

Resilience Market Research – Final Questionnaire

This survey is being conducted on behalf of Ofcom, the UK regulator for providers of mobile phone, broadband and landline services. Ofcom has a duty to ensure that customers of these service providers are treated fairly and are protected from harm. We would like to understand more about people's usage of communication services.

IF SCREENED OUT SHOW SCREEN:

Thank you for participation. Based on your answers you are not eligible to take this survey

GRID

Multiple choice

Q1. Which of the following communications services do you or your household have? And which do you use personally?

COLUMN

1. Have in household
2. Use personally

ROWS

- 1_1 Landline phone that can be used for making and receiving calls
- 1_2 Mobile phone
- 1_3 Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)
- 1_4 None of these (exclusive)

Single choice GRID

Q2. How often, if at all, do you use the following services?

COLUMN

1. Every day
2. At least once a week
3. About once every two weeks
4. About once a month
5. I have access to this but do not use it
6. I do not have access to this service

ROWS randomise

Q2_1. SMS text messages on a mobile

Q2_2. Voice calls on a mobile

Q2_3. Voice calls on a landline

Q2_4. BBC iPlayer
Q2_5. BBC News online
Q2_6. Discord
Q2_7. Facebook (in App or browser)
Q2_8. Facebook Messenger
Q2_9. FaceTime
Q2_10. Google Chrome
Q2_11. Google Meets
Q2_12. Google Search
Q2_13. iMessage (online messages, not SMS)
Q2_14. Microsoft Outlook
Q2_15. Skype
Q2_16. Snapchat
Q2_17. Microsoft Teams
Q2_18. Telegram
Q2_19. Viber
Q2_20. WhatsApp
Q2_21. YouTube
Q2_22. Zoom

ASK ALL WHO USE [MOBILE VOICE CALLS, AND/OR MOBILE TEXT] AND MESSAGING APPS AT LEAST ABOUT ONCE A MONTH 1-4 AT Q2

(Q2_1 or Q2_2 in [1,2,3,4]) AND ([1,2,3,4] selected in at least one row in Q2_6 to Q2_9, Q2_11, Q2_13 to Q2_22

Q3. What type of communication method do you prefer to use to contact other people on your mobile?

SINGLE CODE

1. SMS texts
2. Voice calls
3. Messaging apps such as WhatsApp, Snapchat etc.

ASK IF 3 IS SELECTED AT Q3 (ask all who prefer use messaging apps at Q3)

MULTICODE randomise

Q4. Why do you prefer to use messaging apps rather than texts or voice calls on your mobile?

1. It's less intrusive for the person receiving the message
2. I can see on the app that the person I've sent the message to has received it /seen it
3. It doesn't use up my voice or text allowances
4. I have unlimited data
5. I can use them over Wi-Fi and avoid using my data allowance
6. I can send pictures/videos/audio messages without being charged extra
7. Messaging apps are easier to use than texting
8. Messaging apps are easier to use than calling someone
9. No-one I communicate with uses texts
10. No-one I communicate with uses voice calls
11. Other (PLEASE WRITE IN)

ASK ALL WHO USE MORE THAN ONE MESSAGING SERVICE AT Q2 (APPS USED AT Q2 TO BE SPECIFIED) AT LEAST ABOUT ONCE A MONTH 1-4 AT Q2

AND (ASK ALL-[1,2,3,4] selected in at least one row in Q2_6 to Q2_9, Q2_11, Q2_13 to Q2_22)

MULTICODE randomise

Q5. Why do you use more than one messaging service? Please select all that apply

1. I choose to use different messaging apps to communicate with different people/groups of people
2. I use different services for different purposes (e.g. posting pictures, sending personal messages)
3. I sometimes use other services when the one I would prefer to use isn't working
4. I use different services depending on whether I'm connected to Wi-Fi or using my network connection/data allowance
5. One (or more) of the apps I use is more private/secure than the other(s)
6. One (or more) of the apps I use is more reliable than the other(s)
7. Some people I communicate with use different messaging apps, so I have to use what they use.
8. Other [WRITE IN]

ASK [1,2,3,4] selected in at least one row in Q2_6 to Q2_9, Q2_11, Q2_13 to Q2_22

Q6. Do you have any concerns about any of the messaging services you use?

