

**OFT Advertising of Prices in-home CAPI – Final questionnaire: 24.05.2010.**

<b>Gender</b>	
Male	1
Female	2

**WRITE IN & CODE EXACT AGE**

**Exact Age**

16-24	1
25-34	2
35-44	3
45-54	4
55-59	5
60-64	6
65-74	7
75+	8

**Working Status of Respondent:**

Working - Full time (30+ hrs)	1
- Part-time (9-29 hrs)	2
Unemployed	3
Not working - retired	4
- looking after house/children	5
- invalid/disabled	6
Student	7
Other	8

**Interviewer Declaration**

I confirm that I have carried out this Interview face-to-face with the named person of the address attached and that I asked all the relevant questions fully and recorded the answers in conformance with the survey specification and within the MRS Code of Conduct and the Data Protection Act 1998.

Signature:

Interviewer Name (CAPS):

Interviewer Number:

 -     Day of Interview    1 2 3 4 5 6 7  
(Mon)            (Thur)            (Sun)Date of Interview:  /  /10Length of Interview:  (minutes) \_\_\_\_\_Date  
Length

Good morning/ afternoon/ evening. My name is ..... and I am from Ipsos MORI the independent market research company. We are conducting a survey about how people go about buying goods and services and the way prices are advertised. It's important we get the views of a variety of people and this interview should take no longer than 30 minutes. All your details and answers will be anonymous and confidential.

**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.

		Yes	No	ASK QS2, S3 AND QS4 BEFORE GOING TO ...
D	... increased as you went through the purchasing process as more options and costs were added on to the initial advertised price	1	2	QD1 - DRIP
R	... was reduced to below the "recommended" or "original" price	1	2	QR1 - REFERENCE
N	... was advertised at a reduced price, but was then found to be "no longer available" at that reduced price	1	2	QN1 – NOT AVAILABLE
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"	1	2	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	1	2	QC1 – COMPLEX/ CONFUSION
T	... was on sale and reduced for a short time period only, such as "Offer ends on ... (date)".	1	2	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

A.	Always	1
B.	Often	2
C.	Sometimes	3
D.	Rarely	4
E.	Never	5
	Don't know	6

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

A.	Toiletries and healthcare products	1
B.	Media products such as CDs, DVDs, magazines, books	2
C.	Clothes or fashion	3
D.	Entertainment tickets for concerts, theatre, cinema	4
E.	Electricals such as TVs, MP3s, fridges, vacuum cleaners, computers	5
F.	Home improvements - kitchens, bathrooms, double glazing, DIY products	6
G.	Furnishings and other household goods - furniture, carpets, kitchenware	7
H.	Groceries	8
I.	Gas, electricity, mobile phone network, internet, TV package, telephone landline	9
J.	Financial products – insurance (for home, car, travel, etc) loans, credit cards, bank accounts	0
K.	Flights and airline tickets	X
L.	Holidays - package holidays, cottage/villa rental	Y
M.	Car hire, train or coach tickets	1
	None	
	Don't know	

GO TO PRICING PROMOTION SECTION AS DIRECTED BY CAPI SCRIPT FROM QS1 (AND CHECK QUOTA SHEET).

**SECTION D – DRIP - added optional extras**

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

	(QD1)	(QD2)
a. Toiletries and healthcare products	1	1
b. Media products such as CDs, DVDs, magazines, books	2	2
c. Clothes and fashion	3	3
d. Entertainment tickets for concerts, theatre, cinema	4	4
e. Electricals such as TVs, MP3s, fridges, vacuum cleaners, computers	5	5
f. Home improvements - kitchens, bathrooms, double glazing, DIY products	6	6
g. Furnishings and other household goods - furniture, carpets, kitchenware	7	7
h. Groceries	8	8
i. Gas, electricity, mobile phone network, internet, TV package, telephone landline	9	9
j. Financial products – insurance (for home, car, travel), loans, credit cards, bank accounts	0	0
k. Flights and airline tickets	X	X
l. Holidays - package holidays, cottage/villa rental	Y	Y
m. Car hire, train or coach tickets	1	1
n. Other	2	2

