

Appendix 1: Questionnaire, small business research

Serial No: _____ (1-5)
Card: 01 (6-7)

COMMUNICATIONS CONSUMER PANEL QUESTIONS

Q1 ASK ALL
Do you use a mobile phone for work? (8)
Yes 1 Go to Q2
No 2 CLOSE

Q2 ASK ALL WHO USE A MOBILE PHONE FOR WORK (CODE 1) AT Q1. OTHERS CLOSE
Is the mobile phone you use for work...
READ OUT, SINGLE CODE
Your own personal phone (i.e. you are reimbursed for the business calls you make) (9) 1 Go to Q4
Provided to you by your company 2 Go to Q3

Q3 ASK ALL WITH MOBILES PROVIDED BY COMPANY (CODE 2) AT Q2
Are you responsible for deciding which mobile network/package your company uses? (10)
Yes 1
No 2

Q4 ASK ALL WHO USE A MOBILE PHONE FOR WORK (CODE 1) AT Q1
Which mobile phone network do you use for business calls? (By phone network I mean the company your business pays for using the phone NOT the phone manufacturer. If your business uses more than one network, please think about the network you use the most)
DO NOT READ OUT, CODE AS APPROPRIATE. SINGLE CODE

DP NOTE: IF 'DK' CODE AS 'YOUR NETWORK' FOR Q7, Q9, Q10 AND Q11

3 (11) 1
Asda Mobile 2
Blyk 3
BT 4
Carphone Warehouse 5
Fresh 6
O2 (formerly BTCelnet) 7
Orange 8
T Mobile (formerly One2One) 9
Talk Mobile (12) 0
Talk Talk Mobile 1
Tesco Mobile 2
Virgin Mobile 3
Vodafone 4
Other (SPECIFY) 5

(13-14)
(15)
(DO NOT READ OUT) Not personally reimbursed 1 CLOSE
(DO NOT READ OUT) Don't know 2

Thinking now about the mobile phone that you use most often for BUSINESS use...

Q5 ASK ALL WHO USE A MOBILE PHONE FOR WORK (CODE 1) AT Q1
How often do you use your mobile phone to do the following for business?

		Frequently	Occasionally	Never	(DO NOT READ OUT) Don't know
Make phone calls	(16)	1	2	3	4
Make video calls	(17)	1	2	3	4
Send text (SMS) messages	(18)	1	2	3	4
Send multimedia (MMS) messages	(19)	1	2	3	4
Use the internet / WAP	(20)	1	2	3	4
Access email	(21)	1	2	3	4
Use mapping or GPS functions	(22)	1	2	3	4

Q6 ASK ALL DECISION MAKERS (CODE 1) AT Q3. OTHERS GO TO Q7
Thinking about the mobile network you use most often for business use, how important would you say each of the following factors are to you on a scale of 1 to 10 when choosing a network supplier for your business where 1 is 'Not at all important', and 10 is 'Absolutely essential'?

		1- Not at all important	2-	3-	4-	5-	6-	7-	8-	9-		10- Absolutely essential
Cost	(23)	1	2	3	4	5	6	7	8	9	(24)	0
Types of handsets available	(25)	1	2	3	4	5	6	7	8	9	(26)	0
Type/range of business packages available	(25)	1	2	3	4	5	6	7	8	9	(26)	0
Mobile phone reception - By reception we mean the ability to make or receive voice calls or text messages in various locations and while travelling	(27)	1	2	3	4	5	6	7	8	9	(28)	0
Functionality, e.g. ability to access email etc	(29)	1	2	3	4	5	6	7	8	9	(30)	0
Quality of customer services	(31)	1	2	3	4	5	6	7	8	9	(32)	0

Q7 ASK ALL WHO USE A MOBILE PHONE FOR WORK (CODE 1) AT Q1

And how would you rate [INSERT COMPANY FROM Q3] for each of the following on a scale of 1 to 10 where 1 is 'Extremely poor', and 10 is 'Perfect'?