Please select all that apply

MULTICODE randomise 1-7

1. Worry that it might be hacked
2. Not sure who might be able to see things I post
3. Worry things I post might be seen by my employer
4. Worry I might be contacted by people I don't know
5. Worry that I'll receive SPAM messages/viruses/spyware
6. Worry that other people might be able to find my location via the app
7. Not sure where my messages might be stored

8. I do not have any concerns about any of the messaging services I use
9. Other [WRITE IN]

ASK ALL

Q7. Have you ever stopped using and/or deleted an app because you were concerned about its security? (e.g. concern that your messages and photos might not be stored securely, concern you might be hacked, worried about being contacted by people you don't know).

SINGLE CODE

1. Yes
2. No
3. Can't remember

ASK ALL

Q8. When you sign up to an app, you often have to provide personal information in order to complete the sign-up process and agree to the provider's terms and conditions. Thinking back to when you last signed up to an app, how confident are you that you fully understood what the provider would do with your personal data?

SINGLE CODE

1. Very confident
2. Fairly confident
3. Not very confident
4. Not at all confident

ASK FOR EACH SERVICE IF Q2=1-4

Q9. If the service you use was not working for more than a few minutes for any reason when you wanted to use it, which, if any, other service would you use instead?

ROWS— ask ONLY for 2_1, 2_2, 2_3, 2_6, 2_8, 2_9, 2_11, 2_13, 2_15, 2_16, 2_17, 2_18, 2_19, 2_20, 2_22 **Q2=1-4**

Do not show same service chosen for ROW

GRID

Q9 Service used instead: columns
Q9_1 SMS text messages on a mobile
Q9_2 Voice calls on a mobile
Q9_3 Voice calls on a landline
Q9_4 Discord
Q9_5 Facebook Messenger
Q9_6 Facetime
Q9_7 Google Meet
Q9_8 iMessage (online messages, not SMS)
Q9_9 Skype
Q9_10 Snapchat

Q9_11 Microsoft Teams
Q9_12 Telegram
Q9_13 Viber
Q9_14 WhatsApp
Q9_15 Zoom
Q9_16 Other
Q9_17 Wouldn't use any other service instead/would wait until the service was available again (exclusive)

ASK Q10 code NOT Q9_16-17 for each at Q9 (FOR EACH SERVICE RESPONDENT WOULD USE A BACKUP FOR)

Q10. How satisfied are you with using [INSERT code from Q9] in place of [INSERT service from Q9]?

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

MAX DIFF

Q11

Sometimes services run more slowly than normal or are unavailable when you want to use them. We are interested in finding out how various types of service interruptions would affect you.

You are going to be shown a series of screens, each with a set of five different scenarios. For each set we would like you to select the one which would affect you **most** and the one which would affect you **least**.

You will see that some scenarios are repeated in the questions, that's OK they are just shown in different combinations.

1. Total internet outage – you can't access any *online* service via any of your devices.
2. Total home broadband outage – your broadband (including your home Wi-Fi) won't work.
3. A mobile data outage – your mobile data won't work.
4. Your home broadband (including your home Wi-Fi) is running slow (i.e. significant lag preventing you watching video or playing online games, but you can send messages and read text).
5. Your mobile data is running slow (i.e. significant lag preventing you watching video or playing online games, but you can send messages and read texts).
6. Texting on you mobile isn't working at all
7. Voice calling on your mobile isn't working at all
8. Emergency calling on your mobile isn't working at all

9. Your landline telephone isn't working at all
10. Main public service broadcasters (e.g. BBC1, ITV, Channel 4) aren't working at all
11. WhatsApp isn't working at all
12. Telegram isn't working at all
13. Signal isn't working at all
14. Outlook isn't working at all
15. Microsoft Teams isn't working at all
16. Gmail isn't working at all a
17. Zoom isn't working at all
18. Google Meets isn't working at all
19. Facebook Messenger isn't working at all
20. BBC iPlayer isn't working at all
21. Netflix isn't working at all
22. Prime video isn't working at all
23. YouTube isn't working at all
24. Facebook isn't working at all
25. Instagram isn't working at all
26. TikTok isn't working at all
27. Amazon Alexa isn't working at all
28. Google home assistant isn't working at all
29. Google search isn't working at all
30. Chrome isn't working at all
31. The App Store isn't working at all
32. The Play Store isn't working at all
33. NHS.co.uk isn't working at all
34. Gov.co.uk isn't working at all
35. Your online banking app isn't working at all

ASK ALL

MULTICODE GRID

Q12. There are many things that could affect the reliability of online, mobile and broadcasting services. Please can you indicate who you might blame, or view as responsible, for each of the following types of failure? This includes organisations who *might* have caused the issue, or organisations who *should* have prevented it.

