

# Phone Questionnaire

**Q1.** Do you have a mobile phone that you use to make personal calls?

Yes.....1

No .....2 **TERMINATE, SAY:** Thank you for your time.

**Q2. SHOW CARD A.**

To make sure we have a cross section of people in this study, we need to know your work status. Which of these *best* describes your work status? Just call out the number.

**SINGLE RESPONSE**

**PROBE:** Please select the *one* that best describes your work status.

Student.....1

**GO TO Q4**

Homemaker .....2

**GO TO Q4**

Retired .....3

**GO TO Q4**

Not working .....4

**GO TO Q4**

Part-time worker .....5

**GO TO Q4**

Full-time worker .....6

Don't know/refused .....7

**→ TERMINATE, SAY:**

Thank you for your time

**Q3. SHOW CARD B.**

Which of these best describes your occupation? Just call out the number.

**SINGLE RESPONSE**

Manager/administrator.....1

Professional .....2

Associate professional .....3

Tradesperson and related .....4

Clerical, sales and service .....5

Production/transport worker .....6

Labourer and related worker.....7

Don't know/refused .....8

**→ TERMINATE, SAY:**

Thank you for your time

**Q4. SHOW CARD C.**

How old are you?

15 or younger .....1

**→ TERMINATE, SAY:** Thank you for your time

16-19 years .....2

20-24 years .....3

25-29 years .....4

30-34 years .....5

35-44 years .....6

45-54 years .....7

55-64 years .....8

65 years or above .....9

Don't know/refused .....10

**→ TERMINATE, SAY:** Thank you for your time

**CHECK QUOTAS**

**Q5.** When you think of companies that offer mobile phone services, which ones come to mind?

**PROBE:** Any others? **RECORD FIRST MENTION UNDER 'FIRST' IN GRID 1**

**Q6. SHOW CARD D.**

Which of these companies have you heard of?

**GRID 1**

-----Q5-----

**Q6**

**Q7**

**Q11**

**Q12**

**Q13**

**Previous**

**Q7. SHOW CARD D.**

Which company do you currently have your mobile phone with? **SINGLE RESPONSE**

**Q8.** Are you currently on a contract?

Yes.....1 **GO TO Q11**

No .....2

**Q9.** Do you pre-pay your calls?

Yes.....1

No .....2

**Q10.** Are you still with the company you had your last contract with?

Yes.....1 **GO TO Q13**

No .....2 **GO TO Q12**

Never been on contract .....3 **GO TO Q15**

	First	Others	Heard of	Current	Previous
AAPT/Cellular One	1	1	1	1	1
New Tel	2	2	2	2	2
One-tel	3	3	3	3	3
Optus	4	4	4	4	4
Orange (Hutchison)	5	5	5	5	5
Telstra (Mobile Net)	6	6	6	6	6
Virgin Mobile	7	7	7	7	7
Vodafone	8	8	8	8	8
Other_____	9	9	9	9	9
Other_____	10	10	10	10	10
No previous contract	11	11	11	11	11
Don't know	99	99	99	99	99

**Q11.** Who was your previous contract with?

**IF "NO PREVIOUS CONTRACT" GO TO Q15, OTHERWISE GO TO Q14**

**Q12.** Who was your last contract with? **GO TO Q14**

**Q13.** Thinking about the contract you had before your last one, who was it with? **GO TO Q14**

**Q14. IF Q7 DOES NOT EQUAL (Q11 OR Q12 OR Q13) - - - - - Thinking back to when you last changed mobile phone company, why did you change? PROBE FULLY: What other reasons? What else?**

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**Q15. SHOW CARD E RECORD IN GRID 2**

How long have you been with **Q7**?

**GRID 2**

**Q15**

**Q16**

**Q17**

**Q18**

**Q19**

**Q16. ASK IF Q8=1 SHOW CARD E**

When does your contract expire?

**Q17. SHOW CARD E**

How long have you had your current mobile phone?

**Q18. SHOW CARD E**

How long ago did you get your first mobile phone?

**Q19. SHOW CARD E**

When do you think you'll next get a new mobile phone?

