

Core Switching Tracker – 2025 questionnaire

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 landline phones, mobile phones, TV services and the internet.

You can stop the survey at any point if you decide you no longer want to take part. The data we are collecting is for research purposes only and we rely on your consent to process the data.

Your answers to this questionnaire will remain completely confidential and anonymous unless you give us specific permission.

This is genuine research, and no selling is involved at any stage. We simply would like your opinions for our survey.

Under GDPR legislation we need to draw your attention to our Privacy Policy which explains your rights.

All our surveys are conducted under the Code of Conduct of the UK Market Research Society and their contact number is in the Privacy Policy. Critical Research is an independent market research agency based in London.

Could you please confirm you are happy to proceed?

Yes	1	CONTINUE
No	2	CLOSE

ALL RESPONDENTS

S4. 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

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S5. Which of the following describes how you think of yourself?

Please select one option

Man	1
Woman	2
Non-Binary	3
Prefer to use another term	4
Prefer not to say	5

ALL RESPONDENTS

OS1A. Where do you normally live? By this we mean the place that you live for most of the year.

Please select one option

England	1	
Scotland	2	
Wales	3	
Northern Ireland	4	
Elsewhere in Europe	5	THANK & CLOSE
Elsewhere in the world	6	

ALL RESPONDENTS WHO LIVE IN ENGLAND

OS1B. What region of England do you live in?

Please select one option

North East	1
Yorkshire and Humberside	2
North West	3
West Midlands	4
East Midlands	5
South West	6
East of England	7
South East	8
Greater London	9

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S8. Please think about the hours that you spend doing things online in a typical week – so both weekdays and at the weekend – maybe to visit a social media site or app, look at a website or use an app, watch a TV programme, film or video clip, play games online or check emails. It could be going online using a computer, laptop, tablet, mobile phone, games console or Smart TV.

How many HOURS in a typical WEEK would you say you spend online – this could be at home, your workplace or place of education, on the move when you are commuting, travelling or out and about, more generally.

Please enter the number of hours per week_____

Don't know_____

IF DON'T KNOW AT S1:

Would you say your time spent online in a typical week would be...

READ OUT CODES 2-7

None	0
Up to 5 hours	1
6 to 10 hours	2
11 to 15 hours	3
16 to 20 hours	4
21 to 25 hours	5
Over 25 hours	6
Don't know/ unsure	7

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S7. Which of these best describes your current situation?

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
Prefer not to say	8

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ALL PHONE RESPONDENTS – SKIP FOR ONLINE

S6. 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 ONLINE RESPONDENTS – SKIP FOR PHONE

OS6. Which of these best describes the main income earner in your household?

If you/ they are retired and living on a private pension, please choose your description based on what you/ they did before you/ they retired.

If you/ they have been unemployed for six months or less, please choose your description based on your/ their most recent main job.

Please select one option

		Social Grade
Very senior management ; top level civil servant or professional (e.g. surgeon; partner in a law firm; regional bank manager; board director of medium/ large firm)	1	A
Senior or middle management in large organisation; owner of small business; principal officer in civil service/ local government	2	B
Junior management or professional ; or administrative (e.g. most office workers; accounts clerk; secretary; police sergeant; nurse)	3	C1
Skilled manual worker - e.g. mechanic, paramedic, cook, fitter, plumber, electrician, lorry driver, train driver, hairdresser, beautician, etc.	4	C2
Semi-skilled or unskilled manual worker - e.g. baggage handler, restaurant server, factory worker, receptionist, labourer, gardener etc.	5	D
Housewife/househusband	6	E
Unemployed	7	E
Student	8	C1
Retired <u>and</u> on state pension ONLY (If retired but not only on state pension, please indicate the occupation just before retirement)	9	E
Don't know	10	X

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S9. Have you moved home in the last 12 months?

Please select one option

Yes	1
No	2
Prefer not to say	3

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Q1. Please think about services which are paid for by you or someone else in your household – so if any of these services are paid for by an employer or someone outside of the household then don't mention that service here.

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

MULTICODE OK FOR CODES 1-4

Landline phone service which you can use to make and receive voice calls (even if you don't actually use it for calls)	1	
Mobile phone	2	
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	3	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	4	
None of these	5	CLOSE

ASK IF HAVE FIXED BROADBAND BUT NOT LANDLINE AT Q1 (CODE 3 NOT CODE 1 AT Q1)

Q2. 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 Q1 CODE 1 THEN SKIP TO Q3
No	2	
Don't know	3	

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SAY TO RESPONDENT IF Q2 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 using the household fixed line

ASK IF HAVE LANDLINE AT Q1 (CODE 1 AT Q1)

Q2AA. Thinking about your landline phone service, is it delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router or takes a signal from the Wi-Fi service, not into a phone socket in the wall)

This is a service known as VoIP (Voice over Internet Protocol), digital voice, internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.

Please select one option

SINGLE CODE

Yes – landline service delivered over the internet	1
No – not delivered over the internet	2
Don't know	3

ASK IF LANDLINE IS PLUGGED INTO A BROADBAND ROUTER AT Q2AA (CODE 1 AT Q2AA)

Q2A. Which of the following best describes the reason you have a landline service delivered over the internet?

SINGLE CODE

My provider sent me an adapter to plug into my <u>existing router</u> and my broadband service remained unchanged	1
I <u>upgraded</u> my broadband service with my existing provider to a <u>full fibre/ Fibre to the premises/ FTTP service</u> and now my landline is delivered over the internet	2
I <u>switched</u> my broadband service to a <u>full fibre/ Fibre to the premises/ FTTP service</u> with a new provider and now my landline is delivered over the internet	3
I <u>switched</u> my broadband service to a <u>part-fibre/ Fibre to the cabinet/ FTTC service</u> with a new provider and now my landline is delivered over the internet	4
Something else – please say	5
Don't know	6

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ASK IF LANDLINE IS PLUGGED INTO A BROADBAND ROUTER AT Q2AA (CODE 2 AT Q2AA)

Q2b. Which of the following did getting your new landline service involve? (This may have been part of the process of getting a new broadband service)

MULTI CODE

A hole was drilled through a wall in my house and new equipment was installed	1
An engineer installed a new broadband router inside my house	2
I was sent a new broadband router, which I installed myself	3
I had to purchase a new handset that is compatible with my router	4
My landline provider gave me a free handset that is compatible with my router	5
My landline provider gave me an adapter to plug my existing handset into my existing router	6
None of these (SINGLE CODE)	7
Don't know (SINGLE CODE)	8

ASK IF MOVED BY PROVIDER, UPGRADED OR SWITCHED AT Q2a (CODES 1, 2, 3 OR 4 AT Q2A)

Q2c. Thinking about your new service, to what extent to you agree or disagree with the following statements?

