

<b>KEY</b>	
<b>TS:</b>	Traditional service
<b>OCS:</b>	Online communication service

**Q1:** Which of the following communications services have you used to send messages / make calls **in the past three months** for personal purposes (i.e. not work-related)?

*Please only select the services that you have used to communicate directly with people that you know (outside of work)*

[MULTI CODE]

[ROTATE CODES 1-27]

	OCS/TS	Communication service	[x]
<b>1</b>	TS	Landline phone calls	[ ]
<b>2</b>	TS	Mobile phone calls (using SIM card, rather than an app)	[ ]
<b>3</b>	TS	SMS or MMS messages (using SIM card, rather than an app)	[ ]
<b>4</b>	TS	Email	[ ]
<b>5</b>	OCS	WhatsApp	[ ]
<b>6</b>	OCS	Facebook Messenger	[ ]
<b>7</b>	OCS	Snapchat	[ ]
<b>8</b>	OCS	Telegram	[ ]
<b>9</b>	OCS	Discord	[ ]
<b>10</b>	OCS	FaceTime	[ ]
<b>11</b>	OCS	iMessage (online messages, not SMS)	[ ]
<b>12</b>	OCS	Viber	[ ]
<b>13</b>	OCS	Skype	[ ]
<b>14</b>	OCS	Microsoft Teams	[ ]
<b>15</b>	OCS	Zoom	[ ]
<b>16</b>	OCS	Instagram (direct messaging)	[ ]
<b>17</b>	OCS	TikTok (direct messaging)	[ ]
<b>18</b>	OCS	Twitter (direct messaging)	[ ]
<b>19</b>	OCS	Pinterest (direct messaging)	[ ]
<b>20</b>	OCS	Tumblr (direct messaging)	[ ]
<b>21</b>	OCS	Reddit (direct messaging)	[ ]
<b>22</b>	OCS	Signal	[ ]
<b>23</b>	OCS	Element	[ ]
<b>24</b>	OCS	Kik	[ ]

<b>25</b>	OCS	We Chat	[ ]
<b>26</b>	OCS	Google Chat / Google Messages / Google Meet (online messages, not SMS)	[ ]
<b>27</b>	OCS	Online gaming communications services that allow you to chat with other players (e.g. PlayStation and Xbox messaging services)	[ ]
<b>28</b>	--	Other	[ ]





**Q2A:** Which of the following would you describe as your “main” online communications service?

[SINGLE CODE]

[ROTATE CODES 1-23 TO Q1 ORDER]

	<b>OCS/TS</b>	<b>Communication service</b>	<b>[x]</b>
<b>1</b>	OCS	WhatsApp	<input type="checkbox"/>
<b>2</b>	OCS	Facebook Messenger	<input type="checkbox"/>
<b>3</b>	OCS	Snapchat	<input type="checkbox"/>
<b>4</b>	OCS	Telegram	<input type="checkbox"/>
<b>5</b>	OCS	Discord	<input type="checkbox"/>
<b>6</b>	OCS	FaceTime	<input type="checkbox"/>
<b>7</b>	OCS	iMessage (online messages, not SMS)	<input type="checkbox"/>
<b>8</b>	OCS	Viber	<input type="checkbox"/>
<b>9</b>	OCS	Skype	<input type="checkbox"/>
<b>10</b>	OCS	Microsoft Teams	<input type="checkbox"/>
<b>11</b>	OCS	Zoom	<input type="checkbox"/>
<b>12</b>	OCS	Instagram (direct messaging)	<input type="checkbox"/>
<b>13</b>	OCS	TikTok (direct messaging)	<input type="checkbox"/>
<b>14</b>	OCS	Twitter (direct messaging)	<input type="checkbox"/>
<b>15</b>	OCS	Pinterest (direct messaging)	<input type="checkbox"/>
<b>16</b>	OCS	Tumblr (direct messaging)	<input type="checkbox"/>
<b>17</b>	OCS	Reddit (direct messaging)	<input type="checkbox"/>
<b>18</b>	OCS	Signal	<input type="checkbox"/>
<b>19</b>	OCS	Element	<input type="checkbox"/>
<b>20</b>	OCS	Kik	<input type="checkbox"/>
<b>21</b>	OCS	We Chat	<input type="checkbox"/>
<b>22</b>	OCS	Google Chat / Google Messages / Google Meet (online messages, not SMS)	<input type="checkbox"/>
<b>23</b>	OCS	Online gaming communications services that allow you to chat with other players (e.g. PlayStation and Xbox messaging services)	<input type="checkbox"/>

**Q3:** If you had to go for 24 hours without using one of the following services on your mobile phone, which would you choose to go without?