	How long	Expire	Current	First	Next
Less than 1 week	1	1	1	1	1
2 to 4 weeks	2	2	2	2	2
1 to 6 months	3	3	3	3	3
7 to 12 months	4	4	4	4	4
13 months to 18 months	5	5	5	5	5
19 to 24 months	6	6	6	6	6
2 to 3 years	7	7	7	7	7
4 to 6 years	8	8	8	8	8
7 to 10 years	9	9	9	9	9
11 years or more	10	10	10	10	10
Don't know	99	99	99	99	99

**Q20. SHOW CARD D.**

I am now going to read out a number of statements people have made about different mobile phone companies. For each one, I would like you to tell me which companies you think the statement applies to. It doesn't matter if you don't know much about the companies; it is just your impressions that we want. Mention as many companies as you think apply? The first statement is...**READ FROM LIST BELOW**

**IF RESPONDENT MENTIONS ONLY**

**ONE BRAND, SAY:** You can mention more than one brand

**IF RESPONDENT SAYS, "DON'T KNOW", SAY:** We just want your impressions, it does not matter if you don't know much about the companies

	AAPT/ Cellular One	New Tel	One-tel	Optus	Orange	Telstra	Virgin Mobile	Vodafone	All of them	None of them
a. Bureaucratic .....	1	2	3	4	5	6	7	8	9	10
b. Slow service .....	1	2	3	4	5	6	7	8	9	10
c. Friendly .....	1	2	3	4	5	6	7	8	9	10
d. Low prices .....	1	2	3	4	5	6	7	8	9	10
e. Fashionable.....	1	2	3	4	5	6	7	8	9	10
f. Unfashionable .....	1	2	3	4	5	6	7	8	9	10
g. Reliable .....	1	2	3	4	5	6	7	8	9	10
h. Here today, gone tomorrow .....	1	2	3	4	5	6	7	8	9	10
i. Good coverage.....	1	2	3	4	5	6	7	8	9	10
j. Network often down .....	1	2	3	4	5	6	7	8	9	10
k. The best phones .....	1	2	3	4	5	6	7	8	9	10
l. Conveniently located stores.....	1	2	3	4	5	6	7	8	9	10
m. High prices .....	1	2	3	4	5	6	7	8	9	10
n. Unreliable .....	1	2	3	4	5	6	7	8	9	10
o. Meet all my communication needs.....	1	2	3	4	5	6	7	8	9	10
p. Leaders in mobile phone technology	1	2	3	4	5	6	7	8	9	10
q. I like them.....	1	2	3	4	5	6	7	8	9	10
r. I hate them .....	1	2	3	4	5	6	7	8	9	10
s. Don't know much about them .....	1	2	3	4	5	6	7	8	9	10

**Q21.** I'd now like you to think about all of the times when you can't make or complete a phone call, either because there is no coverage in the area you are in, the network's busy or the line drops out mid-call. Roughly what proportion of the time do you think this happens to customers of **READ OUT.**

**IF RESPONDENT SAYS "DON'T KNOW", SAY:** We're just after an educated guess.  
**IF RESPONDENT AGAIN SAYS "DON'T KNOW", RECORD: "DK"**

- \_\_\_\_\_ % Optus
- \_\_\_\_\_ % Orange or Orange-One
- \_\_\_\_\_ % Telstra
- \_\_\_\_\_ % Vodafone

**Q22.** We just talked about situations in which you cannot make or complete a phone call. We want to know how important this is to you when you choose a phone company.

**SHOW CHOICE SET A.** Please look at "Choice Set A". **EXPLAIN HOW TO READ CHOICE SET A FOR CHOICE SET A SAY:** Given the different brands available, the relative levels of price, and the proportion of times that there are problems when you call, which would you choose?  
**FOR REMAINING CHOICE SETS SAY:** Now looking at choice set ..., which would you choose?

**RECORD**

IID _____	AAPT/ Cellular One	New Tel	Optus	Orange	Telstra	Virgin Mobile	Vodafone	None of them
Choice set A .....	1	2	3	4	5	6	7	8
Choice set B .....	1	2	3	4	5	6	7	8
Choice set C .....	1	2	3	4	5	6	7	8
Choice set D .....	1	2	3	4	5	6	7	8
Choice set E .....	1	2	3	4	5	6	7	8
Choice set F.....	1	2	3	4	5	6	7	8
Choice set G .....	1	2	3	4	5	6	7	8
Choice set H .....	1	2	3	4	5	6	7	8

**Q23. SHOW CARD F.**

I am now going to read out some things that people have said about mobile phones. As I read out each one, please tell me the extent to which you agree or disagree. There are no right or wrong answers; we want to know what you think.