1. The installation process went smoothly
2. I fully understand the technology that is being used to make and receive calls
3. My new service has been problem-free
4. My provider kept me fully informed about what would happen and when
5. I fully understood what I needed to do in order to move to the new system

SINGLE CODE FOR EACH STATEMENT

Agree strongly	1
Agree slightly	2
Disagree slightly	3
Disagree strongly	4
Don't know	5

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Q3. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

MULTICODE OK FOR CODES 1-4 – ONLY ALLOW SERVICES IN THE HOUSEHOLD AT Q1

Landline phone service	1	
Mobile phone	2	
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	3	
TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	4	
None of these	5	ASK FOR REFERRAL IN HOUSEHOLD IF NO DECISION MAKER IN HOUSEHOLD – CLOSE

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ASK ALL RESPONDENTS WHO ARE THE DECISION MAKER FOR THE TV SERVICE AT Q3 (CODE 4 AT Q3)

Q4A. Please think about all the TV sets in your household and any other devices that are used to watch TV programmes.

Which of these types of TV service does your household use at all to **watch broadcast TV channels like BBC and ITV?** We'll ask a separate question about services like Netflix and Amazon Prime.

MULTICODE OK FOR CODES 1-11

ASK IF MORE THAN ONE SERVICE AT Q4A – OR AUTOCODE SINGLE RESPONSE AT Q4A HERE

Q4B. Which one of these is the main type of TV service watched on the household's main TV set?

Please note: BT TV has been rebranded to EE TV, and EE TV is now provided by both BT and EE. If you have EE TV, please select the provider that bills you for the service.

SINGLE CODE

	Q4A	Q4B
EE TV (billed by BT) [ROUTE AS PAY TV LATER]	X	X
EE TV (billed by EE) [ROUTE AS PAY TV LATER]	X	X
Freeview (through a set-top box or television set) [ROUTE AS FREE TV LATER]	X	X
Freesat (satellite TV, no monthly subscription) [ROUTE AS FREE TV LATER]	X	X
Freely (through a Freely TV set using Wi-Fi) [ROUTE AS FREE TV LATER]	X	X
NOW [ROUTE AS PAY TV LATER]	X	X
Plusnet TV [ROUTE AS PAY TV LATER]	X	X
Sky TV (satellite TV or Sky Glass or Sky Stream, monthly subscription) [ROUTE AS PAY TV LATER]	X	X
TalkTalk TV [ROUTE AS PAY TV LATER]	X	X
Virgin TV (cable TV) [ROUTE AS PAY TV LATER]	X	X
YouView (no monthly subscription) [ROUTE AS FREE TV LATER]	X	X
Other satellite TV [ROUTE AS PAY TV LATER]	X	X
None of these [NOT COUNTED TOWARDS PAY TV OR FREE TV LATER]	X	X

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ASK ALL RESPONDENTS WHO ARE THE DECISION MAKER FOR ANY SERVICES AT Q3

Q5. Does your household **pay to subscribe** to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

MULTICODE OK EXCLUDING CODE 12

Amazon Prime Video	1
Disney+	2
Netflix	3
NOW	4
ITVX Premium/ STV Player VIP (premium service with no adverts)	5
Channel4+ (premium service with no adverts)	6
Apple TV+	7
Paramount+	9
Discovery+	10
YouTube Premium	13
Any other paid-for streaming services – SPECIFY	11
No, none	12

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ASK FOR ALL SERVICES RESPONDENT IS THE DECISION MAKER FOR AT Q3 CODES 1-3 – COVERING EACH SERVICE AT Q3 CODES 1-3 IN TURN

DO NOT ASK Q6D - MAIN TV SERVICE PROVIDER AT Q4B TO BE AUTOCODED AT Q6D

DO NOT ASK Q6E - ANY OTT SERVICES AT Q5 TO BE AUTOCODED AT Q6E

Q6. Which provider do you use for your [SERVICES AT Q3]?

IF MOBILE (Q6A) – If you personally use a mobile phone then please answer about that mobile phone. Please think about the company you pay for the mobile calls you make or the texts you send or the mobile data you use on your mobile phone.

IF LANDLINE/ FIXED BROADBAND (Q6B-Q6C) - If you use more than one provider for your [SERVICE/S] please say which is the MAIN one you use or the one your household spends the most money on.

SINGLE CODE FOR EACH OF Q6A – Q6D, MULTICODE OK FOR Q6E

	Q6A Landline phone service	Q6B Mobile Phone service	Q6C Fixed Broadband service	Q6D TV service	Q6E OTT services
'3' / Three		X	X		
Amazon Prime Video					X
Channel4+ (premium service with no adverts)					X
Apple TV+					X
Asda Mobile		X			
BT	X	X	X	X	
Community Fibre	X		X		
Discovery+					X
Disney+					X
EE	X	X	X	X	
Freesat				X	
Freeview				X	
Freely				X	
GiffGaff		X			
Gigaclear	X		X		
Hyperoptic	X		X		
iD Mobile		X			
ITVX Premium/ STV Player VIP					X
KCOM	X		X		
Lebara		X			
Lycamobile		X			
Netflix					X
NOW / NOW Broadband	X		X	X	X
O2 (including Virgin Mobile)		X			

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Paramount+					X
Plusnet	X	X	X	X	
POP Telecom	X	X	X		
Sky	X	X	X	X	
Smarty		X			
Talkmobile		X			
TalkTalk	X	X	X	X	
Tesco Mobile		X			
Your Co-op	X		X		
Utility Warehouse	X	X	X		
Virgin Media	X		X	X	
Vodafone	X	X	X		
VOXI		X			
YouTube Premium					X
YouView				X	
Zen	X		X		
Other supplier – SPECIFY	X	X	X	X	X

*ASK FOR ALL SERVICES (EXCEPT MOBILE AND THOSE USING A FREE TV SERVICE AT Q4B)
RESPONDENT IS THE DECISION MAKER FOR AT Q3 CODES 2-4 – COVERING EACH SERVICE
AT Q3 CODES 1-4 IN TURN, IN ORDER SHOWN AT Q6J TO Q6L*

Q6J-L. Thinking about your [SERVICE] and the contract you have with [PROVIDER FROM Q6B-D], which of these statements best describes you?

SINGLE CODE

	Q6J Landline phone service	Q6K Fixed Broadband service	Q6L Pay TV service
I am currently within my minimum contract period	1	1	1
My minimum contract period has ended, I am out of contract	2	2	2
I don't know whether I am within my minimum contract period or whether it has ended	3	3	3
I'm not sure/don't know if I ever had a contract	4	4	4

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ASK IF RESPONSE AT Q6J-Q6L IS EITHER 'IN CONTRACT' (CODE 1) OR 'OUT OF CONTRACT' (CODE 2) - COVERING EACH SERVICE IN TURN, IN ORDER SHOWN AT Q6M TO Q6O

Q6M-O. You say you are [in/ out of] contract with your [SERVICE] supplier. How certain of this are you?

SINGLE CODE

	Q6M Landline phone service	Q6N Fixed Broadband service	Q6O Pay TV service
Very certain	1	1	1
Fairly certain	2	2	2
Not very certain	3	3	3
Don't know	4	4	4

ASK IF NOT 'VERY CERTAIN' (NOT CODE 1 AT Q6M-O) FOR THE SERVICE – COVERING EACH SERVICE IN TURN, IN ORDER SHOWN AT Q6P TO Q6R

Q6P-R. When did you sign up to your CURRENT [SERVICE] package, by which we mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

SINGLE CODE

	Q6P Landline phone service	Q6Q Fixed Broadband service	Q6R Pay TV service
Within the last 2 years	1	1	1
Longer than 2 years ago	2	2	2
Don't know	3	3	3

ASK IF NOT 'VERY CERTAIN' (NOT CODE 1 AT Q6M-O) FOR THE SERVICE – COVERING EACH SERVICE IN TURN, IN ORDER SHOWN AT Q6P TO Q6R

Q6S-U. Have you made any changes to your [SERVICE] package in the last two years for example changed package, changed speed, added any services?