ROWS

1. Total internet outage – you can't access any services.
2. Total broadband outage – your broadband (incl. Wi-Fi) won't work.
3. A mobile data outage – your mobile data won't work.
4. Your broadband (incl. Wi-Fi) is running slow. (i.e. significant lag preventing you watching video or playing online games, but you can send messages and read text).
5. Your mobile data is running slow. (i.e. significant lag preventing you watching video or playing online games, but you can send messages and read text).
6. A number of services aren't working, including Netflix and BBC iPlayer.
7. A number of services aren't working, including WhatsApp and your online banking app
8. Only Netflix isn't working.

9. Only BBC iPlayer isn't working
10. Facebook isn't working.
11. Your Online Banking isn't working.

Show 12_10 if code 6 or 8

Show 12_11 if code 6 or 9

Show 12_12 if code 7 or 10

Show 12_13 if code 7 or 11

COLUMNS

- 12_1 Your broadband provider (e.g. BT, Virgin, PlusNet etc)
- 12_2 Your mobile data provider (e.g. EE, Vodafone, Virgin Media O2, Tesco Mobile)
- 12_3 Public Cloud providers (e.g. AWS, Microsoft Azure, Google Cloud)
- 12_4 Other internet related services or infrastructure ~~[WRITE IN]~~
- 12_5 The Government
- 12_6 The Competition Markets Authority (CMA)
- 12_7 Ofcom
- 12_8 The Information Commissioners Office (ICO)
- 12_9 The Financial Conduct Authority (FCA)
- 12_10 Netflix
- 12_11 The BBC
- 12_12 Meta (the owner of Facebook and WhatsApp)
- 12_13 Your bank

ASK ALL

GRID

Q13. For each of the following services, how many times do you consider it to be ***acceptable*** to have outages (i.e. times at which the service is inaccessible or not working for more than a few minutes) over the period of one year?

ROWS randomise

- 13_1 Text service on your mobile
- 13_2 Voice calls on your mobile
- 13_3 Calling Emergency services on your mobile
- 13_4 Voice calls on your landline
- 13_5 Fixed internet in your home (broadband / Wi-Fi)
- 13_6 Internet access on your mobile
- 13_7 WhatsApp
- 13_8 Microsoft Teams
- 13_9 Outlook
- 13_10 Zoom
- 13_11 iPlayer
- 13_12 Netflix
- 13_13 NHS.co.uk website
- 13_14 Gov.uk website

COLUMN

1. Never
2. Once
3. Twice
4. Three to five times
5. Six to ten times
6. Eleven or more times
7. Don't know

ASK ALL

GRID

Q14. And how many outages (i.e. times at which the service is inaccessible or not working for more than a few minutes) do you realistically **expect** to experience per year?

ROWS randomise as Q13

Q14_1. Text service on your mobile

Q14_2. Voice calls on your mobile

Q14_3. Calling Emergency services on your mobile

Q14_4. Voice calls on your landline

Q14_5. Fixed internet in your home (broadband / Wi-Fi)

Q14_6. Internet access on your mobile

Q14_7. WhatsApp

Q14_8. Microsoft Teams

Q14_9. Outlook

Q14_10. Zoom

Q14_11. iPlayer

Q14_12. Netflix

Q14_13. NHS.co.uk website

Q14_14. Gov.uk website

COLUMN

1. Never
2. Once
3. Twice
4. Three to five times

5. Six to ten times
6. Eleven or more times

GRID

Q15. In the last year, how many times have you experienced a loss of service (i.e. a time when the service was inaccessible or not working for more than a few minutes) from your current communications providers?

