

**OFT Advertising of Pricing Ipsos MORI survey: UK in-home CAPI interviews.****Draft top-line results: 20.07.10.**

3,015 interviews were conducted in-home, face to face, with a representative sample of UK consumers between the 27<sup>th</sup> May and 9<sup>th</sup> July, 2010;

**The figures quoted are percentages based on 3,015 interviews** unless stated otherwise (as in the case of sub-sample bases for the Price Offers or mean scores). **The bases for the percentages exclude any 'Don't know' responses.**

The data has not been weighted but is based on a random location quota sample designed to reflect the known UK population.

Percentages may not always add up to 100% due to computer rounding the decimal points up or down or to multiple answers. An asterisk \* represents a figure of greater than zero, but less than 0.5%

**SECTION A – INTRODUCTION**

**When responding to these questions please bear in mind the various types of purchases you have made or thought about making, including those you make regularly and those that are occasional or special purchases. Please think about low value items as well as high - and about purchasing services as well as actual goods.**

ASK ALL

QS1 SHOWCARD SA (R) **Please look at this list of the different ways in which the prices for goods or services can be promoted. Please tell me, for each one, which of these types of price offers or promotions, if any, you have seen being advertised when shopping around, when purchasing, or trying to purchase, a product or service in the past 12 months, either on-line, in store or over the phone?**

**Have you seen a price offer which ...**

SINGLE CODE FOR EACH OFFER.

	Price offer:	Yes	Answering PO section	ASK QS2, S3 AND QS4 BEFORE GOING TO ...
	Base: All – 3,015	%	%	
D	... increased as you went through the purchasing process as more options and costs were added on to the initial advertised price	47	26	QD1 - DRIP
R	... was reduced to below the "recommended" or "original" price	68	31	QR1 - REFERENCE
N	... was advertised at a reduced price, but was then found to be "no longer available" at that reduced price	52	25	QN1 – NOT AVAILABLE (BAIT)
V	... offered a discount if more than one item was purchased, such as "buy one get one free" or "3 for the price of 2"	95	51	QV1 - VOLUME
C	... was complicated or difficult to compare with other prices, which might include mobile phone tariffs, TV packages, insurance or prices for gas or electricity supply	56	29	QC1 – COMPLEX/ CONFUSION
T	... was on sale and reduced for a short time period only, such as "Offer ends on ... (date)".	78	32	QT1 - TIME LIMITED

IF NONE OR ONLY ONE OFFER CODED 'YES' ABOVE TRY AND GET 2 OFFERS CODED 'YES':

**QS2. Please look at the list again, these are very common types of price offers, which others have you seen when shopping around, when purchasing, or trying to purchase, a product or service in the past 12 months, either on-line, in store or over the phone – are you absolutely sure you have not seen any of the other price offers? .. Even just advertised?** CODE  
QS1 ABOVE

ASK QS3 AND QS4 BEFORE GOING ON TO APPROPRIATE PRICE OFFER SECTION

**QS3 SHOWCARD SB (R) When looking to buy a product or service how often do you shop around and compare prices? Please give me your answer from this card. SINGLE CODE ONLY**

	Base:3,015	%
A.	Always	27
B.	Often	27
C.	Sometimes	26
D.	Rarely	12
E.	Never	8
	Always/often	54
	Rarely/never	20
	Don't know	n/a

ASK ALL

**QS4 SHOWCARD SC (R) From this card, please tell me for which types of products are you most likely to shop around and compare prices? Please just read out the letters which apply. Which others?**  
MULTICODE OK

	Base: 3,001	%
A.	Toiletries and healthcare products	29
B.	Media products such as CDs, DVDs, magazines, books	29
C.	Clothes or fashion	37
D.	Entertainment tickets for concerts, theatre, cinema	14
E.	Electricals such as TVs, MP3s, fridges, vacuum cleaners, computers	58
F.	Home improvements - kitchens, bathrooms, double glazing, DIY products	34
G.	Furnishings and other household goods - furniture, carpets, kitchenware	38
H.	Groceries	36
I.	Gas, electricity, mobile phone network, internet, TV package, telephone landline	38
J.	Financial products – insurance (for home, car, travel, etc) loans, credit cards, bank accounts	39
K.	Flights and airline tickets	37
L.	Holidays - package holidays, cottage/villa rental	39
M.	Car hire, train or coach tickets	19
	None	0
	Don't know	n/a

GO TO PRICING PROMOTION SECTION AS DIRECTED BY CAPI SCRIPT FROM QS1.

## SECTION D – DRIP - added optional extras

The percentages quoted in this section are based on a total of **794**, but as the 'Don't know' responses have been excluded, the base for the percentages is often slightly less.

Where there's a significant number of 'Don't knows' the raw figure is noted.

ASK THOSE WHO HAVE EXPERIENCED A PRICE THAT INCREASED (CODE D AT QS1)

QD1 SHOWCARD DA (R) **You say you have experienced a price offer which increased as you went through the purchasing process as more options and costs were added on to the initial advertised price. From this list, please tell me what type of product or service you were purchasing, or thinking of purchasing, when you saw the offer? Please read out the letters that apply. Which others? MULTICODE**

IF MORE THAN ONE MARKET ASK:

QD2 **We want to talk to you about just one of these types of products or services – so please pick one – such as the most important offer or purchase or the one you remember most about? SINGLE CODE ONLY**

		Base: 794	(QD1)	(QD1+2)
			%	%
a.	Toiletries and healthcare products		7	4
b.	Media products such as CDs, DVDs, magazines, books		7	3
c.	Clothes and fashion		8	4
d.	Entertainment tickets for concerts, theatre, cinema		10	3
e.	Electricals such as TVs, MP3s, fridges, vacuum cleaners, computers		22	16
f.	Home improvements - kitchens, bathrooms, double glazing, DIY products		9	3
g.	Furnishings and other household goods - furniture, carpets, kitchenware		6	3
h.	Groceries		9	6
i.	Gas, electricity, mobile phone network, internet, TV package, telephone landline		22	14
j.	Financial products – insurance (for home, car, travel), loans, credit cards, bank accounts		13	6
k.	Flights and airline tickets		31	22
l.	Holidays - package holidays, cottage/villa rental		18	10
m.	Car hire, train or coach tickets		6	2
n.	Other		5	4

**For the following questions, please think about the specific product or service in [READ MARKET FROM QD1 or QD2 IF MORE THAN ONE CODED AT QD1] and the price offer which increased as you went through the purchasing process as more options were added.**

QD3 **How do you feel about prices being presented in this way, on balance do you approve, do you object or do you not mind either way? SINGLE CODE DO NOT PROMPT**

	Base: 786	%
	Approve	5
	Object	75
	Not mind either way	19
	Don't know	n/a

ASK ALL

QD4 **When you first saw this particular price offer for ... [READ MARKET FROM QD1 or QD2 IF MORE THAN ONE CODED AT QD1], were you already thinking of purchasing or were you just browsing? SINGLE CODE ONLY**

	Base: 778	%	
	Just browsing	23	SKIP TO QD6
	Thinking of/intending to purchase	77	ASK QD5
	Don't know	n/a	SKIP TO QD6

IF CODE 2 AT QD4 ASK

QD5 **And were you already thinking of purchasing from that particular retailer or did you choose that retailer because of the price offer?**

SINGLE CODE

	Base: 778	%
Already thinking of purchasing from that retailer		40
Chose retailer/supplier because of price offer		60
Don't know		n/a

ASK ALL

QD6 **Did you make that particular purchase from that retailer?** SINGLE CODE

	Base: 775	%	
Yes		64	ASK QD7
Did not purchase		36	SKIP TO QD8
Don't know		n/a	SKIP TO QD8

ASK ALL WHO MADE PURCHASE – CODE 1 AT QD6

QD7 **Was this purchase made at a shop, or over the phone, an order on paper/in a catalogue/leaflet or ordering on-line over the internet?** SINGLE CODE ONLY

	Base: 482	%
At a shop		50
Over the phone		9
On paper, in catalogue, on leaflet		2
On-line/internet		38
Other/Don't know		n/a