**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

Approve	1	
Object	2	
Not mind either way	3	
Don't know	4	

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

Just browsing	1	SKIP TO QD6
Thinking of/intending to purchase	2	ASK QD5
Don't know	3	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

Already thinking of purchasing from that retailer	1	
Chose retailer/supplier because of price offer	2	
Don't know	3	

ASK ALL

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

Yes	1	ASK QD7
Did not purchase	2	SKIP TO QD8
Don't know	3	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**

At a shop	1	
Over the phone	2	
On paper, in catalogue, on leaflet	3	
On-line/internet	4	
Other/Don't know	5	

ASK ALL

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

a.	First time purchased	1	
b.	At least once a week	2	
c.	At least once a month	3	
d.	At least 2 or 3 times a year	4	
e.	About once a year	5	
f.	Less than once a year	6	
	Don't know	7	

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**

Beforehand	1
When saw initial price	2
Only during the purchasing process	3
Don't know	4

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**

Yes	1
No	2
Don't know	3

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**

WRITE IN	<input type="text"/> <input type="text"/>	ASK QD12
None	1	GO TO QD14
Don't know	2	

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**

Compulsory, had to buy them	1
Optional - could still make purchase without choosing them	2
Both	3
Don't know	4

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

a.	Cost much higher than expected	1
b.	Cost slightly higher than expected	2
c.	Cost much as expected	3
d.	Cost slightly lower than expected	4
e.	Cost much lower than expected	5
	Don't know	6

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

	Yes	1	GO TO QD16
	No	2	ASK QD15
	Don't know	3	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

	Too busy/no time to shop around	1	
	It was more convenient to purchase there and then	2	
	Price not the most important	3	
	Needed it urgently	4	
	No need – I could afford it	5	
	Would be same/similar add-ons/extras with other suppliers	6	
	Was still an acceptable/ good price	7	
	Good value/deal	8	
	Good product/brand	9	
	Knew/trusted the retailer/supplier	0	
	Other	X	
	Don't know	Y	

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

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

	To see if I could get a better deal	1
	To get a better/cheaper price	2
	Extras/add-ons getting too expensive	3
	Annoyed cost of add ons/extras not clear up front	4
	Other	5
	Don't know	6

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

	Under 10 mins	1
	10-29 mins	2
	30-60 mins	3
	Over an hour, but less than 5 hours	4
	5 hours or more	5
	Don't know	6

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**

What I expected to pay	1	SKIP TO QD20
Less than I expected to pay	2	SKIP TO QD20
More than I expected to pay	3	ASK QD19
Did not purchase	4	SKIP TO QD20
Don't know	5	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**

a.	Very little more	1
b.	A little more	2
c.	Quite a lot more	3
d.	A large amount more	4
e.	A very large amount more	5
	Don't know	6

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**

a.	Gone ahead and bought the same product from the same retailer	1
b.	Bought a different, less expensive, product from the same retailer	2
c.	Bought a different, more expensive, product from the same retailer	3
d.	Gone elsewhere and bought the same product from a different retailer	4
	Don't know	5

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**

	Yes	1
	No	2
	Don't know	3

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**

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

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**

a. Virtually identical	1
b. Very similar	2
c. Fairly similar	3
d. Not at all similar	4
Don't know	5

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**

a. Virtually identical	1
b. Very similar	2
c. Fairly similar	3
d. Not at all similar	4
Don't know	5

ASK ALL

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

More difficult	1	ASK QD27
Less difficult	2	GO TO QD28
Neither more difficult nor easier	3	GO TO QD28
Don't know	4	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**

A lot more difficult	1
A little more difficult	2
Don't know	3

ASK ALL

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

Yes	1
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No	2
Don't know	3

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?**

a.	Shop around more	1
b.	Be more careful about choosing the optional extras	2
c.	Use a more trustworthy retailer / brand	3
d.	Speak to family / friends first	4
e.	Haggle	5
f.	Be more prepared to walk away rather than buy	6
g.	Do the same things – but pay more attention to the details	7
h.	Have bought the same product from a different retailer	8
i.	Have bought a different product from the same retailer	9
j.	Have bought less of the same product from the same retailer	0
k.	Wait to see if a better offer comes along	X
l.	Speak to an advisor	Y
m.	Check price comparison websites	1
n.	Check recommendations in the media, blogs or reviews on the internet	2
o.	Nothing different/do the same again	3
	Don't know	4

