参考 2

# 英国OFTELの消費者アンケートについて

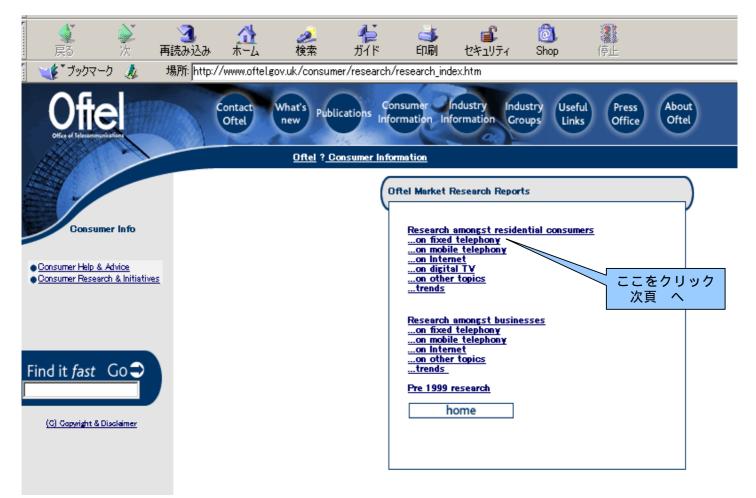
英国の有効競争レビューにおいて行われている消費者調査については、英国 OFTEL(電気通信庁)から外部の調査会社への委託により実施されている模様。

具体的には、レビューの対象となっている市場について、四半期ごとに、対象を 一般消費者とビジネスユーザに分けて調査を実施している模様。

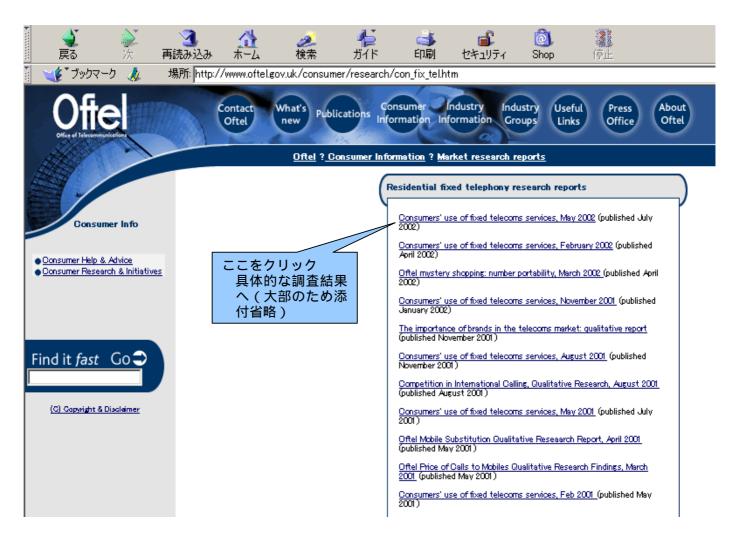
これまでの調査結果については、以下のOFTELのWebサイトに掲載されている。 www.oftel.gov.uk/consumer/research/research\_index.htm

【OFTELのWebサイトにおける実際の掲載例】

# 市場調査レポートのトップページ



# 次階層(これまでの固定電話に関する調査レポート一覧(抜粋))



# 質問項目

各調査結果には実際の質問事項が添付されており、"Consumers' use of fixed telecoms services, May 2002 (published July 2002)"における質問項目 は次頁以降のとおり。

# Q9 May 2002 residential questionnaire: fixed telecoms questions

# Q1. Do you have a fixed line phone in your home? SINGLE CODE

|   | Yes     | 1 | GO TO Q2a |
|---|---------|---|-----------|
| - | No      | 2 | GO TO Q15 |
| - | Refused | 3 | GO TO Q15 |

## ASK ONLY THOSE ON THE TELEPHONE

Q2a. How many companies provide your household with telephone services? Please do not count mobile phone companies. SINGLE CODE

| One                  | 1 |
|----------------------|---|
| Two                  | 2 |
| Three or more        | 3 |
| Don't know/no answer | 4 |