ASK ALL

QD8 SHOWCARD DB. **How often do you purchase this type of product?** SINGLE CODE

	Base: 785	%
a. First time purchased		4
b. At least once a week		8
c. At least once a month		8
d. At least 2 or 3 times a year		25
e. About once a year		24
f. Less than once a year		31
Don't know		n/a

ASK ALL

QD9 **When you were browsing or purchasing, at what point did you become aware that there were going to be increases over and above the initial price offer advertised – beforehand, or when you saw the initial price, or only during the purchasing process?** SINGLE CODE ONLY

	Base: 771	%
Beforehand		12
When saw initial price		13
Only during the purchasing process		75
Don't know		n/a

ASK ALL

QD10. **Thinking of the initial price you saw, did the price offer make it clear what was included in the advertised price and what would cost extra?** SINGLE CODE ONLY

	Base: 765	%
Yes		26
No		74
Don't know		n/a

ASK ALL

QD11. **Approximately how many extras were added on, at an additional cost, to the initial advertised price? CODE NUMERIC RANGE. USE LEADING ZEROS**

	Base: 627	%	
One		22	ASK QD12
Two		34	
Three		23	
Four		8	
Five or more		13	
<i>MEAN</i>		4.55 extras	GO TO QD14
Don't know (167 responses; 21% of Total)		n/a	

ASK ALL WHO CODED ANY EXTRAS AT QD11

QD12. **Were these extras compulsory – did you have to buy them or could you still make the purchase without the optional extras? SINGLE CODE ONLY**

	Base: 615	%
Compulsory, had to buy them		45
Optional - could still make purchase without choosing them		38
Both		17
Don't know		n/a

ASK ALL WHO CODED ANY EXTRAS AT QD11

QD13. **SHOWCARD DC (R) From this card, please tell me which one of these best describes how you felt about the cost of the extras? SINGLE CODE ONLY**

	Base: 624	%
a. Cost much higher than expected		39
b. Cost slightly higher than expected		44
c. Cost much as expected		14
d. Cost slightly lower than expected		2
e. Cost much lower than expected		1
Don't know		n/a

ASK ALL

QD14. **When it became clear that the price was increasing as you went through the purchasing process, did you go elsewhere and shop around to get costs from any alternative suppliers? SINGLE CODE ONLY**

	Base: 784	%	
Yes		47	GO TO QD16
No		53	ASK QD15
Don't know		n/a	GO TO QD18

ASK ALL WHO DID NOT SHOP AROUND (CODE 2 AT QD14)

QD15. **Why didn't you go elsewhere or shop around? DO NOT PROMPT. MULTICODE**

	Base: 413	%
Too busy/no time to shop around		25
It was more convenient to purchase there and then		26
Price not the most important		4
Needed it urgently		10
No need – I could afford it		2
Would be same/similar add-ons/extras with other suppliers		11
Was still an acceptable/ good price		13
Good value/deal		7
Good product/brand		2
Knew/trusted the retailer/supplier		4
Other		13
Don't know		n/a

ASK ALL WHO DID SHOP AROUND (CODE 1 AT QD14)

QD16 **Why did you go elsewhere or shop around?** DO NOT PROMPT. MULTICODE

	Base: 363	%
To see if I could get a better deal		53
To get a better/cheaper price		44
Extras/add-ons getting too expensive		10
Annoyed cost of add ons/extras not clear up front		18
Other		3
Don't know		n/a

ASK ALL WHO SHOPPED AROUND (CODE 1 AT QD14)

QD17 **How many extra hours or minutes, if any, did you actively spend shopping around for a better price?** PROMPT IF NECESSARY. SINGLE CODE ONLY

	Base: 352	%
Under 10 mins		5
10-29 mins		20
30-60 mins		33
Over an hour, but less than 5 hours		29
5 hours or more		13
MEAN		143 minutes
Don't know		n/a

ASK ALL

QD18 **Was the final price you paid roughly the same amount you expected to pay when you started the purchasing process or was it less or was it more?** SINGLE CODE ONLY

	Base: 779	%	
What I expected to pay		30	SKIP TO QD20
Less than I expected to pay		17	SKIP TO QD20
More than I expected to pay		47	ASK QD19
Did not purchase		7	SKIP TO QD20
Don't know		n/a	SKIP TO QD20

ASK ALL WHO PAID MORE THAN EXPECTED (CODE 3 AT QD18)

QD19 SHOWCARD DD (R) **From this card, please tell me by how much more?** SINGLE CODE ONLY

	Base: 362	%
a. Very little more		6
b. A little more		46
c. Quite a lot more		31
d. A large amount more		12
e. A very large amount more		4
Don't know		n/a

ASK ALL

QD20 SHOWCARD DE (R) **Had you known the final price in the beginning, would you still have gone ahead and bought, or would you have gone elsewhere to try and find a better price?** SINGLE CODE ONLY

	Base: 751	%
a. Gone ahead and bought the same product from the same retailer		43
b. Bought a different, less expensive, product from the same retailer		11
c. Bought a different, more expensive, product from the same retailer		2
d. Gone elsewhere and bought the same product from a different retailer		44
Don't know (43 responses)		n/a

ASK ALL CODED 1 OR 2 AT QD6

QD21 **In the end, do you think you could have got the same product for a lower price just as easily elsewhere?** SINGLE CODE ONLY

	Base: 684	%
Yes		58
No		42
Don't know (91 responses, 13% of Total)		n/a

ASK ALL.

QD22 SHOWCARD DF (NOT R) **Whether people think optional extra charges should be excluded from or included in the initial advertised price may depend on the proportion of people choosing to purchase a particular optional extra.**

**In general do you think it is reasonable for the initial advertised price to exclude the cost of an optional extra if ....** MULTICODE OK

QD23 **And thinking of the fee for paying by credit card, do you think it is reasonable for the initial advertised price to exclude the cost of this if ....** MULTICODE OK

Reasonable for the advertised price to <u>exclude</u> the cost of optional extra charge if ...	General (QD22)	Credit card (QD23)
	Yes, exclude %	Yes, exclude %
	Base: 719	689
a. Very few people purchase it (1 or 2 people in 10)	23	20
b. Only some people purchase it (3 or 4 people in 10)	15	11
c. If half purchase it (5 people in 10)	12	7
d. If most people purchase it (6 or 7 people in 10)	9	8
e. If almost everyone purchase it (8 or 9 people in 10)	5	7
f. Everyone purchases it	9	9
g. Does not depend on proportion of people purchasing - if it's not compulsory, then it's optional	33	42
Don't know	n/a	n/a

ASK ALL

QD24 SHOWCARD DG (R) **How similar in price do you think compulsory charges are between different providers of the same product?** SINGLE CODE ONLY

	Base: 705	%
a. Virtually identical		5
b. Very similar		36
c. Fairly similar		39
d. Not at all similar		19
Don't know		n/a

ASK ALL

QD25 SHOWCARD DG (AGAIN) **How similar in price do you think optional charges are between different providers of the same product?** SINGLE CODE ONLY

	Base: 701	%
a. Virtually identical		4
b. Very similar		32
c. Fairly similar		40
d. Not at all similar		24
Don't know		n/a

ASK ALL

QD26 **Does the addition of optional charges make it more or less difficult to compare prices between different suppliers?** SINGLE CODE ONLY

	Base: 763	%	
More difficult		75	ASK QD27
Less difficult		8	GO TO QD28
Neither more difficult nor easier		17	GO TO QD28
Don't know		n/a	GO TO QD28

ASK ALL WHO SAID ADDITIONAL CHARGES MAKE IT MORE DIFFICULT TO COMPARE PRICES  
(CODE 1, QD26)

QD27 **A lot more difficult or a little more difficult? SINGLE CODE ONLY**

	Base: 571	%
A lot more difficult	57	
A little more difficult	43	
Don't know		n/a

ASK ALL

QD28. **For optional extras, would you prefer the most popular options to be included in the initial advertised price? SINGLE CODE ONLY**

	Base: 764	%
Yes	85	
No	15	
Don't know		n/a

ASK ALL

QD29 SHOWCARD DH (R) **If you came across the same product with the same price offer again, what would you do differently, if anything? Please read out the letters that apply. MULTICODE OK What else?**