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

a.	Does not need to change – the prices were clear	1
b.	All compulsory charges should be included in the initial advertised price	2
c.	Compulsory charges should be included in the initial advertised price and a breakdown of costs should be provided	3
d.	Optional extra charges should be included in the initial advertised price even though you can opt-out of them	4
e.	Only optional extra charges that most customers are likely to need should be included in the initial advertised price	5
f.	Don't know	6

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	N/A/Don't know
a) <b>Standard post and packaging or delivery charges</b>	1	2	3
b) <b>Additional post and packaging or delivery charge for larger items</b>	1	2	3
c) <b>Additional charge for faster delivery</b>			
d) <b>A baggage charge e.g. for a flight</b>	1	2	3
e) <b>Compulsory taxes which have to be paid</b>	1	2	3
f) <b>Extra charges for paying by credit card</b>	1	2	3
g) <b>Extra charges for paying by debit card</b>	1	2	3
h) <b>A booking fee</b>	1	2	3

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 R – REFERENCE (price reduction)**

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

	(QR1)	(QR2)
a) Toiletries and healthcare products	1	1
b) Media products such as CDs, DVDs, magazines, books	2	2
c) Clothes and fashion	3	3
d) Entertainment tickets for concerts, theatre, cinema	4	4
e) Electricals such as TVs, MP3s, fridges, vacuum cleaners, computers	5	5
f) Home improvements - kitchens, bathrooms, double glazing, DIY products	6	6
g) Furnishings and other household goods - furniture, carpets, kitchenware	7	7
h) Groceries	8	8
i) Gas, electricity, mobile phone network, internet, TV package, telephone landline	9	9
j) Financial products – insurance (for home, car, travel), loans, credit cards, bank accounts	0	0
k) Flights and airline tickets	X	X
l) Holidays - package holidays, cottage/villa rental	Y	Y
m) Car hire, train or coach tickets	1	1
n) Other	2	2

**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.

Approve	1	
Object	2	
Not mind either way	3	
Don't know	4	

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

Just browsing	1	SKIP TO QR6
Thinking of purchasing	2	ASK QR5
Don't know	3	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

Already thinking of purchasing from that retailer	1	
Chose retailer because of price offer	2	
Don't know	3	

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

Yes	1	
Did not purchase	2	
Don't know	3	

ASK ALL

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

a.	First time purchased	1
b.	At least once a week	2
c.	At least once a month	3
d.	At least 2 or 3 times a year	4
e.	About once a year	5
f.	Less than once a year	6
	Don't know	7

ASK ALL

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

Yes	1	GO TO QR10
No	2	ASK QR9
Don't know	3	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

a)	It has been advertised at this reduced price before	1
b)	The advertised reduction was too much to be genuine	2
c)	This retailer always has sales and never sells anything at the full 'recommended price'	3
d)	It did not seem genuine – no specific reason	4
e)	The price at other retailers was lower than the recommended price stated in the promotion	5
	Other	6
	Don't know	7

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

a)	Shop around and compare the price other suppliers were charging for the same product	1	ASK QR11
b)	Know from previous experience what the original price actually was	2	
c)	Just know it was a good price for the quality	3	
d)	Know or trust the brand	4	GO TO QR13
e)	Know or trust the retailer	5	
	Other	6	
	Don't know	7	

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

QR11 **How many price comparisons did you make?** CODE NUMERIC RANGE. USE LEADING ZEROS

WRITE IN:	□ □
Don't know	1

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

Under 10 mins	1
10-29 mins	2
30-60 mins	3
Over an hour, but less than 5 hours	4
5 hours or more	5
Don't know	6

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

Yes	1
No	2
Don't know	3

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?**

a)	Compare more prices/shop around more	1
b)	Use a more trustworthy retailer / brand	2
c)	Speak to family / friends first	3
d)	Haggle	4
e)	Do the same things – but pay more attention to the details	5
f)	Have bought the same product from a different retailer	6
g)	Have bought less of the same product from the same retailer	7
h)	Wait to see if a better offer comes along	8
i)	Use price comparison web sites	9
j)	Check recommendations in the media, blogs or reviews on the internet	0
k)	Nothing different/do the same again	X
	Don't know	Y