	Strongly agree	Agree a little	Neither	Disagree a little	Strongly disagree	DON'T KNOW
a. Allows me to keep in touch with people .....	1	2	3	4	5	9
b. Mobile phone technology fascinates me .....	1	2	3	4	5	9
c. I really like the look of the latest phones .....	1	2	3	4	5	9
d. I often get surprised by the size of the bill .....	1	2	3	4	5	9
e. Stops others from monitoring how often I'm on the phone.....	1	2	3	4	5	9
f. I find it difficult to determine which mobile phone deal is the best for me? .	1	2	3	4	5	9
g. A lot of time was spent shopping around for the best deal .....	1	2	3	4	5	9
h. I closely monitor how long I spend on the phone .....	1	2	3	4	5	9
i. Cost's a factor when I decide whether to SMS or phone .....	1	2	3	4	5	9
j. All my friends have mobiles.....	1	2	3	4	5	9
k. People with large old phones don't care about their image .....	1	2	3	4	5	9
l. I like to keep calls short and to the point .....	1	2	3	4	5	9
m. It's important to me to be able to contact my friends whenever I want to ...	1	2	3	4	5	9
n. My friends and I use email more than mobiles.....	1	2	3	4	5	9
o. I only use my phone for making and receiving essential calls .....	1	2	3	4	5	9
p. My mobile is an essential part of my lifestyle .....	1	2	3	4	5	9
q. My mobile assists me in my personal safety .....	1	2	3	4	5	9
r. People can contact me when they need to .....	1	2	3	4	5	9
s. I only use the most basic functions on my mobile .....	1	2	3	4	5	9
t. I'd like fast access to the Internet on my mobile.....	1	2	3	4	5	9
u. I'd like mobiles to work as video phones .....	1	2	3	4	5	9
v. I'd like mobiles to be able to download and play music .....	1	2	3	4	5	9
w. I'd like mobiles to be able to download and view short videos.....	1	2	3	4	5	9
x. 'Number portability' will make me more likely to change company in the future.....	1	2	3	4	5	9
y. I'd like to be able to do online banking with my phone .....	1	2	3	4	5	9

**Q24. On a typical weekday, how much time do you spend READ LIST BELOW?**

And how much time on the *weekend*? **RECORD BELOW.**

**IF RESPOND PROVIDES A RANGE, SAY:** The form doesn't let me provide a range! Could you please tell me how much time you typically spend?

**IF RESPOND SAYS 'DON'T KNOW' SAY:** Just give me a rough estimate.

	Week day		Weekend	
a. Making personal calls on your mobile .....	_____ Hrs	_____ Mins	_____ Hrs	_____ Mins
b. Talking on your home phone .....	_____ Hrs	_____ Mins	_____ Hrs	_____ Mins
c. Watching TV .....	_____ Hrs	_____ Mins	_____ Hrs	_____ Mins
d. Using a PC to access the Internet .....	_____ Hrs	_____ Mins	_____ Hrs	_____ Mins
e. Accessing the Internet from your mobile ....	_____ Hrs	_____ Mins	_____ Hrs	_____ Mins
f. Smoking.....	_____ Hrs	_____ Mins	_____ Hrs	_____ Mins
g. Reading newspapers.....	_____ Hrs	_____ Mins	_____ Hrs	_____ Mins
h. Reading magazines.....	_____ Hrs	_____ Mins	_____ Hrs	_____ Mins
i. Listening to the radio .....	_____ Hrs	_____ Mins	_____ Hrs	_____ Mins

**Q25.** In a typical week, how many SMS messages would you send? \_\_\_\_\_  
**IF RESPOND PROVIDES A RANGE, SAY:** The form doesn't let me provide a range! Could you please tell me how much time you typically spend?

**Q26. SHOW CARD G**  
Thinking back over the past 3 months, roughly how much is the average monthly bill for your mobile phone?