	Base: 782	%
a. Shop around more	41	
b. Be more careful about choosing the optional extras	20	
c. Use a more trustworthy retailer / brand	9	
d. Speak to family / friends first	8	
e. Haggle	14	
f. Be more prepared to walk away rather than buy	18	
g. Do the same things – but pay more attention to the details	13	
h. Have bought the same product from a different retailer	7	
i. Have bought a different product from the same retailer	2	
j. Have bought less of the same product from the same retailer	1	
k. Wait to see if a better offer comes along	13	
l. Speak to an advisor	6	
m. Check price comparison websites	19	
n. Check recommendations in the media, blogs or reviews on the internet	6	
o. Nothing different/do the same again	18	
Don't know		n/a

ASK ALL

QD30 SHOWCARD DI (R) **How would you like the way the advertisement for the initial price offer you saw to be changed, if at all? Please read out the letter that applies from this card. SINGLE CODE ONLY**

	Base:762	%
a. Does not need to change – the prices were clear	11	
b. All compulsory charges should be included in the initial advertised price	41	
c. Compulsory charges should be included in the initial advertised price and a breakdown of costs should be provided	29	
d. Optional extra charges should be included in the initial advertised price even though you can opt-out of them	13	
e. Only optional extra charges that most customers are likely to need should be included in the initial advertised price	6	
f. Don't know		n/a

ASK ALL

QD31 **Do you object to suppliers leaving out any of the following from the initial advertised price:**  
READ OUT EACH STATEMENT. SINGLE CODE ONLY

		Yes – object %	No – do not object %	
	All bases: c750			
a)	<b>Standard post and packaging or delivery charges</b>	71	29	
b)	<b>Additional post and packaging or delivery charge for larger items</b>	69	31	
c)	<b>Additional charge for faster delivery</b>	50	50	
d)	<b>A baggage charge e.g. for a flight</b>	87	13	
e)	<b>Compulsory taxes which have to be paid</b>	89	11	
f)	<b>Extra charges for paying by credit card</b>	87	13	
g)	<b>Extra charges for paying by debit card</b>	91	9	
h)	<b>A booking fee</b>	91	9	

GO TO NEXT PRICING PROMOTION SECTION OR IF YOU HAVE ALREADY COMPLETED TWO PRICING PROMOTION SECTIONS GO TO THE FINAL SECTION G.

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Turning now to our next section.

**SECTION R – REFERENCE (price reduction)**

The percentages quoted in this section are based on a total of 945, but as the 'Don't know' responses have been excluded, the base for the percentages is often slightly less. Where there's a significant number of 'Don't knows' the raw figure is noted.

ASK THOSE WHO HAVE EXPERIENCED A PRICE OFFER BEING ADVERTISED WHICH WAS REDUCED TO BELOW THE 'RECOMMENDED' OR 'ORIGINAL' PRICE (CODE R AT QS1)

QR1 SHOWCARD RA (R) **You say you have experienced a price offer being advertised which was reduced to below the 'recommended' or 'original' price. From this list, please tell me what type of product or service you were purchasing, or thinking of purchasing when you saw the price offer. Please read out the letters that apply. Which others?**

MULTICODE. IF MORE THAN ONE MARKET ASK:

QR2 **We want to talk to you about just one of these types of products or services – so please pick one – such as the most important offer or purchase or the one you remember most about? SINGLE CODE ONLY**

	Yes	Answering PO section
	%	%
a) Toiletries and healthcare products	23	8
b) Media products such as CDs, DVDs, magazines, books	16	6
c) Clothes and fashion	27	16
d) Entertainment tickets for concerts, theatre, cinema	3	1
e) Electricals such as TVs, MP3s, fridges, vacuum cleaners, computers	33	20
f) Home improvements - kitchens, bathrooms, double glazing, DIY products	10	4
g) Furnishings and other household goods - furniture, carpets, kitchenware	15	5
h) Groceries	40	27
i) Gas, electricity, mobile phone network, internet, TV package, telephone landline	6	2
j) Financial products – insurance (for home, car, travel), loans, credit cards, bank accounts	3	1
k) Flights and airline tickets	8	3
l) Holidays - package holidays, cottage/villa rental	9	3
m) Car hire, train or coach tickets	3	1
n) Other	5	4

**For the following questions, please think about the specific product or service in ... [READ MARKET FROM QR1 or QR2 IF MORE THAN ONE CODED AT QR1] and the price offer at a reduced price below the 'recommended' or 'original' price.**

QR3 **How do you feel about prices being presented in this way, on balance do you approve, do you object or do you not mind either way? SINGLE CODE ONLY.**

	Base: 931	%
Approve	38	
Object	19	
Not mind either way	43	
Don't know	n/a	

ASK ALL

QR4 **When you first saw this particular price offer for ... [READ MARKET FROM QR1 or QR2 IF MORE THAN ONE CODED AT QR1], were you already thinking of purchasing the product or service or were you just browsing? SINGLE CODE ONLY**

	Base: 932	%	
Just browsing	37		SKIP TO QR6
Thinking of purchasing	63		ASK QR5
Don't know	n/a		SKIP TO QR6

IF CODE 2 AT QR4 ASK QR5

QR5 **And were you already thinking of purchasing from that particular retailer or did you choose that retailer because of the price offer? SINGLE CODE**

	Base: 566	%
Already thinking of purchasing from that retailer		45
Chose retailer because of price offer		55
Don't know		n/a

ASK ALL

QR6 **Did you make that particular purchase from that retailer? SINGLE CODE**

	Base: 914	%
Yes		76
Did not purchase		24
Don't know		n/a

ASK ALL

QR7 SHOWCARD RB. **How often do you purchase this type of product? SINGLE CODE**

	Base: 928	%
a. First time purchased		3
b. At least once a week		22
c. At least once a month		23
d. At least 2 or 3 times a year		16
e. About once a year		9
f. Less than once a year		26
Don't know		n/a

ASK ALL

QR8 **Did you think the advertised reduction was a genuine reduction on the original price or not? SINGLE CODE ONLY**

	Base: 846	%	
Yes		75	GO TO QR10
No		25	ASK QR9
Don't know (99 responses, 11% of Total)		n/a	GO TO QR13

ASK ALL WHO THOUGHT THE ADVERTISED REDUCTION WAS NOT GENUINE (CODE 2 AT QR8)

QR9 SHOWCARD RC (R) **Why did you think the reduction was not genuine? Please read out the letters that apply from this card. MULTICODE OK**

	Base: 206	%
a) It has been advertised at this reduced price before		18
b) The advertised reduction was too much to be genuine		20
c) This retailer always has sales and never sells anything at the full 'recommended price'		30
d) It did not seem genuine – no specific reason		23
e) The price at other retailers was lower than the recommended price stated in the promotion		8
Other		9
Don't know		n/a

ASK ALL WHO THOUGHT THE ADVERTISED REDUCTION WAS GENUINE (CODE 1 AT QR8)

QR10 SHOWCARD RD (R) **What made you think it was a genuine reduction? Please read out the letters that apply from this card. Did you ... MULTICODE OK**

	Base: 624	%	
a) Shop around and compare the price other suppliers were charging for the same product		26	ASK QR11
b) Know from previous experience what the original price actually was		47	
c) Just know it was a good price for the quality		19	GO TO QR13
d) Know or trust the brand		15	
e) Know or trust the retailer		23	
Other		3	
Don't know		n/a	

ASK ALL WHO MADE PRICE COMPARISONS (CODE 1 AT QR10)

QR11 **How many price comparisons did you make?**

CODE NUMERIC RANGE. USE LEADING ZEROS

	Base: 152	%
1		9
2		21
3		30
4		16
5		10
6 or more		14
MEAN		4 comparisons
Don't know		n/a

ASK ALL WHO MADE ANY PRICE COMPARISONS (CODE 1 AT QR10)

QR12 **How many extra hours or minutes, if any, did you actively spend checking to see if the price reduction was genuine?**

PROMPT IF NECESSARY. SINGLE CODE ONLY

	Base: 151	%
Under 10 mins		15
10-29 mins		26
30-60 mins		32
Over an hour, but less than 5 hours		20
5 hours or more		7
Don't know		n/a

ASK ALL CODED 1 OR 2 AT QR6

QR13 **In the end, do you think you could have got the same product or service for a lower price just as easily elsewhere?**

SINGLE CODE ONLY

	Base: 782	%
Yes		42
No		58
Don't know (132 responses, 14% of Total)		n/a

ASK ALL

QR14 **SHOWCARD RE (R) If you came across the same product with the same price offer again, what would you do differently, if anything? Please read out the letters that apply.**

MULTICODE OK

**What else?**

	Base: 921	%
a) Compare more prices/shop around more		19
b) Use a more trustworthy retailer / brand		5
c) Speak to family / friends first		4
d) Haggle		5
e) Do the same things – but pay more attention to the details		8
f) Have bought the same product from a different retailer		3
g) Have bought less of the same product from the same retailer		1
h) Wait to see if a better offer comes along		7
i) Use price comparison web sites		6
j) Check recommendations in the media, blogs or reviews on the internet		3
k) Nothing different/do the same again		60
Don't know		n/a

Now thinking generally about this kind of offer.