**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

a)	Up to a week	1
b)	Up to a month	2
c)	1-3 months	3
d)	4-6 months	4
e)	More than 6 months	5
f)	Always	6
g)	Don't think about/consider that	7
	Don't know	8

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**

a)	Up to a week	1
b)	Up to a month	2
c)	1-3 months	3
d)	4-6 months	4
e)	More than 6 months	5
f)	Always	6
g)	Don't think about/consider that	7
	Don't know	8

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**

	Shorter than the non-sale period	1
	The same amount of time	2
	Longer than the non-sale period	3
	Don't know	4

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**

a)	The product was previously on sale at that price	1
b)	It's the price the retailer would sell at when its not having a sale	2
c)	It's the price most other retailers sell it at	3
d)	It's the price the manufacturer recommends for the product	4
e)	It's the price the Government recommends for the product	5
f)	It's the price the retailer must legally charge when not having a sale	6
	Don't know/don't understand	7

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**

	1 Strongly agree	2 Tend to agree	3 Tend to disagree	4 Strongly disagree	5 Don't know / neither
<b>They are unlikely to be a genuine reduction so are not worth the time to check them out.</b>	1	2	3	4	5
<b>Although the reduction might be exaggerated, I'd probably check out the offer in case it was a bargain</b>	1	2	3	4	5
<b>I'd be more likely to buy something if the price was reduced – I like getting a bargain</b>	1	2	3	4	5

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**

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**

	(QN1)	(QN2)
a) Toiletries and healthcare products	1	1
b) Media products such as CDs, DVDs, magazines, books	2	2
c) Clothes and fashion	3	3
d) Entertainment tickets for concerts, theatre, cinema	4	4
e) Electricals such as TVs, MP3s, fridges, vacuum cleaners, computers	5	5
f) Home improvements - kitchens, bathrooms, double glazing, DIY products	6	6
g) Furnishings and other household goods - furniture, carpets, kitchenware	7	7
h) Groceries	8	8
i) Gas, electricity, mobile phone network, internet, TV package, telephone landline	9	9
j) Financial products – insurance (for home, car, travel), loans, credit cards, bank accounts	0	0
k) Flights and airline tickets	X	X
l) Holidays - package holidays, cottage/villa rental	Y	Y
m) Car hire, train or coach tickets	1	1
n) Other	2	2

**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**

Approve	1	
Object	2	
Not mind either way	3	
Don't know	3	

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**

Just browsing	1	SKIP TO QN6
Thinking of/intending to purchase	2	ASK QN5
Don't know	3	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**

Already thinking of purchasing from that retailer	1	
Chose retailer/supplier because of price offer	2	

	Don't know	3	
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ASK ALL

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

a.	First time purchased	1	
b.	At least once a week	2	
c.	At least once a month	3	
d.	At least 2 or 3 times a year	4	
e.	About once a year	5	
f.	Less than once a year	6	
	Don't know	7	

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?**

	Made the purchase at the same retailer	1	ASK QN8
	Made the purchase at a different retailer	2	ASK QN8
	Did not make the purchase	3	GO TO QN10
	Don't know	4	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

a)	Bought the same product at a higher price	1
b)	Bought the same product at a lower price	2
c)	Bought a similar product at a higher price	3
d)	Bought a similar product at the same or a lower price	4
e)	Other	5
	Don't know	6

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

a)	Compared to the initial advertised offer it was still a good price	1
b)	Compared to the price it is usually sold for it was a good price	2
c)	Getting a discount was not most important, it was the product I wanted	3
d)	Did not want to spend the time looking for alternatives at other shops/web sites	4
e)	I saw a better offer which was more tempting	5
f)	Other	6
	Don't know	7

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

	Expected it might have sold out	1
	Expected it to be available	2
	Don't know	3

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**

Surprised	1
Not surprised	2
Disappointed	3
Annoyed	4
Deceived	5
Not bothered	6
Other	7
Don't know	8

