? Please select all that apply.

01: Call ends unexpectedly (service is lost while on call)

02: Poor sound quality \ breaking up of sound whilst on a call

03: Unable to send text message (SMS)

04: Text message (SMS) comes through late

05: Black spots where you get no signal at all

(N)

(DK)

(route: if 1-5 coded at Q.8 go to Q.9, others go to Q.11)

SHOW SCREEN – MULTICHOICE

(All adults who use a mobile phone for personal use and have problems with reception (code 1-5 at Q.8))

Q.9 Thinking about the problems that you have mentioned - which of them, if any, do you experience regularly?

(scripter: insert answers coded at Q.8)

(DK)

SHOW SCREEN-MULTICHOICE

(All adults who use a mobile phone for personal use and have problems with reception (code 1-5 at Q.8))

Q.10 And which of the following have you done in response to the problem(s) you have experienced? Please select all that apply.

- 01: Phoned customer services
  - 02: Wrote to customer services
  - 03: Contacted customer services through the Internet
  - 04: Searched for information on the Internet
  - 05: Asked for advice from friends\family\colleagues
  - 06: Stopped using the phone in certain situations
  - 07: Changed networks
  - 08: Purchased a new phone
  - 09: Went back to an old phone
  - 10: Did nothing
  - 11: Other (Please specify) (scripter: fix)
- (DK)

(route: if None or DK coded at Q.1 close, others go to Q.11)

SHOW SCREEN – MULTICHOICE

(All adults who use a mobile and/or a landline phone (code 1-4 at Q.1))

Q.11 Which of these, if any, limit your daily activities or the work you can do? Just read out the letter or letters that apply

- 01: - A - Breathlessness or chest pains
  - 02: - B - Poor vision, partial sight or blindness
  - 03: - C - Difficulty in speaking or in communicating
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  - 05: - E - Cannot walk at all \use a wheelchair
  - 06: - F- Cannot walk far or manage stairs or can only do so with difficulty
  - 07: - G - Limited ability to reach
  - 08: - H -Mental health problems or difficulties
  - 09: - I- Dyslexia
  - 10: - J- Other illnesses or health problems which limit your daily activities or the work that you can do (Please specify)
- (N)  
(Don't know \refused)

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