ASK ALL

QR15 **When you see a product advertised saying the price has been reduced, on average for how long do you think the product had been on sale at the full price prior to the reduction?**

PROMPT IF NECESSARY. SINGLE CODE ONLY

	Base: 766	%
a) Up to a week		15
b) Up to a month		29
c) 1-3 months		20
d) 4-6 months		12
e) More than 6 months		8
f) Always		3
g) Don't think about/consider that		12
Don't know (179 responses, 19% of Total)		n/a

ASK ALL

QR16 **For how long do you think the product should be sold at the full price for the reduced price to be a genuine reduction?**

PROMPT IF NECESSARY. SINGLE CODE ONLY

	Base: 838	%
a) Up to a week		8
b) Up to a month		22
c) 1-3 months		27
d) 4-6 months		17
e) More than 6 months		14
f) Always		2
g) Don't think about/consider that		9
Don't know (107 responses, 11% of Total)		n/a

ASK ALL

QR17 **And should the length of the sale period be shorter, the same amount of time or longer than the non-sale period?**

SINGLE CODE ONLY

	Base: 823	%
Shorter than the non-sale period		46
The same amount of time		33
Longer than the non-sale period		21
Don't know (122 responses, 13% of Total)		n/a

ASK ALL

QR18 **SHOWCARD RF (R) When you see a product advertised stating an RRP, that is the 'Recommended Retail Price', what do you understand by it? Please read out the letters that apply from this card.**

MULTICODE OK

	Base: 890	%
a) The product was previously on sale at that price		11
b) It's the price the retailer would sell at when its not having a sale		23
c) It's the price most other retailers sell it at		20
d) It's the price the manufacturer recommends for the product		57
e) It's the price the Government recommends for the product		3
f) It's the price the retailer must legally charge when not having a sale		7
Don't know/don't understand (55 responses, 6% of Total)		n/a

ASK ALL

QR19 SHOWCARD RG (R) **Thinking about your general attitude towards a 'half price' offer, to what extent would you agree or disagree with the following statements? READ OUT EACH STATEMENT. SINGLE CODE ONLY FOR EACH**

	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know / neither
<b>Bases: 889, 926, 915</b>	%	%	%	%	%
<b>They are unlikely to be a genuine reduction so are not worth the time to check them out.</b>	5	32	44	19	n/a
<b>Although the reduction might be exaggerated, I'd probably check out the offer in case it was a bargain</b>	27	60	10	3	n/a
<b>I'd be more likely to buy something if the price was reduced – I like getting a bargain</b>	46	44	8	2	n/a

GO TO NEXT PRICING PROMOTION SECTION OR IF YOU HAVE ALREADY COMPLETED TWO PRICING PROMOTION SECTIONS GO TO THE FINAL SECTION G.

Turning now to our next section.

**SECTION N – Not available (Bait)**

The percentages quoted in this section are based on a total of **745**, but as the 'Don't know' responses have been excluded, the base for the percentages is often slightly less. Where there's a significant number of 'Don't knows' the raw figure is noted.

ASK THOSE WHO EXPERIENCED A PRICE OFFER WHICH WAS ADVERTISED AT A REDUCED PRICE AND THEN FOUND TO BE NO LONGER AVAILABLE AT THAT PRICE OR AT THE FULL DISCOUNT (CODE N AT QS1)

QN1 SHOWCARD NA (R) **You say you have experienced a price being advertised at a reduced price and then found it was no longer available at that price. From this list, please tell me what type of product or service you were purchasing, or thinking of purchasing when you saw the offer? Please read out the letters that apply. Which others? MULTICODE**  
IF MORE THAN ONE MARKET ASK:

QN2 **We want to talk to you about just one of these types of products or services – so please pick one – such as the most important offer or purchase or the one you remember most about? SINGLE CODE ONLY**

	Yes	Answering PO section
	%	%
a) Toiletries and healthcare products	13	6
b) Media products such as CDs, DVDs, magazines, books	9	5
c) Clothes and fashion	17	11
d) Entertainment tickets for concerts, theatre, cinema	5	2
e) Electricals such as TVs, MP3s, fridges, vacuum cleaners, computers	26	19
f) Home improvements - kitchens, bathrooms, double glazing, DIY products	8	3
g) Furnishings and other household goods - furniture, carpets, kitchenware	10	6
h) Groceries	29	22
i) Gas, electricity, mobile phone network, internet, TV package, telephone landline	10	5
j) Financial products – insurance (for home, car, travel), loans, credit cards, bank accounts	5	2
k) Flights and airline tickets	13	8
l) Holidays - package holidays, cottage/villa rental	9	5
m) Car hire, train or coach tickets	4	2
n) Other	5	4

**For the following questions, please think about the specific product or service in ... [READ MARKET FROM QN1 or QN2 IF MORE THAN ONE CODED AT QN1] and the price offer being advertised at a reduced price and then found to be no longer available at that price.**

QN3 **How do you feel about prices being presented in this way, on balance do you approve, do you object or do you not mind either way? SINGLE CODE ONLY**

	Base: 731	%	
Approve		6	
Object		68	
Not mind either way		26	
Don't know		n/a	

ASK ALL

QN4 **When you first saw this particular price offer for ... [READ MARKET FROM QN1 or QN2 IF MORE THAN ONE CODED AT QN1] were you already thinking of purchasing the product or service or were you just browsing? SINGLE CODE ONLY**

	Base: 726	%	
Just browsing		29	SKIP TO QN6
Thinking of/intending to purchase		71	ASK QN5
Don't know		n/a	SKIP TO QN6

IF CODE 2 AT QN4 ASK QN5

QN5 **And were you already thinking of purchasing from that particular retailer or did you choose that retailer because of the price offer? SINGLE CODE**

	Base: 510	%
Already thinking of purchasing from that retailer		40
Chose retailer/supplier because of price offer		60
Don't know		n/a

ASK ALL

QN6 SHOWCARD NB. **How often do you purchase this type of product? SINGLE CODE**

	Base: 719	%
a. First time purchased		3
b. At least once a week		21
c. At least once a month		17
d. At least 2 or 3 times a year		19
e. About once a year		15
f. Less than once a year		24
Don't know		n/a

ASK ALL

QN7 **When you discovered the product was not available at the reduced advertised price, did you make a purchase from that retailer or did you purchase from a different retailer or did you not make a purchase?**

	Base: 722	%	
Made the purchase at the same retailer		33	ASK QN8
Made the purchase at a different retailer		38	ASK QN8
Did not make the purchase		30	GO TO QN10
Don't know		n/a	GO TO QN10

ASK ALL PURCHASING. CODE 1 OR 2 AT QN7

QN8 SHOWCARD NC (R) **From this card please tell me what kind of purchase you made? SINGLE CODE ONLY**