ASK ALL

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

Yes	1
No	2
Don't know	3

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**

a)	Yes, before I saw the offer	1
b)	Yes, after I saw the offer	2
c)	No, because I knew it was a good price	3
d)	No, because I was not able to/did not have the time	4
e)	No, because the offer was too good to miss	5
f)	No, the product was not what I wanted/I changed my mind	6
g)	No, the price was not particularly important	7
h)	Other	8

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**

Yes	1
No	2
Don't know	3

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?**

I would ...

a)	Compare more prices/shop around more	1
b)	Be less tempted to buy an alternative product	2
c)	Use a more trustworthy retailer / brand	3
d)	Be more prepared to walk away rather than buy	4
e)	Have bought the same product from a different retailer	5
f)	Have bought a different product from the same retailer	6
g)	Have bought less of the same product from the same retailer	7
h)	Wait to see if a better offer comes along	8
i)	Speak to an advisor	9
j)	Use price comparison websites	0
k)	Read blogs/reviews	X
l)	Check recommendations in the media, blogs or reviews on the internet	Y
m)	Bought sooner/ reacted quicker to the advertisement or offer	1
n)	Nothing different/do the same again	2
	Don't know	3

ASK ALL

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

a)	Nothing – it was clear	1
b)	Should state if stocks are limited at the advertised price	2
c)	Should state how many items are available at the advertised price	3
d)	Should state the date of the end of the offer	4
e)	Should not be displayed or shown if there's no stock left	5
	Don't know	6

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.**

		1 Strongly agree	2 Tend to agree	3 Tend to disagree	4 Strongly disagree	5 Don't know / neither
a)	<b>I'd be suspicious that the offer had not been genuine</b>	1	2	3	4	5
b)	<b>Usually good offers do sell out quickly, so I would assume the initial reduction was probably genuine</b>	1	2	3	4	5

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”)**

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

	QV1	QV2
a) Toiletries and healthcare products	1	1
b) Media products such as CDs, DVDs, magazines, books	2	2
c) Clothes and fashion	3	3
d) Entertainment tickets for concerts, theatre, cinema	4	4
e) Electricals such as TVs, MP3s, fridges, vacuum cleaners, computers	5	5
f) Home improvements - kitchens, bathrooms, double glazing, DIY products	6	6
g) Furnishings and other household goods - furniture, carpets, kitchenware	7	7
h) Groceries	8	8
i) Gas, electricity, mobile phone network, internet, TV package, telephone landline	9	9
j) Financial products – insurance (for home, car or travel), loans, credit cards, bank accounts	0	0
k) Flights and airline tickets	X	X
l) Holidays - package holidays, cottage/villa rental	Y	Y
m) Other travel - car hire, train tickets	1	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

Approve	1	
Object	2	
Not mind either way	3	
Don't know	4	

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

Just browsing	1	SKIP TO QV6
Thinking of/intending to purchase	2	ASK QV5
Don't know	3	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**

Already thinking of purchasing from that retailer	1	
Chose retailer/supplier because of price offer	2	
Don't know	3	

ASK ALL

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

Yes	1	
Did not purchase	2	
Don't know	3	

ASK ALL

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

a.	First time purchased	1	
b.	At least once a week	2	
c.	At least once a month	3	
d.	At least 2 or 3 times a year	4	
e.	About once a year	5	
f.	Less than once a year	6	
	Don't know	7	

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**

Yes, I did	1
No, I did not	2
Don't know	3

ASK ALL

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

	Yes	No	Don't know
a) <b>A previous price you had seen for the product?</b>	1	2	3
b) <b>The cost of similar products for sale in the same retailer?</b>	1	2	3
c) <b>The cost of the same product in different retailers</b>	1	2	3

ASK ALL

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

Yes, I did	1
No, I did not	2
Don't know	3

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**

Yes	1
No	2
Don't know	3

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.....**

		Yes	No	Don't know
a)	<b>The individual price of each item</b>	1	2	3
b)	<b>The average individual price each item was on sale for during the month prior to the offer</b>	1	2	3
c)	<b>The value of the saving over any previous price - stating when and where it was available</b>	1	2	3

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?**

I would ...