[ASK ALL USING AT LEAST ONE OCS SERVICE DAILY @ Q2]  
[SINGLE CODE]

	<b>OCS/TS</b>	<b>Communication service</b>	<b>[x]</b>
<b>1</b>	TS	Phone calls from your mobile phone	[ ]
<b>2</b>	OCS	Messaging apps (like WhatsApp, Messenger, etc)	[ ]







**Q5: Which three factors are most important to you when deciding which online communications service to use?**

[ROTATE CODES 1-16]

[MUST SELECT THREE CODES]

	<b>Reason(s)</b>	<b>[x]</b>
<b>1</b>	Free to use	<input type="checkbox"/>
<b>2</b>	Easy to use and convenient	<input type="checkbox"/>
<b>3</b>	Used by friends	<input type="checkbox"/>
<b>4</b>	Used by family	<input type="checkbox"/>
<b>5</b>	Used by wider personal contacts	<input type="checkbox"/>
<b>6</b>	Useful functionalities (e.g. group messaging and calling)	<input type="checkbox"/>
<b>7</b>	Entertainment value	<input type="checkbox"/>
<b>8</b>	Security and encryption	<input type="checkbox"/>
<b>9</b>	Data policy and privacy	<input type="checkbox"/>
<b>11</b>	Attractive design	<input type="checkbox"/>
<b>13</b>	Use of the largest / most popular app	<input type="checkbox"/>
<b>14</b>	Already use other services from the same provider	<input type="checkbox"/>
<b>15</b>	The app was pre-installed in my device	<input type="checkbox"/>
<b>16</b>	Trust and reputation	<input type="checkbox"/>
<b>17</b>	Other (please state):	<input type="checkbox"/>

**Q6: How would you rate [Q2A RESPONSE] on the following aspects?**

[ROTATE CODES 1-6]  
[SINGLE CODE]

JLKC		a	b	c	d	e
Aspect(s)		Very bad	Quite bad	Quite good	Very good	Don't know/ N/A
<b>1</b>	Convenience and ease of use	[]	[]	[]	[]	[]
<b>2</b>	Functionality	[]	[]	[]	[]	[]
<b>3</b>	Privacy (ability to control, access, and regulate your personal information)	[]	[]	[]	[]	[]
<b>4</b>	Security (data protected from third parties)	[]	[]	[]	[]	[]
<b>5</b>	Trust and reputation	[]	[]	[]	[]	[]
<b>6</b>	Entertainment value	[]	[]	[]	[]	[]

**Q6A:** You rated some aspects of [Q2A RESPONSE] as either “quite bad” or “very bad”. Has this experience caused you to do any of the following?

[ASK Q6A FOR ALL STATEMENTS CODED A-B @ Q6]

[ROTATE CODES TO Q6 ORDER]

[SINGLE CODE]

	a	b	c	d
Statement(s)	Reduced use of app	Raised a complaint	Did nothing	Other
1 Convenience and ease of use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 Functionality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 Privacy (ability to control, access, and regulate your personal information)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 Security (data protected from third parties)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 Trust and reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 Entertainment value	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q6B:** Why did you do nothing about the thing(s) you rated **[Q2A RESPONSE]** as being “quite bad” or “very bad” for?

[ASK Q6B FOR ALL STATEMENTS CODED “C” @ Q6A]

[ROTATE CODES 1-5]

[MULTI CODE]

	<b>Reason(s)</b>	<b>[x]</b>
<b>1</b>	I did not want to reduce usage as my family/friends use the service	<input type="checkbox"/>
<b>2</b>	I am not aware of any alternative service(s)	<input type="checkbox"/>
<b>3</b>	I do not know how to use / do not like alternative service(s)	<input type="checkbox"/>
<b>4</b>	I did not know what action I could take	<input type="checkbox"/>
<b>5</b>	The issue got resolved	<input type="checkbox"/>
<b>6</b>	Other (please specify):	<input type="checkbox"/>

**Q7:** You said that the main communications service you use now is **[Q2A RESPONSE]**. Was your main communications service different 12 months ago?

[SINGLE CODE]

	<b>Response</b>	<b>[x]</b>
<b>1</b>	Yes	<input type="checkbox"/>
<b>2</b>	No	<input type="checkbox"/>
<b>3</b>	Don't know	<input type="checkbox"/>

**Q7A:** What was your main reason for changing from your previous main communications service to **[Q2A RESPONSE]**, your current communications service?

