

# X Awareness Survey – Pre Survey Questionnaire Version 2

## Introduction

Good am/pm. My name is \_\_\_\_ from an independent research agency. We are carrying out a short study considering your opinions about organisations providing phone services. Can you spare some time to take part; it will only take about 10 minutes.

### IF NECESSARY

Please be assured that this is a genuine research exercise carried out under the Code of Conduct of the Market Research Society, you will not receive any further contact as a result of this interview.

If ask for sponsor – we cannot divulge the sponsor at the outset as it will influence your responses but the sponsor name will be evident in a few minutes.

## Screener

S1 For the purposes of classification can you specify your approximate age?

<16 years	THANK AND CLOSE
16-20 years	
21-30 years	
31-40 years	
41-50 years	
50+ years	THANK AND CLOSE

S2 Do you use a mobile phone?

Yes	
No	THANK AND CLOSE
Don't know	THANK AND CLOSE

S3 Did you personally select the mobile phone network provider you are with?

Yes	
No	THANK AND CLOSE
Don't know	THANK AND CLOSE

S4 Do you use a calling card for land line telephones?

Yes

No

Don't know

S5 Which calling card do you use?

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S6 What is your gender?

ENTER GENDER

Male

Female

S7 Which of the following most closely matches your family origins?

Afro Caribbean

Americas

THANK AND CLOSE

Asian

British

THANK AND CLOSE

East European

West European

THANK AND CLOSE

Other

THANK AND CLOSE

## Awareness

Q1/Q1a When you think of network providers for mobile phones, which companies come to mind?

DO NOT READ, RECORD 1ST MENTION IN COL1 AND OTHERS IN COL2.  
IF RESPONDENTS CANNOT NAME ANY NETWORK PROVIDER THEN THANK AND CLOSE

Q2 Which, (if any) of the following network providers are you aware of?  
READ OUT THOSE NOT MENTIONED IN COL 1 + COL 2 AND RECORD IN COL 3. RANDOMISE ORDER OF BRANDS

	COL 1 First mention	COL 2 Unprompt	COL 3 Prompt
IDT Mobile			
X			
Mobile World			
Nomi Mobile			
O2			
Orange			
Three Mobile			
T Mobile			
Virgin			
Vodafone			
Other			

## Usage

Q3 Which, if any of the following network providers do you use? (IF SELECTED THEN MUST BE AWARE AT Q1 OR Q2). READ, SELECT ALL THAT APPLY AND RANDOMISE ORDER OF BRANDS

IDT Mobile  
X  
Mobile World  
Nomi Mobile  
O2  
Orange  
Three Mobile  
T Mobile  
Virgin  
Vodafone  
Other

## Product and Service Associations

- Q5 What products or services come to mind when thinking of X?  
SPELL X, DO NOT READ, RECORD IN COL 1

NOTE – WE IDEALLY REQUIRE AT LEAST 2 RESPONSES

- Q6 Which, if any of the following mobile services offered by X are you aware of? READ OUT THOSE NOT MENTIONED IN COL 1 AND RECORD IN COL 2  
RANDOMISE ORDER OF SERVICES

COL 1  
Unprompted

COL 2  
Prompted

Low cost mobile phone network  
Low cost calling cards  
Multi lingual customer service  
Other SPECIFY

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None

## Image and Positioning

- Q7 Thinking about the mobile network provider X, how far do you agree with the following statements? Please use a scale of 1 to 5 where 1 means you completely disagree, 3 means you neither agree nor disagree and 5 mean you strongly agree?  
READ OUT AND ROTATE ORDER OF QUESTIONS

Easy to use phone services  
Hassle free  
No access codes to use  
Good quality mobile phone service  
High quality network

## Loyalty

- Q8 Which of the following apply to how you view X as a mobile phone network provider? READ AND SELECT ONE ONLY – ROTATE ORDER

It is the only network operator I would consider using  
It is one of my preferred network operators  
It is not a preferred network operator but one I may consider in the future  
I have heard of X but do not know much about them  
I have heard of X but would never consider them  
I have never heard of X

## Campaign Recall

FOR THOSE AWARE OF X AT Q1 OR Q2 ASK Q9 OTHERWISE GO TO Q10

- Q9 Now thinking specifically about the company X, how did you first hear of the mobile phone network provider? SPECIFY
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- Q10 Which mobile phone network providers do you recall have advertised or promoted their services in the last 6 months?  
DO NOT PROMPT AND SELECT ALL THAT APPLY

IDT Mobile  
X  
Mobile World  
Nomi Mobile  
O2  
Orange  
Three Mobile  
T Mobile  
Virgin  
Vodafone  
Other

IF X NOT MENTIONED AT Q10 ASK Q11, OTHERWISE GO TO Q12

- Q11 Do you recall any advertising or other promotions from X?

Yes GO TO Q12  
No GO TO Q14  
Don't know GO TO Q14

- Q12 Where/what was the source of advertising or other promotions from X? DO NOT PROMPT AND SELECT ALL THAT APPLY

Q13 Which, (if any) of the following promotions for X do you recall? READ OUT  
THOSE NOT MENTIONED IN COL 1 AND RECORD IN COL 2

COL 1	COL
Unprompt	Prompt

Internet  
Magazine advertising  
Newspaper advertising  
Newsagents  
Posters  
In store Point of sale material  
Phones4U  
Other mobile phone shop  
Word of mouth

Q14 Can you specify the newspapers you read?

None  
Other (SPECIFY)

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Q15 Can you specify the magazines you read?

None  
Other (SPECIFY)

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THANK AND CLOSE