- Less than \$10 per month ..... 1
- \$10 to \$19 per month..... 2
- \$20 to \$29 per month..... 3
- \$30 to \$39 per month..... 4
- \$40 to \$49 per month..... 5
- \$50 to \$74 per month..... 6
- \$75 to \$99 per month..... 7
- \$100 to \$149 per month..... 8
- \$150 to \$199 per month..... 9
- \$200 or more per month ..... 10
- Don't know ..... 99

**Q27.** Who pays the bill? **MULTIPLE RESPONSE**

- Respondent..... 1
- Girlfriend/ boyfriend/Partner/wife/husband ..... 2
- Child..... 3
- Parent ..... 4
- Company..... 5
- Other (please specify \_\_\_\_\_) . 6

**Q28.** What proportion of the calls are for business?  
**RECORD "DK" IF RESPONDENT DOES NOT KNOW**

\_\_\_\_\_ %

**Q29.** Thinking of the people that you contact regularly on their mobile, how many of them do you know what phone company they are with? Please give a percentage?  
\_\_\_\_\_ % **IF 0% GO TO Q31**

**Q30.** Of these people, what proportion are with...**READ OUT LIST**

- \_\_\_\_\_ % Optus
- \_\_\_\_\_ % Orange or Orange-One
- \_\_\_\_\_ % Telstra
- \_\_\_\_\_ % Vodafone

**Q31. SHOW CARD H**  
We're getting close to the end now! Where was your phone bought from? **SINGLE RESPONSE**

- Specialist phone store (e.g., Telstra shop) ..... 1
- Phone company over the Internet (e.g., www.Optus.com)..... 2
- Phoned a phone company..... 3
- Specialist electronics store (e.g., Strathfield Car Radio, Tandy) ..... 4
- Major retailer ..... 5
- My employer ..... 6
- Internet..... 7
- Internet cafe ..... 8
- Family/friend ..... 9
- Door-to-door salesperson ..... 10
- Other (Please specify \_\_\_\_\_) . 11

**GO TO Q32**

**Q32.** Did you or somebody else make the final choice?

Respondent made final choice ..... 1 **GO TO Q35**  
Someone else ..... 2

**Q33.** Who made the final choice?

Girlfriend/ boyfriend/Partner/wife/husband ..... 1  
Child..... 2  
Parent ..... 3  
My employer ..... 4  
Other (please specify \_\_\_\_\_) . 5

**Q34.** And how much influence did you have in that choice?

**READ OUT**

None ..... 1  
A little ..... 2  
A lot..... 3

**Q35. RECORD GENDER. SINGLE RESPONSE.**

**MALE** ..... 1  
**FEMALE** ..... 2

**Q36.** Do you have children living with you?

Yes ..... 1  
No ..... 2

**Q37.** Are you currently...? **READ OUT**

Single ..... 1  
Married or in a de facto relationship ..... 2  
Separated or divorced ..... 3  
Widowed ..... 4

Thank you very much for your time. Just to remind you, my name is \_\_\_\_\_, and I am a student at the University of Sydney. If you have any queries about this study, you can call my lecturer, Timothy Bock, on 9351 6432. Could you please tell me your name and phone number, in case that the University wants to check that I have done this interview appropriately?

Name: \_\_\_\_\_ Phone number: \_\_\_\_\_

**I CERTIFY THIS IS A TRUE, ACCURATE AND COMPLETE INTERVIEW, CONDUCTED IN ACCORDANCE WITH THE INSTRUCTIONS I WAS GIVEN, THE ICC/ESOMAR ([www.esomar.nl/guidelines/ICC\\_ESOMARcode.htm](http://www.esomar.nl/guidelines/ICC_ESOMARcode.htm)) AND MRSA CODE OF PROFESSIONAL BEHAVIOUR ([www.mrsa.com.au/index.cfm?a=detail&id=115&eid=13](http://www.mrsa.com.au/index.cfm?a=detail&id=115&eid=13)). I WILL NOT DISCLOSE TO ANY OTHER PERSON THE CONTENT OF THIS QUESTIONNAIRE OR ANY OTHER INFORMATION RELATING TO THIS PROJECT.**

Signed: \_\_\_\_\_

Time Finished: \_\_\_\_\_

# CARD A

*Call out the number*

<b>Student.....</b>	<b>1</b>
<b>Homemaker .....</b>	<b>2</b>
<b>Retired.....</b>	<b>3</b>
<b>Not working .....</b>	<b>4</b>
<b>Part-time worker .....</b>	<b>5</b>
<b>Full-time worker .....</b>	<b>6</b>



# CARD B

## *Call out the number*

- Manager or administrator ..... 1**
- Professional (e.g., accountant, architect, engineer, editor, consultant, health, lawyer, teacher, business consultant) ..... 2**
- Associate professional (e.g., bookkeeper, technician, chef, sales manager, hospitality manager, programmer) ..... 3**
- Tradesperson or related (e.g., mechanic, sound technician) ..... 4**
- Clerical, sales or service (e.g., secretary, desktop publishing, hospitality worker, fitness instructor) ..... 5**
- Production/transport worker (e.g., truck driver, machine operator) ..... 6**
- Labourer or related worker (e.g., cleaner, mining, kitchen hand, farm hand) ..... 7**

# CARD C

*Call out the number*

<b>15 or younger</b> .....	<b>1</b>
<b>16-19 years</b> .....	<b>2</b>
<b>20-24 years</b> .....	<b>3</b>
<b>25-29 years</b> .....	<b>4</b>
<b>30-34 years</b> .....	<b>5</b>
<b>35-44 years</b> .....	<b>6</b>
<b>45-54 years</b> .....	<b>7</b>
<b>55-64 years</b> .....	<b>8</b>
<b>65 years or above</b> .....	<b>9</b>

# CARD D

*Call out the number(s)*

<b>AAPT/Cellular One .....</b>	<b>1</b>
<b>New Tel .....</b>	<b>2</b>
<b>One-tel.....</b>	<b>3</b>
<b>Optus.....</b>	<b>4</b>
<b>Orange (Orange-One; Hutchison) .....</b>	<b>5</b>
<b>Telstra (Mobile Net) .....</b>	<b>6</b>
<b>Virgin Mobile .....</b>	<b>7</b>
<b>Vodafone.....</b>	<b>8</b>

# CARD E

*Call out the number*

Less than 1 week .....	1
2 to 4 weeks.....	2
1 to 6 months .....	3
7 to 12 months .....	4
13 months to 18 months .....	5
19 to 24 months .....	6
2 to 3 years .....	7
4 to 6 years .....	8
7 to 10 years .....	9
11 years or more .....	10

# CARD F

*Call out the number*

- Strongly agree..... 1**
- Agree a little ..... 2**
- Neither agree nor disagree ..... 3**
- Disagree a little ..... 4**
- Strongly disagree ..... 5**

# CARD G

*Call out the number*

Less than \$10 per month .....	1
\$10 to \$19 per month .....	2
\$20 to \$29 per month .....	3
\$30 to \$39 per month .....	4
\$40 to \$49 per month .....	5
\$50 to \$74 per month .....	6
\$75 to \$99 per month .....	7
\$100 to \$149 per month .....	8
\$150 to \$199 per month .....	9
\$200 or more per month .....	10
Don't know.....	99

# CARD H

## *Call out the number*

<b>Specialist phone store (e.g., Telstra shop) .....</b>	<b>1</b>
<b>Phone company over the Internet (e.g., www.Optus.com) .....</b>	<b>2</b>
<b>Phoned a phone company .....</b>	<b>3</b>
<b>Specialist electronics store (e.g., Strathfield Car Radio, Tandy) .....</b>	<b>4</b>
<b>Major retailer .....</b>	<b>5</b>
<b>My employer .....</b>	<b>6</b>
<b>Internet.....</b>	<b>7</b>
<b>Internet cafe .....</b>	<b>8</b>
<b>Family/friend .....</b>	<b>9</b>
<b>Door-to-door salesperson.....</b>	<b>10</b>
<b>Other .....</b>	<b>11</b>

# CARD I

*Call out the number(s)*

<b>Family and friends .....</b>	<b>1</b>
<b>Advertisements .....</b>	<b>2</b>
<b>Brochures .....</b>	<b>3</b>
<b>Retailers.....</b>	<b>4</b>
<b>Phoned companies .....</b>	<b>5</b>
<b>Company website .....</b>	<b>6</b>
<b>Online product comparisons.....</b>	<b>7</b>
<b>TV programs.....</b>	<b>8</b>
<b>Radio programs .....</b>	<b>9</b>
<b>Newspaper or magazine comparisons .....</b>	<b>10</b>
<b>Other .....</b>	<b>11</b>