ROWS

Q15_1. Mobile ask if 1_2 = 2

Q15_2. Broadband ask if 1_3=2

Q15_3. Landline ask if 1_1=2

COLUMN

1. Never
2. Once
3. Twice
4. Three to five times
5. Six to ten times
6. Eleven or more times
7. Don't know

ASK ALL WHO HAVE LOST SERVICE AT LEAST ONCE IN THE PAST YEAR AT Q15

ASK IF CODE 2-6 IS SELECTED for ANY 1-3 Q15.

GRID MULTICODE

ROWS

Q16. What did you do when you lost service on your service?

Q16_1. Mobile ask if 1_2 = 2

Q16_2. Broadband ask if 1_3=2

Q16_3. Landline ask if 1_1=2

COLUMN

1. Tried to fix it myself (e.g. turned the router off and on, moved the router, restarted the mobile phone, took mobile phone to different room or outside)
2. Called my provider
3. Looked at my provider's website
4. Just waited until the service was working again
5. Other [WRITE IN]

Q17a. If an emergency happened in your home, what is the main method you would use contact the Emergency Services (Police, Fire, Ambulance)?

SINGLE CODE randomise

1. By calling 999 from a mobile using my network service
2. By calling 999 from a landline
3. By calling 999 using a mobile over Wi-Fi
4. By using WhatsApp
5. By using another messaging app

Q17b. And in what other ways do you think it is possible to contact the Emergency Services?

SELECT ALL THAT APPLY randomise as Q17a DO NOT SHOW option chosen at Q17a

1. By calling 999 from a mobile using my network service
2. By calling 999 from a landline
3. By calling 999 using a mobile over Wi-Fi
4. By using WhatsApp
5. By using another messaging app

Q18. If you wanted to compare the relative reliability of different communications providers, where would you look for information? By 'reliability', we mean the degree to which the service operates without faults or interruptions.

MULTICODE randomise

1. Provider websites
2. Price comparison websites (e.g. USwitch, Compare the Market)
3. Performance benchmarking websites (e.g. Umlaut, Ookla speedtest.net)
4. Ofcom website
5. Which?
6. Ask other people about their experiences of providers
7. Ask on a community website (e.g. NextDoor, local Facebook groups)
8. Ask social media sites
9. Other [WRITE IN]

Q19. Before you signed up to your current mobile and fixed broadband providers, did you or anyone else in your household look into how reliable their service is? (i.e. the service itself, not the provider's customer service)

GRID SINGLE

ROW

Q19_1. Mobile service ask if 1_2=2

Q19_2. Fixed Broadband service ask if 1_3=2

COLUMN

1. Yes
2. No
3. Can't remember

Q20. How satisfied are you with the reliability of your communications services?

GRID SINGLE

ROW

Q20_1. Mobile service ask if 1_2=2

Q20_2. Fixed Broadband service ask if 1_3=2

COLUMN

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

~~ASK ALL WHO ARE NOT VERY/NOT AT ALL SATISFIED with their fixed broadband service~~

~~ASK IF 4,5 in Q24_2 is selected~~

ASK ALL

Q25. Which provider do you use for your mobile phone service? Please indicate which company you pay for this service (i.e. voice calls, data and texts), not the brand of your handset.

SINGLE CODE

If you use more than one provider, please answer about your MAIN provider.

1. BT

2. EE
3. Giffgaff
4. O2
5. Sky
6. Tesco Mobile
7. Three
8. Virgin Mobile
9. Vodafone
10. Other provider – SPECIFY **OPEN END**
11. Don't know/Can't remember
12. Do not use a mobile phone

Q26. Which provider do you use for your fixed broadband service?

SINGLE CODE

If you use more than one provider, please answer about your MAIN provider.

1. BT
2. EE
3. PlusNet
4. Sky
5. TalkTalk
6. Virgin Media
7. Vodafone
8. Other provider – SPECIFY **OPEN END**
9. Don't know/Can't remember
10. Do not have a fixed broadband service

NOTE TO SCRIPTER

Please display the following message on the final screen:

During the interview you were asked whether you thought you could contact the emergency services using WhatsApp and other messaging apps. Please be advised that it is NOT POSSIBLE to contact the emergency services using a messaging app. the only way to contact emergency services is by calling 999 from a landline, mobile or public call box.