SINGLE CODE

	Q6S Landline phone service	Q6T Fixed Broadband service	Q6U Pay TV service
Yes	1	1	1
No	2	2	2
Don't know	3	3	3

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AUTOCODE AT Q7 FOR ALL SERVICES AT Q3 BASED ON PROVIDERS USED AT Q6A-Q6D

Q7. ANY 2-4 SERVICES RECEIVED FROM A SINGLE PROVIDER (NOT 'OTHER') AT Q6A-Q6D TO BE RECORDED UNDER BUNDLE 1 BELOW AT Q7A – THIS IS A **TEMPORARY MEASURE** AHEAD OF ASKING THE RESPONDENT TO DEFINE THE STATUS OF THESE SERVICES AT Q8A

ANY FURTHER 2 SERVICES ARE RECEIVED FROM A SECOND SINGLE PROVIDER (NOT 'OTHER') AT Q6A-Q6D TO BE RECORDED UNDER BUNDLE 2 BELOW AT Q7B – THIS IS A **TEMPORARY MEASURE** AHEAD OF ASKING THE RESPONDENT TO DEFINE THE STATUS OF THESE SERVICES AT Q8C

ANY SERVICES RECEIVED FROM A UNIQUE PROVIDER (INCLUDING 'OTHER') AT Q6A-Q6D TO BE RECORDED UNDER STANDALONE SERVICE BELOW AT Q7C

NB – STANDALONE PAY TV SERVICE (CODE 4 AT Q7C BELOW) REFERS TO PAY TV AT Q4B (CODES 1,2,5,6,7,8,9,11).

THOSE USING A FREE TV SERVICE AS THEIR MAIN TV SERVICE AT Q4B (CODES 3,4,10) WILL BE ASSIGNED TO CODE 5 AT TV SERVICE AT Q7C

SINGLE CODE PER ROW FOR EACH SERVICE WHERE RESPONDENT IS DECISION MAKER AT Q3

	Q7A	Q7B	Q7C
	Bundle 1	Bundle 2	Standalone services
Landline	1	1	1
Mobile phone	2	2	2
Fixed broadband	3	3	3
Pay TV service	4	4	4
Free TV service	NA	NA	5

ASK IF ANY 2-4 SERVICES AT Q3 ARE IN BUNDLE 1 AT Q7A

Q8A. You said that you receive (SERVICES IN BUNDLE 1) from (PROVIDER AT Q6A-Q6D).

Thinking about these services, do you regard them as a **package of services** or as **individual services**?

SINGLE CODE – NB ONLY ALLOW CODE 3 IF BUNDLE 1 HAS 3-4 SERVICES AT Q7A

As a package of services	1
As individual services	2
Some but not all as a package of services	3

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ASK IF 'SOME BUT NOT ALL AS A PACKAGE OF SERVICES' AT Q8A (CODE 3)

Q8B. So which services would you consider to be a package from (PROVIDER AT Q6A-Q6D)?

ONLY ALLOW SERVICES IN BUNDLE 1 AT Q7A

MUST MULTICODE AT THIS QUESTION – IF ONLY ONE SERVICE GIVEN THEN GO BACK CODE 2 AT Q8A

DO NOT ALLOW ALL BUNDLE 1 SERVICES TO BE CODED AT Q8B – IF ALL SERVICES ARE GIVEN THEN GO BACK AND CODE 1 AT Q8A

Landline phone service	1
Mobile phone	2
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	3
TV service	4

ASK IF ANY 2 SERVICES AT Q3 ARE IN BUNDLE 2 AT Q7B

Q8C. You said that you receive (SERVICES IN BUNDLE 2) from (PROVIDER AT Q6A-Q6D).

Thinking about these services, do you regard them as a **package of services** or as **individual services**?

SINGLE CODE

As a package of services	1
As individual services	2

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SEE INSTRUCTIONS FOR CODING AT Q9 BELOW

Q9. IF CODE 1 AT Q8A – COPY ALL Q7A CODES TO Q9A

IF CODE 2 AT Q8A - COPY ALL Q7A CODE TO Q9C

IF CODE 3 AT Q8A - COPY CODES AT Q8B TO Q9A AND MOVE ANY SERVICES THAT ARE IN Q7A BUT ARE NOT IN Q8B TO Q9C

IF CODE 1 AT Q8C – COPY ALL Q7B CODES TO Q9b

IF CODE 2 AT Q8C - COPY ALL Q7B CODE TO Q9C

COPY ALL Q7C CODES TO Q9C

	Q9A	Q9B	Q9C
	Bundle 1	Bundle 2	Standalone services
Landline	1	1	1
Mobile phone	2	2	2
Fixed broadband	3	3	3
Pay TV service	4	4	4
Free TV service	NA	NA	5

ASK IF ANY 2-4 SERVICES AT Q3 ARE IN BUNDLE 1 AT Q9A

Q10A. We would like to ask you some questions about the package of services you have from (PROVIDER FROM Q6A-Q6D) - so your (SERVICES IN BUNDLE 1 AT Q9A).Which of the services from (PROVIDER FROM Q6A-Q6D) are important when deciding which provider to use, or are they all equally important?**MULTICODE OK FOR CODES 1-4, CODE 5 IS SINGLE CODED – ONLY SHOW SERVICES IN BUNDLE 1 AT Q9A**

Landline phone service	1
Mobile phone	2
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	3
TV service	4
All of these services are equally important	5

Core Switching Tracker – 2025 questionnaire

ASK IF ANY 2 SERVICES AT Q3 ARE IN BUNDLE 2 AT Q9B

Q10B. We would like to ask you some questions about the package of services you have from (PROVIDER FROM Q6A-Q6D) - so your (SERVICES IN BUNDLE 2 AT Q9B).

Which of the services from (PROVIDER FROM Q6A-Q6D) are important when deciding which provider to use, or are they both equally important?

SINGLE CODE – ONLY SHOW SERVICES IN BUNDLE 2 AT Q9B

Landline phone service	1
Mobile phone	2
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	3
TV service	4
Both of these services are equally important	5

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SECTION FROM HERE TO BE REPEATED IN A LOOP, WITH SIX ITERATIONS TO ANSWER Q28 TO Q32D, INCLUDING A LOOP WITHIN THIS FOR THOSE RESPONDING ABOUT A BUNDLE FROM Q28 TO Q32F.

THE RESPONDENT WILL COMPLETE AT MOST 4 ITERATIONS – DEPENDING CODES AT Q9A/Q9B/Q9C.

FOLLOWING THIS PRIORITY ORDER FOR THE ITERATIONS TO BE COVERED.

