

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

戻る 次 再読み込み ホーム 検索 ガイド 印刷 セキュリティ Shop 停止

ブックマーク 場所: http://www.oftel.gov.uk/consumer/research/research_index.htm

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Office of Telecommunications

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Consumer Info

- Consumer Help & Advice
- Consumer Research & Initiatives

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OfTel Market Research Reports

Research amongst residential consumers
 ...on fixed telephony
 ...on mobile telephony
 ...on Internet
 ...on digital TV
 ...on other topics
 ...trends

Research amongst businesses
 ...on fixed telephony
 ...on mobile telephony
 ...on Internet
 ...on other topics
 ...trends

Pre 1999 research

home

ここをクリック 次頁へ

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））

The screenshot shows the OfTel website interface. At the top, there is a navigation bar with icons for '戻る' (Back), '次' (Next), '再読み込み' (Refresh), 'ホーム' (Home), '検索' (Search), 'ガイド' (Guide), '印刷' (Print), 'セキュリティ' (Security), 'Shop', and '停止' (Stop). Below this is a browser address bar showing the URL: http://www.oftel.gov.uk/consumer/research/con_fix_tel.htm. The main header features the OfTel logo and several menu items: 'Contact OfTel', 'What's new', 'Publications', 'Consumer Information', 'Industry Information', 'Industry Groups', 'Useful Links', 'Press Office', and 'About OfTel'. A sub-header reads 'OfTel ? Consumer Information ? Market research reports'. The main content area is titled 'Residential fixed telephony research reports' and lists several reports with their publication dates. A callout box with a blue background and white text points to the first link, stating: 'ここをクリック 具体的な調査結果へ（大部のため添付省略）'. On the left side, there is a 'Consumer Info' section with links for 'Consumer Help & Advice' and 'Consumer Research & Initiatives'. Below that is a search bar with the text 'Find it fast Go' and a search button. At the bottom left, there is a copyright notice: '(C) Copyright & Disclaimer'.

ここをクリック
具体的な調査結果
へ（大部のため添
付省略）

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。

Appendix 2

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 (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 satisfied	Fairly satisfied	Not very satisfied	Not at all satisfied	Don't know/no 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

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

Yes	1	IF Q6 CODE 1, Q7 NOT CODE 7, & Q8 CODE 1, THEN GO TO Q9 OTHERWISE GO TO Q10
No	2	GO TO Q10
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 (NOT 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

A	I use the BT free call allowance then switch to an Indirect Access operator for all other calls	1
B	I use the BT free call allowance then switch to an Indirect Access operator for certain calls	2
C	I do not take the BT free call allowance into account when I choose to use BT or an Indirect Access operator	3
D	I sometimes use BT to make use of the free calls and forget at other times	4
E	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 codes 1-3)

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

Yes	1
No	2
Don't know	3

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 all telecoms suppliers used (including line rental, any other charges and VAT) but EXCLUDING mobile phone costs? SINGLE CODE – PROMPT IF NECESSARY**

Up to £30	1
£31-£50	2
£51-£70	3
£71-£100	4
£101-£150	5
£151-£200	6
£201-£300	7
More than £300	8
Don't know/no answer	9

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**

Yes – 118 (xxx) any mention of this	1
Yes – Other number mentioned	2
No	3
Don't know/no answer	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 TO Q20

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
Don't know/no answer	7