## ASK ONLY THOSE ON THE TELEPHONE

Q2b. And are you the person responsible for the fixed line telephone decisions in your household?

|   | Yes     | 1 |
|---|---------|---|
| - | No      | 2 |
| _ | Refused | 3 |

# ASK ONLY THOSE ON THE TELEPHONE

Q3. SHOWCARD B Which of these types of companies on this card do you/your household use for your home fixed line telephone services? If you use more than one fixed line supplier, please let me know what type of company each supplier is. Please do not count mobile phone companies. MULTICODE

| BT   | 1 |
|--|---|
| Cable                                      | 2 |
| Someone else not BT or Cable<br>(WRITE IN) | 3 |
| Don't know/no answer                       | 4 |

# ASK ONLY THOSE ON THE TELEPHONE

## Q4. SHOWCARD C How satisfied are you with the following? SINGLE CODE

|    |  | Very<br>satisfied | Fairly<br>satisfied | Not very satisfied | Not at all satisfied | Don't<br>know/no<br>answer |
|----|--|-------------------|---------------------|--------------------|----------------------|----------------------------|
| a) | Your fixed line telephone service overall        | 1                 | 2                   | 3                  | 4                    | 5                          |
| b) | Reliability of your fixed line telephone service | 1                 | 2                   | 3                  | 4                    | 5                          |
| =  | telephone service                                |                   |                     |                    |                      |                            |

| c) | Overall value for money from | 1 | 2 | 3 | 4 | 5 |  |
|----|------------------------------|---|---|---|---|---|--|
|    | your fixed line telephone    |   |   |   |   |   |  |
|    | service                      |   |   |   |   |   |  |

# ASK ONLY THOSE ON THE TELEPHONE

Q5. Are you aware of Indirect Access Operators? These are companies which offer telecoms services using the line already in your home. You usually enter a short code before you dial the number you wish to call. Alternatively, you may have a box attached to your phone, which does this for you. SINGLE CODE

| Yes                  | 1 | GO TO Q6 |
|----------------------|---|----------|
| No                   | 2 | GO TO Q8 |
| Don't know/no answer | 3 | GO TO Q8 |

# IF AWARE OF INDIRECT ACCESS OPERATORS (Q5 code 1)

# Q6 And do you use any of these companies? SINGLE CODE

| Yes                  | 1 | GO TO Q7 |  |
|----------------------|---|----------|--|
| <br>No               | 2 | GO TO Q8 |  |
| Don't know/no answer | 3 | GO TO Q8 |  |

# ASK ONLY THOSE WHO USE INDIRECT ACCESS OPERATORS AT (Q6 code 1)

Q7 SHOWCARD D Which types of calls do you use your Indirect Access operator for? MULTICODE

| International calls         | 1           |
|-----------------------------|-------------|
| National calls              | 2           |
| Local calls                 | 3           |
| Mobile calls                | 4           |
| Internet calls/usage        | 5           |
| Business/work related calls | 6           |
| All calls SINGLE CODE ONLY  | 7           |
|                             | SINGLE CODE |
|                             | ONLY        |
| Other (WRITE IN)            | 8           |
|                             |             |
| Don't know/no answer        | 9           |

#### ASK ONLY THOSE ON THE TELEPHONE

# Q8 Are you aware that BT's line rental includes a certain amount of free calls? SINGLE CODE

| <u>No</u> 2 <u>GO TO Q10</u>     |
|----------------------------------|
|                                  |
| Don't know/no answer 3 GO TO Q10 |

ASK ONLY THOSE USING INDIRECT ACCESS (Q6 code 1) **AND** WHO DO NOT USE INDIRECT ACCESS FOR ALL CALLS (<u>NOT</u> Q7 code 7) **AND** AWARE OF BT'S FREE CALLS (Q8 code 1)