ITERATION 1: BUNDLE 1 IF ANYTHING CODED AT Q9A – FIX ANSWERS FROM Q9A INTO NEWQ

ITERATION 2: BUNDLE 2 IF ANYTHING CODED AT Q9B – FIX ANSWERS FROM Q9B INTO NEWQ

ITERATION 3: STANDALONE LANDLINE – ONLY CODE 1 AT NEWQ IF CODE 1 AT Q9C

ITERATION 4: STANDALONE MOBILE – ONLY CODE 2 AT NEWQ IF CODE 2 AT Q9C

ITERATION 5: STANDALONE BROADBAND – ONLY CODE 3 AT NEWQ IF CODE 3 AT Q9C

ITERATION 6: STANDALONE TV – ONLY CODE 4 OR CODE 5 AT NEWQ IF CODE 4 OR CODE 5 AT Q9C

NEWQ. USE NEWQ TO AUTOCODE SERVICES TO BE COVERED IN THIS ITERATION BASED ON RESPONSES AT Q9A-C – **AS DETAILED ABOVE**

MULTICODE OK FOR MAXIMUM OF 4 SERVICES BASED ON RESPONSES AT Q9A/B

Landline service	1
Mobile phone service	2
Fixed broadband service	3
Pay TV service	4
Free TV service	5

QUESTIONNAIRE WILL REFER TO 'TV service' UNLESS SHOWN OTHERWISE

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SAY TO ALL AT START OF EACH ITERATION

We would like to ask you some questions about your...

ITERATION 1 – package of services from (PROVIDER AT Q6A-D) for your (SERVICES AT BUNDLE 1 AT Q9A)

ITERATION 2 – package of services from (PROVIDER AT Q6A-D) for your (SERVICES AT BUNDLE 2 AT Q9B)

ITERATION 3 – landline service from (PROVIDER AT Q6B)

ITERATION 4 – mobile phone service from (PROVIDER AT Q6A)

ITERATION 5 – broadband service from (PROVIDER AT Q6C)

ITERATION 6 – television service from (PROVIDER AT Q6D)

ASK IF LANDLINE INCLUDED AT NEWQ FOR THIS ITERATION (CODE 1)

Q12. In a typical week, how often is your landline used to make or receive calls?

SINGLE CODE

Every day	1
Every few days	2
Several times a week	3
Once a week	4
Less often	5
Don't know	6
The landline is never used to make or receive phone calls	7

ASK IF MOBILE PHONE INCLUDED AT NEWQ FOR THIS ITERATION (CODE 2)

Q13. Thinking about your mobile phone service.

Which of these best describes the mobile phone package you personally use most often from [PROVIDER AT Q6A]?

SINGLE CODE

Prepay/ pay as you go - using top-ups	1
Monthly contract / SIM only – paying monthly	2



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ASK IF HAVE A MONTHLY CONTRACT/ SIM ONLY AT Q13 (CODE 2)

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER AT Q6A)?

Contract periods tend to run for 24 months or 12 months and this is agreed when you take out the contract for the mobile phone service.

SINGLE CODE

Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	1
No, I am out of my minimum contract period	2
Don't know	3

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ASK IF HAVE A MONTHLY CONTRACT/ SIM ONLY AT Q13 (CODE 2)

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone service?

SINGLE CODE

A monthly contract including a new handset – up to a 12 month contract	1
A monthly contract including a new handset – a 13-24 month contract	2
A monthly contract including a new handset – a 25+ month contract	3
A monthly contract including a new handset – not sure of length of contract	4
SIM only – no handset included in the deal - on a 30-day rolling contract	5
SIM only – no handset included in the deal - on a 12-month contract	6
SIM only – no handset included in the deal - on a 24-month contract	7
SIM only – no handset included in the deal - not sure of length of contract	8
Other - SPECIFY	
Don't know	9

ASK IF HAVE A MONTHLY CONTRACT INCLUDING HANDSET AT Q15 (CODE 1-4) AND OUT OF MINIMUM CONTRACT PERIOD AT Q14 (CODE 2)

Q16. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?

SINGLE CODE

I am paying a similar monthly tariff compared to when I signed up	1
I am now on a cheaper monthly tariff compared to when I signed up	2
I am now on a more expensive monthly tariff compared to when I signed up	3
Don't know	4

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ASK IF MOBILE PHONE INCLUDED AT NEWQ FOR THIS ITERATION (CODE 2)

Q13A. How long have you had the (main) mobile phone handset that you currently use?

SINGLE CODE

Less than a year	1
Between one year and 18 months	2
Over 18 months up to 2 years	3
Over 2 years up to 5 years	4
Over 5 years up to 10 years	5
Over 10 years	6
Don't know	7

ASK IF MOBILE PHONE INCLUDED AT NEWQ FOR THIS ITERATION (CODE 2)

Q17. Is this mobile phone a smartphone?

Using a smartphone you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy.

SINGLE CODE

Yes	1
No	2
Don't know	3

Core Switching Tracker – 2025 questionnaire

ASK IF HAVE A MONTHLY CONTRACT INCLUDING HANDSET AT Q15 (CODE 1-4)

Q17A. 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 or 24 month contract.

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

MULTI CODE OK FOR CODES 1-2

Yes – with my current provider	1
Yes – with an alternative provider	2
No, not aware that I could do this (SINGLE CODE)	3

ASK IF FIXED BROADBAND INCLUDED AT NEWQ FOR THIS ITERATION (CODE 3)

Q18. Thinking about your household's fixed broadband service.

Which of these fixed broadband services does your household have from [PROVIDER AT Q6C]?

SINGLE CODE

Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	1
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	2
Ultrafast broadband - the download speed is 100MB/second or higher	3
Don't know	4

ASK IF LANDLINE PHONE OR LINE RENTAL INCLUDED AT NEWQ FOR THIS ITERATION (CODE 1) AND Q2AA IS NOT CODE 2

Q19. In the last 12 months, has [LANDLINE PROVIDER AT Q6A] offered to move your landline service to a **VoIP landline service, often called digital voice**? This would mean your landline service would be delivered through a broadband connection, and you plug your main handset into the router (or connect via Wi-Fi) rather than directly into the phone socket.

SINGLE CODE

Yes	1
No	2
Don't know	3

Core Switching Tracker – 2025 questionnaire

ASK ALL FOR THIS ITERATION AT NEWQ

Q20. How satisfied are you with the overall service provided by [PROVIDER AT Q6A-Q6D] for your [SERVICE]?

SINGLE CODE

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5
Don't know	6

ASK ALL FOR THIS ITERATION OF SERVICES AT NEWQ

Q21. Which one of these best describes your current thinking about your [SERVICE] from [PROVIDER AT Q6A-Q6D]?

Are you...

SINGLE CODE

Currently looking for a new deal	1
Planning to look for a new deal	2
Not currently looking or planning to look for a new deal	3
Don't know	4

Core Switching Tracker – 2025 questionnaire

ASK IF CURRENTLY LOOKING AT Q21 (CODE 1) AND ITERATION 1 (BUNDLE 1) OR ITERATION 2 (BUNDLE 2) – SKIP TO Q23 IF ITERATION 3 TO 6

Q22. Are you looking for a new deal for all of the services in the package, or only some services?