		1- Extremely poor	2-	3-	4-	5-	6-	7-	8-	9-		10- Perfect	(DO NOT READ OUT) Don't know
Cost	(33)	1	2	3	4	5	6	7	8	9	(34)	0	1
Types of handsets available	(35)	1	2	3	4	5	6	7	8	9	(36)	0	1
Type/range of business packages available	(37)	1	2	3	4	5	6	7	8	9	(38)	0	1
Mobile phone reception	(39)	1	2	3	4	5	6	7	8	9	(40)	0	1
Functionality	(39)	1	2	3	4	5	6	7	8	9	(40)	0	1
Quality of customer services	(39)	1	2	3	4	5	6	7	8	9	(40)	0	1
Overall	(41)	1	2	3	4	5	6	7	8	9	(42)	0	1

Q8 ASK ALL WHO USE A MOBILE PHONE FOR WORK (CODE 1) AT Q1

Now thinking specifically about the quality of reception or signal you get in various places on the mobile phone you use for business, how important would you say each of the following are to your ability to conduct your business on a scale of 1 to 10, where 1 is 'Not at all important', and 10 is 'Absolutely essential'?

		1- Not at all important	2-	3-	4-	5-	6-	7-	8-	9-		10- Absolutely essential
Reception in the office	(43)	1	2	3	4	5	6	7	8	9	(44)	0
Reception at home	(45)	1	2	3	4	5	6	7	8	9	(46)	0
Reception while travelling by road	(47)	1	2	3	4	5	6	7	8	9	(48)	0
Reception while travelling by train	(49)	1	2	3	4	5	6	7	8	9	(50)	0
Reception while walking	(51)	1	2	3	4	5	6	7	8	9	(52)	0

Q9 ASK ALL WHO USE A MOBILE PHONE FOR WORK (CODE 1) AT Q1

How would you rate [INSERT COMPANY FROM Q3] in general on a scale of 1 to 10, where 1 is 'Extremely poor', and 10 is 'Perfect'?

		1- Extremely poor	2-	3-	4-	5-	6-	7-	8-	9-		10- Perfect
Reception in the office	(53)	1	2	3	4	5	6	7	8	9	(54)	0
Reception at home	(55)	1	2	3	4	5	6	7	8	9	(56)	0
Reception while travelling by road	(57)	1	2	3	4	5	6	7	8	9	(58)	0
Reception while travelling by train	(59)	1	2	3	4	5	6	7	8	9	(60)	0
Reception while walking	(61)	1	2	3	4	5	6	7	8	9	(62)	0

Q10 ASK ALL WHO USE A MOBILE PHONE FOR WORK (CODE 1) AT Q1
Still thinking about [INSERT COMPANY NAME FROM Q3], which of the following problems, if any, have you had in the past in terms of your mobile phone reception?
READ OUT, MULTICODE

- (63)
- Call ends unexpectedly (service is lost while on call) 1
 Poor sound quality/breaking up of sound whilst on a call..... 2
 Unable to send text message (SMS) 3
 Text message (SMS) comes through late 4
 Black spots where you get no signal at all..... 5
 (DO NOT READ OUT) None of these 6
 (DO NOT READ OUT) Don't know 7

Q11 ASK ALL WHO HAD PROBLEMS WITH THEIR MOBILE PHONES (NOT CODE 6) AT Q10
Still thinking about [INSERT COMPANY FROM Q3], how often have you had the following problems in the past in terms of your mobile phone reception?

DP NOTE: ONLY SHOW PROBLEMS CODED AT Q10

		Frequently	Occasionally	(DO NOT READ OUT) Don't know
Call ends unexpectedly (service is lost while on call)	(64)	1	2	3
Poor sound quality/breaking up of sound whilst on a call	(65)	1	2	3
Unable to send text message (SMS)	(66)	1	2	3
Text message (SMS) comes through late	(67)	1	2	3
Black spots where you get no signal at all	(68)	1	2	3

Q12 ASK ALL WHO HAD PROBLEMS WITH THEIR MOBILE PHONES (NOT CODE 6) AT Q10
And which of the following have you done in response to the problem(s) you have experienced?
READ OUT, MULTICODE

- (69)
- Phoned customer services 1
 Wrote to customer services 2
 Contacted customer services through the internet 3
 Searched for information on the internet 4
 Complained to company/employer 5
 Asked for advice from friends/family/colleagues 6
 Stopped using the phone in certain situations..... 7
 Changed network..... 8
 Purchased a new phone 9
- (70)
- Requested a new phone from company/employer 0
 Went back to an old phone 1
 Did nothing..... 2
 Other (SPECIFY) 3
- (71-72)
- (73)
- (DO NOT READ OUT) Don't know 1