# Q9. SHOWCARD E Which of these best describes how you use your Indirect Access supplier and the free calls included with BT's line rental? SINGLE CODE

| Α | I use the BT free call allowance<br>then switch to an Indirect Access                               | 1 |
|---|---|---|
| В | I use the BT free call allowance<br>then switch to an Indirect Access<br>operator for certain calls | 2 |
| С | I do not take the BT free call<br>allowance into account when I<br>choose to use BT or an Indirect  | 3 |
| D | Access operator<br>I sometimes use BT to make use<br>of the free calls and forget at<br>other times | 4 |
| Е | I never use BT  | 5 |
|   | Other (WRITE IN)  | 6 |
|   |   |   |
|   | Don't know/no answer  | 7 |

## ASK ONLY THOSE ON THE TELEPHONE

Q10. Apart from when you have moved house, have you ever changed the supplier which provides your home fixed-line telephone service? IF YES, ASK: When was this? SINGLE CODE

| Yes – in the last 12 months | 1 | GO TO Q11  |
|-----------------------------|---|------------|
| Yes – 1 to 6 years ago      | 2 | GO TO Q11  |
| Yes – more than 6 years ago | 3 | GO TO Q11  |
| No – never changed supplier | 4 | GO TO Q 14 |
| Don't know/no answer        | 5 | GO TO Q 14 |

#### ASK ONLY THOSE WHO HAVE CHANGED SUPPLIER (Q10 codes1-3)

Q11. And when you changed the supplier which provides your fixed-line home telephone service, did you change your phone number or did you keep your original number? SINGLE CODE

|   | Changed phone number | 1 | GO TO Q12 |
|---|----------------------|---|-----------|
| - | Kept original number | 2 | GO TO Q14 |
|   | Don't know/no answer | 3 | GO TO Q14 |

ASK THOSE CHANGED NUMBER (Q11 code 1)

Q12. Did you ask to keep your original number? SINGLE CODE

## ASK THOSE CHANGED NUMBER

Q13. Why did you change your home telephone number? DO NOT PROMPT, PROBE FOR ALL ANSWERS, MULTICODE

# ASK ONLY THOSE ON THE TELEPHONE

Q14. Approximately how much would you estimate your TOTAL household spend per quarter on telecoms services is for <u>all</u> telecoms suppliers used (including line rental, any other charges and VAT) but EXCLUDING mobile phone costs? SINGLE CODE – PROMPT IF NECESSARY

# ASK ALL

Q15. How often do you call directory enquiries from any phone, fixed or mobile? SINGLE CODE

| Daily                            | 1 |
|----------------------------------|---|
| At least - once a week           | 2 |
| At least - once a month          | 3 |
| At least - once a year           | 4 |
| Less frequently than once a year | 5 |
| Never                            | 6 |
| Don't know/no answer             | 7 |

## ASK ALL

Q16. Recently plans have been announced to introduce new numbers for directory enquiry services. Before now, were you aware of this? SINGLE CODE

| Yes                  | 1 | GO TO Q17 |
|----------------------|---|-----------|
| No                   | 2 | GO TO Q18 |
| Don't know/no answer | 3 | GO TO Q18 |

ASK IF AWARE THAT NEW DIRECTORY ENQUIRIES NUMBERS ARE BEING INTRODUCED (Q16 code 1)

Q17. Do you know what the new numbers will be for directory enquiries? DO NOT PROMPT, SINGLE CODE

| 1 |
|---|
|   |
| 2 |
| 3 |
| 4 |
|   |

#### ASK ALL

Q18. Once these new numbers are introduced, the national 192 and international 153 Directory Enquiries numbers will be withdrawn from service. Before now, were you aware of this? SINGLE CODE

| Yes                  | 1 | GO TO Q19 |  |
|----------------------|---|-----------|--|
| No                   | 2 | GOTO Q20  |  |
| Don't know/no answer | 3 | GO TOQ20  |  |
|                      |   |           |  |

# ASK ONLY IF AWARE THAT 192/153 WILL BE WITHDRAWN (Q18 code 1) Q19. Do you know when these numbers (192/153) will be withdrawn from service? DO NOT PROMPT SINGLE CODE

| Autumn / October 2002    | 1 |
|--------------------------|---|
| Summer / August 2003     | 2 |
| This year                | 3 |
| Next year                | 4 |
| In 2 years time          | 5 |
| Other (WRITE IN)         | 6 |
|                          |   |
|                          |   |
| <br>Don't know/no answer | 7 |