IF NEW DEAL FOR ALL SERVICES – CODE 5, OTHERWISE ASK – Which services?

MULTICODE OK FOR CODES 1-4, CODE 5 AND CODE 6 ARE SINGLE CODED – ONLY SHOW SERVICES IN THE BUNDLE FOR THIS ITERATION AT NEWQ

Landline phone service	1
Mobile phone	2
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	3
TV service	4
All services in this package	5
Don't know	6

ASK ALL FOR THIS ITERATION OF SERVICES AT NEWQ – SKIP TO Q27 IF ITERATION 6 AND FREE TV AT Q9C (CODE 5)

Q23. Thinking about your **current** provider for your [SERVICE], in the last twelve months have you...

MULTICODE OK FOR CODES 1-5

Discussed deals or offers with your provider	1
Looked at alternative deals or offers from your provider	2
Received a discount from your provider	3
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	4
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	5
None of these	6

Core Switching Tracker – 2025 questionnaire

*ASK IF RECEIVED A DISCOUNT AT Q23 (CODE 3)***Q24.** Did you contact your provider to receive a discount or did they contact you?*SINGLE CODE*

I contacted my provider	1
My provider contacted me	2
Don't know/ can't remember	3

*ASK IF RECEIVED A DISCOUNT AT Q23 (CODE 3)**SKIP Q24A IF SERVICE IN LOOP IS MOBILE PHONE (NOT IN A BUNDLE) AND PREPAY AT Q13 (CODE 1)***Q24A.** Did you extend or renew your contract with [PROVIDER AT Q6A-Q6D] at the same time as you received this discount for your [SERVICE]?*SINGLE CODE*

Yes	1
No	2
Don't know/ can't remember	3

*ASK ALL RESPONDENTS WHO ADDED SERVICES AT Q23 (CODE 4)***Q25.** Did you contact your provider to add extra or improved services or did they contact you?*SINGLE CODE*

I contacted my provider	1
My provider contacted me	2
Don't know/ can't remember	3

Core Switching Tracker – 2025 questionnaire

ASK ALL RESPONDENTS WHO REDUCED OR DOWNGRADED SERVICES AT Q23 (CODE 5)

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

SINGLE CODE

I contacted my provider	1
My provider contacted me	2
Don't know/ can't remember	3

ASK ALL FOR THIS ITERATION OF SERVICES AT NEWQ

Q27. Thinking about other providers of [SERVICE/S]... In the last twelve months, have you...

MULTICODE OK FOR CODES 1-3

Discussed deals or offers with any other provider	1
Looked at deals or offers from any other provider	2
Talked with friends or family for recommendations about providers	3
None of these	4



Core Switching Tracker – 2025 questionnaire

IF ITERATIONS 3 TO 6 – SKIP TO Q28 TO ASK ABOUT THE STANDALONE SERVICE AT NEWQ
IF ITERATION 1 OR ITERATION 2 AT NEWQ – SHOW THE FOLLOWING TEXT (IF ITERATION 3 TO 6 – SKIP TO Q28)

We would now like to ask some questions about each of the individual services in your package with SUPPLIER

START OF LOOP ITERATION 1 AND ITERATION 2 TO COVER EACH INDIVIDUAL SERVICE IN THE BUNDLE AT QUESTIONS Q28 TO Q32 – SERVICE BY SERVICE, COVER IN ORDER FOR LANDLINE, MOBILE, BROADBAND, TV

ASK FOR SERVICE IN LOOP

Q28. Have you or your household ever changed the company that provides your [SERVICE IN LOOP]?

IF YES – When did you most recently change provider for your [SERVICE IN LOOP]?

SINGLE CODE

Yes - in the last 6 months	1
Yes - 7 to 12 months ago	2
Yes – 13 to 18 months ago	3
Yes – 1.5 to 2 years ago	4
Yes – 2 to 3 years ago	5
Yes – More than 3 years ago	6
No – never changed provider	7

Core Switching Tracker – 2025 questionnaire

ASK IF SERVICE IN LOOP IS MOBILE PHONE/ LANDLINE/ FIXED BROADBAND AND SWITCHED IN THE LAST 12 MONTHS AT Q28 (CODES 1-2)

Q28A-D. Which provider did you previously use for your [SERVICE IN LOOP]?
SINGLE CODE FOR EACH OF Q28A-Q28D – EXCLUDE CURRENT PROVIDER FROM THE LIST SHOWN TO RESPONDENTS

	Q28A Landline phone service	Q28B Mobile Phone service	Q28C Fixed Broadband service	Q28D TV service
'3' / Three		X	X	
Asda Mobile		X		
BT – text at TV service question will say 'EE TV (billed by BT)'	X	X	X	X
Community Fibre	X		X	
EE – text at TV service will say 'EE TV (billed by EE)'	X	X	X	X
Freesat				X
Freeview				X
Freely				X
GiffGaff		X		
Gigaclear	X		X	
Hyperoptic	X		X	
iD Mobile		X		
KCOM	X		X	
Lebara		X		
Lycamobile		X		
NOW / NOW Broadband	X		X	X
O2 (including Virgin Mobile)		X		
Plusnet	X	X	X	X
POP Telecom	X	X	X	
Sky	X	X	X	X
Smarty		X		
Talkmobile		X		
TalkTalk	X	X	X	X
Tesco Mobile		X		
Your Co-op	X		X	
Utility Warehouse	X	X	X	
Virgin Media	X		X	X
Vodafone	X	X	X	
VOXI		X		
YouView				X
Zen	X		X	
Other supplier – SPECIFY	X	X	X	X

Core Switching Tracker – 2025 questionnaire

ASK IF SERVICE IN LOOP IS LANDLINE/ FIXED BROADBAND AND SWITCHED IN THE LAST 12 MONTHS AT Q28 (CODES 1-2)

Q30. Thinking back to when you switched your [SERVICE(S)] from [PREVIOUS PROVIDER] to [NEW PROVIDER], who managed the process of cancelling your previous service?

For example, did you personally contact your previous provider to cancel your service, or did your new provider manage this as part of your switch?

SINGLE CODE

I arranged a new service with my chosen provider, and they handled all of the switch for me and cancelled my old service.	1
I arranged a new service with my chosen provider, and I also cancelled my previous service by contacting my old provider.	2
I don't remember	3

ASK FOR SERVICE IN LOOP IF EVER SWITCHED AT Q28 – SKIP TO Q29A IF THE SERVICE IS MOBILE PHONE

Q29. Did you make this recent change of [SERVICE IN LOOP] provider at the same time as moving home?

IF CHANGED PROVIDER MORE THAN ONCE – Think about the [SERVICE IN LOOP] you changed most recently

SINGLE CODE

Yes	1
No	2

ASK ALL WHO HAVE NOT CHANGED THEIR [SERVICE IN LOOP] PROVIDER IN THE LAST 12 MONTHS (NOT CODES 1 OR 2 AT Q28)

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your [SERVICE IN LOOP] provider but then **decide not to**?