a)	Compare more prices/shop around more	1
b)	Check the individual prices per item to work out the saving	2
c)	Think twice about buying and whether I actually needed all the items	3
d)	Haggle	4
e)	Be more prepared to walk away rather than buy	5
f)	Do the same things – but pay more attention to the details	6
g)	Have bought the same product from a different retailer	7
h)	Have bought a different product from the same retailer	8
i)	Have bought less of the same product from the same retailer	9
j)	Wait to see if a better offer comes along	0
k)	Use price comparison websites	X
l)	Check recommendations in the media, blogs or reviews on the internet	Y
m)	Nothing different/do the same again	1
	Don't know	2

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.**

		1 Strongly agree	2 Tend to agree	3 Tend to disagree	4 Strongly disagree	5 Don't know / neither
a)	<b>Sometimes I buy more than intended and some can be wasted</b>	1	2	3	4	5
b)	<b>Sometimes I buy more so I can stock up</b>	1	2	3	4	5

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**

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.**

	(QC1)	(QC2)
a. Mobile phone package not just the handset	1	1
b. TV, broadband, media package	2	2
c. Gas or electricity supply	3	3
d. Financial products – insurance (for home, car, travel), loans, credit cards, bank accounts	4	4
e. Toiletries and healthcare products	5	5
f. Media products such as CDs, DVDs, magazines, books	6	6
g. Clothes and fashion	7	7
h. Entertainment tickets for concerts, theatre, cinema	8	8
i. Electricals such as TVs, MP3s, fridges, vacuum cleaners, computers	9	9
j. Home improvements - kitchens, bathrooms, double glazing, DIY products	0	0
k. Furnishings and other household goods - furniture, carpets, kitchenware	X	X
l. Groceries	Y	Y
m. Flights and airline tickets	1	1
n. Holidays - package holidays, cottage/villa rental	2	2
o. Car hire, train or coach tickets	3	3
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**

Approve	1	
Object	2	
Not mind either way	3	
Don't know	4	

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**

Just browsing	1	SKIP TO QC6
Thinking of switching/purchasing	2	ASK QC5
Don't know	3	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

Already thinking of purchasing from that supplier	1	
Chose supplier because of price offer	2	
Don't know	3	

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

Yes	1	ASK QC7
Did not purchase	2	SKIP TO QC8
Don't know	3	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

At a shop	1	
Over the phone	2	
On paper/in catalogue/leaflet	3	
On-line/internet	4	
Other/Don't know	5	

ASK ALL

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

a.	First time purchased/switched	1	
b.	At least once a week	2	
c.	At least once a month	3	
d.	At least 2 or 3 times a year	4	
e.	About once a year	5	
f.	Less than once a year	6	
g.	Other/Don't know	7	

ASK ALL

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

Yes	1	ASK QC10
No	2	GO TO QC12
Don't know	3	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

WRITE IN	<input type="text"/> <input type="text"/>
Don't know	1

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

Under 10 mins	1
10-29 mins	2
30-60 mins	3
Over an hour, but less than 5 hours	4
5 hours or more	5
Don't know	6

ASK ALL

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

	Yes	1
	No	2
	Don't know	3

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

a.	Very difficult	1
b.	Fairly difficult	2
c.	Neither easy nor difficult	3
d.	Fairly easy	4
e.	Very easy	5
	Don't know	6

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

	Yes	1
	No	2
	Don't know	3

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?**

	I would ...	
a.	Compare more prices/shop around more	1
b.	Get more facts/gather more information	2
c.	Use a more trustworthy supplier / retailer / brand	3
d.	Speak to family / friends first	4
e.	Haggle	5
f.	Be more prepared to walk away rather than buy or switch	6
g.	Pay more attention to the details	7
h.	Wait to see if a better offer comes along	8
i.	Speak to an expert or advisor	9
j.	Use price comparison websites	0
k.	Check recommendations in the media, blogs or reviews on the internet	X
l.	Nothing different/do the same again	Y
	Don't know	1

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

a.	Too difficult to calculate total amount you will pay over the period of the contract	1
b.	Different retailers using different terms for the same thing	2
c.	Too difficult to find the information to make a good comparison	3
d.	Price comparison sites confusing/too complicated	4
e.	Generally too confusing/complicated	5
f.	No 'like for like' comparisons available	6
g.	No 'typical user' comparisons available	7
h.	The information they give is usually not relevant/does not apply to me	8
i.	Too many options to consider	9
j.	Different suppliers adverts all claim to be the best value	0
k.	Other	X
	Don't know	Y