[ASK Q7A FOR ALL CODE 1 RESPONSES @ Q7]  
[ROTATE CODES 1-8]  
[SINGLE CODE]

	<b>Response</b>	<b>[x]</b>
<b>1</b>	My friends and / or family started using it	<input type="checkbox"/>
<b>2</b>	More convenient and easier of use	<input type="checkbox"/>
<b>3</b>	Offers better functionality	<input type="checkbox"/>
<b>4</b>	More privacy (ability to control, access, and regulate your personal information)	<input type="checkbox"/>
<b>5</b>	More security (data protected from third parties)	<input type="checkbox"/>
<b>6</b>	Trust and reputation	<input type="checkbox"/>
<b>7</b>	Entertainment value	<input type="checkbox"/>
<b>8</b>	Other (please state):	<input type="checkbox"/>

**Q7B:** Why have you continued to use [Q2A RESPONSE] as your current main communications service?

[ASK Q7B FOR ALL STATEMENTS CODED A-B @ Q6 & ALL CODE 2 RESPONSES @ Q7]  
[ROTATE CODES 1-8]

	<b>Response</b>	<b>[x]</b>
<b>1</b>	I had not considered changing	<input type="checkbox"/>
<b>2</b>	All / most of my contacts use the service	<input type="checkbox"/>
<b>3</b>	I wanted to stay in touch with my contacts who use the service	<input type="checkbox"/>
<b>4</b>	I am not aware of other services	<input type="checkbox"/>
<b>5</b>	I am happy with the service I am currently using	<input type="checkbox"/>
<b>6</b>	I want to keep my message history	<input type="checkbox"/>
<b>7</b>	I want to keep files (e.g. photos) shared by my contacts	<input type="checkbox"/>
<b>8</b>	I did not want the hassle of moving to a new service	<input type="checkbox"/>



**Q7C:** When changing from your previous main communications service to [Q2A RESPONSE], which of the following presented the greatest challenge (if any)?

[ASK Q7C FOR 1 RESPONSES @ Q7]

	<b>Response</b>	<b>[x]</b>
<b>1</b>	Loss of time and effort moving to and re-establishing my existing contacts on a new service	<input type="checkbox"/>
<b>2</b>	The service I was changing from was connected to other services and devices that I still wanted to use	<input type="checkbox"/>
<b>3</b>	Did not want to lose contact(s) or chat history (e.g. your "life-log")	<input type="checkbox"/>
<b>4</b>	Felt attached / loyal to the service	<input type="checkbox"/>
<b>5</b>	Discomfort (psychological or emotional) caused by a loss of identity / "breaking the bonds"	<input type="checkbox"/>
<b>6</b>	Other (please state):	<input type="checkbox"/>

**Q8: To what extent do you agree or disagree with the following statements?**

[ROTATE CODES 1-5]

		a	b	c	d	e
	Statement(s)	Strongly disagree	Slightly disagree	Slightly agree	Strongly agree	Don't know/ N/A
1	I am very unlikely to stop using my main communications service in the near future as it is an important way for me to keep in touch with friends and family	[ ]	[ ]	[ ]	[ ]	[ ]
2	I would prefer to use one single communications service for all my calls and messages	[ ]	[ ]	[ ]	[ ]	[ ]
3	I trust my main communications service to keep my data and messages secure	[ ]	[ ]	[ ]	[ ]	[ ]
4	My main communications service provides a safe environment in which to keep in touch with my friends and family	[ ]	[ ]	[ ]	[ ]	[ ]
5	I'd prefer to use a different communications service, but I feel "locked in" to using my current one as most of my friends / family use it	[ ]	[ ]	[ ]	[ ]	[ ]
6	Using multiple communications services is inconvenient	[ ]	[ ]	[ ]	[ ]	[ ]
7	Using multiple communications services is the only way to keep in touch with everyone	[ ]	[ ]	[ ]	[ ]	[ ]
8	Using multiple communications services means I can enjoy a variety of features and benefits	[ ]	[ ]	[ ]	[ ]	[ ]
9	I would use a different communications service as my main service if I could still use it to communicate with users of [Q2A RESPONSE]	[ ]	[ ]	[ ]	[ ]	[ ]
10	It should be possible for anyone to contact me on [Q2A RESPONSE], even from other communications services that I do not use	[ ]	[ ]	[ ]	[ ]	[ ]
11	It should be possible for me to contact anyone using [Q2A RESPONSE], even if they don't use it	[ ]	[ ]	[ ]	[ ]	[ ]

**Q9:** Over the last 12 months, has your opinion of any of the below features of the service provided by [Q2A RESPONSE] changed in any way?

[ASK ALL]  
[ROTATE CODES TO Q6 ORDER]

		<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>
	<b>Aspect(s)</b>	<b>Got worse</b>	<b>Stayed the same</b>	<b>Got better</b>	<b>Don't know/ N/A</b>
<b>1</b>	Convenience and ease of use	[ ]	[ ]	[ ]	[ ]
<b>2</b>	Functionality	[ ]	[ ]	[ ]	[ ]
<b>3</b>	Privacy (ability to control, access, and regulate your personal information)	[ ]	[ ]	[ ]	[ ]
<b>4</b>	Security (data protected from third parties)	[ ]	[ ]	[ ]	[ ]
<b>5</b>	Trust and reputation	[ ]	[ ]	[ ]	[ ]
<b>6</b>	Entertainment value	[ ]	[ ]	[ ]	[ ]