Yes	1
No	2
Not sure	3

Core Switching Tracker – 2025 questionnaire

ASK FOR SERVICE IN LOOP IF NEVER SWITCHED OR LAST SWITCHED MORE THAN 3 YEARS AGO AT Q28 (6-7) – SKIP TO Q29D IF SWITCHED IN THE LAST 3 YEARS

Q29B. How long has [PROVIDER FROM Q6A-D] been providing your [SERVICE IN LOOP]?

SINGLE CODE – SHOW ONLY CODES 6-9 IF SWITCHED MORE THAN 3 YEARS AGO AT Q28

Up to 6 months	1
7 to 12 months	2
13 to 18 months	3
1.5 years to 2 years	4
More than 2 years, up to 3 years	5
More than 3 years, up to 5 years	6
More than 5 years, up to 10 years	7
More than 10 years	8
Don't know/ can't remember	9

ASK THOSE WHO LAST SWITCHED MORE THAN 18 MONTHS AGO AT Q28 (CODE 4-6) OR WHO HAVE BEEN WITH THEIR PROVIDER FOR MORE THAN 18 MONTHS AT Q29B (CODES 4-6)

SKIP Q29D IF SERVICE IN LOOP IS MOBILE AND SIM ONLY AT Q15 (CODES 5-8)

SKIP Q29D IF SERVICE IN LOOP IS MOBILE PHONE AND PREPAY AT Q13 (CODE 1)

SKIP Q29D IF SERVICE IN LOOP IS OUT OF CONTRACT AT Q6J-Q6L (CODE 2)

Q29D. Thinking about your current contract with [PROVIDER AT Q6A-D] for your [SERVICE IN LOOP]... Which of these best applies?

SINGLE CODE

This is my first contract with them	1
I have renewed my contract with them	2
Not sure	3

Core Switching Tracker – 2025 questionnaire

ASK IF SERVICE IN LOOP IS MOBILE AND SWITCHED IN THE LAST 12 MONTHS

Q32A. When you switched your mobile provider, did you...?*Please select one option*

Keep the same phone number	1	PAC
Change phone number	2	

ASK ALL MOBILE SWITCHERS THAT CHANGED THEIR NUMBER (CODE 2 AT Q32A)

Q32B. And did you REQUEST a code from your previous provider – [PROVIDER AT Q28A]?*Please select one option*

Yes	1
No	2
Don't know	3

ASK ALL MOBILE SWITCHERS WHO CHANGED NUMBER AT Q32A (CODE 2) AND REQUESTED CODE FROM PREVIOUS PROVIDER AT Q32B (CODE 1)

Q32C. There are two different codes you could have requested from your previous mobile service provider, which of the following did you request?

A **PAC** or “**Port Authorisation Code**” is a code you request from your provider by text, online or on the phone, which you then give to your new provider who arranges for the switch to be completed automatically on your behalf, **keeping your mobile number**.

A **STAC** or “**Service Termination Code**” is a code you request from your provider by text, online or on the phone, which you then give to your new provider who arranges for the switch to be completed automatically on your behalf, **without keeping your old mobile number**.

Please select one option

I requested a Port Authorisation Code (PAC) only	1
I requested a Service Termination Code (STAC) only	2
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	3
Don't know	4

Core Switching Tracker – 2025 questionnaire

ASK ALL MOBILE SWITCHERS WHO CHANGED NUMBER AT Q32A (CODE 2) AND REQUESTED STAC AT Q32C (CODE 2 OR CODE 3)

Q32D. You said you requested a Service Termination Code (STAC), did you give this code to your new provider – [PROVIDER AT Q6A]?

Please select one option

Yes	1	STAC SWITCHERS
No	2	C&R SWITCHERS

ASK ALL MOBILE SWITCHERS CHANGED THEIR NUMBER AND REQUESTED A STAC CODE AT Q32C (CODE 2 OR CODE 3)

Q32E. How did you request the Service Termination Code (STAC)?

Please select all that apply

By text	1
Through an online account	2
By phone	3
Some other way, please say	4
Don't know	5

Core Switching Tracker – 2025 questionnaire

ASK ALL MOBILE SWITCHERS WHO KEPT THEIR NUMBER AT Q32A (CODE 1) PLUS THOSE WHO CHANGED NUMBER AT Q32A (CODE 2) AND REQUESTED PAC AT Q32C (CODE 1 OR CODE 3)

Q32F. **TEXT IF Q32A CODE 1** You said earlier that you kept your mobile number when switching provider. In order to keep your mobile number when switching mobile provider you would have requested a **Port Authorisation Code (PAC)** – the code that you request from your provider by text, online or on the phone, which you then give to your new provider who arranges for the switch to be completed automatically on your behalf, keeping your mobile number.

TEXT IF Q32C CODE 1 OR CODE 3 You said earlier that you requested a **Port Authorisation Code (PAC)**

TEXT FOR BOTH How did you request it?

Please select all that apply

By text	0
Through an online account	1
By phone	2
Some other way, please say	3
Don't know	4

END OF LOOP OF SWITCHING QUESTIONS FOR SWITCHERS - ITERATION CONTINUES WITH Q33A BELOW

Core Switching Tracker – 2025 questionnaire

ASK ALL FOR THIS ITERATION OF SERVICES AT NEWQ

SKIP TO STATEMENTS AT Q33 IF ITERATION 4 (STANDALONE MOBILE) AND PAY AS YOU GO (Q13 CODE 1) OR SIM-ONLY (Q15 CODES 5-8)

SKIP TO END OF ITERATION IF ITERATION 6 AND FREE TV AT Q9C (CODE 5)

Q33A. In the last 12 months, have you received notification from [PROVIDER AT Q6A-D] about the status of your contract for your [SERVICE]?

TEXT FOR THOSE WHO SWITCHED IN LAST 12 MONTHS AT Q28 (CODE 1-2) This notification could have been from your previous provider before you switched to [PROVIDER AT Q6A-D].

This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract and may be able to get a better tariff elsewhere.

SINGLE CODE

Yes	1
No	2

ASK IF RECEIVED NOTIFICATION AT Q33A (CODE 1)

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

MULTICODE FOR CODES 1-7

Looked into deals with my existing provider at that time	1
Looked into deals with alternative provider/s	2
Contacted my existing provider at that time	3
Contacted alternative provider/s	4
Signed up for a contract with my existing provider at that time	5
Signed up for a contract with an alternative provider	6
Something else – SPECIFY	7
I did not take any action	8
Can't remember	9

Core Switching Tracker – 2025 questionnaire

ASK ALL FOR THIS ITERATION OF SERVICES AT NEWQ – NOT ASKED IF ITERATION 6 AND FREE TV AT Q9C (CODE 5)

Q33. To what extent do you agree or disagree with the following statements?

- The savings I could make on my [SERVICE] would be too low to make it worth spending time looking for a better deal
- The amount I pay for my [SERVICE] is small, compared with my other monthly household bills
- Even if I could save money by getting a different deal for my [SERVICE], I am happy enough with my current deal
- I would like to save money on my [SERVICE] but I don't have time to look into different deals

. SINGLE CODE

Agree strongly	1
Agree slightly	2
Disagree slightly	3
Disagree strongly	4
Don't know	5

ASK ALL FOR THIS ITERATION OF SERVICES AT NEWQ – NOT ASKED IF ITERATION 6 AND FREE TV AT Q9C (CODE 5)

Q34con

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

SINGLE CODE

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

END OF ITERATION QUESTIONS– GO BACK TO NEWQ TO COVER THE NEXT BUNDLE OR THE NEXT STANDALONE SERVICE

Core Switching Tracker – 2025 questionnaire

ALL RESPONDENTS

Q34AA.

Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?

MULTICODE OK FOR CODES 1-4 – ONLY ALLOW SERVICES THE RESPONDENT IS **NOT** THE DECISION MAKER FOR CURRENTLY AT Q3

Landline phone (i.e. home phone) or line rental	1
Mobile phone	2
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	3
TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	4
None of these	5

Core Switching Tracker – 2025 questionnaire

ASK FOR EACH SERVICE DROPPED IN THE LAST 12 MONTHS AT Q34AA

Q34AB-AE.

Which provider did you use for your [SERVICES AT Q34AA]? SINGLE CODE

	Q34AB Landline phone service	Q34AC Mobile Phone service	Q34AD Fixed Broadband service	Q34AE TV service
'3' / Three		X	X	
Amazon Prime Video				
Asda Mobile		X		
BT – text at TV service question will say 'EE TV (billed by BT)'	X	X	X	X
Community Fibre	X		X	
EE– text at TV service question will say 'EE TV (billed by EE)'	X	X	X	X
Freesat				X
Freeview				X
Freely				X
GiffGaff		X		
Gigaclear	X		X	
Hyperoptic	X		X	
iD Mobile		X		
KCOM	X		X	
Lebara		X		
Lycamobile		X		
NOW / NOW Broadband	X		X	X
O2 (including Virgin Mobile)		X		
Plusnet	X	X	X	X
POP Telecom	X	X	X	
Sky	X	X	X	X
Smarty		X		
Talkmobile		X		
TalkTalk	X	X	X	X
Tesco Mobile		X		
Your Co-op	X		X	
Utility Warehouse	X	X	X	
Virgin Media	X		X	X
Vodafone	X	X	X	
VOXI		X		
YouView				X
Zen	X		X	
Other supplier – SPECIFY	X	X	X	X

Core Switching Tracker – 2025 questionnaire

ASK FOR EACH SERVICE AT Q1 (CODES 1-4) WHERE THE RESPONDENT IS NOT THE DECISION MAKER AT Q3 (CODES 1-4)

INTRO TEXT IF ELIGIBLE FOR ANY OF Q34BA-BD: Please think about the services currently used in your household that other people make decisions about.

EXTRA PROMPT FOR Q34BB MOBILE SERVICE: If more than one mobile phone service is used, please think about the person who has had a mobile phone for the longest time in your household.

Q34BA-BD.

Which provider does your household use for your [SERVICES AT Q1 AND NOT AT Q3]?
SINGLE CODE

	Q34BA Landline phone service	Q34BB Mobile Phone service	Q34BC Fixed Broadband service	Q34BD TV service
'3' / Three		X	X	
Amazon Prime Video				
Asda Mobile		X		
BT – text at TV service question will say 'EE TV (billed by BT)'	X	X	X	X
Community Fibre	X		X	
EE– text at TV service question will say 'EE TV (billed by EE)'	X	X	X	X
Freesat				X
Freeview				X
Freely				X
GiffGaff		X		
Gigaclear	X		X	
Hyperoptic	X		X	
iD Mobile		X		
KCOM	X		X	
Lebara		X		
Lycamobile		X		
NOW / NOW Broadband	X		X	X
O2 (including Virgin Mobile)		X		
Plusnet	X	X	X	X
POP Telecom	X	X	X	
Sky	X	X	X	X
Smarty		X		
Talkmobile		X		
TalkTalk	X	X	X	X
Tesco Mobile		X		
Your Co-op	X		X	
Utility Warehouse	X	X	X	

Core Switching Tracker – 2025 questionnaire

Virgin Media	X		X	X
Vodafone	X	X	X	
VOXI		X		
YouView				X
Zen	X		X	
Other supplier – SPECIFY	X	X	X	X

ASK FOR EACH SERVICE AT Q1 (CODES 1-4) WHERE THE RESPONDENT IS NOT THE DECISION MAKER AT Q3 (CODES 1-4)

Q34CA-CD.

Has your household ever changed the company that provides your [SERVICE AT Q1 AND NOT AT Q3]?

IF YES – When did your household most recently change provider for your [SERVICE AT Q1 AND NOT AT Q3]?

SINGLE CODE

	Q34CA Landline phone service	Q34CB Mobile Phone service	Q34CC Fixed Broadband service	Q34CD TV service
Yes - in the last 6 months	1	1	1	1
Yes - 7 to 12 months ago	2	2	2	2
Yes – 13 to 18 months ago	3	3	3	3
Yes – 1.5 to 2 years ago	4	4	4	4
Yes – 2 to 3 years ago	5	5	5	5
Yes – More than 3 years ago	6	6	6	6
No – never changed provider	7	7	7	7



Core Switching Tracker – 2025 questionnaire

ASK FOR EACH SERVICE AT Q34CA/ Q34CC/ Q34CD IF EVER SWITCHED

Q34DA-CD.
Did your household make this recent change of [SERVICE] provider at the same time as moving home?

SINGLE CODE

	Q34DA Landline phone service		Q34DC Fixed Broadband service	Q34DD TV service
Yes	1		1	1
No	2		2	2
Not sure	3		3	3

Core Switching Tracker – 2025 questionnaire

ASK TV DECISION MAKERS WHO ONLY HAVE A FREE TV SERVICE AT Q4A (ONLY CODES 3 OR 4 OR 10)

Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?

MULTICODE OK FOR CODES 1-9

EE TV (billed by BT)	1
EE TV (billed by EE)	
NOW	3
Plusnet TV	4
Sky TV (satellite TV or Sky Glass or Sky Stream, monthly subscription)	5
TalkTalk TV	6
Virgin TV (cable TV)	7
Other satellite TV	8
Any other paid-for TV service - SPECIFY	9
No, none of these	10

Core Switching Tracker – 2025 questionnaire

ALL RESPONDENTS

- Q34.** Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

SINGLE CODE

I regularly keep an eye on deals in the market	1
I occasionally look at deals in the market	2
I only look at deals when my contract is ending	3
I don't ever look at deals in the market	4
Don't know	5

ALL WHO LOOK AT DEALS AT Q34 (CODES 1-3)

- Q35.** Do you tend to look at deals from your own provider, from other providers or both?

SINGLE CODE

Own provider only	1
Other providers only	2
Both own provider and others	3
Don't know	4

ALL RESPONDENTS

- Q36.** In terms of communications services such as mobile, landline, broadband and TV..

How confident are you about each of these ...

SINGLE CODE PER STATEMENT

		Very confident	Fairly confident	Not very confident	Not at all confident	Don't know
A	Comparing the costs of the various deals available in the market	1	2	3	4	5
B	Speaking to your current provider about new deals	1	2	3	4	5
C	Understanding the language and terminology used by providers	1	2	3	4	5
D	Understanding the different options for the services in the market	1	2	3	4	5
E	[Only for broadband] Understanding the difference between full-fibre and part-fibre broadband services	1	2	3	4	5

Core Switching Tracker – 2025 questionnaire

ALL RESPONDENTS

Q37. For each of the following statements please indicate whether you agree or disagree.