	Base: 498	%
a) Bought the <u>same</u> product at a <u>higher</u> price		29
b) Bought the <u>same</u> product at a <u>lower</u> price		36
c) Bought a <u>similar</u> product at a <u>higher</u> price		12
d) Bought a <u>similar</u> product at the same or a <u>lower</u> price		20
e) Other		3
Don't know		n/a

ASK ALL WHO BOUGHT A SIMILAR PRODUCT (CODES 3 OR 4 AT QN8)

QN9 SHOWCARD ND (R) **Why did you decide to purchase a similar or alternative product? SINGLE CODE ONLY**

	Base: 153	%
a) Compared to the initial advertised offer it was still a good price		18
b) Compared to the price it is usually sold for it was a good price		24
c) Getting a discount was not most important, it was the product I wanted		12
d) Did not want to spend the time looking for alternatives at other shops/web sites		20
e) I saw a better offer which was more tempting		19
f) Other		7
Don't know		n/a

ASK ALL

QN10 **Before you found out the product or service was not available, did you expect it might have sold out or did you expect the offer still to be available at the reduced price?** SINGLE CODE ONLY

	Base: 703	%
Expected it might have sold out		20
Expected it to be available		80
Don't know		n/a

ASK ALL

QN11 **How did you feel when you found out the product was not available at the advertised price?** DO NOT PROMPT CODE BELOW. MULTICODE

	Base: 732	%
Surprised		5
Not surprised		10
Disappointed		43
Annoyed		40
Deceived		11
Not bothered		10
Other		1
Don't know		n/a

ASK ALL

QN12 **Did the advertised offer state that there were only a limited number available at the reduced price?** SINGLE CODE ONLY

	Base: 673	%
Yes		17
No		83
Don't know		n/a

ASK ALL

QN13 **SHOWCARD NE (R) Did you compare the price of the product with other retailers' prices? Please give me your answer from this card.** SINGLE CODE ONLY

	Base: 745	%
a) Yes, <u>before</u> I saw the offer		25
b) Yes, <u>after</u> I saw the offer		30
c) No, because I knew it was a good price		21
d) No, because I was not able to/did not have the time		8
e) No, because the offer was too good to miss		5
f) No, the product was not what I wanted/I changed my mind		1
g) No, the price was not particularly important		7
h) Other		3

ASK ALL

QN14 **In the end, do you think you could have got the same product or service at a lower price just as easily elsewhere?** SINGLE CODE ONLY

	Base: 653	%
Yes		54
No		46
Don't know (92 responses, 12% of Total)		n/a

ASK ALL

QN15 SHOWCARD NF (R) **If you came across the same product with the same price offer again, what would you do differently, if anything? Please read out the letters that apply.**  
MULTICODE OK **What else?**

		Base: 723	%
I would ...			
a)	Compare more prices/shop around more		33
b)	Be less tempted to buy an alternative product		5
c)	Use a more trustworthy retailer / brand		7
d)	Be more prepared to walk away rather than buy		14
e)	Have bought the same product from a different retailer		9
f)	Have bought a different product from the same retailer		2
g)	Have bought less of the same product from the same retailer		1
h)	Wait to see if a better offer comes along		8
i)	Speak to an advisor		10
j)	Use price comparison websites		8
k)	Read blogs/reviews		1
l)	Check recommendations in the media, blogs or reviews on the internet		3
m)	Bought sooner/ reacted quicker to the advertisement or offer		14
n)	Nothing different/do the same again		27
		Don't know	n/a

ASK ALL

QN16 SHOWCARD NG (R) **What changes to the wording of the advertised price offer, if any, would be helpful?** MULTICODE OK

		Base: 717	%
a)	Nothing – it was clear		11
b)	Should state if stocks are limited at the advertised price		49
c)	Should state how many items are available at the advertised price		31
d)	Should state the date of the end of the offer		36
e)	Should not be displayed or shown if there's no stock left		32
		Don't know	n/a

ASK ALL

QN17 SHOWCARD NH (R) **Thinking about a price offer which was advertised at a reduced price and then found to be no longer available at that price. To what extent do you agree or disagree with the following statements? READ OUT EACH STATEMENT. SINGLE CODE ONLY FOR EACH.**

		Bases: 702, 716				
		Strongly agree %	Tend to agree %	Tend to disagree %	Strongly disagree %	Don't know %
a)	<b>I'd be suspicious that the offer had not been genuine</b>	17	42	28	12	n/a
b)	<b>Usually good offers do sell out quickly, so I would assume the initial reduction was probably genuine</b>	21	59	14	6	n/a

GO TO NEXT PRICING PROMOTION SECTION OR IF YOU HAVE ALREADY COMPLETED TWO PRICING PROMOTION SECTIONS GO TO THE FINAL SECTION G.

Turning now to the next section.

**SECTION V – VOLUME (“3 for the price of 2”)**

The percentages quoted in this section are based on a total of **1,543**, but as the ‘Don’t know’ responses have been excluded, the base for the percentages is often slightly less. Where there’s a significant number of ‘Don’t knows’ the raw figure is noted.

ASK THOSE OFFERED A DISCOUNT FOR BUYING MORE THAN ONE (CODE V AT QS1)

QV1 SHOWCARD VA (R) **You say you have experienced a price offer which offered a discount if more than one item was purchased, such as “buy one get one free” or “3 for the price of 2”. From this list, please tell me what type of product or service you were purchasing, or thinking of purchasing when you saw the offer? Please read out the letters that apply. Which others?**  
MULTICODE

IF MORE THAN ONE MARKET ASK:

QV2 **We want to talk to you about just one of these types of products or services – so please pick one – such as the most important offer or purchase or the one you remember most about?**  
SINGLE CODE ONLY

		Yes	Answering PO section
		%	%
	<b>Base: 1,543</b>		
a)	Toiletries and healthcare products	43	18
b)	Media products such as CDs, DVDs, magazines, books	13	4
c)	Clothes and fashion	14	5
d)	Entertainment tickets for concerts, theatre, cinema	3	1
e)	Electricals such as TVs, MP3s, fridges, vacuum cleaners, computers	2	1
f)	Home improvements - kitchens, bathrooms, double glazing, DIY products	3	*
g)	Furnishings and other household goods - furniture, carpets, kitchenware	2	*
h)	Groceries	83	68
i)	Gas, electricity, mobile phone network, internet, TV package, telephone landline	1	*
j)	Financial products – insurance (for home, car or travel), loans, credit cards, bank accounts	*	*
k)	Flights and airline tickets	1	*
l)	Holidays - package holidays, cottage/villa rental	2	*
m)	Other travel - car hire, train tickets	1	*
n)	Other	2	2

**For the following questions, please think about the specific product or service in [READ MARKET FROM QV1 or QV2 IF MORE THAN ONE CODED IN QV1] and the price offer which offered a discount if more than one item was purchased, such as “buy one get one free” or “3 for the price of 2”.**

QV3 **How do you feel about prices being presented in this way, on balance do you approve, do you object or do you not mind either way?** SINGLE CODE ONLY

		%
	<b>Base: 1,530</b>	
_____	Approve	49
_____	Object	16
_____	Not mind either way	35
_____	Don't know	n/a

ASK ALL

QV4 **When you first saw this particular price offer for ... [READ MARKET FROM QV1 or QV2 IF MORE THAN ONE CODED AT QV1], were you already thinking of purchasing or were you just browsing?** SINGLE CODE ONLY

		%	
	<b>Base: 1,518</b>		
_____	Just browsing	40	SKIP TO QV6
_____	Thinking of/intending to purchase	60	ASK QV5
_____	Don't know	n/a	SKIP TO QV6

IF CODE 2 AT QV4 ASK QV5

QV5 **And were you already thinking of purchasing from that particular retailer/supplier or did you choose that retailer/supplier because of the price offer?** SINGLE CODE

	Base: 891	%
Already thinking of purchasing from that retailer		74
Chose retailer/supplier because of price offer		26
Don't know		n/a

ASK ALL

QV6 **Did you make that particular purchase from that retailer/supplier?** SINGLE CODE

	Base: 1,510	%
Yes		86
Did not purchase		14
Don't know		n/a

ASK ALL

QV7 **SHOWCARD VB. How often do you purchase this type of product? Please choose one answer from this card** SINGLE CODE

	Base: 1,523	%
a. First time purchased		2
b. At least once a week		48
c. At least once a month		34
d. At least 2 or 3 times a year		12
e. About once a year		3
f. Less than once a year		2
Don't know		n/a

ASK ALL

QV8 **When you saw the offer, regardless of whether you made a purchase or not, did you work out the cost per item?** SINGLE CODE ONLY

	Base: 1,516	%
Yes, I did		64
No, I did not		36
Don't know		n/a

ASK ALL

QV9 **Did you compare the cost to...?** READ OUT EACH STATEMENT SINGLE CODE a, b, c

	Base: 1,508 – 1,514	Yes %	No %
a) <b>A previous price you had seen for the product?</b>		57	43
b) <b>The cost of similar products for sale in the same retailer?</b>		60	40
c) <b>The cost of the same product in different retailers</b>		38	62

ASK ALL

QV10 **Did you work out how much the offer was a saving on the pre-offer price?** SINGLE CODE ONLY

	Base: 1,522	%
Yes, I did		63
No, I did not		37
Don't know		n/a

ASK ALL CODED 1 OR 2 AT QV6)

QV11 **In the end, do you think you could have got the same product at a lower price just as easily elsewhere?** SINGLE CODE ONLY

	Base: 1,222	%
Yes		43
No		57
Don't know (288 responses, 19% of Total)		n/a

ASK ALL

QV12 **When trying to establish what is a good price, what would help you compare these types of offers? READ OUT. SINGLE CODE ONLY FOR EACH STATEMENT. The advertised price stating.....**

		Base: 1,449 - 1,522	Yes %	No %	
a)	<b>The individual price of each item</b>		81	19	
b)	<b>The average individual price each item was on sale for during the month prior to the offer</b>		63	37	
c)	<b>The value of the saving over any previous price - stating when and where it was available</b>		69	31	

ASK ALL

QV13 **SHOWCARD VC (R) If you came across the same product with the same price offer again, what would you do differently, if anything? Please just read out the letters that apply. MULTICODE OK What else?**

		Base: 1,510	%
I would ...			
a)	Compare more prices/shop around more		13
b)	Check the individual prices per item to work out the saving		7
c)	Think twice about buying and whether I actually needed all the items		7
d)	Haggle		1
e)	Be more prepared to walk away rather than buy		1
f)	Do the same things – but pay more attention to the details		5
g)	Have bought the same product from a different retailer		5
h)	Have bought a different product from the same retailer		1
i)	Have bought less of the same product from the same retailer		1
j)	Wait to see if a better offer comes along		3
k)	Use price comparison websites		3
l)	Check recommendations in the media, blogs or reviews on the internet		1
m)	Nothing different/do the same again		69
Don't know			n/a

ASK ALL

QV14 **SHOWCARD VD These types of price offers are called 'volume offers'; to what extent do you agree or disagree with the following statements: READ OUT EACH STATEMENT. SINGLE CODE ONLY FOR EACH.**

		Bases: 1,533, 1,531	Strongly agree %	Tend to agree %	Tend to disagree %	Strongly disagree %	Don't know %
a)	<b>Sometimes I buy more than intended and some can be wasted</b>		17	35	24	24	
b)	<b>Sometimes I buy more so I can stock up</b>		34	43	14	9	

GO TO NEXT PRICING PROMOTION SECTION OR IF YOU HAVE ALREADY COMPLETED TWO PRICING PROMOTION SECTIONS GO TO THE FINAL SECTION G.

Turning now to the next section.

**SECTION C – COMPLEX**

The percentages quoted in this section are based on a total of **884**, but as the 'Don't know' responses have been excluded, the base for the percentages is often slightly less. Where there's a significant number of 'Don't knows' the raw figure is noted.

ASK THOSE WHO HAVE EXPERIENCED AN ADVERTISED PRICE OFFER WHICH WAS COMPLICATED OR DIFFICULT TO COMPARE WITH OTHER PRICES (CODE C AT QS1)

QC1 SHOWCARD CA (NOT R) **You say you have experienced an offer being advertised that was complicated or difficult to compare with other prices. From this list, please tell me what type of product or service you were considering purchasing, or switching supplier for, when you saw the offer? Please read out the letters that apply. Which others?** MULTICODE  
IF MORE THAN ONE MARKET AT QC1 ASK:

QC2 **We want to talk to you about just one of these types of products or services – so please pick one – such as the most important offer or purchase or the one you remember most about?** SINGLE CODE ONLY.

	Yes	Answering PO section
	Base: 884	%
a. Mobile phone package not just the handset	34	21
b. TV, broadband, media package	24	14
c. Gas or electricity supply	39	27
d. Financial products – insurance (for home, car, travel), loans, credit cards, bank accounts	18	10
e. Toiletries and healthcare products	2	*
f. Media products such as CDs, DVDs, magazines, books	3	1
g. Clothes and fashion	3	1
h. Entertainment tickets for concerts, theatre, cinema	2	1
i. Electricals such as TVs, MP3s, fridges, vacuum cleaners, computers	13	6
j. Home improvements - kitchens, bathrooms, double glazing, DIY products	6	2
k. Furnishings and other household goods - furniture, carpets, kitchenware	3	1
l. Groceries	8	5
m. Flights and airline tickets	11	4
n. Holidays - package holidays, cottage/villa rental	8	2
o. Car hire, train or coach tickets	4	1
p. Others	4	4

For the following questions, please think about the specific product or service in ... [READ MARKET FROM QC1 or QC2 IF MORE THAN ONE CODED AT QC1] and the price offer that was complicated or difficult to compare.

QC3 **How do you feel about prices being presented in this way, on balance do you approve, do you object or do you not mind either way?** SINGLE CODE ONLY

	Base: 868	%
Approve	6	
Object	68	
Not mind either way	26	
Don't know	n/a	

ASK ALL

QC4 **When you first saw this particular price offer for ... [READ MARKET FROM QC1 or QC2 IF MORE THAN ONE CODED AT QC1], were you already thinking of switching supplier, or purchasing the product or service or were you just browsing?** SINGLE CODE ONLY

	Base: 850	%	
Just browsing	35		SKIP TO QC6
Thinking of switching/purchasing	65		ASK QC5
Don't know	n/a		SKIP TO QC6

IF CODE 2 AT QC4 ASK QC5

QC5 **And were you already thinking of purchasing from that particular supplier or did you choose that supplier because of the price offer?** SINGLE CODE

	Base: 525	%
Already thinking of purchasing from that supplier		41
Chose supplier because of price offer		59
Don't know		n/a

QC6 **Did you make that particular purchase from that supplier?** SINGLE CODE

	Base: 865	%	
Yes		54	ASK QC7
Did not purchase		46	SKIP TO QC8
Don't know		n/a	SKIP TO QC8

ASK ALL WHO MADE PURCHASE (CODE 1 AT QC6)

QC7 **Was this purchase made at a shop, or over the phone, an order on paper/in a catalogue/leaflet or ordering on-line over the internet?** SINGLE CODE

	Base: 429	%
At a shop		38
Over the phone		31
On paper/in catalogue/leaflet		3
On-line/internet		28
Other/Don't know		n/a

ASK ALL

QC8 **SHOWCARD CB (R). How often do you purchase or switch supplier for this type of product or service?** SINGLE CODE

	Base: 834	%
a. First time purchased/switched		10
b. At least once a week		5
c. At least once a month		4
d. At least 2 or 3 times a year		8
e. About once a year		20
f. Less than once a year		54
g. Don't know		n/a

ASK ALL

QC9 **Did you compare the prices between different suppliers?** SINGLE CODE ONLY

	Base: 877	%	
Yes		75	ASK QC10
No		25	GO TO QC12
Don't know		n/a	GO TO QC12

ASK ALL WHO COMPARE PRICES BETWEEN DIFFERENT SUPPLIERS (CODE 1 AT QC9)

QC10 **How many suppliers did you compare?** CODE NUMERIC RANGE. USE LEADING ZEROS

	Base: 636	%
1		3
2		21
3		36
4		15
5		11
6 or more		16
MEAN		4.8 suppliers
Don't know		n/a

ASK ALL WHO COMPARE PRICES BETWEEN DIFFERENT SUPPLIERS (CODE 1 AT QC9)

QC11 **Approximately how many extra hours or minutes did you spend actively comparing prices and getting information in order to make a decision about purchasing or switching supplier? READ OUT SINGLE CODE ONLY**

	Base: 647	%
Under 10 mins		4
10-29 mins		14
30-60 mins		32
Over an hour, but less than 5 hours		38
5 hours or more		12
Don't know		n/a

ASK ALL

QC12 **Do you think you got sufficient information to decide which supplier offered the best price? SINGLE CODE ONLY**

	Base: 850	%
Yes		60
No		40
Don't know		n/a

ASK ALL

QC13 **SHOWCARD CC (R) How easy or difficult was it to decide which supplier to use or which product to purchase? SINGLE CODE ONLY**

	Base: 873	%
a. Very difficult		16
b. Fairly difficult		33
c. Neither easy nor difficult		15
d. Fairly easy		27
e. Very easy		8
Don't know		n/a

ASK ALL CODED 1 OR 2 AT QC6

QC14 **In the end, do you think you could have got the same product or service at a lower price just as easily elsewhere? SINGLE CODE ONLY**

	Base: 686	%
Yes		54
No		46
Don't know (179 responses, 21% of Total)		n/a

ASK ALL

QC15 **SHOWCARD CD (R) If you came across the same product or service with the same price offer again, what would you do differently, if anything? Please read out the letters that apply. MULTICODE OK What else?**

	Base:	%
I would ...		
a. Compare more prices/shop around more		26
b. Get more facts/gather more information		22
c. Use a more trustworthy supplier / retailer / brand		5
d. Speak to family / friends first		14
e. Haggle		9
f. Be more prepared to walk away rather than buy or switch		9
g. Pay more attention to the details		12
h. Wait to see if a better offer comes along		8
i. Speak to an expert or advisor		9
j. Use price comparison websites		16
k. Check recommendations in the media, blogs or reviews on the internet		7
l. Nothing different/do the same again		35
Don't know		n/a

ASK ALL WHO FOUND IT DIFFICULT TO COMPARE SUPPLIERS (CODES 1 OR 2 AT QC13)

QC16 SHOWCARD CE (R) **You said you found it difficult to decide on the supplier to use or the product to purchase, why was this? Please just read out the letters that apply from this card.** MULTICODE OK

	Base: 418	%
a. Too difficult to calculate total amount you will pay over the period of the contract		35
b. Different retailers using different terms for the same thing		33
c. Too difficult to find the information to make a good comparison		30
d. Price comparison sites confusing/too complicated		16
e. Generally too confusing/complicated		35
f. No 'like for like' comparisons available		26
g. No 'typical user' comparisons available		12
h. The information they give is usually not relevant/does not apply to me		9
i. Too many options to consider		28
j. Different suppliers adverts all claim to be the best value		24
k. Other		2
	Don't know	n/a

ASK ALL WHO DID NOT FIND DIFFICULT TO COMPARE SUPPLIERS (CODES 4 OR 5 AT QC13)

QC17 SHOWCARD CF (R) **You said you did not find it difficult to decide on the supplier to use or the product to purchase, why was this?** MULTICODE OK

	Base: 305	%
a. Comparison sites make it easier		24
b. Heard a good review from a friend / relative		16
c. Read a good review in the media / online		11
d. I'm good at comparing prices / good with maths		26
e. I always use the same supplier		20
f. Obtained expert independent advice		6
g. Other		14
	Don't know	n/a

ASK ALL

QC18 SHOWCARD CG (R) **What would make it easier for you to be able to compare prices and value?** MULTICODE OK

	Base: 841	%
a. All suppliers using the same terms in adverts		45
b. All suppliers saying what a typical monthly bill is in adverts		30
c. All suppliers using standardised information for comparisons in adverts e.g. cost of boiling a kettle		47
d. Independent price comparison sites that cover all of the suppliers in the market		33
e. More information on how long / how much hassle it would be to switch supplier		25
	Nothing/ don't know	n/a

GO TO NEXT PRICING PROMOTION SECTION OR IF YOU HAVE ALREADY COMPLETED TWO PRICING PROMOTION SECTIONS GO TO THE FINAL SECTION G.

Turning now to our next section.

**SECTION T – TIME LIMITED (“Offer ends on ... date”)**

The percentages quoted in this section are based on a total of **973**, but as the ‘Don’t know’ responses have been excluded, the base for the percentages is often slightly less. Where there’s a significant number of ‘Don’t knows’ the raw figure is noted.

ASK THOSE WHO HAVE EXPERIENCED A PRICE OFFER WHICH WAS ADVERTISED FOR A SHORT TIME PERIOD ONLY (CODE T AT QS1)

QT1 SHOWCARD TA (R) **You say you have experienced an offer being advertised at a reduced price for a short time period only, such as ‘Offer ends on ... Date). From this list, please tell me what type of product or service you were purchasing, or thinking of purchasing when you saw the offer? Please read out the letters that apply. Which others? MULTICODE**  
IF MORE THAN ONE MARKET ASK:

QT2 **We want to talk to you about just one of these types of products or services – so please pick one – such as the most important offer or purchase or the one you remember most about? SINGLE CODE ONLY**

	Yes	Answering PO section
	%	%
a. Toiletries and healthcare products	16	7
b. Media products such as CDs, DVDs, magazines, books	8	4
c. Clothes and fashion	21	13
d. Entertainment tickets for concerts, theatre, cinema	2	0
e. Electricals such as TVs, MP3s, fridges, vacuum cleaners, computers	23	14
f. Home improvements - kitchens, bathrooms, double glazing, DIY products	12	7
g. Furnishings and other household goods - furniture, carpets, kitchenware	17	10
h. Groceries	40	31
i. Gas, electricity, mobile phone network, internet, TV package, telephone landline	6	2
j. Financial products – insurance (for home, car, travel), loans, credit cards, bank accounts	3	1
k. Flights and airline tickets	8	4
l. Holidays - package holidays, cottage/villa rental	7	3
m. Car hire, train or coach tickets	3	1
n. Other	4	4

**For the following questions, please think about the specific product or service in ... [READ MARKET FROM QT1 or QT2 IF MORE THAN ONE CODED AT QT1] and the price offer being advertised at a reduced price for a short time period only, such as ‘Offer ends on ... Date).**

QT3 **How do you feel about prices being presented in this way, on balance do you approve, do you object or do you not mind either way? SINGLE CODE ONLY**

	Base: 966	%
Approve		27
Object		17
Not mind either way		52
Don't know		n/a

ASK ALL

QT4 **When you first saw this particular price offer for ... [READ MARKET FROM QT1 or QT2 IF MORE THAN ONE CODED AT QT1], were you already thinking of purchasing or were you just browsing? SINGLE CODE ONLY**

	Base: 953	%	
Just browsing		41	SKIP TO QT6
Thinking of purchasing		59	ASK QT5
Don't know		n/a	SKIP TO QT6

IF CODE 2 AT QT4 ASK QT5

QT5 **And were you already thinking of purchasing from that particular retailer or did you choose that retailer because of the price offer?** SINGLE CODE

	Base: 554	%
Already thinking of purchasing from that retailer		54
Chose retailer because of price offer		46
Don't know		n/a

ASK ALL

QT6 **Did you make that particular purchase from that retailer?** SINGLE CODE

	Base: 947	%
Yes		64
Did not purchase		36
Don't know		n/a

ASK ALL

QT7 SHOWCARD TB. **How often do you purchase this type of product?** SINGLE CODE

	Base: 949	%
a. First time purchased		4
b. At least once a week		22
c. At least once a month		21
e. At least 2 or 3 times a year		16
f. About once a year		9
g. Less than once a year		27
Don't know		n/a

ASK ALL

QT8 **To the best of your knowledge, for how many days or weeks in total was this special offer available?** CODE NUMERIC RANGE. USE LEADING ZEROS