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

a.	Comparison sites make it easier	1
b.	Heard a good review from a friend / relative	2
c.	Read a good review in the media / online	3
d.	I'm good at comparing prices / good with maths	4
e.	I always use the same supplier	5
f.	Obtained expert independent advice	6
g.	Other	7
	Don't know	8

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

a.	All suppliers using the same terms in adverts	1
b.	All suppliers saying what a typical monthly bill is in adverts	2
c.	All suppliers using standardised information for comparisons in adverts e.g. cost of boiling a kettle	3
d.	Independent price comparison sites that cover all of the suppliers in the market	4
e.	More information on how long / how much hassle it would be to switch supplier	5
	Nothing/ don't know	6

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”)**

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**

	(QT1)	(QT2)
a. Toiletries and healthcare products	1	1
b. Media products such as CDs, DVDs, magazines, books	2	2
c. Clothes and fashion	3	3
d. Entertainment tickets for concerts, theatre, cinema	4	4
e. Electricals such as TVs, MP3s, fridges, vacuum cleaners, computers	5	5
f. Home improvements - kitchens, bathrooms, double glazing, DIY products	6	6
g. Furnishings and other household goods - furniture, carpets, kitchenware	7	7
h. Groceries	8	8
i. Gas, electricity, mobile phone network, internet, TV package, telephone landline	9	9
j. Financial products – insurance (for home, car, travel), loans, credit cards, bank accounts	0	0
k. Flights and airline tickets	X	X
l. Holidays - package holidays, cottage/villa rental	Y	Y
m. Car hire, train or coach tickets	1	1
n. Other		

**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**

Approve	1	
Object	2	
Not mind either way	3	
Don't know	4	

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**

Just browsing	1	SKIP TO QT6
Thinking of purchasing	2	ASK QT5
Don't know	3	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

Already thinking of purchasing from that retailer	1	
Chose retailer because of price offer	2	
Don't know	3	

ASK ALL

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

Yes	1	
Did not purchase	2	
Don't know	3	

ASK ALL

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

a.	First time purchased	1	
b.	At least once a week	2	
c.	At least once a month	3	
e.	At least 2 or 3 times a year	4	
f.	About once a year	5	
g.	Less than once a year	6	
	Don't know	7	

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

A) IF DAYS: WRITE IN	<input type="text"/> <input type="text"/>	DP: only A <u>OR</u> B can be coded
B) IF WEEKS: WRITE IN	<input type="text"/> <input type="text"/>	
Don't know	1	

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

a.	Yes, <u>before</u> I saw the offer	1
b.	Yes, <u>after</u> I saw the offer	2
c.	No, because I knew it was a good price	3
d.	No, because I was not able to/did not have the time	4
e.	No, because the offer was too good to miss	5
f.	No, the product was not what I wanted/I changed my mind	6
g.	No, the price was not particularly important	7
h.	Other	8

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

Yes	1
No	2
Don't know	3

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?**

a.	Compare more prices/shop around more	1
b.	Not feel pressurised into making a purchase before I was ready to	2
c.	Use a more trustworthy retailer / brand	3
d.	Speak to family / friends first	4
e.	Be more prepared to walk away rather than buy	5
f.	Have bought the same product from a different retailer	6
g.	Wait to see if a better offer comes along	7
h.	Use price comparison websites	8
i.	Check recommendations in the media, blogs or reviews on the internet	9
j.	Bought sooner/ reacted quicker to the advertisement or offer	0
k.	Nothing different/do the same again	X
	Don't know	Y

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. 'Hurry while stocks last'	1	2	3	4	5
b. 'Sale must end Friday'	1	2	3	4	5
c. 'Closing down sale'	1	2	3	4	5

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**

a.	The type of product or service	1
b.	The brand	2
c.	The retailer	3
d.	The amount of the price reduction	4
e.	The length of the time limited period remaining	5
	Don't know	6