SINGLE CODE PER STATEMENT

		Agree	Disagree	Don't know
A	I trust comparison sites to show me the best deal available	1	2	3
B	Providers will always find a way to get you paying more than you expect to	1	2	3
C	I'm comfortable working out how much services really cost	1	2	3
D	There's no real difference between providers, it's just about getting a cheaper deal	1	2	3
E	I feel some loyalty to the providers I use so I would need a good reason to change	1	2	3
F	I would worry about things going wrong if I changed provider	1	2	3
G	I'm prepared to spend the time it takes to find a better deal	1	2	3
H	I would be suspicious of a deal that was a lot cheaper than my current deal	1	2	3
I	Taking multiple services from one provider means you can expect a better deal	1	2	3
J	Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere	1	2	3
K	I would rather give up going out for a month than give up my social media	1	2	3
L	The risk of being without service while changing puts me off looking for alternative providers	1	2	3
M	There's no big difference in mobile coverage between providers	1	2	3

Core Switching Tracker – 2025 questionnaire

ALL WHO ARE DECISION MAKER FOR EACH SERVICE AT Q3

Q37AA-AD.

You mentioned that you are either the primary or joint decision maker for the following services. From the list below, please select the one that best describes you. When we say 'account holder' we mean the person whose name the account is and who all communications about the service go to.

SINGLE CODE PER COLUMN

	Q37AA	Q37AB	Q37AC	Q37AD
	Landline phone service Q3=1	Mobile phone Q3=2	Fixed broadband internet Q3=3	TV service Q3=4
I am the primary decision maker and the account holder	1	1	1	1
I am the primary decision maker but not the account holder	2	2	2	2
I am the joint decision maker and the account holder	3	3	3	3
I am the joint decision maker but not the account holder	4	4	4	4
I'm not sure	5	5	5	5
Not applicable	6	6	6	6

ALL RESPONDENTS

Q38. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

MULTICODE OK FOR CODES 1-3

Gas supplier	1
Electricity supplier	2
Bank current account	3
None of these	4

Core Switching Tracker – 2025 questionnaire

*ALL RESPONDENTS WHO ARE THE DECISION MAKER FOR ONE OR MORE SERVICES AT Q38
– ASK FOR EACH IN TURN*

Q39A-C.

Have you or your household ever changed your [SERVICE AT Q38]?

IF YES – When did you most recently change your [SERVICE AT Q38]?

	Q39A Gas supplier	Q39B Electricity supplier	Q39C Main bank account provider
Yes - in the last 6 months	1	1	1
Yes - 7 to 12 months ago	2	2	2
Yes – 13 to 18 months ago	3	3	3
Yes – 1.5 to 2 years ago	4	4	4
Yes – 2 to 3 years ago	5	5	5
Yes – More than 3 years ago	6	6	6
No – never changed provider	7	7	7

*ALL RESPONDENTS WHO HAVE CHANGED PROVIDER IN THE LAST 12 MONTHS FOR A
SERVICE AT Q39A-B (CODES 1-2) – ASK FOR EACH IN TURN*

Q40A-B.

When you recently changed supplier, was this change forced on you because the previous supplier had gone out of business?

	Q40A Gas supplier	Q40B Electricity supplier
Yes – previous supplier went out of business	1	1
No – this was not a factor	2	2
Can't remember	3	3



Core Switching Tracker – 2025 questionnaire

ALL RESPONDENTS WHO HAVE CHANGED PROVIDER IN THE LAST 12 MONTHS FOR A SERVICE AT Q39A-C (CODES 1-2) – ASK FOR EACH IN TURN

Q41A-C.

Did you make this recent change of [SERVICE] at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the [SERVICE] you changed most recently

SINGLE CODE

	Q41A Gas supplier	Q41B Electricity supplier	Q41C Main bank account provider
Yes	1	1	1
No	2	2	2

Core Switching Tracker – 2025 questionnaire

SAY TO ALL

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.

ALL RESPONDENTS

- DC1.** Do we have your permission to ask you about any issues that impact your daily activities or the work you can do?

Yes	1
No	2

ALL RESPONDENTS GIVING PERMISSION AT DC1 (CODE 1)

- C1.** Which of these – if any – impact or limit your daily activities or the work you can do?
[SAY TO CAPI RESPONDENTS] Please just read out the letter or letters that apply to you.

MULTICODE OK FOR CODES 1-9

Hearing: Partial hearing, having tinnitus or are D/deaf	1
Eyesight: Colour blindness, partial sight, or are blind	2
Speech: Difficulty with speech for example due to a stroke, stutter or stammer	3
Mobility: Cannot walk at all, use a wheelchair or mobility scooter, cannot walk very far or manage stairs or can only do so with difficulty	4
Dexterity: Limited ability to reach, difficulty opening things with your hands, difficulty using a telephone handset, television remote control or computer keyboard	5
Breathing: Breathlessness or chest pains	6
Other physical condition (OPEN TEXT)	7
Memory/cognitive: learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	8
Neurodiversity: such as autism, attention deficit disorder (ADHD), dyslexia	9
Your mental health: such as anxiety, depression, trauma-related conditions	10
Other long-term conditions which impact or limit your daily activities or the work you can do: such as diabetes, epilepsy, cancer, heart condition, auto-immune conditions (OPEN TEXT)	11
Nothing – no conditions that impact or limit your daily activities or the work you can do (SINGLE CODE)	12
Prefer not to say (SINGLE CODE)	13

Core Switching Tracker – 2025 questionnaire

ALL RESPONDENTS

DC2. Do we have your permission to ask you about your ethnicity for research purposes?

Yes	1
No	2

ALL RESPONDENTS GIVING PERMISSION AT DC2 (CODE 1)

C2. 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

Core Switching Tracker – 2025 questionnaire

ALL RESPONDENTS

- C3.** What is the total number of people in the household (including yourself and any children)?

TYPE IN

ALL RESPONDENTS

- C4.** And what is the total number of children aged under 18 in the household?

TYPE IN

ALL RESPONDENTS

- C6A** Which one of these – if any – is the highest educational or professional qualification that you currently have?

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

SINGLE CODE

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

Core Switching Tracker – 2025 questionnaire

ALL RESPONDENTS

- C6.** 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.

Please note - If you or anyone in the household is currently furloughed, please respond based on the usual household income.

SINGLE CODE

	Per week	Per Year
1	Up to £199	Up to £10,399
2	From £200 to £299	From £10,400 to £15,599
3	From £300 to £499	From £15,600 to £25,999
4	From £500 to £699	From £26,000 to £36,399
5	From £700 to £999	From £36,400 to £51,999
6	From £1,000 to £1,499	From £52,000 to £77,999
7	£1,500 and above	£78,000 and above
8	Don't know	
9	Refused	

ALL RESPONDENTS

- C6I.** How well would you say your household is managing financially at the moment? Would you say you are....?

Doing well	1
Getting by	2
Struggling	3
Don't know	4
Prefer not to say	5