	Base: 934	%
1 to 5		17
6 to 10		23
11 to 14		27
15 to 21		10
22 to 28		15
29 or more		8
MEAN		19.3 days
Don't know		n/a

ASK ALL

QT9 SHOWCARD TC (R) **Did you compare the price of the product you purchased, or were thinking of purchasing, with other retailers' prices? Please read out the letter that applies from this card.** SINGLE CODE ONLY

	Base: 973	%
a. Yes, <u>before</u> I saw the offer		22
b. Yes, <u>after</u> I saw the offer		23
c. No, because I knew it was a good price		25
d. No, because I was not able to/did not have the time		8
e. No, because the offer was too good to miss		5
f. No, the product was not what I wanted/I changed my mind		4
g. No, the price was not particularly important		11
h. Other		3

ASK ALL CODED 1 OR 2 QT6

QT10 **In the end, do you think you could have got the same product or service at a lower price just as easily elsewhere?** SINGLE CODE ONLY

	Base: 795	%
Yes		41
No		59
Don't know (152 responses; 16% of Total)		n/a

ASK ALL

QT11 SHOWCARD TD (R) **If you came across the same product with the same price offer again, what would you do differently, if anything? Please read out the letters that apply.**  
 MULTICODE OK  
**What else?**

	Base: 942	%
a. Compare more prices/shop around more		19
b. Not feel pressurised into making a purchase before I was ready to		6
c. Use a more trustworthy retailer / brand		3
d. Speak to family / friends first		5
e. Be more prepared to walk away rather than buy		5
f. Have bought the same product from a different retailer		3
g. Wait to see if a better offer comes along		5
h. Use price comparison websites		5
i. Check recommendations in the media, blogs or reviews on the internet		2
j. Bought sooner/ reacted quicker to the advertisement or offer		5
k. Nothing different/do the same again		63
	Don't know	n/a

ASK ALL

QT12 SHOWCARD TE (R) **From this card please tell me how genuine you believe special offers to be when they are advertised as ...**  
 READ OUT.  
 SINGLE CODE FOR EACH.

	Very likely to be genuine	Fairly likely to be genuine	Not likely to be genuine	Not at all likely to be genuine	Don't know
	%	%	%	%	%
a. <b>'Hurry while stocks last'</b>	4	23	49	24	n/a
b. <b>'Sale must end Friday'</b>	7	30	39	24	n/a
c. <b>'Closing down sale'</b>	9	35	37	19	n/a

ASK ALL

QT13 SHOWCARD TF (R) **Which one or two of these do you consider to be most important when deciding whether a time limited offer is genuine? Please read out the letter or letters that apply from this card.**  
 MULTICODE OK

	Base: 917	%
a. The type of product or service		24
b. The brand		34
c. The retailer		44
d. The amount of the price reduction		39
e. The length of the time limited period remaining		17
	Don't know	n/a

ASK ALL

QT14 SHOWCARD TG (R) **Thinking about a price offer which was advertised at a reduced price for a limited time period only. To what extent do you agree or disagree with the following statements? READ OUT EACH STATEMENT. SINGLE CODE ONLY FOR EACH.**

		Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know / neither
	Bases: 947, 926, 941, 951	%	%	%	%	%
a.	<b>I'd check out the offer – I like to get a bargain</b>	30	57	10	3	n/a
b.	<b>I'd be suspicious that the offer would continue after the end date</b>	22	47	23	8	n/a
c.	<b>I'd be worried about missing out on a good deal if I didn't buy straight away</b>	9	33	35	23	n/a
d.	<b>Time-limited offers can pressure people into making a hasty purchase that they might regret later</b>	36	50	10	4	n/a

GO TO NEXT PRICING PROMOTION SECTION OR IF YOU HAVE ALREADY COMPLETED TWO PRICING PROMOTION SECTIONS GO TO THE FINAL SECTION G (General).

Turning to the final section, please think about price offers in general.

**SECTION G – GENERAL**

The percentages quoted in this section are based on the total of **3,015**, but as the 'Don't know' responses have been excluded, the base for the percentages is often slightly less. Where there's a significant number of 'Don't knows' the raw figure is noted.

ASK ALL

QG1 **Apart from quality which is the most important to you when making a purchase, getting the best deal or getting it at the cheapest price or the convenience and ease of purchase aspect?**  
SINGLE CODE

	Base: 2,969	%
Getting the best deal		50
Getting it at the cheapest price		23
Convenience and ease of purchase		27
Don't know		n/a

ASK ALL

QG2 **How many times in the past 12 months, if at all, have you, after purchasing a product or service, regretted doing so?** CODE NUMERIC RANGE. USE LEADING ZEROS

	Base: 2, 866	%
None		54
Once		15
Twice		14
3 times		6
4 or more times		11
MEAN		7 times
Don't know		n/a

ASK ALL WHO REGRETTED BUYING A PRODUCT (NOT CODES 1 OR 2 AT QG2)

QG3 **And of these, how many have been because you realised you did not get the lowest price?** CODE NUMERIC RANGE. USE LEADING ZEROS

	Base: 1,293	%
None		43
One		27
Two		14
Three		6
Four or more		10
MEAN		1.55
Don't know		n/a

ASK ALL

QG4 SHOWCARD GA (R) **To what extent do you agree or disagree with the following statements?** READ OUT EACH STATEMENT. SINGLE CODE ONLY FOR EACH

	Strongly agree %	Tend to agree %	Tend to disagree %	Strongly disagree %
As 'Don't knows' are excluded, the bases vary between 2,848 and 2,907.				
a) <b>Some advertised price offers are more genuine than others – you really have to look at whose advert it is</b>	40	51	7	2
b) <b>I would like to see more control and regulation over the way prices can be advertised</b>	51	38	9	2
c) <b>Past experience has taught me which price offers and reductions are likely to be genuine and which are not</b>	32	57	9	2
d) <b>I have sometimes bought something I might not have done because what was included in the advertised price was not clear</b>	15	37	29	19

ASK ALL

QG5 **In the past 12 months, have price reductions or promotions resulted in you ...** READ OUT EACH STATEMENT. SINGLE CODE ONLY FOR EACH.

	Yes %	No %	Don't know %
	Base 2,938 – 2,946:		
a) <b>Experiencing a wasted journey, or wasted time or extra hassle</b>	47	61	n/a
b) <b>Buying an inferior or poorer quality product than was desired</b>	32	68	n/a
c) <b>Giving up searching for the best price</b>	36	64	n/a

ASK ALL

QG6 SHOWCARD GB (R) **Although we know shoppers behave differently in different situations and depending on what they are buying, on the whole, which one of the following types of shopper best describes you most of the time?** SINGLE CODE ONLY

	Base: 3,016	%
a. 'Bargain hunter' - usually looking for sales, reductions or discounts, sometimes buying on impulse if it's a bargain		26
b. 'Entertainer' – often shopping for enjoyment or leisure		7
c. 'Researcher' – usually taking time to gather information and compare prices to get the best price		21
d. 'Premium purchaser' – usually after quality or the best brand, not necessarily the lowest price		17
e. 'No hassle' – not keen on shopping, usually after the easiest, quickest or most convenient way to purchase		27
f. None of these		2

ASK ALL

QG7 **When looking to purchase a product or service do you browse the internet?** SINGLE CODE

	Base: 2,998	%
	Yes	65
	No	35
	Don't know	n/a

ASK ALL USING THE INTERNET (CODE 1 AT QG7)

QG8 **After browsing, do you mainly make the actual purchase over the internet or mainly make the purchase elsewhere?** SINGLE CODE ONLY

	Base: 1,934	%
Mainly over the internet		29
Mainly purchase elsewhere		32
Both equally		39
Don't know		n/a

## Demographics

Base: 3,015

### Gender

	%
Male	46
Female	54

### Exact Age

	%
16-24	12
25-34	15
35-44	18
45-54	17
55-59	7
60-64	10
65-74	11
75+	9

### Working Status of Respondent:

	%
Working - Full time (30+ hrs)	37
- Part-time (9-29 hrs)	12
Unemployed	6
Not working – eg. retired	27
- looking after house/children	9
- invalid/disabled	3
Student	5
Other	1

END

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