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.**

		1 Strongly agree	2 Tend to agree	3 Tend to disagree	4 Strongly disagree	5 Don't know / neither
a.	<b>I'd check out the offer – I like to get a bargain</b>	1	2	3	4	5
b.	<b>I'd be suspicious that the offer would continue after the end date</b>	1	2	3	4	5
c.	<b>I'd be worried about missing out on a good deal if I didn't buy straight away</b>	1	2	3	4	5
d.	<b>Time-limited offers can pressure people into making a hasty purchase that they might regret later</b>	1	2	3	4	5

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

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

**SECTION G – GENERAL**

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

Getting the best deal	1
Getting it at the cheapest price	2
Convenience and ease of purchase	3
Don't know	4

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

WRITE IN	<input type="text"/> <input type="text"/>
None	1
Don't know	2

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

WRITE IN	<input type="text"/> <input type="text"/>
None	1
Don't know	2

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

	1 Strongly agree	2 Tend to agree	3 Tend to disagree	4 Strongly disagree	5 Don't know / neither
a) <b>Some advertised price offers are more genuine than others – you really have to look at whose advert it is</b>					
b) <b>I would like to see more control and regulation over the way prices can be advertised</b>	1	2	3	4	5
c) <b>Past experience has taught me which price offers and reductions are likely to be genuine and which are not</b>	1	2	3	4	5
d) <b>I have sometimes bought something I might not have done because what was included in the advertised price was not clear</b>	1	2	3	4	5

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
<b>a) Experiencing a wasted journey, or wasted time or extra hassle</b>	1	2	3
<b>b) Buying an inferior or poorer quality product than was desired</b>	1	2	3
<b>c) Giving up searching for the best price</b>	1	2	3

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

a.	'Bargain hunter' - usually looking for sales, reductions or discounts, sometimes buying on impulse if it's a bargain	1
b.	'Entertainer' – often shopping for enjoyment or leisure	2
c.	'Researcher' – usually taking time to gather information and compare prices to get the best price	3
d.	'Premium purchaser' – usually after quality or the best brand, not necessarily the lowest price	4
e.	'No hassle' – not keen on shopping, usually after the easiest, quickest or most convenient way to purchase	5
f.	None of these	6

ASK ALL

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

	Yes	1
	No	2
	Don't know	3

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

	Mainly over the internet	1
	Mainly purchase elsewhere	2
	Both equally	3
	Don't know	4

THANK RESPONDENT AND COMPLETE BACK PAGE.

**THIS MUST BE THE LAST PAGE OF THE QUESTIONNAIRE AND MUST BE SINGLE SIDED**

Ipsos MORI/10-003538-01-01  
1-6

Questionnaire No

Serial No \_\_\_\_\_  
OUO (7-10) \_\_\_\_\_  
CARD 3 | 11

Shift Number:

**OFT Advertising of Prices in-home CAPI  
24.05.2010**

Interviewer Number:

(12-17)

Name/Initial/Title: Mr/Mrs/Ms/Miss

Address:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Full Postcode        (18-)

QTEL1 **Do you have a fixed line telephone at home which you use for incoming and outgoing voice calls?**

	(25)	
Yes	1	
WRITE IN Full telephone number		
_____		
No	2	
Refused	3	GO TO QTEL2
Ex-directory	4	(25)

ASK IF NO FIXED LINE/REFUSED/EX-DIRECTORY (CODES 2-4). OTHERS ASK QREC  
QTEL2 **Can I just check, do you have a mobile phone? IF YES ASK: Can I take the number please?**

	(26)	
Yes	1	
WRITE IN Full telephone number		
_____		
No	2	
Refused	3	(26)

**IT IS VERY IMPORTANT THAT YOU FILL IN THE SAMPLE POINT NUMBER, QUESTIONNAIRE NUMBER AND INTERVIEWER NUMBER ON BOTH THE FRONT AND BACK PAGE OF THE QUESTIONNAIRE.**

QREC **Would you be willing to be re-contacted by Ipsos MORI to take part in further research concerning the issues discussed in this interview?**

	(27)	
Yes	1	OBTAIN SIGNATURE
No	2	GO TO DEMOGRAPHICS (27)

RECORDING SIGNATURE

Signature:

Name (Print):

Date: