



CMA Digital Comparison Tools (DCT) Mystery Shopping Research.

Technical Report

September 2017

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1 Introduction

1.1 Overview

This report includes technical information on mystery shopping research conducted by GfK as part of the Competition and Market Authority's (CMA's) Digital Comparison Tool (DCT) Market Study. The mystery shopping research was conducted between December 2016 and January 2017. A separate report covering the findings from the research is published on the CMA's website.

The technical report is divided into five chapters, as follows:

1. Introduction
2. The mystery shopping pilot
3. Setting up mystery shopping main fieldwork
4. Mystery shopping main fieldwork
5. Mystery shopping analysis and reporting.

In addition to the appendix, which includes all documentation such as the research objective, shopper briefing notes and questionnaire (split by sector).

1.2 The research method

The research was based on a online mystery shopping approach in order to obtain a detailed understanding of how consumers interact with DCTs when making a purchase via a website or app.

The reasons for choosing this approach were three-fold:

1. Online mystery shopping assessments of the type employed here are essentially website reviews used to gain an objective understanding of consumers purchase journeys (in this case relating to DCTs). Due to the objective nature of the data, consumer research is not an appropriate method due to the reliance on recall; whilst mystery shoppers are instructed in advance to observe specific features and functions; and complete their questionnaire as they go through the process, including the provision of screenshots as additional evidence behind their findings.
2. For this type of approach mystery shoppers are instructed to follow exactly the same process across the board and, therefore, whilst the *exact* purchase journey is dictated to a degree by the differing processes of the firms to be assessed (i.e. the different DCTs), every assessment should follow the same basic structure, ensuring like-for-like comparisons.
3. In this study each mystery shopper was instructed to assess a specific DCT (either via a website or app) and follow a specific scenario. As such, it was possible to assess a broad sample of DCTs without the requirement for finding consumers who were recent users of the DCTs to be covered. In other words, this approach facilitated sampling requirements that could potentially be complex via consumer research.

In total, 478 assessments were completed. These were undertaken by 124 mystery shoppers allocated from GfK's existing mystery shopping panel. This equates to an average of 3.85 assessments per shopper.

2 The Mystery Shopping Pilot

The mystery shopping was conducted in two stages. An exploratory pilot of 20 assessments across six sectors, followed by the second stage of main fieldwork based on 478 assessments across seven sectors.

The vast majority of mystery shopping projects involve interactions between a mystery shopper and another human being (either face-to-face or over the telephone) and, therefore, the type of online mystery shopping conducted here is unusual. As such, whilst GfK does have experience of this type of large-scale, highly detailed online mystery shopping the approach is uncommon and a key reason why a pilot across six sectors was required.

Following the pilot, a number of changes were made to the briefing and the questionnaire to ensure that all eventualities across the purchase journey were covered effectively and appropriately for each sector before main fieldwork.

2.1 The pilot

2.1.1 Shopper recruitment

As with any mystery shopping project conducted by GfK, it is important to establish the availability of suitable shoppers prior to making commitments about the approach and assessment numbers.

GfK Mystery Shopping has access to a panel of over 12,000 mystery shoppers covering a wide range of demographics and geographic locations. Based on this we were able to establish that several hundred assessments would be possible, depending on the exact requirements of the assessment, the need for shoppers to use their real details and the requirement for matching those details to specific scenarios.

GfK holds significant information about its shoppers in terms of demographic and personal information (e.g. banking relationships, utility providers etc.) which is provided by the shoppers when they sign-up to GfK's mystery shopping panel; however, prior to the pilot, an email was sent out to shoppers to (a) understand whether they would be interested and willing to take part in an 'online mystery shopping' project and (b) to obtain additional information that was useful in terms of establishing which scenarios could be conducted by which shoppers. The contents of the mystery shopper email are shown below:

Question No.	Question	Response	Comment
1	Do you consider your home location to be rural or urban?		
2	What kind of Energy meter do you have in your home: Economy 7, Economy 10, Smart Meter, Pre-paid meter, Dial Meter or other (please specify)		
3	Can you confirm how much you earn before tax each year?		
4	Do you have a credit card at the moment		
5	Have you ever had a credit card?		
6	Do you currently have home insurance?		
7	Have you ever had home insurance?		

8	Have you ever made any claims on your home insurance?		
9	Have you ever had motor insurance?		
10	What type of motor license do you hold?		
11	How long have you held your license?		
12	Do you use your car for: Social, domestic, pleasure and commuting? Social, domestic, pleasure only? Social, domestic, pleasure and commuting and business use? Or any other uses (please specify)		
13	How many miles do you drive a year?		
14	Have you ever had any motoring convictions?		
15	Have you ever made a claim on your motor insurance?		

The shoppers who replied that they would be willing to participate and provided the additional information required were then used for the pilot and main research.

2.1.2 Sample design and shopper scenarios

It was agreed that DCTs operating in seven industry sectors would be assessed, with the number of assessments required in the pilot and in main fieldwork shown below:

Sector	Number of assessments -	
	Main fieldwork	Pilot
Home insurance	90	5
Flights	90	2
Broadband	75	2
Credit cards	75	4
Energy	48	0
Hotels	45	2
Motor insurance	42	5
Total	465	20

In addition, in order to gain a detailed overview of the DCT market as a whole, it was agreed that a wide range of DCTs should be assessed. The complete list of DCTs assessed is shown in Section 3.2, with the DCTs covered in the pilot shown below. Of the 56 DCTs that were reviewed in main fieldwork, nine DCTs (including two DCTs assessed in two sectors) were assessed in the pilot.

Sector	DCTs covered
Home insurance (5)	DCT 1 x 2 DCT 2 x 2 DCT 3 x 1
Flights (2)	DCT 1 x 1 DCT 2 x 1
Broadband (2)	DCT 1 x 2 (one app)
Credit cards (4)	DCT 1 x 2 DCT 2 x 2 (one app)
Hotels (2)	DCT 1 x 2
Motor insurance (5)	DCT 1 x 2 DCT 2 x 2 DCT 3 x 1
Total	20

Given the diversity of the sectors, scenarios (to be used by the shoppers when making their enquiry) were designed to reflect typical enquiries in each individual sector; with the number of scenarios for each sector outlined below. In total, 35% of the total number of scenarios to be used in main fieldwork were tested.

Sector	Number of scenarios overall	Number of scenarios used in the pilot.
Home insurance	6	2
Flights	6	2
Energy	6	N/A
Motor insurance	6	2
Credit cards	5	2
Broadband	5	2
Hotels	3	1
Total	37	11

The detail of each scenario is provided in Section 3.3 below.

2.1.3 The assessment

In order to understand the full process in detail, shoppers were instructed to follow the steps outlined below.

In order to fully instruct the mystery shoppers on the requirements of their task, a detailed set of briefing notes was designed (see Appendix) providing details about the scenario and the process to follow. Whilst, a core set of briefing

notes was designed, it was also agreed that each set of briefing notes should be pertinent to each of the seven sectors and, therefore, seven sets of briefing notes were designed in total.

In essence, therefore, mystery shopping in each sector was essentially conducted as a separate study, but designed in such a way as to allow comparisons across sectors, by ensuring that shoppers followed the same basic steps:

Step 1 - Each shopper was instructed to follow a specific scenario.

As above, the scenarios were designed to reflect a range of realistic enquiries reflecting real customer needs and circumstances and the type of product / service that could be required. The shopper profiles were then matched to the requirements of each scenario. The scenarios were tailored for each sector and the number of scenarios varied by sector but was no more than six in one sector, as outlined above.

Step 2 - Shoppers were then instructed to visit a DCT, as a normal customer.

Shoppers visited the DCT for the sector they were assigned to (either on the DCT's website or app), but were instructed not to assess a DCT they had previously used. They were also instructed to clear their cookies prior to starting the assessment in order to remove traces of their previous search history. They were then asked to start their search by entering their details, where required, as per their scenario. They were instructed to assess what information was requested by the DCT. The average number of assessments undertaken by shoppers in each sector were as follows:

- Flights: 2.04 assessments
- Hotels: 2.04 assessments
- Home insurance: 1.98 assessments
- Energy: 1.81 assessments
- Broadband: 1.77 assessments
- Credit cards: 1.64 assessments
- Motor insurance: 1.61 assessments

Step 3 - Shoppers were then instructed to go through to the results page.

Once the shoppers had entered the required information, they went through to the results page presented by the DCT and assessed a number of factors including the default order in which the quotes were presented, if and how quotes could be re-ordered or filtered and whether technical terms were explained.

Once the assessment of the results page was complete, shoppers were also told to re-order the quotes (where possible) based on the following:

- Annual premium - Home insurance / motor insurance / broadband
- Price (from low to high) - Flights / hotels
- Representative APR - Credit cards
- Monthly savings - Energy

Following the re-ordering (on DCTs where this was possible), shoppers were then asked to choose the quote that was most appealing to them; followed by two further quotes, which both had to appear in the Top 3 rankings. For example, if the shopper chose the top ranked quote as their preference, they would then have to choose the quotes ranked in positions 2 and 3.

Shoppers were then told to either click through to the provider site for all three quotes (where this was possible) or, for DCTs where the purchase was made on the DCT, shoppers were instructed to follow the process up to the point of purchase. No shopper actually made a purchase or switched provider.

Step 4 – Comparing the provider site to the DCT.

The shoppers then compared the quote on the providers' sites to the DCT's quotes for all three quotes (where possible). Where shoppers visited DCTs that required the purchase to be made on the DCT (i.e. without re-directing shoppers to providers' sites) shoppers were asked to compare the final quote of their chosen provider as presented on the DCT (i.e. the quote provided just before the point of purchase) with the initial quote presented for the same provider on the DCT (i.e. the quote presented on the original results page).

The main aim of this element of the assessment was to assess whether there were any apparent differences between the provider and the DCT quotes or between the initial and final quote on the DCT. This included recording whether shoppers' personal information previously inserted was saved, if additional information was requested and if and how prices and other product dimensions differed, if at all.

Step 5 – The re-visits

Following the initial visit to DCTs and provider sites, shoppers were then instructed to undertake either one or two revisits on the same day to the same comparison site, according to the sector, using the same scenario as follows:

- Revisit 1 (**not removing** cookies) - All sectors
- Revisit 2 (after **removing** cookies) – Most sectors, with the exception of credit cards and energy.

The aim of this element of the programme was to assess whether there were apparent differences in the results from the previous visits including whether any differences appeared to relate to the retention of data on previous visits in the form of cookies. This included whether the ordering of quotes was different and for the top 10 quotes, whether and, if so, how the price and other product features changed.

2.1.4 The questionnaire

As the shoppers went through their journey, they were instructed to complete a questionnaire in order to provide a detailed overview of the process. The questionnaire (shown in the Appendix) was a highly detailed document covering every aspect of the process outlined above.

Shoppers were instructed to complete their questionnaire (if feasible) as they were undertaking their assessments and were also instructed to take screen-shots through the assessment of key web (or app) pages as evidence.

2.1.5 The pilot objectives

A pilot is particularly important when undertaking a new project and, particularly, where multiple sectors and multiple firms (e.g. DCTs) are assessed. The main objectives of the pilot were as follows:

- To understand whether the assessment structure was detailed enough to cover every aspect of the customer journey including click-throughs to other providers and the re-visits.
- To understand whether the briefing notes were clear enough to enable shoppers to follow the exact requirements of the assessment, enter the details the matched their scenario, re-order results as required and click-through to the relevant number of providers.
- To understand whether the questionnaire worked in terms of (a) capturing the relevant information and (b) not being overly complex.
- To assess the shoppers' ability to take screen-shots effectively (across both websites and apps).
- To ensure that the data would enable analysis and reporting that would meet the research objectives.

2.1.6 The pilot outcomes

The pilot did raise a number of issues as follows:

- The assessment itself took shoppers much longer to complete than was originally expected.

- Due to the length of the assessment (including the need for two revisits in five sectors and three potential provider click-throughs per visit), the length of the questionnaire and the requirement for detailed screen-shots, it was a challenging task for shoppers.
- It was clear that whilst the generic briefing notes and questionnaire provided a strong overview of the assessment requirements, some changes were needed for the specific instructions for different sectors and, more importantly, multiple DCTs all with different processes.
- Some mystery shoppers (particularly in certain demographics) had difficulties with taking screenshots on websites and particularly on apps.

Following the pilot, we made a number of amendments to the briefing notes and questionnaire across the seven projects.

3 Setting-up Mystery Shopping Main Fieldwork

3.1 The mystery shopping process

For large mystery shopping programmes such as this, the following processes are put in place by GfK to ensure that (a) the number of assessments are completed (b) the scenario / firm splits are as close to the original requirement as possible and (c) that all assessments are fully checked before the analysis / reporting stage.

Stage 1 – shopper recruitment

As outlined in section 2.1.1, the mystery shoppers were recruited from GfK's existing mystery shopping panel and asked a series of questions (in addition to the census information already held) to establish which sectors and which scenarios their profile would best match. For example, anyone without a car would not have been eligible for a motor insurance assessment.

Following this, a core panel of mystery shoppers was established to take part in the study, of which 124 shoppers completed successful assessments. All mystery shopping studies undertaken by GfK are managed via GfK's bespoke allocation and reporting system Cybershop.

- Stage 2 – sample design

The sample structure was agreed with CMA in terms of the key parameters (e.g. overall number of assessments by sector, number and target DCTs, number and type of scenarios), following which the 'directory' (or final sample) was up-loaded onto Cybershop in readiness for allocation. Each DCT assessment was then assigned a VIN (Virtual Identity Number) to enable tracking and to ensure responses and associated screenshots were clearly linked for each visit.

- Stage 3 – briefing notes and questionnaire design

Once the questionnaire(s) and shopper briefing notes were agreed they were also loaded on to Cybershop and linked up to the relevant VIN – i.e. the credit cards sector briefing notes and questionnaire were uploaded against all credit card VINs. Validations were also built in to the questionnaires to ensure that shoppers could not contradict themselves when entering their data.

Qualifying shoppers were allocated VINs that were relevant to their personal circumstances and situation.

- Stage 4 – main fieldwork

Once everything had been checked thorough every VIN was released and shoppers alerted via Cybershop

Prior to undertaking an assessment shoppers were required to pass an online test about the contents of the briefing notes and questionnaire, in order to ensure that every shopper had a detailed understanding of the assessment prior to starting the process. Any shoppers who failed the test were not permitted to undertake an assessment.

Shoppers then undertook their assessments (at a time and place convenient for them) within the fieldwork period and completed the questionnaire (alongside the provision of all screen-shots).

- Stage 5 – quality checks

Given the complexity of this programme, the quality checks were undertaken across various sub-stages, as follows:

- Stage 5a – initial checks were undertaken by the project management team to ensure that each shopper had followed the process correctly (including the click-throughs and re-visits). Once this was confirmed, the assessments were passed through for secondary checks. For any assessment that did not appear complete, shoppers were contacted; however, in many cases, incomplete assessments could not be used without the shoppers re-starting the process. In such cases, a new assessment was re-allocated and undertaken by a different shopper.

- Stage 5b – secondary checks were then undertaken on every questionnaire to ensure that the shopper responses made sense; and that the key screenshots were taken and included in the correct sections of the questionnaire. In cases where screenshots were missing or the responses were unclear, shoppers were contacted to clarify. If the query could not be resolved a new assessment was re-allocated undertaken by a different shopper.
- Stage 5c – The data was checked against the screenshots on the key questions.

Following the initial quality checks on the individual VINs, the data analyses were run and the analysis undertaken.

- Stage 6 – analysis and reporting

A detailed analysis and reporting period was undertaken to ensure that all research objectives were met.

The following sections provide an overview of the set-up stage – i.e. shopper recruitment, sample design and the briefing notes and questionnaire design.

3.2 Sampling overview

The overall aim of the programme was to achieve 465 assessments across seven sectors, broken down as follows. In total, 478 completed assessments were completed and reported on:

Sector	Required number of DCTs to be assessed (number of DCT apps. in brackets)	Number of scenarios	Required number of DCT assessments	Number of DCT assessments completed	Number of providers visited
Flights	15 (5 apps)	6	90	92 (10 apps)	171
Home insurance	15 (3 apps)	6	90	91 (5 apps)	234
Broadband	15 (1 app)	5	75	76 (4 apps)	226
Credit cards	15 (1 app)	5	75	74 (1 app)	207
Hotels	15 (5 apps)	3	45	53 (6 apps)	18
Energy	8 (2 apps)	6	48	47 (6 apps)	33
Motor insurance	7 (2 apps)	6	42	45 (3 apps)	126
Total	90 DCTs (19 apps)	37	465	478 (35 apps)	1,015

The initial directory of 465 assessments (with the required sector, DCT and scenario splits) was uploaded on to Cybershop and allocated to individual mystery shoppers.

It soon became apparent that the complexity of the assessments meant that some assessments were not passing the stage 1 quality checks. As such, new VINs were required, re-allocated and undertaken again by a new shopper. In addition, in order to ensure that all the assessment numbers were met within the permitted fieldwork time, an oversample of assessments was put in place.

An over-sample is commonly used in mystery shopping to meet sample requirements, particularly where only one firm is assessed and one scenario type is used; however this is more complex in projects involving multiple scenarios and multiple firms (such as this), as it is difficult to assess at the beginning of the project where an over-sample may be required. As such, an over-sample was not included at the start of the programme, but was included towards the end in relation to certain quotas where the failed assessment rate was higher. A sample of 478 assessments was achieved overall (compared to the 465 required), with a slight over-sample in five sectors and a slight under-sample in two sectors. In addition, there were some differences in the scenario and DCT split as indicated below.

Overall, 644 assessments were undertaken by mystery shoppers, of which 478 (or 74%) were successful. This represents a failure rate of 36%, which is extremely high and is an indication of the difficulties involved in this exercise.

The DCTs that were assessed are shown below, with required assessment numbers by DCT compared to actual numbers.

Broadband

DCT	Total number of actual assessments	Total number of required assessments	Difference
Broadband DCT1	4	5	-1
Broadband DCT2	5	5	0
Broadband DCT3	5	5	0
Broadband DCT4	5	5	0
Broadband DCT5	5	5	0
Broadband DCT6	5	5	0
Broadband DCT7	9	5	+4
Broadband DCT8	2	5	-3
Broadband DCT9	6	5	+1
Broadband DCT10	5	5	0
Broadband DCT11	5	5	0
Broadband DCT12	7	5	+2
Broadband DCT13	6	5	+1
Broadband DCT14	5	5	0
Broadband DCT15	2	5	-3
Grand Total	76	75	

Credit cards

DCT	Total number of actual assessments	Total number of required assessments	Difference
Credit card DCT1	6	5	+1
Credit card DCT2	6	5	+1
Credit card DCT3	5	5	0
Credit card DCT4	4	5	-1
Credit card DCT5	6	5	+1
Credit card DCT6	3	5	-2
Credit card DCT7	5	5	0
Credit card DCT8	6	5	+1
Credit card DCT9	5	5	0
Credit card DCT10	6	5	+1
Credit card DCT11	5	5	0
Credit card DCT12	2	5	-3
Credit card DCT13	4	5	-1
Credit card DCT14	5	5	0
Credit card DCT15	6	5	+1
Grand Total	74	75	

Energy

DCT	Total number of actual assessments	Total number of required assessments	Difference
Energy DCT1	7	6	+1
Energy DCT2	5	6	-1
Energy DCT3	6	6	0
Energy DCT4	6	6	0
Energy DCT5	7	6	+1
Energy DCT6	6	6	0
Energy DCT7	6	6	0
Energy DCT8	4	6	-2
Grand Total	47	48	

Flights

DCT	Total number of actual assessments	Total number of required assessments	Difference
Flights DCT1	6	6	0
Flights DCT2	8	6	+2
Flights DCT3	8	6	+2
Flights DCT4	5	6	-1
Flights DCT5	7	6	+1
Flights DCT6	5	6	-1
Flights DCT7	6	6	0
Flights DCT8	5	6	-1
Flights DCT9	3	6	-3
Flights DCT10	7	6	+1
Flights DCT11	6	6	0
Flights DCT12	6	6	0
Flights DCT13	7	6	+1
Flights DCT14	7	6	+1
Flights DCT15	6	6	0
Grand Total	92	90	

Home Insurance

DCT	Total number of actual assessments	Total number of required assessments	Difference
HI DCT1	4	6	-2
HI DCT2	6	6	0
HI DCT3	6	6	0
HI DCT4	7	6	+1
HI DCT5	6	6	0
HI DCT6	7	6	+1
HI DCT7	5	6	-1
HI DCT8	9	6	+3
HI DCT9	3	6	-3

HI DCT10	6	6	0
HI DCT11	6	6	0
HI DCT12	6	6	0
HI DCT13	7	6	+1
HI DCT14	6	6	0
HI DCT15	7	6	+1
Grand Total	91	90	

Hotels

DCT	Total number of actual assessments	Total number of required assessments	Difference
Hotels DCT1	4	3	+1
Hotels DCT2	4	3	+1
Hotels DCT3	3	3	0
Hotels DCT4	4	3	+1
Hotels DCT5	4	3	+1
Hotels DCT6	3	3	0
Hotels DCT7	4	3	+1
Hotels DCT8	2	3	-1
Hotels DCT9	3	3	0
Hotels DCT10	3	3	0
Hotels DCT11	3	3	0
Hotels DCT12	5	3	+2
Hotels DCT13	4	3	+1
Hotels DCT14	4	3	+1
Hotels DCT15	3	3	0
Grand Total	53	45	

Motor insurance (PMI)

DCT	Total number of actual assessments	Total number of required assessments	Difference
PMI DCT1	7	6	+1
PMI DCT2	6	6	0
PMI DCT3	7	6	+1
PMI DCT4	7	6	+1
PMI DCT5	6	6	0
PMI DCT6	7	6	+1
PMI DCT7	5	6	-1
Grand Total	45	42	

In total 56 DCTs were assessed, of which 29 DCTs (highlighted in green or orange) were covered in both the websweep and mystery shopping exercises. Of those covered in both the websweep and mystery shopping, those highlighted in orange were assessed in more than one sector.

List of DCTs – Financial Services (23 DCTs)	List of DCTs – Travel (24 DCTs)	List of DCTs – Utilities (18 DCTs)
DCT	DCT	DCT
DCT	DCT	DCT
DCT	DCT	DCT
DCT	DCT	DCT
DCT	DCT	DCT
DCT	DCT	DCT
DCT	DCT	DCT
DCT	DCT	DCT
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DCT	DCT	
DCT	DCT	
DCT	DCT	
DCT	DCT	

3.3 Scenarios

In total 37 scenarios were used across the seven sectors as follows:

Sector	Number of scenarios overall
Home insurance	6
Flights	6
Energy	6
Motor insurance	6
Credit cards	5
Broadband	5
Hotels	3
Total	37

Home insurance:

Scenario Number	Scenario
Scenario 1	You are looking for contents insurance for your home, including your laptop (valued at £500). You want to include a voluntary excess of £200 and want to pay monthly.
Scenario 2	You are looking for building & contents insurance for your home. You want to include a voluntary excess of £100 for buildings and £50 for contents. You want accidental damage cover to be included and want to pay monthly.
Scenario 3	You are looking for building & contents insurance for your home. You also want to insure your TV (valued at £1,100) but nothing else is worth over £1,000. You want to include a voluntary excess of £200 for buildings and £100 for contents.

Scenario 4	You are looking for contents insurance for your home including your bike (worth £300) when it's out of the home. You want to include a voluntary excess of £50 and want to pay a lump sum for the year up front.
Scenario 5	You are looking for contents insurance for your home and a diamond ring (worth £2,000). You do not have any other possessions worth over £1,000. You want to include a voluntary excess of £150 and want to pay a lump sum for the year up front.
Scenario 6	You are looking for building & contents insurance for your home. You want to include a voluntary excess of £200 for buildings and contents and a home emergency cover in your policy. You want to pay a lump sum for the year up front.

Six scenarios were used, with assessments undertaken across all scenarios despite not hitting exact targets:

	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5	Scenario 6	Total
Number of assessments achieved	24	14	14	16	11	12	91
Target number of assessments	15	15	15	15	15	15	90
Difference	+9	-1	-1	+1	-4	-3	+1

Flights:

Scenario Number	Scenario
Scenario 1	You want 1 adult ticket to (any airport) on Monday, 24 July 2017 between 1000 and 1100 from any London airport returning on Monday, 31 July 2017 after 1730. You want a non-stop flight and to check in a single item of baggage (up to 20kg).
Scenario 2	You want 2 adult tickets from any London airport to (any airport) on Friday, 3 February 2017 after 1730 and returning on Sunday, 5 February 2017 after 1730. You desire non-stop flights. You don't need to check in any luggage.
Scenario 3	You want 1 adult, 3 children and 1 infant tickets from London Gatwick leaving after 0930 to (any airport) on Saturday, 22 July 2017. You want to return from/to the same airport leaving before 1900 on Sunday 13 August 2017.
Scenario 4	You want 2 return adult tickets from Birmingham to Bangkok departing on Sunday, 26 March 2017 and returning on Thursday, 6 April. You would like one layover on the way out and one on the way back of at least 12 hours.
Scenario 5	You want 1 fully flexible adult ticket from (any airport) to London City Airport leaving before 0800 on Wednesday, 14 December 2016. You want a return flight from London Heathrow, leaving between 1800 and 1900.
Scenario 6	You want 1 adult ticket for 2017 Easter holiday from (any airport) to Bristol leaving after 0930. You want to stay for a week and are happy to fly any days between Wednesday, 12 April 2017 and Saturday, 22 April 2017.

Six scenarios were used, with assessments undertaken across all scenarios despite not hitting exact targets:

	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5	Scenario 6	Total
Number of assessments achieved	19	14	14	17	14	14	92
Target number of assessments	15	15	15	15	15	15	90
Difference	+4	-1	-1	+2	-1	-1	+2

Energy:

Scenario Number	Scenario
Scenario 1	You want a dual fuel (gas and electricity) energy supplier for your address. You want to pay by monthly direct debit.
Scenario 2	You want a dual fuel (gas and electricity) energy supplier for your address. You currently have a prepayment meter and wish to continue to pay by prepayment meter.
Scenario 3	You want an electricity supplier for your address and you want to pay by quarterly direct debit.
Scenario 4	You want a gas supplier for your address. You want a one year fixed term tariff with no exit fees. You want to pay on receipt of bill (ie not by direct debit).
Scenario 5	You want a dual fuel (gas and electricity) energy supplier for your address. You want to pay by monthly direct debit. You would like a tariff which supports the Warm Home Discount and has paper bills.
Scenario 6	You want a dual fuel (gas and electricity) energy supplier for your address. You want to pay on receipt of your bill (i.e. not by direct debit) and would like a green or environmental tariff.

Six scenarios were used, with assessments undertaken across all scenarios despite not hitting exact targets:

	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5	Scenario 6	Total
Number of assessments achieved	11	6	7	7	8	8	47
Target number of assessments	8	8	8	8	8	8	48
Difference	+3	-2	-1	-1	0	0	-1

Motor insurance:

Scenario Number	Scenario
Scenario 1	You want fully comprehensive car insurance and a voluntary excess of £250. The insurance is for you only and you want to pay a lump sum up front as opposed to monthly instalments.
Scenario 2	You want 3rd Party Fire & Theft for your car and a voluntary excess of £250. The insurance is for you and your partner. You want to pay monthly.
Scenario 3	You want a fully comprehensive car insurance and a voluntary excess of £100. The insurance is for you and your partner. You want to pay monthly.
Scenario 4	You want fully comprehensive car insurance and a voluntary excess of £250. The insurance is for you only and you want to pay monthly.
Scenario 5	You want 3rd Party Fire & Theft and a voluntary excess of £500. The insurance is for you and your partner. You want to pay a lump sum up front as opposed to monthly instalments.

Scenario 6	You want fully comprehensive car insurance but no voluntary excess. The insurance is for you only and you want to pay a lump sum up front as opposed to monthly instalments.
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Six scenarios were used, with assessments undertaken across all scenarios despite not hitting exact targets:

	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5	Scenario 6	Total
Number of assessments achieved	13	7	6	6	6	7	45
Target number of assessments	7	7	7	7	7	7	42
Difference	+6	0	-1	-1	-1	0	+3

Credit cards:

Scenario Number	Scenario
Scenario 1	You want to get a credit card with an interest-free deal on new purchases. You're looking for the card that has the longest 0% offer period.
Scenario 2	You want to get a credit card that offers cashback on purchases and you're looking for the lowest APR.
Scenario 3	You have existing credit card debt and you want to transfer the balance to a new credit card. You're looking for 0% interest on transfers (usually for a fixed time).
Scenario 4	You travel abroad frequently and you want to get a new credit card with favourable terms for overseas use (e.g. a good rate on foreign purchases).
Scenario 5	You want a credit card to make regular purchases and wish to earn airmiles on purchases. You intend to repay in full each month.

Five scenarios were used, with assessments undertaken across all scenarios despite not hitting exact targets:

	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5	Total
Number of assessments achieved	23	14	13	13	11	74
Target number of assessments	15	15	15	15	15	75
Difference	+8	-1	-2	-2	-4	-1

Broadband:

Scenario Number	Scenario
Scenario 1	You want home broadband with unlimited data downloads and an advertised download speed of at least 30 mb/s. You require a 12 month contract.
Scenario 2	You want a package including fixed line telephony (with weekend calls) and home broadband with unlimited data downloads and an advertised download speed of at least 17 mb/s. You want a one month contract only.
Scenario 3	You want a package including fixed line telephony (with anytime calls), home broadband (with unlimited data downloads and an advertised download speed of at least 30 mb/s), and a Sky Atlantic TV package. You require an 18 month contract.
Scenario 4	You want a package including some international calls from your fixed line to Sweden (but not any other calls), and home broadband with unlimited data downloads and an advertised download speed of at least 76 mb/s. You require an 18 month contract.

Scenario 5	You want a package including home broadband with unlimited data downloads and an advertised upload speed of at least 9 mb/s, and a BT sport TV package which includes all European Champions League football matches. You require an 18 month contract.
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Five scenarios were used, with assessments undertaken across all scenarios despite not hitting exact targets:

	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5	Total
Number of assessments achieved	24	13	13	14	12	76
Target number of assessments	15	15	15	15	15	75
Difference	+9	-2	-2	-1	-3	+1

Hotels:

Scenario Number	Scenario
Scenario 1	You want to book a double room (including breakfast) for 2 adults for 2 nights (a Friday and Saturday) in Brighton at any time during March 2017. You want at least a four star hotel but value for money is important.
Scenario 2	You want to book a room (without breakfast) for 1 adult for 3 nights covering 3, 4, 5 March 2017 in any location. You want a least a three star hotel.
Scenario 3	You want to book 3 double rooms (including breakfast) for a total of 6 adults for 5 nights in Las Vegas in September 2017. You wish to be in Las Vegas for the weekend of 16/17 September 2017 but are flexible on arrival and departure dates.

Three scenarios were used, with assessments undertaken across all scenarios despite not hitting exact targets:

	Scenario 1	Scenario 2	Scenario 3	Total
Number of assessments achieved	21	15	17	53
Target number of assessments	14	16	15	45
Difference	+7	-1	+2	+8

The shopper briefing notes clearly outlined the scenarios in each sector and each VIN was allocated a specific scenario. The questionnaire did not include scenario specific questions, but did include sector specific questions. The briefing notes for each of the seven sectors are shown in the Appendix.

3.4 The questionnaire.

A core questionnaire was designed to cover the *expected* process across all seven sectors and 56 DCTs.

One of the key objectives of the research was to establish how the process worked for consumers searching on DCTs. As such, without knowing the intricacies of different DCT processes prior to the research it was not possible to cover every eventuality in either the shopper briefing or the questionnaire. However, it was important to ensure that whilst a core questionnaire was used throughout (for comparison purposes), it was also crucial to include questions of relevance to each sector.

The core questionnaire covered the following, with all seven questionnaires shown in the Appendix.

- Background – confirmation of previous DCT experience
- DCT information requirements – what personal information was required by DCTs
- DCT results presentation – product information, re-ordering, filtering, technical terms, advertising / incentives
- The purchase journey – whether the purchase was made directly on the DCT or via a click-through to the provider website
- Comparison of the provider to the DCT – differences in the quote, requirement for additional information, provision of additional quotes.
- Comparison of the final quote on the DCT to the original quote
- Revisits – differences in the results page

Essentially the questionnaires followed the customer journey. This was preferable both in terms of facilitating the completion of the questionnaire by the shoppers and in terms of reporting the data, however because the processes differed across the 56 DCTs it was not possible to cover all eventualities and, therefore, in some cases shoppers were unsure about what steps to take and, therefore, how to answer certain questions. This in turn had an impact on the proportion of successfully completed assessments, as highlighted above.

4 Mystery Shopping Main Fieldwork

4.1 Fieldwork challenges.

As highlighted in section 3, 644 assessments were undertaken in total in order to attain 478 completed assessments. Although previous online mystery shopping studies have been undertaken by GfK, this study broke new ground in terms of the size and complexity, as outlined below.

Number of sectors and channels.

Ordinarily when undertaking a mystery shopping study the focus is on one industry or market sector. That facilitates the whole process from the shopper briefing and questionnaire through to quality checks and reporting.

Clearly, to gain a good understanding of the DCT sector as a whole it was of paramount importance to cover many key industry sectors in which DCTs operate and whilst there are similarities across sectors in terms of how DCTs operate, it was agreed that the study would effectively be set-up as seven different projects, with separate briefings and questionnaires for each study.

In addition, complexities arise when different channels are assessed. Ordinarily, studies may cover both face-to-face and telephone interviews; whereas for the purposes of this study both website and app assessments were undertaken. Again, whilst there were clear similarities across the two channels, there were also differences noted (even between users of the same DCT) which were not necessarily anticipated.

The number of DCTs.

GfK regularly conduct mystery shopping studies focusing on multiple firms, most commonly for regulatory / government bodies, as well as for clients looking to gain an overview of competitor practices.

Assessing multiple firms is always challenging for two main reasons:

1. Generally, the aim of multi-firm studies is to understand the processes employed by those different firms and, therefore, questionnaires and shopper briefings cannot be designed to cover multiple processes without detailed knowledge of what the customer journey will entail. Therefore, in many cases, briefing notes are designed 'blind' and situations can occur in actual assessments that are not foreseen.
2. In studies assessing multiple firms, it is likely (even with online studies) that each firm will have a different process. As such, without designing a questionnaire and briefing for every firm, it is not feasible to cover every situation that may occur. This would have been one approach, but designing 56 separate briefing notes and questionnaires would not have been efficient.

In this study, 56 DCTs were assessed and whilst there were clear similarities in functionality, there were also clear differences in the process, which were difficult to anticipate up-front and, therefore, not necessarily covered in as much detail as would normally be expected when undertaking an assessment of one firm.

In a high proportion of the studies conducted for regulators mystery shopping assessments are recorded and, therefore, the analysis is based on actual conversations, which means that regardless of the different processes employed it is straight-forward to gain an understanding of the customer experience. Whereas, in this case, with no human interaction, the analysis was based on both the shopper feedback (via a questionnaire) and the screenshots taken.

The number of research objectives.

In addition, the focus of most of the work we conduct is commonly on understanding whether a sales process has undertaken in compliance with key regulation. As such, the analysis stage is generally conducted by client-side compliance experts. In this case, the objectives were not focused on compliance and were very broad, meaning that the analysis was focused on a wide range of research questions from the outset rather than a small set of key objectives.

Taking screenshots.

Although online mystery shopping is the least common form of mystery shopping, a sizeable number of GfK mystery shoppers are experienced in this type of work and, consequently in taking screen-shots. However, ordinarily limits would be put on the number of screenshots requested from shoppers in order to limit the time spent on completing questionnaires and the potential impact on quality. In other words, the greater the number of screenshots the higher the potential for shoppers missing a screenshot and for poor quality images.

In this study, shoppers could potentially upload as many as 62 images for each assessment.

Undertaking the assessment.

In mystery shopping it is vital that the assessment (including the completion of the questionnaire) is not too elongated or onerous for the mystery shopper to complete. Otherwise, this will result in poor quality assessments. For this particular exercise, the average times taken by shoppers on each assessment (excluding the time taken to complete the questionnaire and upload the screen-shots) was as follows:

Sector	Number of revisits	Average time (HH:MM:SS)
Broadband	2 revisits	01:58:52
Flights	2 revisits	01:52:05
Hotels	2 revisits	01:51:37
Energy	1 revisit	01:39:04
Home Insurance	2 revisits	01:43:08
Private Motor Insurance	2 revisits	01:39:23
Credit Cards	1 revisit	01:25:56
All Sectors	N/A	01:44:18

Long assessments of this nature are more likely to result in 'information gaps' and also require more detailed back-end checks. For this project, the requirements for revisits was partially responsible for the longer assessment times.

In summary, therefore, a far higher number of assessments were undertaken than expected and of those that were successful the level of detail meant that the quality checks were significantly more exhaustive than usual.

4.2 Quality Checks.

As highlighted in section 3, the quality checks took several stages:

- Initial checks were undertaken by the project management team to ensure that each shopper had followed the process correctly (including the click-through and re-visits). Once this was confirmed, the assessments were passed through for secondary checks. For any assessment that did not appear complete, shoppers were contacted; however in many cases non-complete assessments could not be used without the shoppers re-starting the process. In such cases, a new assessment was re-allocated and undertaken by a new shopper.
- Secondary checks were then undertaken on every questionnaire to ensure that the shopper responses made sense; and that the key screenshots were taken and included in the correct elements of the questionnaire. In cases where screenshots were missing or the responses were unclear, shoppers were contacted. If the query could not be resolved a new assessment was undertaken.

- The data was checked against the screenshots on the key questions.

Initial checks.

The initial quality checks conducted by the project management team highlighted a number of assessments where the shoppers had not undertaken the full assessment correctly, with the main reasons as follows:

1. Not clicking through to provider sites where required.

There were a number of cases where the mystery shopper did not click-through to the provider site, despite the instruction appearing clear. The main reasons for confusion were as follows:

- The terminology used by certain DCTs in relation to the 'click-through' meant that certain shoppers were reluctant to go any further on the basis that an application may occur – these terms include 'apply now', 'switch', 'purchase' – and, therefore, next steps were not taken.
- In many DCTs a summary page was shown, summarising the quote originally shown on the results page. Many shoppers became confused at this point between whether this was the DCT or the provider. Again, without providing very specific briefing notes about the individual DCT processes, it was challenging to give specifics on the exact 'next steps'.

As such, any assessments, where the purchase journey was not undertaken correctly were replaced and undertaken again.

2. Undertaking re-visits incorrectly.

Some shoppers were confused by the requirements of the re-visits and the need to remove cookies. As such, assessments where the re-visits were not undertaken or undertaken incorrectly needed to be replaced and undertaken again by a new shopper.

Following these initial checks, a secondary stage of quality checks was undertaken.

Secondary checks.

All assessments that were passed through by the project team were then checked again by GfK's proofing team. As outlined above, these checks focused on the questionnaire responses and whether the screenshots were clear. A number of further failed assessments were highlighted at this stage, with common failures as follows:

- Gaps in the questionnaire
- Unclear screenshots
- Shoppers not following the exact briefing.

These 'errors' are expected in mystery shopping and for complex programmes, a number of replacement assessments is built into fieldwork timings.

Tertiary checks.

Given the significant number of screenshots taken by most shoppers it was impractical to check every one, however for key screenshots (e.g. the results page), the questionnaire responses were checked against the screenshots. In those small numbers of cases where the shopper's response contradicted what was shown in the screenshot, they were contacted to discuss the findings. In cases, where the 'correct' response was unclear, the assessment was reallocated and undertaken again.

Whilst the assessment was essentially an objective review of each DCT, the feedback was also based, to a large degree, on shopper interpretation. This was particularly the case in the following areas:

- The ability to re-order / filter results

- The use of technical terms
- The use of advertising / incentives
- Comparisons between the quote on the provider page and the DCT.

As such, in these cases, the screenshots themselves were used in tandem with the shopper feedback.

Once the data had been fully checked, the data analyses were run; although further checks were put in place during the analysis and reporting stage, as outlined below.

5 Mystery Shopping Analysis and Reporting

5.1 The main report

The main report was based around the customer journey and included charts and screenshots from relevant assessments; with the analysis based on the following data-sets:

- Question Analyses – an Excel-based question analysis for each of the seven sectors highlighting the key 'coded' questions ran against DCT, website vs app and scenario.
- Data download – an Excel-based data download analysis for each of the seven sectors showing the answers to all questions, including open-ended verbatim responses.
- Stacked data – an Excel-based pivot table for each of the seven sectors, based on the combined data from the three providers where provider click-throughs occurred.
- Brand share data – an Excel-based table for each of the seven sectors, showing the brands indicating in the Top 10 results pages, based on the screenshots provided by shoppers.
- Revisit data – an Excel-based table for each of the seven sectors, showing the Top 10 brands from the initial visit, plus the revisits in order to make comparisons between the two.

During the analysis and reporting stage, further checks were undertaken on the data, particularly where potential anomalies were highlighted, as follows:

Differences between assessments of the same DCT.

When analysing the data by DCTs there were occasions where shoppers *appeared* to interpret a process or function differently from another, which required additional checks to understand why this possible anomaly was occurring. Examples of this included:

- Personal information requested:
 - There were examples where a DCT requested specific personal information on their website, but not on the app; and, therefore, different shoppers assessing the same DCT in the same sector entered what appeared to be contradictory data.
 - In some cases, forms on DCT websites requested different information depending on the customer profile (e.g. only customers with electricity were asked if they had an Economy 7 meter). Again, this resulted in what appeared to be contradictory data.
 - In the case of one DCT, shoppers were directed to a second DCT to conduct input their information and conduct their search, without inputting any personal information into the original DCT. As such, there were different interpretations in terms of whether the DCT they were assessing required personal information or not.
- The results page:
 - It was not always clear how the quotes were ranked; particularly in DCTs without formatted column headings (e.g. in the hotels sector). Therefore, shoppers assessing the same DCT may have interpreted ranking systems differently, despite (in reality) there being no difference.
 - It was not always clear whether either the filtering and / or reordering of the results was possible. Additionally, for certain DCTs the different filtering options determined the re-ordering options. As such, any perceived anomalies needed to be fully checked.
 - The provision of product dimension information shown on certain DCTs relating to specific quotes was different depending on the quote and the provider offering the quote. For example, in home insurance, the top quote on a DCT results page may have included information on additional cover or excess, whereas the second quote may not have. As shoppers were instructed to comment on the top quote, this anomaly therefore resulted in what appeared to be conflicting information.
 - Shoppers may have interpreted technical terms and advertisements differently.

- The purchase journey – comparing quotes:
 - As highlighted in section 4, there was some confusion in terms of next steps, particularly where DCTs used terminology such as ‘apply now’. As such, certain shoppers clicked through, whereas others indicated that a direct purchase was the expected purchase route.
 - Some DCTs displayed a message indicating that the shoppers either had to call the provider or, in some cases, indicating that the quote was not available at that time. As such, there was some confusion about how to proceed.
 - A small number of shoppers clicked-through to the provider’s website, but were then met with either an error message or continuous ‘searching’ symbol, preventing them from going fully through to the provider site. As such, shoppers fed-back on their assessments, without having a clear mechanism to report these issues.
 - In a small number of assessments, the shopper reached the provider site only to be shown a message saying ‘the quote was no longer available’. Again, it was unclear in these circumstances how to respond to questions relating to quote comparisons.

In every case where a possible anomaly appeared, the data was checked again to assess the reasons behind the data and, where necessary, these issues were indicated in the report.

5.2 Caveats

During the process of analysing the results, it became clear that the complexity of the process did not lend itself to simple reporting. For example, one of the research objectives for the mystery shopping was to answer the question “do all DCTs provide X information?” To answer this question reports of all assessments for each DCT were examined to see whether this information was indeed provided for each DCT. In the great majority of cases all assessments reported that a particular DCT did (or did not) provide the relevant information and the research question could easily be answered “yes” or “no” accordingly.

However, there were instances where most of the assessments for a particular DCT reported the same finding but one or more assessments indicated a different one. In some cases, this was the result of how shoppers were asked to record their findings. To give one example, shoppers were asked to record what information, such as annual or monthly premium, was provided in the first quote on the results page, and for some DCTs most of the assessments reported that it did contain monthly premium, while others reported that it didn’t. Examination of the screen shots taken by the shoppers revealed that this usually reflected differences in the information provided by the DCT for different providers (possibly because of differences in information supplied by providers to the DCT), and the discrepancy only occurred because in one scenario a different provider appeared at the top of the list than in others. In these instances, where the screen shot revealed that the other quotations provided below the top one did indeed include monthly premium, it was agreed that this should be reported as a finding that the DCT concerned did indeed provide monthly premiums, even though one assessment report may have reported differently.

Furthermore, in some cases the DCT itself presented results that were open to interpretation. For example, there were occasional inconsistencies between assessments of the same DCT about how the displayed results were ranked by default – with it not being immediately obvious what criterion had been used by the DCT to default rank the results. There were thus a few cases where most assessments for an individual DCT reported the same default ranking criterion, but there were also some assessments that reported a different ranking criterion. Provided the screen shots showed that the criterion reported by the majority of assessments could have been a ranking criterion in the others – even if the assessment had reported a different criterion – the result was treated as being consistent for the majority criterion.

There were also cases where the shopper was unable to record how the DCT ranked the results because only one result was presented. In these cases, the assessment of the default ranking for that DCT was based on the majority of assessments for that DCT.

Additionally, there were also a few occasions where the report on the revisit by the shopper showed that different information was provided at the revisit from the information provided at the first visit. Examination of the screenshots – and checking back with the shopper – revealed that this was in some cases almost certainly the result of slightly different information being submitted to the DCT as part of the two assessment visits.

As stated above, shoppers – as in all mystery shopping exercises – were given detailed scenarios for each assessment, including the responses to a whole series of information requests that they might get on the DCT. But some DCTs asked for information that was not given in the scenario instructions, and shoppers had to develop their own response to put in. Because this was not part of the formal scenario shoppers did not always keep a record of the answers given to questions outside the scenario, and may have entered a slightly different answer at the revisit. The algorithms used by DCTs can be extremely complex, and even a small variation in input variables can lead to a large difference in the providers and prices displayed by the DCT in response.

Where this quality control exercise suggested the difference between first visit and revisit was most probably the result of a slight difference in information provided by the shopper, this case was removed from the revisit results.

These examples mean that, in some cases, the findings presented in the main report are the result of a judgement based on our assessment of the screen shot evidence – including instances where we have taken the weight of evidence rather than 100% of the assessment reports.

5.3 Reporting conventions.








The data in the main report is represented in a number of different ways, as outlined below:

- At the **DCT level** – to answer research questions related to the structure of comparison websites or apps (e.g. consumer information requirements, the structure of the results page, reordering and filtering, and the inclusion of technical terms), the results are presented as a proportion of all DCTs assessed in each sector (e.g. 8/15 DCTs).¹
- At the **assessment level** – to answer research questions related to factors that could vary by assessment for the same DCT or app, or were open to shoppers' observations and/or interpretation (e.g. whether there were any featured or paid-for results, whether the results matched the shoppers' scenario), the results are presented as percentages of the total number of assessments carried out in each sector.
- At the **quote level** – to identify the brands that were more frequently listed on DCTs in each sectors, results are presented as percentages of the total number of quotes (as the sum of the top 10 quotes on each DCT) in each sector.
- At the **supplier/provider level** – to answer research questions aimed at comparing information on DCTs vis-à-vis suppliers' sites (e.g. whether the information inserted on the DCT was saved on the provider's site, how the offer changed on the supplier's site (if at all) compared to the DCT, etc), the results are presented as percentages of the total number of providers' sites clicked-through to in each sector.

¹ As noted, in most cases, as might be expected, shoppers reviewing the same DCT reported the same findings – for instance in terms of what information the DCT requested from them to provide offers. In a small number of cases, however, reviewers assessing the same site reported differences in what they saw on the DCT. We discuss the details of this in our report, where it is relevant.

Appendix.

Briefing notes.

	Brief Summary of Assessment
<p>The Competition and Markets Authority (CMA) work to promote competition for the benefit of consumers, both within and outside the UK. Their aim is to make markets work well for consumers, businesses and the economy.</p> <p>The aim of this programme is to investigate comparison websites and apps using real life scenarios to compare prices/ information offered on comparison websites/apps and on providers' websites.</p> <p>This project is conducted using comparison websites for Home Insurance, Broadband and Broadband packages, Credit Cards, Hotels, Flights, Energy and Private motor insurance.</p> <p>Check your Coversheet carefully for the SECTOR and COMPARISON WEBSITE/APP and SCENARIO you need to assess.</p> <p>You will be asked to provide screenshots/photographs where applicable of the comparison websites app you assess THROUGHOUT the process. Only accept this assignment if you are able to capture screenshots and submit them as part of your report. Please refer to your briefing notes on how to take a screenshot.</p> <p>You should be aware that for the CREDIT CARDS and ENERGY sectors there may be some instances where you cannot progress either on the comparison website/app or the supplier's website; you may be provided with a phone number to call, for example. Please see the Credit Card and Energy specifics sections below for details on how to proceed in this situation.</p> <p>We advise that you complete the questionnaire as you are carrying out the assessment to ensure that your data entry is completely accurate. If this is not possible then please print out the questionnaire and fill it in by hand while carrying out the assessment and then data enter as soon as you can.</p>	
	Estimated Length of Assessment
<ul style="list-style-type: none">Each assessment should take around 1 hour in total including data entry. Let GfK know if you have experienced any unusual difficulties.	
	Fees
<ul style="list-style-type: none">The fee for this assessment will be shown on your coversheet.	
	Date and Time Requirements
<ul style="list-style-type: none">This assessment must be carried out during December 2016.All assessments, whether 2 or 3 parts, should be completed in the same sitting and please make sure you clear cookies as specified in the section below.	
	Profile
<ul style="list-style-type: none">Your coversheet will confirm the profile you should match	
	Restrictions
<ul style="list-style-type: none">You may conduct no more than TWO Home Insurance comparison website/app mystery shop for these web and mobile assessments.You may conduct no more than TWO Broadband and Broadband package comparison website/app mystery shop for these web and mobile assessments.You may conduct no more than TWO Credit Card comparison website/app mystery shop for these web and mobile assessments.You may conduct no more than TWO Flight comparison website/app mystery shop for these web and mobile assessments.You may conduct no more than TWO Energy comparison website/app mystery shop for these web and mobile assessments.You may conduct no more than TWO Hotels comparison website/app mystery shop for these web and mobile assessments.You may conduct no more than TWO Private Motor Insurance comparison website/app mystery shop for these web and mobile assessments.You will be required to clear the cookies on your web browser/app before taking on the first assessment. Please refer to your briefing notes for information on how to do this.	
	Proof of Assessment Requirements

WEBSITE AND MOBILE ASSESSMENTS

- You must take screenshots of each page that the questionnaire specifies and upload as an image on to CyberShop as explained below.
- To take a screen shot on your PC or laptop you press the button **PrtScn** usually on top right of your keyboard. You then do paste or Control and the letter 'V' and save it as a JPEG format as explained below.
- If you are doing a mobile app assessment to take a screen shot on your phone – for most phones you should press the power key and volume down at the same time to take a screen shot which will then save in your photo gallery on your phone. If this does not work on your particular phone please consult your mobile user guide on how to take a screenshot.

Note that some apps prevent screenshots being taken. If this is the case you will need to take a picture of the screen using another device and upload this – photos have to be provided where requested; otherwise we will revisit your assessment without payment. Please refer to your briefing notes and scenario for where in the process photographs need to be taken.

Uploading Images in your report:

- Instructions for uploading images can be found on CyberShop:
<https://mysteryshopper.gfk.com/CyberShop2Web/Member/NoticeBoard/Notice.aspx?NoticeId=327>
- To upload your images please ensure your screenshot is saved to your computer. Press the 'Browse' button to bring up a dialogue box – use this to locate the file – press 'Open'. The box will then close. Now press 'Upload'. You can view the file you have uploaded by clicking the link that will appear.
- Please ensure that images are in focus.
- **NOTE:** The 'Upload' function on CyberShop data entry does not work on all mobile devices. Please try to avoid using a phone or tablet for data entry unless you know your device supports uploading to websites.
- **NOTE:** The file must be in a JPEG format – this is the standard file format for digital cameras and must be less than 4MB in size.
- If you are unsure about the file format from your digital camera/scanner, please consult the device's manual or search online for how to save the image in JPEG format.
- If you are unable to upload your images, please email the images to XXX with your VIN number and assessor number, explaining the issue.
- As some key information is shown on the same page as other key information and you are required to upload images throughout this questionnaire, you may find that you have already uploaded some images before. However this is very important to the questionnaire so please upload images as requested.



Data Entry Requirements

- **Results for this assessment must be entered on the day you are scheduled to make your enquiry.**
- **Failure to do this will result in the assessment being deallocated / cancelled and non-payment.**
- **Failure to follow these Briefing Notes and the questionnaire correctly will result in non-payment.**
- **Contact GfK if you are experiencing difficulties.**

The Questionnaire

- Please read through the Questionnaire carefully in order to fully prepare for your enquiry.



Contact Information

- If you have any queries regarding this assessment please contact XXX
- Please include your name, assessor number and the VIN number of the assessment in your email.



Your Coversheet and Questionnaire

You **MUST** print and complete the Coversheet and Questionnaire for every Assessment. We advise that you complete the questionnaire as you are carrying out the assessment to ensure that your data entry is completely accurate. If this is not possible then please print out the questionnaire and fill in by hand while carrying out the assessment and then data enter as soon as possible.

- The Coversheet will contain essential information specific to the individual visit and is not the same for all visits in a wave. Likewise the Questionnaire is not always the same for all visits in a wave.



Briefing Notes

Check your Coversheet for your exact scenario and comparison website/app. You must follow the instructions below that are relevant to you.

General Overview;

On your Coversheet is the specific sector we want you to assess, please go to the comparison website/app shown. Please use the **EXACT** scenario that you have been given on your coversheet. Deviation from both the website/app and the scenario will result in your visit being revisited and non-payment.

By comparison website/app we mean web based, app based or other digital intermediary services used by consumers to compare and/or switch between a range of products or services from a range of businesses.

The website address on your coversheet will take you to a webpage of the relevant comparison website that you are required to assess, where you will need to follow your scenario as if it was your own real life situation. Unless otherwise stated, you must try to get **AS CLOSE** to the details given in your scenario as possible; Please use **Question 7.1** to explain why you could not match the scenario exactly if this is the case. You should give your own details (personal or related to your properties) only to the extent that this necessary to proceed with the comparison

If you are required to use an app then your coversheet will tell you the relevant app for you to download in order to complete the assessment. Again, you will need to follow your scenario as if it was your own real life situation. Unless otherwise stated, you must try to get **AS CLOSE** to the details given in your scenario as possible; Please use **Question 7.1** to explain why you could not match the scenario exactly if this is the case. You should give your own details (personal or related to your properties) only to the extent that this necessary to proceed with the comparison

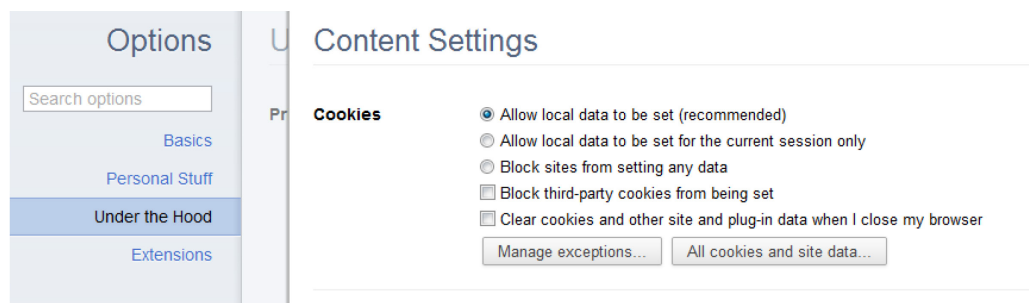
Please be aware that some comparison websites/apps will require you to make a direct purchase, which is a purchase directly on the price comparison website/app, while others will open a new tab which takes you to the provider's website.

The Assessment:

Before you start your assessment you **MUST** make sure that the cookies on the internet browser that you are using have been cleared. Please be aware that deleting cookies will erase ALL saved data (Usernames and passwords etc...) that you have stored on that specific browser. You should use a different browser if you do not want this to happen. There are different ways to delete cookies depending on which browser you are using:

Google Chrome

1. If you're running Google Chrome version 14 or higher, click the wrench button in the upper-right corner of the Chrome window. From there, select Options.
2. In the navigation pane of the Options page, click Under the Hood.
3. Under the Privacy section, click Content Settings.
4. If you are running Google Chrome version 13 or under then con on the 3 dots to the right of the star, then on the menu click more tools – Clear browsing data.
5. Click the 'All cookies and site data' button in the Content Settings window
6. When the list of cookies appears, click the Remove All button to delete all cookies stored in Chrome.



Mozilla Firefox

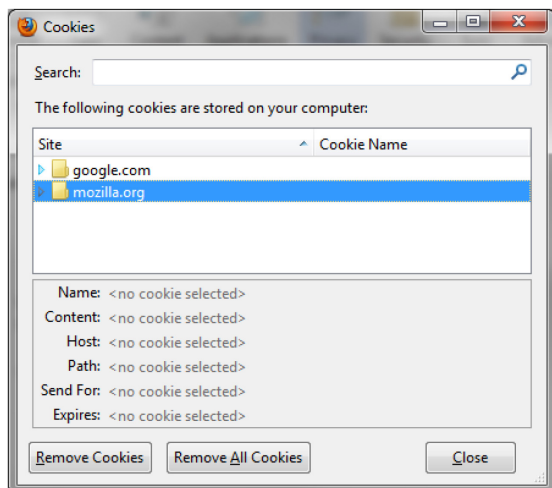
1. Make sure you're running the latest version of the Firefox browser, and then select the Firefox menu. From there, select Options and then Options again.

2. Click the Privacy tab to bring up your user-privacy options.

3. Under the History section, click the Remove Individual Cookies link.

Click the Remove All Cookies button to zap them.

4. At the bottom of the Cookies window that appears, click the Remove All Cookies button to delete all cookies associated with your Firefox browser.



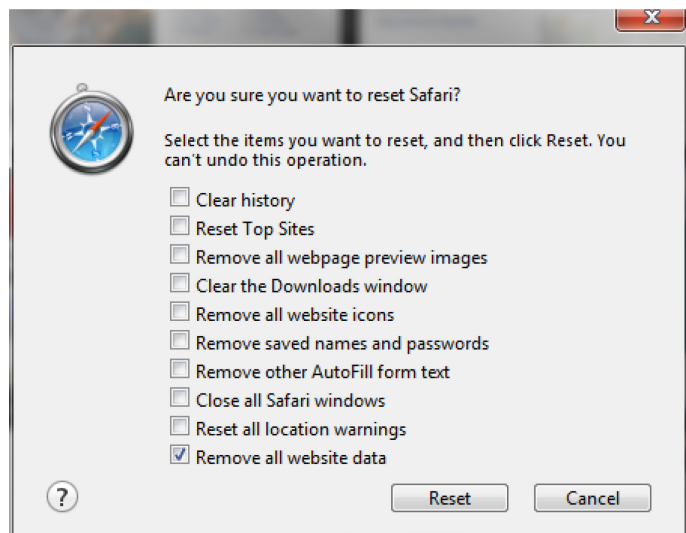
Safari (For Apple Macs)

1. Confirm that you're running version 5 or later of Apple's Safari browser and then click the Gears menu in the upper-right corner of the Safari window. From there, select Reset Safari.

In this window, check the bottom box, 'Remove all website data'.

2. Check the bottom box, labelled Remove all website data. You can uncheck everything else if you want to remove only cookies.

3. Click the Reset button to eliminate all cookies associated with Safari.



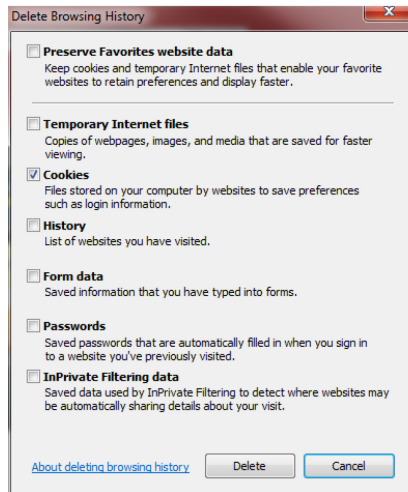
Internet Explorer

1. Upgrade to the latest version of Internet Explorer. Select the Tools menu from the Internet Explorer window, and click Delete Browsing History.

2. In the Delete Browsing History window, check the box next to Cookies. You can uncheck everything else if you want to remove only cookies.

From here you can choose which parts of your browsing history to erase.

3. Click Delete to remove all cookies stored in Internet Explorer.



The above information should be the same whether you are using a laptop, PC, mac or tablet device, such as an iPad.

If you are using an app to complete your visit then please follow the below process:

For Apple devices

1. Open Settings on your iPhone.
2. Scroll down the screen until you find Safari option
3. Scroll down the screen and you will see advanced button.
4. Click on that button to see all the stored cookies on your iPhone.
5. At the top right of the screen you will find Edit button. Tap that and then red delete icon will appear beside each of the item. Then you can remove the unnecessary app cookies by taping on the Delete icon.

For Android devices

1. Tap the menu icon to display the apps list.
2. Tap the Settings icon from the displayed interface.
3. Under the Settings interface, from the DEVICE section, locate and tap Apps.
4. On the Apps window, from available apps, tap to select the app whose data and cache you want to clear. (E.g. Adobe Reader in this demonstration.)
5. Once the App info interface comes up, under the STORAGE section, tap the Clear data button to clear the data of selected app.
6. Under the CACHE section, tap the Clear cache button to clear the cache as well.
7. Once this is done, restart the device and start using it normally.

Assessment Process;

Once at the comparison website please enter the details relevant to your scenario.

- What information did you have to provide?
- Take a note of how many pages/ time it took from the home page to the quote results page.

- Please refer to your questionnaire and provide **ALL** screenshots that are asked to provide.

SCREENSHOT EXAMPLES REDACTED

Once you have entered all of the details relevant to your scenario and taken screenshots of each stage please click to show the quotes provided based on your scenario.

The number of assessments required depends on the sector that you are assessing. Please check your questionnaire if you are unsure:

You may be required to enter the same data a number of times throughout the process as the assessments require a high level of detail. Please consult your questionnaire for what data needs to be entered at all times.

The following sectors will require an initial assessment and 2 further assessments of the same comparison website/app. These should be completed in the same sitting and please make sure you clear cookies as specified.

- Motor Insurance
- Home Insurance
- Flights
- Hotels
- Broadband

The following sectors will require an initial assessment and 1 further assessment of the same comparison website/app. These should be completed in the same sitting and please make sure you clear cookies as specified:

- Credit Cards
- Energy

You are to undertake the 2nd assessment with the cookies still in place from the initial assessment and cookies will need to be cleared again before the 3rd assessment for those sectors that require a 3rd assessment.

Once the comparison website/app has produced the quotes relevant to your scenario, you should;

- Confirm how many suppliers are shown on the quotes page
- How are/ were the quotes automatically listed? (E.g. by price or by monthly/ yearly payment)
- Which suppliers are on the front page?
- Take details of all prices for the top 10 providers and the cheapest and most expensive.
- TAKE SCREENSHOTS of the first 10 quotes provided. Be aware that you may need to scroll down or zoom out and take multiple screenshots to capture the first 10 quotes. If you do zoom out then please make sure that the screenshot is clear enough to read as resolutions can be lowered when zooming out.

SCREENSHOT EXAMPLES REDACTED

- You should test if you can order or filter on quotes displayed.
- **Ordering** (sometimes called ranking) refers to the order results are presented in. Most sites will initially present the results in a default order. You can sometimes choose to re-order the results to reflect the features you think are most important.
- By **filtering** we mean setting which results appear on the site. For example, you may filter results so that only products or services to appear that meet your requirements will appear.
- Please be aware that in some instances ordering by one or more of the options listed may not be possible because it will be relevant for filtering and vice versa. You should tick the relevant option for each question that relates to ordering or filtering.
- Do you see any supplier advertisements/ offers/ cashback or rewards or any other incentives related to your search? If so did these affect the ranking of the quotes?
- Please be aware that you may need to take multiple screenshots of the same types of quote as the assessments require a high level of detail. Please consult your questionnaire for what screenshots you are required to take.

Choice of Quotes

You are to choose three of the quotes for each assessment that is undertaken and data must be entered for all three:

- 1st choice: The quote that is most attractive to you personally
- 2nd choice: The quote that is ranked first by the website/app (if you have not already chosen this as your 1st choice) or the quote ranked 2nd (if you have chosen the top ranked quote as your 1st choice)
- 3rd choice: The quote ranked 2nd by the website/app (if not chosen above) or the quote ranked 3rd (if you have already chosen the 2nd ranked quote)

Please be aware that the page with your original quotes on **MUST NOT** be closed or you will lose the data you have entered. Most comparison websites/apps will open the provider's website in a different tab when you click on the quote. Otherwise you need to open the provider's website in a different tab yourself.

If you **DO NOT** leave the comparison website/app to make your purchase then this is a **DIRECT PURCHASE** and will need to be filled in on your questionnaire as such.

If you are directed to the providers website you **SHOULD NOT** actively try to make the quote match the one you were given on the comparison website/app; If it is different then this is a finding and should be noted on your questionnaire.

Remember that you could be completing the assessment either via a website or an app, so please check your coversheet. However the process is similar so please follow your scenario taking screenshots throughout the process. The common pages we want to assess are:

- Home Page.
- General Information that you, the consumer, have to provide to get your quote.
- The comparison results page/s.
- Any other pages that appear (This includes pop ups/ new windows).
- Any explanations of technical terms.

Please note that not every comparison website/app will have the same process and this may differ greatly between sectors compared to the overview above. However the same common theme as noted above should be correct and you should always capture an image of each page that you visit as these will be asked for throughout your data entry.

You will also be asked your personal opinion about both the comparison website/app you assessed and the provider – please be honest and tell us your views on each.

Remember the primary objective here is to follow the process that a real customer follows, however we are also interested in some specific information regarding both buying guides, glossaries of technical terms and comparison website/app claims of market coverage. We do not want you to be diverted from your real customer journey to find this information but please be aware that any information found on these during the process should be included in your questionnaire in the summary questions.

Please refer to the questionnaire at all stages for absolute clarity on what is expected at each stage. For sector specifics please see below.

Home Insurance Scenario Specifics:

You should select your top 3 providers (based on the choice of offers information above) and gather information on each, to do this you should;

- Confirm what details are shown for each provider (year/ monthly prices, name of the insurance company, total excess value, etc.)
- Are your details saved and/or is any additional information required?
- TAKE SCREENSHOTS of the first 10 quotes provided. Be aware that you may need to scroll down or zoom out and take multiple screenshots to capture the first 10 quotes. If you do zoom out then please make sure that the screenshot is clear enough to read as resolutions can be lowered when zooming out.

SCREENSHOT EXAMPLES REDACTED

- Moving onto the provider's quote is key regardless of whether you remain on the comparison website/app or are redirected to the provider's website - Anything that is quoted differently should be highlighted both; figures and text. Please be aware that some comparison websites/apps will not redirect you to the provider's website but make you complete the purchase on the comparison website/app.
- You should compare all elements between the comparison website/app and the provider's website regardless of if you remain on the comparison website/app or are redirected to the provider's website.
- You should **TAKE SCREENSHOTS** of the quote shown on the provider's website, and all relevant pages.

Broadband and Broadband Package Scenario Specifics:

You should select your top 3 providers (based on the choice of offers information above) and gather information on each, to do this you should;

- Confirm what details are shown for each provider (Monthly prices, Broadband speed, Broadband usage, contract length, package type etc...)
- Are your details saved and/or is any additional information required?
- TAKE SCREENSHOTS of the first 10 quotes provided. Be aware that you may need to scroll down or zoom out and take multiple screenshots to capture the first 10 quotes. If you do zoom out then please make sure that the screenshot is clear enough to read as resolutions can be lowered when zooming out.

SCREENSHOT EXAMPLES REDACTED

- Moving onto the provider's website is key regardless of whether you remain on the comparison website/app or are redirected to the provider's website - Anything that is quoted differently should be highlighted both; figures and text. Please be aware that some comparison websites/apps will not redirect you to the provider's website but make you complete the purchase on the comparison website/app.
- You should compare all elements between the comparison website/app and the provider's website regardless of if you remain on the comparison website/app or are redirected to the provider's website.
- You should **TAKE SCREENSHOTS** of the quote shown on the provider's website, and all relevant pages.

Credit Card Scenario Specifics:

You should select your top 3 providers (based on the choice of offers information above) and gather information on each, to do this you should;

- Confirm what details are shown for each provider (Balance transfer offer, representative APR, Interest free period etc...)
- Are your details saved and/or is any additional information required?
- TAKE SCREENSHOTS of the first 10 quotes provided. Be aware that you may need to scroll down or zoom out and take multiple screenshots to capture the first 10 quotes. If you do zoom out then please make sure that the screenshot is clear enough to read as resolutions can be lowered when zooming out.

SCREENSHOT EXAMPLES REDACTED

- Moving onto the provider's quote is key regardless of whether you remain on the comparison website/app or are redirected to the provider's website - Anything that is quoted differently should be highlighted both; figures and text. Please be aware that some comparison websites/apps will not redirect you to the provider's website but make you complete the purchase on the comparison website/app.
- In instances where you are given a telephone number to call to complete the transaction. You should open the provider's website (the company providing the quote) **and follow the instructions in the questionnaire**. This will require you to re-enter **the same** information that you entered on the original comparison website/app.
- You should compare all elements between the comparison website/app and the provider's website regardless of if you remain on the comparison website/app or are redirected to the provider's website.
- You should **TAKE SCREENSHOTS** of the quote shown on the provider's website, and all relevant pages.

Flights Scenario Specifics:

You should select your top 3 providers (based on the choice of offers information above) and gather information on each, to do this you should;

- Confirm what details are shown for each provider (Prices, Airports to fly from, and departure times etc...)
- Are your details saved and/or is any additional information required?
- TAKE SCREENSHOTS of the first 10 quotes provided. Be aware that you may need to scroll down or zoom out and take multiple screenshots to capture the first 10 quotes. If you do zoom out then please make sure that the screenshot is clear enough to read as resolutions can be lowered when zooming out.

SCREENSHOT EXAMPLES REDACTED

- Moving onto the provider's quote is key regardless of whether you remain on the comparison website/app or are redirected to the provider's website - Anything that is quoted differently should be highlighted both; figures and text. Please be aware that some comparison websites/apps will not redirect you to the provider's website but make you complete the purchase on the comparison website/app.
- Some comparison websites/apps may also redirect you to another website that is not an airline but another provider to complete your purchase.
- You should compare all elements between the comparison website/app and the provider's website regardless of if you remain on the comparison website/app or are redirected to the provider's website.
- You should **TAKE SCREENSHOTS** of the quote shown on the provider's website, and all relevant pages.

Energy provider Scenario Specifics:

You should select your top 3 providers (based on the choice of offers information above) and gather information on each, to do this you should;

- Confirm what details are shown for each provided (Estimated Savings, Monthly/annual prices, fuel types, rate type, payment terms etc.)
- Are your details saved and/or is any additional information required?
- TAKE SCREENSHOTS of the first 10 quotes provided. Be aware that you may need to scroll down or zoom out and take multiple screenshots to capture the first 10 quotes. If you do zoom out then please make sure that the screenshot is clear enough to read as resolutions can be lowered when zooming out.

SCREENSHOT EXAMPLES REDACTED

- Moving onto the provider's quote is key regardless of whether you remain on the comparison website/app or are redirected to the provider's website - Anything that is quoted differently should be highlighted both; figures and text. Please be aware that some comparison websites/apps will not redirect you to the provider's website but make you complete the purchase on the comparison website/app.
- You should compare all elements between the comparison website/app and the provider's website regardless of if you remain on the comparison website/app or are redirected to the provider's website.
- In instances such as the below screenshot where you are given a telephone number to call to complete the transaction. You should open the provider's website (the company providing the quote) **and follow the instructions in the questionnaire**. This will require you to re-enter **the same** information that you entered on the original comparison website/app.

SCREENSHOT EXAMPLES REDACTED

- You should **TAKE SCREENSHOTS** of the quote shown on the provider's website, and all relevant pages. Please be aware that in some instances the comparison website/app may list a supplier without allowing you to be redirected to the supplier's website/app **OR** complete the transaction on the comparison website/app. In this instance **DO NOT** take screenshots and please go to the supplier's website and input your details again.

Private Motor Insurance:

You should select your top 3 providers (based on the choice of offers information above) and gather information on each, to do this you should;

- Confirm what details are shown for each provider (Monthly/annual premium, Total excess value, cover type, Inclusion/exclusion of no claims discount etc...)
- Are your details saved or is any additional information required?
- TAKE SCREENSHOTS of the first 10 quotes provided. Be aware that you may need to scroll down or zoom out and take multiple screenshots to capture the first 10 quotes. If you do zoom out then please make sure that the screenshot is clear enough to read as resolutions can be lowered when zooming out.

SCREENSHOT EXAMPLES REDACTED

- Moving onto the provider's quote is key regardless of whether you remain on the comparison website/app or are redirected to the provider's website - Anything that is quoted differently should be highlighted both; figures and text. Please be aware that some comparison websites/apps will not redirect you to the provider's website but make you complete the purchase on the comparison website/app.
- You should compare all elements between the comparison website/app and the provider's website regardless of if you remain on the comparison website/app or are redirected to the provider's website.
- You should **TAKE SCREENSHOTS** of the quote shown on the provider's website, and all relevant pages.

Hotels Shoppers Specifics:

You should select your top 3 providers (based on the choice of offers information above) and gather information on each, to do this you should;

- Confirm what details are shown for each provider (Prices, accommodation type, number of rooms left, review scores etc...)
- Are your details saved and/or is any additional information required?
- TAKE SCREENSHOTS of the first 10 quotes provided. Be aware that you may need to scroll down or zoom out and take multiple screenshots to capture the first 10 quotes. If you do zoom out then please make sure that the screenshot is clear enough to read as resolutions can be lowered when zooming out.

SCREENSHOT EXAMPLES REDACTED

- Moving onto the provider's quote is key regardless of whether you remain on the comparison website/app or are redirected to the provider's website - Anything that is quoted differently should be highlighted both; figures and text. Please be aware that some comparison websites/apps will not redirect you to the provider's website but make you complete the purchase on the comparison website/app.
- You should compare all elements between the comparison website and the provider's website. You should compare all elements between the comparison website/app and the provider's website regardless of if you remain on the comparison website/app or are redirected to the provider's website.
- You should **TAKE SCREENSHOTS** of the quote shown on the provider's website, and all relevant pages.

Thank you and good luck!

The Competition and Markets Authority (CMA) work to promote competition for the benefit of consumers, both within and outside the UK. Their aim is to make markets work well for consumers, businesses and the economy.

The aim of this programme is to investigate comparison websites and apps using real life scenarios to compare prices/ information offered on comparison websites/apps and on providers' websites.

This project is conducted using comparison websites for Home Insurance, Broadband and Broadband packages, Credit Cards, Hotels, Flights, Energy and Private motor insurance.

Check this Coversheet carefully for the SECTOR and COMPARISON WEBSITE/APP and SCENARIO you need to assess.

You will be asked to provide screenshots/photographs where applicable of the comparison websites app you assess **THROUGHOUT** the process.

We advise that you complete the questionnaire as you are carrying out the assessment to ensure that your data entry is completely accurate. If this is not possible then please print out the questionnaire and fill it in by hand while carrying out the assessment and then data enter as soon as you can.

General Overview;

Shown on this coversheet is the specific sector we want you to assess, please go to the comparison website/app shown. Please use the **EXACT** scenario that you have been given on your coversheet. Deviation from both the website/app and the scenario will result in your visit being revisited and non-payment.

By comparison website/app we mean web based, app based or other digital intermediary services used by consumers to compare and/or switch between a range of products or services from a range of businesses.

The website address on this coversheet will take you to a webpage of the relevant comparison website that you are required to assess, where you will need to follow your scenario as if it was your own real life situation. Unless otherwise stated, you must use the **EXACT** details given to you in your scenario; you should give your own details (personal or related to your properties) only to the extent that this necessary to proceed with the comparison

If you are required to use an app then this coversheet will tell you the relevant app for you to download in order to complete the assessment. Again, you will need to follow your scenario as if it was your own real life situation. Unless otherwise stated, you must use the **EXACT** details given to you in your scenario; you should give your own details (personal or related to your properties) only to the extent that this necessary to proceed with the comparison

Please be aware that some comparison websites/apps will let consumers make a purchase/switch directly on the site while others will open a new tab which takes you to the provider's website.

The Assessment;


Before you start your assessment you **MUST** make sure that the cookies on the internet browser/app that you are using have been cleared. There are different ways to do this depending on which browser you are using, please see your briefing notes.

Thank you and good luck!

Questionnaire – Broadband



DCT Mystery Shopping Main Wave –Broadband Questionnaire								
You must assess the provider specified on your Coversheet and use the contact method specified on your Coversheet.You will be asked to provide screenshots/photographs of the website/app you assess.								
Section 0 – Assessment Details								
0-0	When did you last use a comparison website/app before this Mystery Shopping exercise?	Within the last month						
		Within the last 3 months						
		Within the last 6 months						
		Within the last 9 months						
		Within the last year						
		I don't know						
		Never						
0-0a	How much experience do you have using comparison websites/apps?	A lot						
		Some						
		No experience						
0-1	Date of your first visit – Record date in full. Use leading zeros	DD/MM/YYYY						
0-2	What day of the week are you conducting your assessment?	Mon	Tue	Wed	Thu	Fri	Sat	Sun


0-3	In what time bracket are you carrying out the assessment?	Morning 09:00-11:29	Lunch-time 11:30-14:29	Afternoon 14:30-17:00	Evening 17:01-19:29
0-4	What time are you starting your assessment? – Use 24-hour clock e.g. 15:05	HH:MM			
0-5	Are you completing this assessment using a web browser or an app?	Web Browser			App
0-5a	What device are you using to conduct your comparison website/app assessment?	Laptop	Desktop PC	Tablet	Smartphone Other ✍ Please comment
0-5b	Which browser are you using to complete your assessment?	Internet Explorer	Google Chrome	Firefox	N/A – Used an App Other ✍ Please comment
0-5c	Please confirm that you have cleaned your cookies before starting this assessment. Please refer to your briefing notes on how to do this				I have cleaned my cookies
0-6	Which Scenario are you assessing?			Scenario 1	
Scenario 2					
Scenario 3					
Scenario 4					
Scenario 5					
0-7	Which sector are you assessing?			Broadband & Broadband Packages	
0-8a	Which comparison website/app for Broadband & Broadband Packages are you assessing? This must match your Coversheet.			1	DCT1
				2	DCT2
				3	DCT3
				4	DCT4
				5	DCT5
				6	DCT6
				7	DCT7
				8	DCT8
				9	DCT9
				10	DCT10
				11	DCT11
				12	DCT12


		13	DCT13	
		14	DCT14	
		15	DCT15	
Section 1 - Broadband comparison website/app details				
1.0	Please confirm that you HAVE NOT used this comparison website/app before	I confirm I have not	I have used this before	I don't remember
1.0a	Please upload an image of the website/app homepage that you are visiting.	Image upload		
When using your Broadband scenario to get a comparison....				
1.1	Are you asked to enter the following details?	Name	Yes	No
		Address	Yes	No
		Postcode	Yes	No
		Date of birth (of yourself and/or others)	Yes	No
		Email address	Yes	No
		Phone number	Yes	No
		Information about you (e.g. age, gender, occupation, marital status, nationality)	Yes	No
		Other (specify)	Yes Please comment 	No
1.1a	Are you asked to provide details at Q1.1?	Yes	No Go to 2.0	
1.1a1	Please upload an image showing where you are asked to provide details relating to Q1.1	Image upload		
1.1a2	Do you have any further images to upload relating to Q1.1?	Yes	No Go to 2.0	
1.1a3	Please upload an image showing where you are asked to provide details relating to Q1.1	Image upload		
1.1a4	Do you have any further images to upload relating to Q1.1?	Yes	No Go to 2.0	
1.1a5	Please upload an image showing where you are asked to provide details relating to Q1.1	Image upload		
1.1a6	Do you have any further images to upload relating to Q1.1?	Yes	No Go to 2.0	
1.1a7	Please upload an image showing where you are asked to provide details relating to Q1.1	Image upload		
1.1a8	Do you have any further images to upload relating to Q1.1?	Yes	No Go to 2.0	

1.1a9	Please upload an image showing where you are asked to provide details relating to Q1.1	Image upload	
Now click to see the results of your comparison....			
Section 2 - Broadband comparison results			
2.0	<p>From leaving the homepage to receiving the quotes on the results page, how many pages are there?</p> <p>Please do not include the homepage in this measurement.</p>	Please confirm number	
2.0a	Overall, how long did it take you to go through all these pages from leaving the homepage to receiving the quotes on the results page?	HH:MM:SS	
2.0b	Are the results shown within the comparison website/app or have you received them via an email?	Within website/app	
		Go to 2.0ca	
		Via Email	
2.0c	If you have received an email, how are the results provided?	Other	
		Please comment	
		Go to 2.0ca	
2.0c	If you have received an email, how are the results provided?	A list/table of results	
		Links to a website	
		Other	
2.0ca	<p>Please upload an image of the results page as you first see it, and capture the top 10 quotes. Be aware that you may need to scroll down and take multiple screenshots to capture the first 10 quotes.</p> <p>If your results are only displayed in an email, please take a screenshot of the email.</p>	Image upload	
2.0d	Do you have any further images to upload relating to Q2.0ca?	Yes	No
2.0da	Please upload an image of the results page as you first see it.	Image upload	
2.0e	Do you have any further images to upload relating to Q2.0ca?	Yes	No
2.0ea	Please upload an image of the results page as you first see it.	Image upload	
2.0f	Do you have any further images to upload relating to Q2.0ca?	Yes	
2.0fa	Please upload an image of the results page as you first see it.	Image upload	
2.0g	Do you have any further images to upload relating to Q2.0ca?	Yes	
2.0ga	Please upload an image of the results page as you first see it.	Image upload	

2.1	Looking at the first quote presented based on your scenario and the initial ranking on the results page, what of the following information is provided?	Broadband speed / connection type (standard / superfast fibre)	Yes £0000.00	No
		Broadband usage (e.g. whether capped, unlimited)	Yes ✎ Please specify	No
		Cashback or other rewards	Yes ✎ Please specify	No
		Contract length	Yes ✎ Please specify	No
		Monthly price	Yes ✎ Please specify	No
		Number of TV channels (if combined with TV)	Yes ✎ Please specify	No
		Package type (whether broadband only or whether phone / TV included)	Yes ✎ Please specify	No
		Popularity/customer reviews or rating	Yes ✎ Please specify	No
		Provider name	Yes ✎ Please specify	No
		Set up costs	Yes ✎ Please specify	No
		Time of phone calls (e.g. UK weekends, UK evenings, international calls) (if combined with phone)	Yes ✎ Please specify	No
		Total charges over contract period	Yes ✎ Please specify	No
		Total first year charges	Yes ✎ Please specify	No
		Other	Yes ✎ Please specify	No
2.2a	Does the results page tell you how many supplier quotes have been listed based on the information you have provided?		Yes	No Go to 2.2c

2.2b	How many quotes are you told have been listed overall?		 Please specify number	
2.2c	<p>In what ranked order are the quotes first displayed?</p> <p>Please select one option from the following list.</p>	Broadband speed / connection type (standard / superfast fibre)	Yes Go to 2.2d	No
		Broadband usage (e.g. whether capped, unlimited)	Yes Go to 2.2d	No
		Cashback or other incentives	Yes Go to 2.2d	No
		Contract length	Yes Go to 2.2d	No
		Monthly price	Yes Go to 2.2d	No
		Number of TV channels (if combined with TV)	Yes Go to 2.2d	No
		Package type (whether broadband only or whether phone / TV included)	Yes Go to 2.2d	No
		Popularity/customer reviews or rating	Yes Go to 2.2d	No
		Provider name	Yes Go to 2.2d	No
		Set up costs	Yes Go to 2.2d	No
		Time of phone calls (e.g. UK weekends, UK evenings, international calls) (if combined with phone)	Yes Go to 2.2d	No
		Total charges over contract period	Yes Go to 2.2d	No
		Total first year charges	Yes Go to 2.2d	No
		Other	Yes  Please comment	No
2.2d			Very clear	

	How clear is the order in which the quotes provided are shown? E.g. Is there any visible information relating to this on the results page?		Fairly clear	
			Fairly unclear	
			Very unclear	
2.3	Is it possible to re-order the results?		Yes	No Go to 2.5
2.3a	What other options are available to change the ordering?	Monthly Price	Yes	No
		Cashback or other incentives	Yes	No
		Broadband speed / connection type (standard / superfast fibre)	Yes	No
		Broadband provider	Yes	No
		Broadband usage (e.g. whether capped, unlimited)	Yes	No
		Contract length	Yes	No
		Number of TV channels (if combined with TV)	Yes	No
		Package type (whether broadband only or whether phone / TV included)	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Time of phone calls (e.g. UK weekends, UK evenings, international calls (if combined with phone))	Yes	No
		Set up costs	Yes	No
		Total first year charges	Yes	No
		Total charges over contract period	Yes	No
		Other	Yes  Please comment	No
2.4a	If the results are not already ordered by monthly price (lowest to highest) please re-order your results by monthly price (lowest to highest) Please click Next to confirm that you have done this.		Next	
2.4b	What is the first quote based on your re-ordering on the results page?		£0000.00	
2.5	Is it possible to filter the supplier quotes based on specific factors relating to the quote? E.g. Can the results be filtered by those that offer faster "Broadband speed"		Yes	No Go to 2.7
2.6	Can the results be filtered by the following....	Monthly Price	Yes	No
		Cashback or other incentives	Yes	No

		Broadband speed / connection type (standard / superfast fibre)	Yes	No
		Broadband provider	Yes	No
		Broadband usage (e.g. whether capped, unlimited)	Yes	No
		Contract length	Yes	No
		Number of TV channels (if combined with TV)	Yes	No
		Package type (whether broadband only or whether phone / TV included)	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Time of phone calls (e.g. UK weekends, UK evenings, internationals calls (if combined with phone)	Yes	No
		Set up costs	Yes	No
		Total first year charges	Yes	No
		Total charges over contract period	Yes	No
		Other	Yes  Please comment	No
2.6a	Please upload an image of a filtered option on the results page.		Image upload	
2.6b	Can results be filtered by more than one variable at once?		No - Only 1 Variable	
	I.e. can you filter by Broadband provider and Contract length at the same time?		Yes – More than 1 variable	
2.7	Whilst using the comparison website/app can you see an explanation of technical terms?		Yes	No Go to 2.9
2.7a	Whilst using the comparison website/app can you see an explanation of technical terms of the following features....?	Monthly Price	Yes	No
		Cashback or other incentives	Yes	No
		Broadband speed / connection type (standard / superfast fibre)	Yes	No
		Broadband provider	Yes	No
		Broadband usage (e.g. whether capped, unlimited)	Yes	No
		Contract length	Yes	No
		Number of TV channels (if combined with TV)	Yes	No

		Package type (whether broadband only or whether phone / TV included)	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Time of phone calls (e.g. UK weekends, UK evenings, international calls (if combined with phone))	Yes	No
		Set up costs	Yes	No
		Total first year charges	Yes	No
		Total charges over contract period	Yes	No
		Other	Yes Please comment	No
2.8	Please upload an image of the explanation of technical terms		Image upload	
2.8a	Do you have any further images to upload relating to 2.8?		Yes	No Go to 2.9
2.8b	Please upload an image of the explanation of technical terms		Image upload	
2.8c	Do you have any further images to upload relating to 2.8?		Yes	No Go to 2.9
2.8d	Please upload an image of the explanation of technical terms		Image upload	
2.9	Do you notice any recommended, "featured" or "paid for results" on the results page of the comparison website/app?		Yes Please state which	No Go to 2.10
2.9a	Are the recommended, "featured" or "paid for results" clearly labelled as such?		Yes	No
2.10	Does it appear that any quotes offer an incentive for choosing that particular supplier/ product (such as cashback or rewards)? This is not the same as a product feature (e.g. receiving cashback for paying annually)		Yes Please comment	No
2.11	Can you find the package that matches your needs in your allocated scenario? Please refer to your coversheet for your scenario		Yes	No Please comment
2.12	How easy is it to search using the comparison website/app you are assessing?	Very Easy		
		Quite Easy		
		Quite Difficult		
		Very Difficult		
Now select the quote that is most attractive to you. This may take you to the provider's own website/ app.				

2.13	Why is this quote most attractive to you?		Please comment		
2.13a	When you select the quote, do you go through to the provider's website/app or do you have to purchase the product/ service on the comparison website/app?		Go through to provider website/app		Have to purchase the product/service on comparison website/app. Go to 6.0a
2.13b	Are you presented with a summary of the main features of the quote selected?		Yes Please comment		No
Section 3 - Broadband comparison results – Provider 1					
3.0a	What is the name of the provider you have selected?		Please state		
3.0b	Are you already a customer of this provider for broadband/TV or phone calls?		Yes		No
3.0c	Please upload an image of the provider quote.		Image upload		
3.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Monthly Price	Yes		No
		Cashback or other incentives	Yes		No
		Broadband speed / connection type (standard / superfast fibre)	Yes		No
		Broadband provider	Yes		No
		Broadband usage (e.g. whether capped, unlimited)	Yes		No
		Contract length	Yes		No
		Number of TV channels (if combined with TV)	Yes		No
		Package type (whether broadband only or whether phone / TV included)	Yes		No
		Popularity / customer reviews or ratings	Yes		No
		Time of phone calls (e.g. UK weekends, UK evenings, internationals calls (if combined with phone)	Yes		No
		Set up costs	Yes		No
		Total first year charges	Yes		No
		Total charges over contract period	Yes		No
		Other	Yes Please comment		No
3.2	Has the supplier/provider saved all of your details entered on the comparison website/app?		Yes		No
				NA	

3.2a	Is any additional information required?		Yes Please list	No
3.3	Does the site present only the package you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 3.4	Additional quotes Please comment
3.3a	How many new packages are presented?		1	
			2	
			3+	
3.3b	Please upload an image of any additional packages on the results page.		Image upload	
Now following the process up to the point of purchase...				
3.4	Is the quote still available for you? I.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
3.4a	Is the package shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 3.4c	No Please comment
3.4b	Please upload an image showing any difference between the initial and final package provided on the supplier's website/app		Image upload	
3.4c	Is the package shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 4.0a	No Please comment
3.4d	Please upload an image showing any difference between the final package shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload	
3.4e	Is the difference in package due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
Now select a different quote; This should be the quote that is ranked first (unless already chosen as your most attractive choice) or the quote ranked second (if the first quote is already chosen as your most attractive choice)) by clicking through to the provider's website/app.				
Section 4 - Broadband comparison results – Provider 2				
4.0a	What is the name of the provider you have selected?		Please state	
4.0b	Are you already a customer of this provider for broadband/TV or phone calls?		Yes	No
4.0c	Please upload an image of the provider quote.		Image upload	

4.1	Does the result shown by the provider in terms of the following features match what the comparison website/app offered?	Monthly Price	Yes	No
		Cashback or other incentives	Yes	No
		Broadband speed / connection type (standard / superfast fibre)	Yes	No
		Broadband provider	Yes	No
		Broadband usage (e.g. whether capped, unlimited)	Yes	No
		Contract length	Yes	No
		Number of TV channels (if combined with TV)	Yes	No
		Package type (whether broadband only or whether phone / TV included)	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Time of phone calls (e.g. UK weekends, UK evenings, international calls (if combined with phone))	Yes	No
		Set up costs	Yes	No
		Total first year charges	Yes	No
		Total charges over contract period	Yes	No
		Other	Yes Please comment	No
4.2	Has the supplier/provider saved all of your details entered on the comparison website/app?	Yes	No	NA
4.2a	Is any additional information required?	Yes Please list	No	
4.3	Does the site present only the package you selected on the comparison/app or additional quotes?	Just the quote I selected Go to 4.4	Additional quotes Please comment	
4.3a	How many new packages are presented?	1		
		2		
		3+		
4.3b	Please upload an image of any additional packages on the results page.	Image upload		
Now following the process up to the point of purchase...				

4.4	Is the package still available for you? I.e. could you purchase the product/ service presented in the quote?		Yes	No Please comment
4.4a	Is the package shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 4.4c	No Please comment
4.4b	Please upload an image showing any difference between the initial and final package provided on the supplier's website/app		Image upload	
4.4c	Is the package shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 5.0a	No Please comment
4.4d	Please upload an image showing any difference between the final package shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload	
4.4e	Is the difference in package due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
Now select the third quote; This is the quote that is ranked second (unless already chosen as your second quote) or the offer ranked third (if the second quote was already chosen as your second choice)) by clicking through to the provider's website/app.				
Section 5 - Broadband comparison results – Provider 3				
5.0a	What is the name of the provider you have selected?		Please state	
5.0b	Are you already a customer of this provider for broadband/TV or phone calls?		Yes	No
5.0c	Please upload an image of the provider quote.		Image upload	
5.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Monthly Price	Yes	No
		Cashback or other incentives	Yes	No
		Broadband speed / connection type (standard / superfast fibre)	Yes	No
		Broadband provider	Yes	No
		Broadband usage (e.g. whether capped, unlimited)	Yes	No
		Contract length	Yes	No
		Number of TV channels (if combined with TV)	Yes	No
		Package type (whether broadband only or whether phone / TV included)	Yes	No

		Popularity / customer reviews or ratings	Yes	No
		Time of phone calls (e.g. UK weekends, UK evenings, international calls (if combined with phone))	Yes	No
		Set up costs	Yes	No
		Total first year charges	Yes	No
		Total charges over contract period	Yes	No
		Other	Yes Please comment	No
5.2	Has the supplier/provider saved all of your details entered on the comparison website/app?		Yes	No
5.2a	Is any additional information required?		Yes Please list	No
5.3	Does the site present only the package you selected on the comparison site/app or additional packages?		Just the quote I selected Go to 5.4	Additional quotes Please comment
5.3a	How many new packages are presented?		1	
2				
3+				
5.3b	Please upload an image of any additional packages on the results page.		Image upload	
Now following the process up to the point of purchase...				
5.4	Is the package still available for you? I.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
5.4a	Is the package shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 5.4c	No Please comment
5.4b	Please upload an image showing any difference between the initial and final package provided on the supplier's website/app		Image upload	
5.4c	Is the package shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 7.1	No Please comment
5.4d	Please upload an image showing any difference between the final package shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload	
5.4e		... additional fees/ charges	Yes	No

		... additional products/ services that have to be purchased	Yes	No
	Is the difference in package due to either of the following....	...other	Yes Please comment Go to 7.1	No Go to 7.1
Section 6 - Broadband comparison results – Direct purchase (This is a purchase that is made on the Comparison Website/App and you are NOT taken to the providers website)				
6.0a	What is the name of the provider you have selected?		Please comment	
6.0b	Are you already a customer of this provider for broadband/TV or phone calls?		Yes	No
6.0c	Please upload an image of the provider quote.		Image upload	
Now following the process up to the point of purchase...				
6.1	Is the quote still available for you? I.e. can you purchase the product/ service presented in the package?		Yes	No Please comment
6.1a	Is the final package shown the same as the one provided on the results page?		Yes Go to 7.1	No Please comment
6.1b	Is the difference in package due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
6.1c	Please upload an image showing any differences between the initial and final package on the comparison website/app.		Image upload	
Section 7 – Assessment Details				
7.1	Were you able to fully complete your comparison website/ app assessment as described on your coversheet? If No, please explain what happened.		I was fully able to complete the assessment	No Please comment

7.2	What time did your assessment finish? – Use 24-hour clock e.g. 15:30	HH:MM	
Section 8 – Revisit 1			
You should NOT delete your cookies at this stage, please keep them for this second assessment.			
8.0a	Does the comparison website/app ask you to input all of your details and your scenario again?	Yes	No Go to 8.0c
8.0b	Please make sure and confirm that you have entered exactly the same details as per your coversheet/ original search. Please refer to your coversheet for reference.	I confirm	
8.0c	Please make sure and confirm that all of the saved details are exactly the same as per your coversheet/ original search. Please refer to your coversheet for reference.	I confirm	
Section 9 - Broadband comparison results - Revisit 1			
9.0	From leaving the homepage to receiving the quotes on the results page, how many pages are there? Please do not include the homepage in this measurement.	✍ Please confirm number	
9.0a	Overall, how long did it take you to go through all these pages from leaving the homepage to receiving the quotes on the results page?	HH:MM:SS	
9.0b	Are the results shown within the comparison website/app or have you received them via an email?	Within website/app Go to 9.0ca	
		Via Email	
		Other ✍ Please comment Go to 9.0ca	
9.0c	If you have received an email, how are the results provided?	A list/table of results	
		Links to a website	
		Other ✍ Please comment	
9.0ca	Please upload an image of the results page as you first see it, and capture the top 10 quotes. Be aware that you may need to scroll down and take multiple screenshots to capture the first 10 quotes. If your results are only displayed in an email, please take a screenshot of the email.	Image upload	
9.0d	Do you have any further images to upload relating to Q9.0ca?	Yes	No Go to 9.1

9.0da	Please upload an image of the results page as you first see it.		Image upload	
9.0e	Do you have any further images to upload relating to Q9.0ca?		Yes	No Go to 9.1
9.0ea	Please upload an image of the results page as you first see it.		Image upload	
9.0f	Do you have any further images to upload relating to Q9.0ca?		Yes	No Go to 9.1
9.0fa	Please upload an image of the results page as you first see it.		Image upload	
9.0g	Do you have any further images to upload relating to Q9.0ca?		Yes	No Go to 9.1
9.0ga	Please upload an image of the results page as you first see it.		Image upload	
9.1	Looking at the first quote presented based on your scenario and the initial ranking on the results page, what of the following information is provided?	Broadband speed / connection type (standard / superfast fibre)	Yes £0000.00	No
		Broadband usage (e.g. whether capped, unlimited)	Yes Please specify	No
		Cashback or other rewards	Yes Please specify	No
		Contract length	Yes Please specify	No
		Monthly Price	Yes Please specify	No
		Number of TV channels (if combined with TV)	Yes Please specify	No
		Package type (whether broadband only or whether phone / TV included)	Yes Please specify	No
		Popularity/ customer reviews or rating	Yes Please specify	No
		Provider name	Yes Please specify	No
		Set up costs	Yes Please specify	No

		Time of phone calls (e.g. UK weekends, UK evenings, international calls (if combined with phone)	Yes Please specify	No
		Total first year charges	Yes Please specify	No
		Total charges over contract period	Yes Please specify	No
		Other	Yes Please specify	No
9.2a	Does the results page tell you how many supplier quotes have been listed based on the information you have provided?		Yes	No Go to 9.3
9.2b	How many quotes are you told have been listed overall?		Please specify number	
9.3	Are the results already ordered by monthly price (lowest to highest)?		Yes Go to 9.4b	No
9.4a	If the results are not already ordered by monthly price (lowest to highest) please re-order your results by monthly price (lowest to highest) Please click Next to confirm that you have done this.		Next	
9.4b	What is the first quote based on your re-ordering on the results page? If there is more than 1 page of quotes only use the first page.		£0000.00	
9.5	Do you notice any recommended, "featured" or "paid for results" on the results page of the comparison website/app?		Yes Please comment	No Go to 9.6
9.5a	Are the recommended, "featured" or "paid for results" clearly labelled as such?		Yes	No
9.6	Does it appear that any quotes offer an incentive for choosing that particular supplier/ product (such as cashback or rewards)? This is not the same as a product feature (e.g. receiving cashback for paying annually)		Yes Please comment	No
9.7	Can you find the package that matches your needs in your allocated scenario? Please refer to your coversheet for your scenario		Yes	No Please comment
9.8	How easy is it to search using the comparison website/app you are assessing?		Very Easy	
			Quite Easy	
			Quite Difficult	
			Very Difficult	

Now select the quote that is most attractive to you. This may take you to the providers own website/ app.				
9.9	Why is this quote most attractive to you?		Please comment	
9.9a	When you select the quote, do you go through to the provider's website/app or do you have to purchase the product/ service on the comparison website/app?		Go through to provider website/app	Have to purchase the product/service on comparison website/app. Go to 13.0a
9.9b	Are you presented with a summary of the main features of the quotes selected?		Yes Please comment	No
Section 10 - Broadband comparison results – Provider 1 - Revisit 1				
10.0a	What is the name of the provider you have selected?		Please state	
10.0b	Are you already a customer of this provider for broadband/TV or phone calls?		Yes	No
10.0c	Please upload an image of the provider quote.		Image upload	
10.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Monthly Price	Yes	No
		Cashback or other incentives	Yes	No
		Broadband speed / connection type (standard / superfast fibre)	Yes	No
		Broadband provider	Yes	No
		Broadband usage (e.g. whether capped, unlimited)	Yes	No
		Contract length	Yes	No
		Number of TV channels (if combined with TV)	Yes	No
		Package type (whether broadband only or whether phone / TV included)	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Time of phone calls (e.g. UK weekends, UK evenings, internationals calls (if combined with phone)	Yes	No
		Set up costs	Yes	No
		Total first year charges	Yes	No
		Total charges over contract period	Yes	No
		Other	Yes Please comment	No




10.2	Has the supplier/provider saved all of your details entered on the comparison website/app?		Yes	No	NA
10.2a	Is any additional information required?		Yes Please list	No	
10.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 10.4	Additional quotes Please comment	
10.3a	How many new quotes are presented?		1		
			2		
			3+		
10.3b	Please upload an image of any additional quotes on the results page.		Image upload		
Now following the process up to the point of purchase...					
10.4	Is the quote still available for you? I.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment	
10.4a	Is the package shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 10.4c	No Please comment	
10.4b	Please upload an image showing any difference between the initial and final package provided on the supplier's website/app		Image upload		
10.4c	Is the package shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 11.0a	No Please comment	
10.4d	Please upload an image showing any difference between the final package shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload		
10.4e	Is the difference in package due to either of the following....	... additional fees/ charges	Yes	No	
		... additional products/ services that have to be purchased	Yes	No	
		...other	Yes Please comment	No	
Now select a different quote; This should be the quote that is ranked first (unless already chosen as your most attractive choice) or the quote ranked second (if the first quote was already chosen as your most attractive choice)) by clicking through to the provider's website/app.					
Section 11 - Broadband comparison results – Provider 2 - Revisit 1					
11.0a	What is the name of the provider you have selected?		Please state		
11.0b	Are you already a customer of this provider for broadband/TV or phone calls?		Yes	No	

11.0c	Please upload an image of the provider quote.		Image upload		
11.1	Does the result shown by the provider in terms of the following features match what the comparison website/app offered?	Monthly Price	Yes	No	
		Cashback or other incentives	Yes	No	
		Broadband speed / connection type (standard / superfast fibre)	Yes	No	
		Broadband provider	Yes	No	
		Broadband usage (e.g. whether capped, unlimited)	Yes	No	
		Contract length	Yes	No	
		Number of TV channels (if combined with TV)	Yes	No	
		Package type (whether broadband only or whether phone / TV included)	Yes	No	
		Popularity / customer reviews or ratings	Yes	No	
		Time of phone calls (e.g. UK weekends, UK evenings, internationals calls (if combined with phone)	Yes	No	
		Set up costs	Yes	No	
		Total first year charges	Yes	No	
		Total charges over contract period	Yes	No	
		Other	Yes Please comment	No	
11.2	Has the supplier/provider saved all of your details entered on the comparison website/app?		Yes	No	NA
11.2a	Is any additional information required?		Yes Please list	No	
11.3	Does the site present only the quote you selected on the website/app or additional quotes?		Just the quote I selected Go to 11.4	Additional quotes Please comment	
11.3a	How many new quotes are presented?	1			
		2			
		3+			
11.3b	Please upload an image of any additional quotes on the results page.		Image upload		
Now following the process up to the point of purchase...					

11.4	Is the quote still available for you? I.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
11.4a	Is the package shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 11.4c	No Please comment
11.4b	Please upload an image showing any difference between the initial and final package provided on the supplier's website/app		Image upload	
11.4c	Is the package shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 12.0a	No Please comment
11.4d	Please upload an image showing any difference between the final package shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload	
11.4e	Is the difference in package due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
Now select the third quote; This should be the quote that is ranked second (unless already chosen as your second quote) or the quote ranked third (if the second quote is already chosen as your second choice)) by clicking through to the provider's website/app.				
Section 12 - Broadband comparison results – Provider 3 – Revisit 1				
12.0a	What is the name of the provider you have selected?		Please state	
12.0b	Are you already a customer of this provider for broadband/TV or phone calls?		Yes	No
12.0c	Please upload an image of the provider quote.		Image upload	
12.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Monthly price	Yes	No
		Cashback or other incentives	Yes	No
		Broadband speed / connection type (standard / superfast fibre)	Yes	No
		Broadband provider	Yes	No
		Broadband usage (e.g. whether capped, unlimited)	Yes	No
		Contract length	Yes	No
		Number of TV channels (if combined with TV)	Yes	No
		Package type (whether broadband only or whether phone / TV included)	Yes	No
		Popularity / customer reviews or ratings	Yes	No

		Time of phone calls (e.g. UK weekends, UK evenings, international calls (if combined with phone)	Yes	No	
		Set up costs	Yes	No	
		Total first year charges	Yes	No	
		Total charges over contract period	Yes	No	
		Other	Yes Please comment	No	
12.2	Has the supplier/provider saved all of your details entered on the comparison website/app?		Yes	No	NA
12.2a	Is any additional information required?		Yes Please list	No	
12.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 12.4	Additional quotes Please comment	
12.3a	How many new quotes are presented?		1		
2					
3+					
12.3b	Please upload an image of any additional quotes on the results page.		Image upload		
Now following the process up to the point of purchase...					
12.4	Is the quote still available for you? I.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment	
12.4a	Is the package shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 12.4c	No Please comment	
12.4b	Please upload an image showing any difference between the initial and final package provided on the supplier's website/app		Image upload		
12.4c	Is the package shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 14.0a	No Please comment	
12.4d	Please upload an image showing any difference between the final package shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload		
12.4e	Is the difference in package due to either of the following....	... additional fees/ charges	Yes Go to 14.0a	No Go to 14.0a	

		... additional products/ services that have to be purchased	Yes Go to 14.0a	No Go to 14.0a
		...other	Yes Please comment Go to 14.0a	No Go to 14.0a
Section 13 - Broadband comparison results – Direct purchase – Revisit 1 (This is a purchase that is made on the Comparison Website/App and you are NOT taken to the providers website)				
13.0a	What is the name of the provider you have selected?		Please comment	
13.0b	Are you already a customer of this provider for broadband/TV or phone calls?		Yes	No
13.0c	Please upload an image of the provider quote.		Image upload	
Now following the process up to the point of purchase...				
13.4	Is the quote still available for you? I.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
13.4a	Is the final package shown the same as the one provided on the results page?		Yes Go To 14.0a	No Please comment
13.4b	Is the difference in package due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
13.4c	Please upload an image showing any differences between the initial and final package on the comparison website/app.		Image upload	

Section 14 – Revisit 2			
14.0 a	Does your coversheet instruct you to carry out this assessment again for a third time?	Yes	No Go to 20.0
Please delete your cookies at this stage BEFORE YOU GO ANY FURTHER.			
14.0 b	Please confirm that you have deleted your cookies before proceeding.	I confirm	
14.0 c	Does the comparison website/app ask you to input all of your details and your scenario again?	Yes	No Go to 14.0e
14.0 d	Please make sure and confirm that you have entered exactly the same details as per your coversheet/ original search. Please refer to your coversheet for reference.	I confirm	
14.0 e	Please make sure and confirm that all of the saved details are exactly the same as per your coversheet/ original search. Please refer to your coversheet for reference.	I confirm	
Section 15 - Broadband comparison results - Revisit 2			
15.0	From leaving the homepage to receiving the quotes on the results page, how many pages are there? Please do not include the homepage in this measurement.	 Please confirm number	
15.0a	Overall, how long did it take you to go through all these pages from leaving the homepage to receiving the quotes on the results page?	HH:MM:SS	
15.0b	Are the results shown within the comparison website/app or have you received them via an email?	Within website/app Go to 15.0ca	
		Via Email	
		Other  Please comment Go to 15.0ca	
15.0c	If you have received an email, how are the results provided?	A list/table of results	
		Links to a website	
		Other  Please specify	

15.0c a	Please upload an image of the results page as you first see it, and capture the top 10 quotes. Be aware that you may need to scroll down and take multiple screenshots to capture the first 10 quotes. If your results are only displayed in an email, please take a screenshot of the email.		Image upload	
15.0d	Do you have any further images to upload relating to Q15.0ca?		Yes	No Go to 15.1
15.0d a	Please upload an image of the results page as you first see it.		Image upload	
15.0e	Do you have any further images to upload relating to Q15.0ca?		Yes	No Go to 15.1
15.0e a	Please upload an image of the results page as you first see it.		Image upload	
15.0f	Do you have any further images to upload relating to Q15.0ca?		Yes	No Go to 15.1
15.0f a	Please upload an image of the results page as you first see it.		Image upload	
15.0g	Do you have any further images to upload relating to Q15.0ca?		Yes	No Go to 15.1
15.0g a	Please upload an image of the results page as you first see it.		Image upload	
15.1	Looking at the first quote presented based on your scenario and the initial ranking on the results page, what of the following information is provided?	Broadband speed / connection type (standard / superfast fibre)	Yes £0000.00	No
		Broadband usage (e.g. whether capped, unlimited)	Yes ✎ Please specify	No
		Cashback or other rewards	Yes ✎ Please specify	No
		Contract length	Yes ✎ Please specify	No
		Monthly price	Yes ✎ Please specify	No
		Number of TV channels (if combined with TV)	Yes ✎ Please specify	No





		Package type (whether broadband only or whether phone / TV included)	Yes Please specify	No
		Popularity / customer reviews or ratings	Yes Please specify	No
		Provider name	Yes Please specify	No
		Set up costs	Yes Please specify	No
		Time of phone calls (e.g. UK weekends, UK evenings, internationals calls (if combined with phone)	Yes Please specify	No
		Total charges over contract period	Yes Please specify	No
		Total first year charges	Yes Please specify	No
		Other	Yes Please specify	No
15.2a	Does the results page tell you how many supplier quotes have been listed based on the information you have provided?		Yes	No Go to 15.2c
15.2b	How many quotes are you told have been listed overall?		Please specify number	
15.2c	How clear is the order in which the quotes provided are shown? E.g. Is any visible information relating to this on the results page?		Very clear	
			Fairly clear	
			Fairly unclear	
			Very unclear	
15.3	Are the results already ordered by monthly price (lowest to highest)?		Yes Go to 15.4b	No
15.4a	If the results are not already ordered by monthly price (lowest to highest) please re-order your results by monthly price (lowest to highest) Please click Next to confirm that you have done this.		Next	
15.4b	What is the first quote based on your re-ordering on the results page? If there is more than 1 page of quotes only use the first page.		£0000.00	

15.5	Do you notice any recommended, "featured" or "paid for results" on the results page of the comparison website/app?	Yes Please comment	No Go to 15.6
15.5a	Are the recommended, "featured" or "paid for results" clearly labelled as such?	Yes	No
15.6	Does it appear that any quotes offer an incentive for choosing that particular supplier/ product (such as cashback or rewards)? This is not the same as a product feature (e.g. receiving cashback for paying annually)	Yes Please comment	No
15.7	Can you find the package that matches your needs in your allocated scenario? Please refer to your coversheet for your scenario	Yes	No Please comment
15.8	How easy is it to search using the comparison website/app you are assessing?	Very Easy	Quite Easy
		Quite Difficult	Very Difficult
Now select the quote that is most attractive to you. This may take you to the providers own website/ app.			
15.9	Why is this quote the most attractive to you?	Please state	
15.10	When you select the quote, do you go through to the provider's website/app or do you have to purchase the product/ service on the comparison website/app?	Go through to provider website/app	Have to purchase the product/service on comparison website/app. Go to 19.0a
15.11	Are you presented with a summary of the main features of the quote selected?	Yes Please comment	No
Section 16 - Broadband comparison results – Provider 1 - Revisit 2			
16.0a	What is the name of the provider you have selected?	Please state	
16.0b	Are you already a customer of this provider for broadband/TV or phone calls?	Yes	No
16.0c	Please upload an image of the provider quote.	Image upload	
16.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Monthly Price	Yes No
		Cashback or other incentives	Yes No
		Broadband speed / connection type (standard / superfast fibre)	Yes No
		Broadband provider	Yes No





		Broadband usage (e.g. whether capped, unlimited)	Yes	No
		Contract length	Yes	No
		Number of TV channels (if combined with TV)	Yes	No
		Package type (whether broadband only or whether phone / TV included)	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Time of phone calls (e.g. UK weekends, UK evenings, internationals calls (if combined with phone)	Yes	No
		Set up costs	Yes	No
		Total charges over contract period	Yes	No
		Total first year charges	Yes	No
		Other	Yes Please comment	No
16.2	Has the supplier/provider saved all of your details entered on the comparison website/app?		Yes	No NA
16.2a	Is any additional information required?		Yes Please list	No
16.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 16.4	Additional quotes Please comment
16.3a	How many new quotes are presented?		<div>1</div> <div>2</div> <div>3+</div>	
16.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
16.4	Is the package still available for you? I.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
16.4a	Is the package shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 16.4c	No Please comment
16.4b	Please upload an image showing any difference between the initial and final package provided on the supplier's website/app		Image upload	

16.4c	Is the package shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 17.0a	No Please comment
16.4d	Please upload an image showing any difference between the final package shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload	
16.4e	Is the difference in package due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
Now select a different quote; This should be the quote that is ranked first (unless already chosen as your most attractive choice) or the quote ranked second (if the first quote is already chosen as your most attractive choice)) by clicking through to the provider's website/app.				
Section 17 - Broadband comparison results – Provider 2 – Revisit 2				
17.0a	What is the name of the provider you have selected?		Please state	
17.0b	Are you already a customer of this provider for broadband/TV or phone calls?		Yes	No
17.0c	Please upload an image of the provider quote.		Image upload	
17.1	Does the result shown by the provider in terms of the following features match what the comparison website/app offered?	Monthly Price	Yes	No
		Cashback or other incentives	Yes	No
		Broadband speed / connection type (standard / superfast fibre)	Yes	No
		Broadband provider	Yes	No
		Broadband usage (e.g. whether capped, unlimited)	Yes	No
		Contract length	Yes	No
		Number of TV channels (if combined with TV)	Yes	No
		Package type (whether broadband only or whether phone / TV included)	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Time of phone calls (e.g. UK weekends, UK evenings, international calls (if combined with phone)	Yes	No
		Set up costs	Yes	No
		Total charges over contract period	Yes	No
		Total first year charges	Yes	No

		Other	Yes Please comment	No
17.2	Has the supplier/provider saved all of your details entered on the comparison website/app?		Yes	No NA
17.2a	Is any additional information required?		Yes Please list	No
17.3	Does the site present only the quote you selected on the comparison/app or additional quotes?		Just the quote I selected Go to 17.4	Additional quotes Please comment
17.3a	How many new quotes are presented?		1	
			2	
			3+	
17.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
17.4	Is the quote still available for you? I.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
17.4a	Is the package shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 17.4c	No Please comment
17.4b	Please upload an image showing any difference between the initial and final package provided on the supplier's website/app		Image upload	
17.4c	Is the package shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 18.0a	No Please comment
17.4d	Please upload an image showing any difference between the final package shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload	
17.4e	Is the difference in package due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
Now select the third quote; This should be the quote that is ranked second (unless already chosen as your second quote) or the quote ranked third (if the second quote is already chosen as your second choice)) by clicking through to the provider's website/app.				
Section 18 - Broadband comparison results – Provider 3 – Revisit 2				

18.0a	What is the name of the provider you have selected?		 Please state		
18.0b	Are you already a customer of this provider for broadband/TV or phone calls?		Yes	No	
18.0c	Please upload an image of the provider quote.		Image upload		
18.1	Does the result shown by the provider in terms of the following features match what the comparison website/app offered?	Monthly Price	Yes	No	
		Cashback or other incentives	Yes	No	
		Broadband speed / connection type (standard / superfast fibre)	Yes	No	
		Broadband provider	Yes	No	
		Broadband usage (e.g. whether capped, unlimited)	Yes	No	
		Contract length	Yes	No	
		Number of TV channels (if combined with TV)	Yes	No	
		Package type (whether broadband only or whether phone / TV included)	Yes	No	
		Popularity / customer reviews or ratings	Yes	No	
		Time of phone calls (e.g. UK weekends, UK evenings, internationals calls (if combined with phone)	Yes	No	
		Set up costs	Yes	No	
		Total charges over contract period	Yes	No	
		Total first year charges	Yes	No	
		Other	Yes  Please comment	No	
18.2	Has the supplier/provider saved all of your details entered on the comparison website/app?		Yes	No	NA
18.2a	Is any additional information required?		Yes  Please list		No
18.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 18.4	Additional quotes  Please comment	
18.3a	How many new quotes are presented?	1			
		2			
		3+			
18.3b	Please upload an image of any additional quotes on the results page.		Image upload		


Now following the process up to the point of purchase...				
18.4	Is the quote still available for you? I.e. can you purchase the product/ service presented in the quote?		Yes	No ✎ Please comment
18.4a	Is the package shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 18.4c	No ✎ Please comment
18.4b	Please upload an image showing any difference between the initial and final package provided on the supplier's website/app		Image upload	
18.4c	Is the package shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 20.0	No ✎ Please comment
18.4d	Please upload an image showing any difference between the final package shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload	
18.4e	Is the difference in package due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes ✎ Please comment Go to 20.0	No Go to 20.0
Section 19 - Broadband comparison results – Direct purchase – Revisit 2 (This is a purchase that is made on the Comparison Website/App and you are NOT taken to the providers website)				
19.0a	What is the name of the provider you have selected?		✎ Please comment	
19.0b	Are you already a customer of this provider for broadband/TV or phone calls?		Yes	No
19.0c	Please upload an image of the provider quote.		Image upload	
Now following the process up to the point of purchase...				
19.4	Is the quote still available for you? I.e. can you purchase the product/ service presented in the quote?		Yes	No ✎ Please comment
19.4a	Is the final package shown the same as the one provided on the results page?		Yes Go to 20.0	No ✎ Please comment
19.4b	Is the difference in package due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No




		...other	Yes  Please comment	No
19.4d	Please upload an image showing any differences between the initial and final package on the comparison website/app.		Image upload	
Section 20 – Summary of Assessment				
Thank you for taking time to complete this visit for us.				
20.0	What time did your assessment finish? – Use 24-hour clock e.g. 15:30		HH:MM	
20.0 a	Is there anything that GfK should know about this assessment?		Yes  Please comment	No
20.0 b	Is there any additional information that you wish to provide around comparison websites/apps?		Yes  Please comment	No
20.0 c	Is there any additional information that you wish to provide around the provider websites/apps?		Yes  Please comment	No
END	Thank you.			

Questionnaire – Home Insurance

DCT MysteryShopping Main Wave –Home Insurance Questionnaire								
<p>You must assess the provider specified on your Coversheet and use the contact method specified on your Coversheet.</p> <p>You will be asked to provide screenshots/photographs of the website/app you assess.</p>								
Section 0 – Assessment Details								
0-0	When did you last use a comparison website/app before this Mystery Shopping exercise?	Within the last month						
		Within the last 3 months						
		Within the last 6 months						
		Within the last 9 months						
		Within the last year						
		I don't know						
		Never						
0-0a	How much experience do you have using comparison websites/apps?	A lot						
		Some						
		No experience						
0-1	Date of your first visit – Record date in full. Use leading zeros	DD/MM/YYYY						
0-2	What day of the week are you conducting your assessment?	Mon	Tue	Wed	Thu	Fri	Sat	Sun
0-3	In what time bracket are you carrying out the assessment?	Morning 09:00-11:29		Lunch-time 11:30-14:29		Afternoon 14:30-17:00		Evening 17:01-19:29
0-4	What time are you starting your assessment? – Use 24-hour clock e.g. 15:05	HH:MM						
0-5	Are you completing this assessment using a web browser or an app?	Web Browser				App		
0-5a	What device are you using to conduct your comparison website/app assessment?	Laptop	Desktop PC	Tablet	Smartphone		Other Please comment	
0-5b	Which browser are you using to complete your assessment?	Internet Explorer	Google Chrome	Firefox	N/A – Used an App		Other Please comment	
0-5c	Please confirm that you have cleaned your cookies before starting this assessment. Please refer to your briefing notes on how to do this					I have cleaned my cookies		
0-6	Which Scenario are you assessing?				Scenario 1			

			Scenario 2	
			Scenario 3	
			Scenario 4	
			Scenario 5	
			Scenario 6	
0-7	Which sector are you assessing?		Home Insurance	
		1	DCT1	
		2	DCT2	
0-8a	Which comparison website/app for Home Insurance are you assessing? This must match your Coversheet.	3	DCT3	
		4	DCT4	
		5	DCT5	
		6	DCT6	
		7	DCT7	
		8	DCT8	
		9	DCT9	
		10	DCT10	
		11	DCT11	
		12	DCT12	
		13	DCT13	
		14	DCT14	
		15	DCT15	
Section 1 - Home Insurance comparison website/app details				
1.0	Please confirm that you HAVE NOT used this comparison website/app before	I confirm I have not used this	I have used this before	
1.0a	Please upload an image of the website/app homepage that you are visiting.	Image upload		
When using your Home Insurance scenario to get a comparison....				
1.1	Are you asked to enter the following details?	Name	Yes	No
		Address	Yes	No
		Postcode	Yes	No

		Date of birth (of yourself and/or others)	Yes	No
		Email address	Yes	No
		Phone number (landline and/or mobile)	Yes	No
		Information about you (e.g. age, gender, occupation, marital status, nationality)	Yes	No
		Information about other residents at your property	Yes	No
		Information about your financial situation (e.g. income, ever been bankrupt?)	Yes	No
		Login details (to register or log into an account)	Yes	No
		Information about your property (e.g. length of residence, number of rooms)	Yes	No
		Security details of your property (e.g. type of locks, whether has a burglar alarm)	Yes	No
		Information about the contents of your property (e.g. value of high-risk items)	Yes	No
		Details of building construction	Yes	No
		Previous claims history	Yes	No
		Previous criminal offences	Yes	No
		Whether ever had insurance declined, cancelled or special terms imposed	Yes	No
		Cost of rebuilding your home	Yes	No
		If your property will be left unattended for more than 30 days a year	Yes	No
		If the property is a holiday home or not	Yes	No
		If you are the Landlord/Tenant of the property	Yes	No
		If anyone in the property smokes	Yes	No
		Other	Yes Please comment 	No
1.1a	Are you asked to provide details at Q1.1?	Yes	No Go to 2.0	
1.1a1	Please upload an image showing where you are asked to provide details relating to Q1.1	Image upload		

1.1a2	Do you have any further images to upload relating to Q1.1?	Yes	No Go to 2.0
1.1a3	Please upload an image showing where you are asked to provide details relating to Q1.1	Image upload	
1.1a4	Do you have any further images to upload relating to Q1.1?	Yes	No Go to 2.0
1.1a5	Please upload an image showing where you are asked to provide details relating to Q1.1	Image upload	
1.1a6	Do you have any further images to upload relating to Q1.1?	Yes	No Go to 2.0
1.1a7	Please upload an image showing where you are asked to provide details relating to Q1.1	Image upload	
1.1a8	Do you have any further images to upload relating to Q1.1?	Yes	No Go to 2.0
1.1a9	Please upload an image showing where you are asked to provide details relating to Q1.1	Image upload	
Now click to see the results of your comparison....			
Section 2 - Home Insurance comparison results			
2.0	From leaving the homepage to receiving the quotes on the results page, how many pages are there? Please do not include the homepage in this measurement.	 Please confirm number	
2.0a	Overall, how long did it take you to go through all these pages from leaving the homepage to receiving the quotes on the results page?	HH:MM:SS	
2.0b	Are the results shown within the comparison website/app or have you received them via an email?	Within website/app Go to 2.0ca	
		Via Email	
		Other  Please comment Go to 2.0ca	
2.0c	If you have received an email, how are the results provided?	A list/table of results	
		Links to a website	
		Other  Please specify	

2.0ca	Please upload an image of the results page as you first see it, and capture the top 10 quotes. Be aware that you may need to scroll down and take multiple screenshots to capture the first 10 quotes. If your results are only displayed in an email, please take a screenshot of the email.		Image upload	
2.0d	Do you have any further images to upload relating to Q2.0ca?		Yes	No Go to 2.1
2.0da	Please upload an image of the results page as you first see it.		Image upload	
2.0e	Do you have any further images to upload relating to Q2.0ca?		Yes	No Go to 2.1
2.0ea	Please upload an image of the results page as you first see it.		Image upload	
2.0f	Do you have any further images to upload relating to Q2.0ca?		Yes	No Go to 2.1
2.0fa	Please upload an image of the results page as you first see it.		Image upload	
2.0g	Do you have any further images to upload relating to Q2.0ca?		Yes	No Go to 2.1
2.0ga	Please upload an image of the results page as you first see it.		Image upload	
2.1	Looking at the first quote presented based on your scenario and the initial ranking on the results page, what of the following information is provided?	Price - monthly premium	Yes £0000.00	No
		Price - annual premium	Yes £0000.00	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes £0000.00	No
		Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)	Yes Please specify	No
		Popularity / customer reviews or ratings	Yes Please specify	No
		Name of insurance company	Yes Please specify	No
		Payment terms (annual, monthly)	Yes Please specify	No

		Cover type (buildings / contents / both)	Yes ✍ Please specify	No
		Other	Yes ✍ Please specify	No
2.2a	Does the results page tell you how many supplier quotes have been listed based on the information you have provided?		Yes	No Go to 2.2c
2.2b	How many quotes are you told have been listed overall?		✍ Please specify number	
2.2c	In what ranked order are the quotes first displayed? Please select one option from the following list	Price - monthly premium	Yes	No
		Price - annual premium	Yes	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No
		Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Name of insurance company	Yes	No
		Payment terms (annual, monthly)	Yes	No
		Other	Yes ✍ Please comment	No
2.2d	How clear is the order in which the quotes provided are shown? E.g. Is there any visible information relating to this on the results page?		Very clear	
			Fairly clear	
			Fairly unclear	
			Very unclear	
2.3	Is it possible to re-order the results?		Yes	No Go to 2.5
2.3a	What other options are available to change the ordering?	Price - monthly premium	Yes	No
		Price - annual premium	Yes	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No
		Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)	Yes	No
		Popularity / customer reviews or ratings	Yes	No

		Name of insurance company	Yes	No
		Payment terms (annual, monthly)	Yes	No
		Other	Yes ✍ Please comment	No
2.4a	If the results are not already ordered by annual premium (lowest to highest) please re-order your results by annual premium (lowest to highest) Please click Next to confirm that you have done this.		Next	
2.4b	What is the first quote based on your re-ordering on the results page?		£0000.00	
2.5	Is it possible to filter the supplier quotes based on specific factors relating to the quote? E.g. Can the results be filtered by those that offer "Home Emergency Cover"		Yes	No Go to 2.7
2.6	Can the results be filtered by the following....	Price – monthly premium	Yes	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No
		Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Name of insurance company	Yes	No
		Payment terms (annual, monthly)	Yes	No
		Other	Yes ✍ Please comment	No
2.6a	Please upload an image of a filtered option on the results page.		Image upload	
2.7	Whilst using the comparison website/app can you see an explanation of technical terms?		Yes	No Go to 2.9
2.7a	Whilst using the comparison website/app can you see an explanation of technical terms of the following features....?	Price – monthly premium	Yes	No
		Price – annual premium	Yes	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No
		Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Payment terms (annual, monthly)	Yes	No
		Cover type (buildings / contents / both)	Yes	No

		Other	Yes Please comment	No
2.8	Please upload an image of the explanation of technical terms		Image upload	
2.8a	Do you have any further images to upload relating to 2.8?		Yes	No Go to 2.9
2.8c	Please upload an image of the explanation of technical terms		Image upload	
2.8d	Do you have any further images to upload relating to 2.8?		Yes	No Go to 2.9
2.8e	Please upload an image of the explanation of technical terms		Image upload	
2.9	Do you notice any recommended, “featured” or “paid for results” on the results page of the comparison website/app?		Yes Please comment	No Go to 2.10
2.9a	Are the recommended, “featured” or “paid for results” clearly labelled as such?		Yes	No
2.10	Does it appear that any quotes offer an incentive for choosing that particular supplier/ product (such as cashback or rewards)? This is not the same as a product feature (e.g. receiving cashback for paying annually)		Yes Please comment	No
2.11	Can you find the quote that matches your needs in your allocated scenario? Please refer to your coversheet for your scenario		Yes	No Please comment
2.12	How easy is it to search using the comparison website/app you are assessing?		Very Easy	
Quite Easy				
Quite Difficult				
Very Difficult				
Now select the quote that is most attractive to you. This may take you to the provider’s own website/ app.				
2.13	Why is this quote most attractive to you?		Please comment	
2.13a	When you select the quote, do you go through to the provider’s website/app or do you have to purchase the product/ service on the comparison website/app?		Go through to provider website/app	Have to purchase the product/service on comparison website/app. Go to 6.0a
2.13b	Are you presented with a summary of the main features of the quote selected?		Yes Please comment	No





Section 3 - Home Insurance comparison results – Provider 1				
3.0a	What is the name of the provider you have selected?		✎ Please state	
3.0b	Are you already a customer of this provider?		Yes	No
3.0c	Please upload an image of the provider quote.		Image upload	
3.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price - monthly premium	Yes	No
		Price - annual premium	Yes	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No
		Cover Type (buildings/ contents/ both)	Yes	No
		Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)	Yes	No
		Name of the insurance company	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Payment terms (annual, monthly)	Yes	No
		Other	Yes ✎ Please comment	No
3.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No NA
3.2a	Is any additional information required?		Yes ✎ Please list	No
3.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 3.4	Additional quotes ✎ Please comment
3.3a	How many new quotes are presented?	1		
		2		
		3+		
3.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
3.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No ✎ Please comment

3.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 3.4c	No Please comment
3.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
3.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 4.0a	No Please comment
3.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload	
3.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
Now select a different quote; This should be the quote that is ranked first (unless already chosen as your most attractive choice) or the quote ranked second (if the first quote is already chosen as your most attractive choice)) by clicking through to the provider's website/app.				
Section 4 - Home Insurance comparison results – Provider 2				
4.0a	What is the name of the provider you have selected?		Please state	
4.0b	Are you already a customer of this provider?		Yes	No
4.0c	Please upload an image of the provider quote.		Image upload	
4.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price - monthly premium	Yes	No
		Price - annual premium	Yes	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No
		Cover Type (buildings/ contents/ both)	Yes	No
		Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)	Yes	No
		Name of insurance company	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Payment terms (annual, monthly)	Yes	No

		Other	Yes ✍ Please comment	No
4.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No NA
4.2a	Is any additional information required?		Yes ✍ Please list	No
4.3	Does the site present only the quote you selected on the comparison/app or additional quotes?		Just the quote I selected Go to 4.4	Additional quotes ✍ Please comment
4.3a	How many new quotes are presented?		1	
			2	
			3+	
4.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
4.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No ✍ Please comment
4.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 4.4c	No ✍ Please comment
4.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
4.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 5.0a	No ✍ Please comment
4.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload	
4.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes ✍ Please comment	No

Now select the third quote; This is the quote that is ranked second (unless already chosen as your second quote) or the offer ranked third (if the second quote was already chosen as your second choice)) by clicking through to the provider's website/app.

Section 5 - Home Insurance comparison results – Provider 3

5.0a	What is the name of the provider you have selected?		 Please state		
5.0b	Are you already a customer of this provider?		Yes	No	
5.0c	Please upload an image of the provider quote.		Image upload		
5.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price - monthly premium	Yes	No	
		Price - annual premium	Yes	No	
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No	
		Cover Type (buildings/ contents/ both)	Yes	No	
		Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)	Yes	No	
		Name of insurance company	Yes	No	
		Popularity / customer reviews or ratings	Yes	No	
		Payment terms (annual, monthly)	Yes	No	
		Cover type (buildings / contents / both)	Yes	No	
		Other	Yes  Please comment	No	
5.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No	NA
5.2a	Is any additional information required?		Yes  Please list	No	
5.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 5.4	Additional quotes  Please comment	
5.3a	How many new quotes are presented?	1			
		2			
		3+			
5.3b	Please upload an image of any additional quotes on the results page.		Image upload		

Now following the process up to the point of purchase...

5.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No ✍ Please comment
5.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 5.4c	No ✍ Please comment
5.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
5.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 7.1	No ✍ Please comment
5.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload	
5.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes ✍ Please comment Go to 7.1	No Go to 7.1
Section 6 - Home Insurance comparison results – Direct purchase (This is a purchase that is made on the Comparison Website/App and you are NOT taken to the providers website)				
6.0a	What is the name of the provider you have selected?		✍ Please comment	
6.0b	Are you already a customer of this provider?		Yes	No
6.0c	Please upload an image of the provider quote.		Image upload	
Now following the process up to the point of purchase...				
6.1	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No ✍ Please comment
6.1a	Is the final price shown the same as the one provided on the results page?		Yes Go to 7.1	No ✍ Please comment
6.1b		... additional fees/ charges	Yes	No

	Is the difference in price due to either of the following....	... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
6.1c	Please upload an image showing any differences between the initial and final price on the comparison website/app.		Image upload	
Section 7 – Assessment Details				
7.1	Were you able to fully complete your comparison website/ app assessment as described on your coversheet? If No, please explain what happened.		I was fully able to complete the assessment	No Please comment
7.2	What time did your assessment finish? – Use 24-hour clock e.g. 15:30		HH:MM	
Section 8 – Revisit 1				
You should NOT delete your cookies at this stage, please keep them for this second assessment.				
8.0a	Does the comparison website/app ask you to input all of your details and your scenario again?		Yes	No Go to 8.0c
8.0b	Please make sure and confirm that you have entered exactly the same details as per your coversheet/ original search. Please refer to your coversheet for reference.		I confirm	
8.0c	Please make sure and confirm that all of the saved details are exactly the same as per your coversheet/ original search. Please refer to your coversheet for reference.		I confirm	
Section 9 - Home Insurance comparison results - Revisit 1				
9.0	From leaving the homepage to receiving the quotes on the results page, how many pages are there? Please do not include the homepage in this measurement.		Please confirm number	
9.0a	Overall, how long did it take you to go through all these pages from leaving the homepage to receiving the quotes on the results page?		HH:MM:SS	
9.0b	Are the results shown within the comparison website/app or have you received them via an email?		Within website/app Go to 9.0ca	
			Via Email	

		Other Please comment Go to 9.0ca	
9.0c	If you have received an email, how are the results provided?	A list/table of results	
		Links to a website	
		Other Please specify	
9.0ca	Please upload an image of the results page as you first see it, and capture the top 10 quotes. Be aware that you may need to scroll down and take multiple screenshots to capture the first 10 quotes. If your results are only displayed in an email, please take a screenshot of the email.	Image upload	
9.0d	Do you have any further images to upload relating to Q9.0ca?	Yes	No Go to 9.1
9.0da	Please upload an image of the results page as you first see it.	Image upload	
9.0e	Do you have any further images to upload relating to Q9.0ca?	Yes	No Go to 9.1
9.0ea	Please upload an image of the results page as you first see it.	Image upload	
9.0f	Do you have any further images to upload relating to Q9.0ca?	Yes	No Go to 9.1
9.0fa	Please upload an image of the results page as you first see it.	Image upload	
9.0g	Do you have any further images to upload relating to Q9.0ca?	Yes	No Go to 9.1
9.0ga	Please upload an image of the results page as you first see it.	Image upload	
9.1	Looking at the first quote presented based on your scenario and the initial ranking on the results page, what of the following information is provided?	Price - monthly premium Yes £0000.00	No
		Price - annual premium Yes £0000.00	No
		Total excess value (i.e. sum of voluntary and compulsory excesses) Yes £0000.00	No
		Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage) Yes Please specify	No

		Popularity / customer reviews or ratings	Yes ✍ Please specify	No
		Name of insurance company	Yes ✍ Please specify	No
		Payment terms (annual, monthly)	Yes ✍ Please specify	No
		Cover type (buildings / contents / both)	Yes ✍ Please specify	No
		Other	Yes ✍ Please specify	No
9.2a	Does the results page tell you how many supplier quotes have been listed based on the information you have provided?		Yes	No Go to 9.3
9.2b	How many quotes are you told have been listed overall?		✍ Please specify number	
9.3	Are the results already ordered by annual premium (lowest to highest)?		Yes Go to 9.4b	No
9.4a	<p>If the results are not already ordered by annual premium (lowest to highest) please re-order your results by annual premium (lowest to highest)</p> <p>Please click Next to confirm that you have done this.</p>		Next	
9.4b	<p>What is the first quote based on your re-ordering on the results page?</p> <p>If there is more than 1 page of quotes only use the first page.</p>		£0000.00	
9.5	Do you notice any recommended, “featured” or “paid for results” on the results page of the comparison website/app?		Yes ✍ Please comment	No Go to 9.6
9.5a	Are the recommended, “featured” or “paid for results” clearly labelled as such?		Yes	No
9.6	<p>Does it appear that any quotes offer an incentive for choosing that particular supplier/ product (such as cashback or rewards)?</p> <p>This is not the same as a product feature (e.g. receiving cashback for paying annually)</p>		Yes ✍ Please comment	No
9.7	<p>Can you find the offer that matches your needs in your allocated scenario?</p> <p>Please refer to your coversheet for your scenario</p>		Yes	No ✍ Please comment
9.8	How easy is it to search using the comparison website/app you are assessing?		Very Easy	
			Quite Easy	

		Quite Difficult			
		Very Difficult			
Now select the quote that is most attractive to you. This may take you to the providers own website/ app.					
9.9	Why is this quote most attractive to you?		✍ Please comment		
9.9a	When you select the quote, do you go through to the provider's website/app or do you have to purchase the product/ service on the comparison website/app?		Go through to provider website/app	Have to purchase the product/service on comparison website/app. Go to 13.0a	
9.9b	Are you presented with a summary of the main features of the quotes selected?		Yes ✍ Please comment	No	
Section 10 - Home Insurance comparison results – Provider 1 - Revisit 1					
10.0a	What is the name of the provider you have selected?		✍ Please state		
10.0b	Are you already a customer of this provider?		Yes	No	
10.0c	Please upload an image of the provider quote.		Image upload		
10.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price - monthly premium	Yes	No	
		Price - annual premium	Yes	No	
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No	
		Cover Type (buildings/ contents/ both)	Yes	No	
		Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)	Yes	No	
		Name of insurance company	Yes	No	
		Popularity / customer reviews or ratings	Yes	No	
		Payment terms (annual, monthly)	Yes	No	
		Other	Yes ✍ Please comment	No	
10.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No	NA
10.2a	Is any additional information required?		Yes ✍ Please list	No	

10.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 10.4	Additional quotes Please comment
10.3a	How many new quotes are presented?		1	
			2	
			3+	
10.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
10.4	Is the quote still available for you? I.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
10.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 10.4c	No Please comment
10.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
10.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 11.0a	No Please comment
10.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload	
10.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
Now select a different quote; This should be the quote that is ranked first (unless already chosen as your most attractive choice) or the quote ranked second (if the first quote was already chosen as your most attractive choice)) by clicking through to the provider's website/app.				
Section 11 - Home Insurance comparison results – Provider 2 - Revisit 1				
11.0a	What is the name of the provider you have selected?		Please state	
11.0b	Are you already a customer of this provider?		Yes	No
11.0c	Please upload an image of the provider quote.		Image upload	

11.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price - monthly premium	Yes	No
		Price - annual premium	Yes	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No
		Cover Type (buildings/ contents/ both)	Yes	No
		Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)	Yes	No
		Name of insurance company	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Payment terms (annual, monthly)	Yes	No
	Other	Yes Please comment	No	
11.2	Has the provider saved all of your details entered on the comparison website/app?	Yes	No	NA
11.2a	Is any additional information required?	Yes Please list	No	
11.3	Does the site present only the quote you selected on the website/app or additional quotes?	Just the quote I selected Go to 11.4	Additional quotes Please comment	
11.3a	How many new quotes are presented?	1		
		2		
		3+		
11.3b	Please upload an image of any additional quotes on the results page.	Image upload		
Now following the process up to the point of purchase...				
11.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?	Yes	No Please comment	
11.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?	Yes Go to 11.4c	No Please comment	
11.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app	Image upload		

11.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 12.0a	No Please comment	
11.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload		
11.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No	
		... additional products/ services that have to be purchased	Yes	No	
		...other	Yes Please comment	No	
Now select the third quote; This should be the quote that is ranked second (unless already chosen as your second quote) or the quote ranked third (if the second quote is already chosen as your second choice)) by clicking through to the provider's website/app.					
Section 12 - Home Insurance comparison results – Provider 3 – Revisit 1					
12.0a	What is the name of the provider you have selected?		Please state		
12.0b	Are you already a customer of this provider?		Yes	No	
12.0c	Please upload an image of the provider quote.		Image upload		
12.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price - monthly premium	Yes	No	
		Price - annual premium	Yes	No	
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No	
		Cover Type (buildings/ contents/ both)	Yes	No	
		Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)	Yes	No	
		Name of insurance company	Yes	No	
		Popularity / customer reviews or ratings	Yes	No	
		Payment terms (annual, monthly)	Yes	No	
		Other	Yes Please comment	No	
12.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No	NA
12.2a	Is any additional information required?		Yes Please list	No	

12.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 12.4	Additional quotes Please comment
12.3a	How many new quotes are presented?		1	
			2	
			3+	
12.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
12.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
12.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 12.4c	No Please comment
12.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
12.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 14.0a	No Please comment
12.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload	
12.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment Go to 14.a	No Go to 14.a
Section 13 - Home Insurance comparison results – Direct purchase – Revisit 1 (This is a purchase that is made on the Comparison Website/App and you are NOT taken to the providers website)				
13.0a	What is the name of the provider you have selected?		Please comment	
13.0b	Are you already a customer of this provider?		Yes	No

13.0c	Please upload an image of the provider quote.		Image upload	
Now following the process up to the point of purchase...				
13.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
13.4a	Is the final price shown the same as the one provided on the results page?		Yes Go To 14.0a	No Please comment
13.4b	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
13.4c	Please upload an image showing any differences between the initial and final price on the comparison website/app.		Image upload	
Section 14 – Revisit 2				
14.0a	Does your coversheet instruct you to carry out this assessment again for a third time?		Yes	No Go to 20.0
Please delete your cookies at this stage BEFORE YOU GO ANY FURTHER.				
14.0b	Please confirm that you have deleted your cookies before proceeding.		I confirm	
14.0c	Does the comparison website/app ask you to input all of your details and your scenario again?		Yes	No Go to 14.0e
14.0d	Please make sure and confirm that you have entered exactly the same details as per your coversheet/ original search. Please refer to your coversheet for reference.		I confirm	
14.0e	Please make sure and confirm that all of the saved details are exactly the same as per your coversheet/ original search. Please refer to your coversheet for reference.		I confirm	
Section 15 - Home Insurance comparison results - Revisit 2				
15.0	From leaving the homepage to receiving the quotes on the results page, how many pages are there? Please do not include the homepage in this measurement.		Please confirm number	

15.0a	Overall, how long did it take you to go through all these pages from leaving the homepage to receiving the quotes on the results page?		HH:MM:SS	
15.0b	Are the results shown within the comparison website/app or have you received them via an email?		Within website/app Go to 15.0ca	
			Via Email	
			Other Please comment Go to 15.0ca	
15.0c	If you have received an email, how are the results provided?		A list/table of results	
			Links to a website	
			Other Please specify	
15.0ca	Please upload an image of the results page as you first see it, and capture the top 10 quotes. Be aware that you may need to scroll down and take multiple screenshots to capture the first 10 quotes. If your results are only displayed in an email, please take a screenshot of the email.		Image upload	
15.0d	Do you have any further images to upload relating to Q15.0ca?		Yes	No Go to 15.1
15.0da	Please upload an image of the results page as you first see it.		Image upload	
15.0e	Do you have any further images to upload relating to Q15.0ca?		Yes	No Go to 15.1
15.0ea	Please upload an image of the results page as you first see it.		Image upload	
15.0f	Do you have any further images to upload relating to Q15.0ca?		Yes	No Go to 15.1
15.0fa	Please upload an image of the results page as you first see it.		Image upload	
15.0g	Do you have any further images to upload relating to Q15.0ca?		Yes	No Go to 15.1
15.0ga	Please upload an image of the results page as you first see it.		Image upload	
15.1	Looking at the first quote presented based on your scenario and the initial	Price - monthly premium	Yes £0000.00	No

	ranking on the results page, what of the following information is provided?	Price - annual premium	Yes £0000.00	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes £0000.00	No
		Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)	Yes ✍ Please specify	No
		Popularity / customer reviews or ratings	Yes ✍ Please specify	No
		Name of insurance company	Yes ✍ Please specify	No
		Payment terms (annual, monthly)	Yes ✍ Please specify	No
		Cover type (buildings / contents / both)	Yes ✍ Please specify	No
		Other	Yes ✍ Please specify	No
15.2a	Does the results page tell you how many supplier quotes have been listed based on the information you have provided?		Yes	No Go to 15.2c
15.2b	How many quotes are you told have been listed overall?		✍ Please specify number	
15.2c	How clear is the order in which the quotes provided are shown? E.g. Is there any visible information relating to this on the results page?	Very clear		
		Fairly clear		
		Fairly unclear		
		Very unclear		
15.3	Are the results already ordered by annual premium (lowest to highest)?		Yes Go to 15.4b	No
15.4a	If the results are not already ordered by annual premium (lowest to highest) please re-order your results by annual premium (lowest to highest) Please click Next to confirm that you have done this.		Next	
15.4b	What is the first quote based on your re-ordering on the results page? If there is more than 1 page of quotes only use the first page.		£0000.00	

15.5	Do you notice any recommended, "featured" or "paid for results" on the results page of the comparison website/app?	Yes Please comment	No Go to 15.6
15.5a	Are the recommended, "featured" or "paid for results" clearly labelled as such?	Yes	No
15.6	Does it appear that any quotes offer an incentive for choosing that particular supplier/ product (such as cashback or rewards)? This is not the same as a product feature (e.g. receiving cashback for paying annually)	Yes Please comment	No
15.7	Can you find the quote that matches your needs in your allocated scenario? Please refer to your coversheet for your scenario	Yes Please comment	No
15.8	How easy is it to search using the comparison website/app you are assessing?	Very Easy	
		Quite Easy	
		Quite Difficult	
		Very Difficult	
Now select the quote that is most attractive to you. This may take you to the providers own website/ app.			
15.9	Why is this quote the most attractive to you?	Please state	
15.10	When you select the quote, do you go through to the provider's website/app or do you have to purchase the product/ service on the comparison website/app?	Go through to provider website/app	Have to purchase the product/service on comparison website/app. Go to 19.0a
15.11	Are you presented with a summary of the main features of the quote selected?	Yes Please comment	No
Section 16 - Home Insurance comparison results – Provider 1 - Revisit 2			
16.0a	What is the name of the provider you have selected?	Please state	
16.0b	Are you already a customer of this provider?	Yes	No
16.0c	Please upload an image of the provider quote.	Image upload	
16.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price - monthly premium	Yes No
		Price - annual premium	Yes No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes No
		Cover Type (buildings/ contents/ both)	Yes No




		Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)	Yes	No
		Name of insurance company	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Payment terms (annual, monthly)	Yes	No
		Other	Yes Please comment	No
16.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No NA
16.2a	Is any additional information required?		Yes Please list	No
16.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 16.4	Additional quotes Please comment
16.3a	How many new quotes are presented?		1	
			2	
			3+	
16.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
16.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
16.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 16.4c	No Please comment
16.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
16.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 17.0a	No Please comment
16.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload	
16.4e		... additional fees/ charges	Yes	No

	Is the difference in price due to either of the following....	... additional products/ services that have to be purchased	Yes	No	
		...other	Yes Please comment	No	
Now select a different quote; This should be the quote that is ranked first (unless already chosen as your most attractive choice) or the quote ranked second (if the first quote is already chosen as your most attractive choice)) by clicking through to the provider's website/app.					
Section 17 - Home Insurance comparison results – Provider 2 – Revisit 2					
17.0a	What is the name of the provider you have selected?		Please state		
17.0b	Are you already a customer of this provider?		Yes	No	
17.0c	Please upload an image of the provider quote.		Image upload		
17.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price - monthly premium	Yes	No	
		Price - annual premium	Yes	No	
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No	
		Cover Type (buildings/ contents/ both)	Yes	No	
		Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)	Yes	No	
		Name of insurance company	Yes	No	
		Popularity / customer reviews or ratings	Yes	No	
		Payment terms (annual, monthly)	Yes	No	
		Other	Yes Please comment	No	
17.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No	NA
17.2a	Is any additional information required?		Yes Please list	No	
17.3	Does the site present only the quote you selected on the comparison/app or additional quotes?		Just the quote I selected Go to 17.4	Additional quotes Please comment	
17.3a	How many new quotes are presented?	1			
		2			
		3+			
17.3b	Please upload an image of any additional quotes on the results page.		Image upload		
Now following the process up to the point of purchase...					

17.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No ✍ Please comment
17.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 17.4c	No ✍ Please comment
17.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
17.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 18.0a	No ✍ Please comment
17.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload	
17.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes ✍ Please comment	No
Now select the third quote; This should be the quote that is ranked second (unless already chosen as your second quote) or the quote ranked third (if the second quote is already chosen as your second choice)) by clicking through to the provider's website/app.				
Section 18 - Home Insurance comparison results – Provider 3 – Revisit 2				
18.0a	What is the name of the provider you have selected?		✍ Please state	
18.0b	Are you already a customer of this provider?		Yes	No
18.0c	Please upload an image of the provider quote.		Image upload	
18.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price - monthly premium	Yes	No
		Price - annual premium	Yes	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No
		Cover Type (buildings/ contents/ both)	Yes	No
		Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)	Yes	No
		Name of insurance company	Yes	No


		Popularity / customer reviews or ratings	Yes	No
		Payment terms (annual, monthly)	Yes	No
		Other	Yes Please comment	No
18.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No NA
18.2a	Is any additional information required?		Yes Please list	No
18.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 18.4	Additional quotes Please comment
18.3a	How many new quotes are presented?		1	
2				
3+				
18.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
18.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
18.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 18.4c	No
18.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
18.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 20.0	No
18.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload	
18.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No




		...other	Yes Please comment Go to 20.0	No Go to 20.0
Section 19 - Home Insurance comparison results – Direct purchase – Revisit 2 (This is a purchase that is made on the Comparison Website/App and you are NOT taken to the providers website)				
19.0a	What is the name of the provider you have selected?		Please comment	
19.0b	Are you already a customer of this provider?		Yes	No
19.0c	Please upload an image of the provider quote.		Image upload	
Now following the process up to the point of purchase...				
19.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
19.4a	Is the final price shown the same as the one provided on the results page?		Yes Go to 20.0	No Please comment
19.4b	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
19.4d	Please upload an image showing any differences between the initial and final price on the comparison website/app.		Image upload	

Section 20 – Summary of Assessment			
Thank you for taking time to complete this visit for us.			
20.0	What time did your assessment finish? – Use 24-hour clock e.g. 15:30	HH:MM	
20.0a	Is there anything that GfK should know about this assessment?	Yes  Please comment	No
20.0b	Is there any additional information that you wish to provide around comparison websites/apps?	Yes  Please comment	No
20.0c	Is there any additional information that you wish to provide around the provider websites/apps?	Yes  Please comment	No
END	Thank you.		

Questionnaire – Energy


DCT Mystery Shopping Main Wave – Energy Questionnaire									
<p>You must assess the supplier specified on your Coversheet and use the contact method specified on your Coversheet.</p> <p>You will be asked to provide screenshots/photographs of the website/app you assess.</p>									
Section 0 – Assessment Details									
0-0	When did you last use a comparison website/app before this Mystery Shopping exercise?	Within the last month							
		Within the last 3 months							
		Within the last 6 months							
		Within the last 9 months							
		Within the last year							
		I don't know							
		Never							
0-0a	How much experience do you have using comparison websites/apps?	A lot							
		Some							
		No experience							
0-1	Date of your first visit – Record date in full. Use leading zeros	DD/MM/YYYY							
0-2	What day of the week are you conducting your assessment?	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
0-3	In what time bracket are you carrying out the assessment?	Morning 09:00-11:29		Lunch-time 11:30-14:29		Afternoon 14:30-17:00		Evening 17:01-19:29	
0-4	What time are you starting your assessment? – Use 24-hour clock e.g. 15:05	HH:MM							
0-5	Are you completing this assessment using a web browser or an app?	Web Browser				App			
0-5a	What device are you using to conduct your comparison website/app assessment?	Laptop	Desktop PC	Tablet	Smartphone	Other Please comment			
0-5b	Which browser are you using to complete your assessment?	Internet Explorer	Google Chrome	Firefox	N/A – Used an App	Other Please comment			
0-5c	Please confirm that you have cleaned your cookies before starting this assessment. Please refer to your briefing notes on how to do this					I have cleaned my cookies			
0-6	Which Scenario are you assessing?	Scenario 1							
		Scenario 2							



		Scenario 3		
		Scenario 4		
		Scenario 5		
		Scenario 6		
0-7	Which sector are you assessing?		Energy	
		1	DCT1	
		2	DCT2	
0-8a	Which comparison website/app for Energy are you assessing? This must match your Coversheet	3	DCT3	
		4	DCT4	
		5	DCT5	
		6	DCT6	
		7	DCT7	
		8	DCT8	
Section 1 - Energy comparison website/app details				
1.0	Please confirm that you HAVE NOT used this comparison website/app before	I confirm I have not used this comparison website/app	I have used this before Go to End	I don't remember Go to End
1.0a	Please upload an image of the website/app homepage that you are visiting.	Image upload		
When using your Energy scenario to get a comparison....				
1.1	Are you asked to enter the following details?	Current payment method	Yes	No
		Current tariff and supplier	Yes	No
		Economy 7 meter or not	Yes	No
		Email address	Yes	No
		Postcode	Yes	No
		Type of energy (ie gas, electricity or dual fuel)	Yes	No
		Usage (estimated or actual)	Yes	No
		Other	Yes Please comment 	No
1.1a	Are you asked to provide details at Q1.1?	Yes	No Go to 2.0	

1.1a1	Please upload an image showing where you are asked to provide details relating to Q1.1	Image upload	
1.1a2	Do you have any further images to upload relating to Q1.1?	Yes	No Go to 2.0
1.1a3	Please upload an image showing where you are asked to provide details relating to Q1.1	Image upload	
1.1a4	Do you have any further images to upload relating to Q1.1?	Yes	No Go to 2.0
1.1a5	Please upload an image showing where you are asked to provide details relating to Q1.1	Image upload	
1.1a6	Do you have any further images to upload relating to Q1.1?	Yes	No Go to 2.0
1.1a7	Please upload an image showing where you are asked to provide details relating to Q1.1	Image upload	
1.1a8	Do you have any further images to upload relating to Q1.1?	Yes	No Go to 2.0
1.1a9	Please upload an image showing where you are asked to provide details relating to Q1.1	Image upload	
Now click to see the results of your comparison....			
Section 2 - Energy comparison results			
2.0	<p>From leaving the homepage to receiving the quotes on the results page, how many pages are there?</p> <p>Please do not include the homepage in this measurement.</p>	 Please confirm number	
2.0a	Overall, how long did it take you to go through all these pages from leaving the homepage to receiving the quotes on the results page?	HH:MM:SS	
2.0b	Are the results shown within the comparison website/app or have you received them via an email?	Within website/app Go to 2.0ca	
		Via Email	
		Other  Please comment Go to 2.0ca	
2.0c	If you have received an email, how are the results provided?	A list/table of results	
		Links to a website	
		Other  Please specify	

2.0ca	Please upload an image of the results page as you first see it, and capture the top 10 quotes. Be aware that you may need to scroll down and take multiple screenshots to capture the first 10 quotes. If your results are only displayed in an email, please take a screenshot of the email.		Image upload	
2.0d	Do you have any further images to upload relating to Q2.0ca?		Yes	No Go to 2.1
2.0da	Please upload an image of the results page as you first see it.		Image upload	
2.0e	Do you have any further images to upload relating to Q2.0ca?		Yes	No Go to 2.1
2.0ea	Please upload an image of the results page as you first see it.		Image upload	
2.0f	Do you have any further images to upload relating to Q2.0ca?		Yes	No Go to 2.1
2.0fa	Please upload an image of the results page as you first see it.		Image upload	
2.0g	Do you have any further images to upload relating to Q2.0ca?		Yes	No Go to 2.1
2.0ga	Please upload an image of the results page as you first see it.		Image upload	
2.1	Looking at the first quote presented based on your scenario and the initial ranking on the results page, what of the following information is provided?	Price- Monthly Bill	Yes £0000.00	No
		Price- Yearly Bill or Personal Projection	Yes £0000.00	No
		Estimated level of saving	Yes £0000.00	No
		Exit fee (to pay for leaving plan early)	Yes £0000.00	No
		Ability to switch through a DCT	Yes ✎ Please specify	No
		Rate type (fixed or variable)	Yes ✎ Please specify	No
		How long rate is fixed for	Yes ✎ Please specify	No

		User reviews / service ratings	Yes ✎ Please specify	No
		Fuel types (dual / gas / electricity)	Yes ✎ Please specify	No
		Payment options	Yes ✎ Please specify	No
		Green/Environmental plan	Yes ✎ Please specify	No
		Name of supplier	Yes ✎ Please specify	No
		Warm home discount	Yes ✎ Please specify	No
		Other	Yes ✎ Please specify	No
2.2a	Does the results page tell you how many supplier quotes have been listed based on the information you have provided?		Yes	No Go to 2.2c
2.2b	How many quotes are you told have been listed overall?		✎ Please specify number	
2.2c	<p>In what ranked order are the quotes first displayed?</p> <p>Please select one option from the following list.</p>	Price- Monthly Bill	Yes Go to 2.2d	No
		Price- Yearly Bill or Personal Projection	Yes Go to 2.2d	No
		Ability to switch through a DCT	Yes Go to 2.2d	No
		Estimated level of saving	Yes Go to 2.2d	No
		Exit fee (to pay for leaving plan early)	Yes Go to 2.2d	No
		Fuel types (dual / gas / electricity)	Yes Go to 2.2d	No

		Green/environmental plan	Yes Go to 2.2d	No
		Rate type (fixed or variable)	Yes Go to 2.2d	No
		How long rate is fixed for	Yes Go to 2.2d	No
		Name of supplier	Yes Go to 2.2d	No
		Payment options	Yes Go to 2.2d	No
		User reviews / service ratings	Yes Go to 2.2d	No
		Warm home discount	Yes Go to 2.2d	No
		Other	Yes  Please comment	No
2.2d	How clear is the order in which the quotes provided are shown? E.g. Is there any visible information relating to this on the results page?		Very clear	
			Fairly clear	
			Fairly unclear	
			Very unclear	
2.3	Is it possible to re-order the results?		Yes	No Go to 2.5
2.3a	What other options are available to change the ordering?	Price- Monthly Bill	Yes	No
		Price- Yearly Bill or Personal Projection	Yes	No
		Ability to switch through a DCT	Yes	No
		Estimated level of saving	Yes	No
		Exit fee (to pay for leaving plan early)	Yes	No
		Fuel types (dual / gas / electricity)	Yes	No
		Green/environmental plan	Yes	No
		Rate type (fixed or variable)	Yes	No

		How long rate is fixed for	Yes	No
		Name of supplier	Yes	No
		Payment options	Yes	No
		User reviews / service ratings	Yes	No
		Warm home discount	Yes	No
		Other	Yes  Please comment	No
2.4a	<p>If the results are not already ordered by monthly savings (highest to lowest) please re-order your results by monthly savings (highest to lowest)</p> <p>Please click Next to confirm that you have done this.</p>		Next	
2.4b	What is the first quote based on your re-ordering on the results page?		£0000.00	
2.5	<p>Is it possible to filter the supplier quotes based on specific factors relating to the quote?</p> <p>E.g. Can the results be filtered by those that offer a "Green/environmental plan"?</p>		Yes	<p>No</p> <p>Go to 2.7</p>
2.6	Can the results be filtered by the following....	Price- Monthly Bill	Yes	No
Price- Yearly Bill or Personal Projection		Yes	No	
Ability to switch through a DCT		Yes	No	
Estimated level of saving		Yes	No	
Exit fee (to pay for leaving plan early)		Yes	No	
Fuel types (dual / gas / electricity)		Yes	No	
Green/environmental plan		Yes	No	
Rate type (fixed or variable)		Yes	No	
How long rate is fixed for		Yes	No	
Name of supplier		Yes	No	
Payment options		Yes	No	
User reviews / service ratings		Yes	No	
Warm home discount		Yes	No	
Other		Yes  Please comment	No	
2.6a	Please upload an image of a filtered option on the results page.		Image upload	
2.7	Whilst using the comparison website/app can you see an explanation of technical terms?		Yes	<p>No</p> <p>Go to 2.9</p>





2.7a	Whilst using the comparison website/app can you see an explanation of technical terms of the following features....?	Price- Monthly Bill	Yes	No
		Price- Yearly Bill or Personal Projection	Yes	No
		Ability to switch through a DCT	Yes	No
		Estimated level of saving	Yes	No
		Exit fee (to pay for leaving plan early)	Yes	No
		Fuel types (dual / gas / electricity)	Yes	No
		Green/environmental plan	Yes	No
		Rate type (fixed or variable)	Yes	No
		How long rate is fixed for	Yes	No
		Name of supplier	Yes	No
		Payment options	Yes	No
		User reviews / service ratings	Yes	No
		Warm home discount	Yes	No
		Other	Yes Please comment	No
2.8	Please upload an image of the explanation of technical terms	Image upload		
2.8a	Do you have any further images to upload relating to 2.8?	Yes	No Go to 2.9	
2.8c	Please upload an image of the explanation of technical terms	Image upload		
2.8d	Do you have any further images to upload relating to 2.8?	Yes	No Go to 2.9	
2.8e	Please upload an image of the explanation of technical terms	Image upload		
2.9	Do you notice any recommended, "featured" or "paid for results" on the results page of the comparison website/app?	Yes Please comment	No Go to 2.10	
2.9a	Are the recommended, "featured" or "paid for results" clearly labelled as such?	Yes	No	
2.10	Does it appear that any quotes offer an incentive for choosing that particular supplier/ product (such as cashback or rewards)? This is not the same as a product feature (e.g. receiving cashback for paying annually)	Yes Please comment	No	
2.11	Can you find the quote that matches your needs in your allocated scenario? Please refer to your coversheet for your scenario	Yes	No Please comment	

2.12	How easy is it to search using the comparison website/app you are assessing?	Very Easy		
		Quite Easy		
		Quite Difficult		
		Very Difficult		
<p>Now select the quote that is most attractive to you. This may take you to the supplier's own website/ app. You should be aware that there may be some instances where you cannot progress either on the comparison website/app or the supplier's website; you may be provided with a phone number to call, for example. In this instance you should open up the supplier's website and follow the questions below to compare the price. You will need to re-enter all the details you entered on the original price comparison website/app.</p>				
2.13	Why is this quote most attractive to you?	✎ Please comment		
2.13a	When you select the quote, do you go through to the supplier's website/app or do you have to purchase the product/ service on the comparison website/app?	Go through to supplier website/app	Have to purchase the product/service on comparison website/app Go to 6.0a	Cannot do either of these actions Go to 3.0a
2.13b	Are you presented with a summary of the main features of the quote selected?	Yes ✎ Please comment	No	
Section 3 - Energy comparison results – Supplier 1				
3.0a	What is the name of the supplier you have selected?	✎ Please state		
3.0b	Are you already a customer of this supplier?	Yes	No	
3.0c	Please upload an image of the supplier quote.	Image upload		
3.1	Does the result shown by the supplier in terms of the following features match what the comparison website/ app offered?	Price - Monthly Bill	Yes	No
		Price - Yearly Bill or personal projection	Yes	No
		Ability to switch through a DCT	Yes	No
		Estimated level of saving	Yes	No
		Exit fee (to pay for leaving plan early)	Yes	No
		Fuel types (dual / gas / electricity)	Yes	No
		Green/environmental plan	Yes	No
		Rate type (fixed or variable)	Yes	No
		How long rate is fixed for	Yes	No
		Name of supplier	Yes	No
		Payment options	Yes	No

		User reviews/ service ratings	Yes	No
		Warm home discount	Yes	No
		Other	Yes Please comment	No
3.2	Has the supplier saved all of your details entered on the comparison website/app?		Yes	No NA
3.2a	Is any additional information required?		Yes Please list	No
3.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 3.4	Additional quotes Please comment
3.3a	How many new offers are presented?		1	
2				
3+				
3.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
3.4	Is the quote still available for you? i.e. can you purchase the tariff?		Yes	No Please comment
3.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 3.4c	No Please comment
3.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
3.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 4.0a	No Please comment
3.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload	
3.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No

Now select a different quote; This should be the quote that is ranked first (unless already chosen as your most attractive choice) or the quote ranked second (if the first quote is already chosen as your most attractive choice)) by clicking through to the supplier's website/app. You should be aware that there may be some instances where you cannot progress either on the comparison website/app or the supplier's website; you may be provided with a phone number to call, for example. In this instance you should open up the supplier's website and follow the questions below to compare the price. You will need to re-enter all the details you entered on the original price comparison website/app.

Section 4 - Energy comparison results – Supplier 2 -




4.0a	What is the name of the supplier you have selected?		 Please state		
4.0b	Are you already a customer of this supplier?		Yes	No	
4.0c	Please upload an image of the supplier quote.		Image upload		
4.1	Does the result shown by the supplier in terms of the following features match what the comparison website/app offered?	Price - Monthly Bill	Yes	No	
		Price - Yearly Bill or personal projection	Yes	No	
		Ability to switch through a DCT	Yes	No	
		Estimated level of saving	Yes	No	
		Exit fee (to pay for leaving plan early)	Yes	No	
		Fuel types (dual / gas / electricity)	Yes	No	
		Green/environmental plan	Yes	No	
		Rate type (fixed or variable)	Yes	No	
		How long rate is fixed for	Yes	No	
		Name of supplier	Yes	No	
		Payment options	Yes	No	
		User reviews/ service ratings	Yes	No	
		Warm home discount	Yes	No	
		Other	Yes  Please comment	No	
4.2	Has the supplier saved all of your details entered on the comparison website/app?		Yes	No	NA
4.2a	Is any additional information required?		Yes  Please list		No
4.3	Does the site present only the quote you selected on the comparison/app or additional quotes?		Just the quote I selected Go to 4.4		Additional quotes  Please comment
4.3a	How many new quotes are presented?		1		

		2	
		3+	
4.3b	Please upload an image of any additional quotes on the results page.	Image upload	
Now following the process up to the point of purchase...			
4.4	Is the quote still available for you? i.e. can you purchase the tariff?	Yes	No Please comment
4.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?	Yes Go to 4.4c	No Please comment
4.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app	Image upload	
4.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?	Yes Go to 5.0a	No Please comment
4.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app	Image upload	
4.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes No
		... additional products/ services that have to be purchased	Yes No
		...other	Yes Please comment No
Now select the third quote; This is the quote that is ranked second (unless already chosen as your second quote) or the offer ranked third (if the second quote was already chosen as your second choice)) by clicking through to the supplier's website/app. You should be aware that there may be some instances where you cannot progress either on the comparison website/app or the supplier's website; you may be provided with a phone number to call, for example. In this instance you should open up the supplier's website and follow the questions below to compare the price. You will need to re-enter all the details you entered on the original price comparison website/app.			
Section 5 - Energy comparison results – Supplier 3			
5.0a	What is the name of the supplier you have selected?	Please state	
5.0b	Are you already a customer of this supplier?	Yes	No
5.0c	Please upload an image of the supplier quote.	Image upload	
5.1	Does the result shown by the supplier in terms of the following features match what the comparison website/ app offered?	Price - Monthly Bill	Yes No
		Price - Yearly Bill or personal projection	Yes No
		Ability to switch through a DCT	Yes No
		Estimated level of saving	Yes No

		Exit fee (to pay for leaving plan early)	Yes	No
		Fuel types (dual / gas / electricity)	Yes	No
		Green/environmental plan	Yes	No
		Rate type (fixed or variable)	Yes	No
		How long rate is fixed for	Yes	No
		Name of supplier	Yes	No
		Payment options	Yes	No
		User reviews/ service ratings	Yes	No
		Warm home discount	Yes	No
		Other	Yes Please comment	No
5.2	Has the supplier saved all of your details entered on the comparison website/app?		Yes	No NA
5.2a	Is any additional information required?		Yes Please list	No
5.2b	Please upload an image of the supplier's quote page.		Image upload	
5.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 5.4	Additional quotes Please comment
5.3a	How many new quotes are presented?	1		
		2		
		3+		
5.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
5.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
5.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 5.4c	No Please comment
5.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	

5.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 7.1	No Please comment
5.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload	
5.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment Go to 7.1	No Go to 7.1
Section 6 - Energy comparison results – Direct purchase (This is a purchase that is made on the Comparison Website/App and you are NOT taken to the providers website)				
6.0a	What is the name of the supplier you have selected?		Please comment	
6.0b	Are you already a customer of this supplier?		Yes	No
6.0c	Please upload an image of the supplier quote.		Image upload	
Now following the process up to the point of purchase...				
6.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
6.4a	Is the final price shown the same as the one provided on the results page?		Yes Go to 7.1	No Please comment
6.4b	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
6.4c	Please upload an image showing any differences between the initial and final price on the comparison website/app.		Image upload	
Section 7 – Assessment Details				

7.1	<p>Were you able to fully complete your comparison website/ app assessment as described on your coversheet?</p> <p>If No, please explain what happened.</p>	I was fully able to complete the assessment	<p>No</p> <p> Please comment</p>
7.2	What time did your assessment finish? – Use 24-hour clock e.g. 15:30	HH:MM	
Section 8 – Revisit 1			
You should NOT delete your cookies at this stage, please keep them for this second assessment.			
8.0a	Does the comparison website/app ask you to input all of your details and your scenario again?	Yes	<p>No</p> <p>Go to 8.0c</p>
8.0b	<p>Please make sure and confirm that you have entered exactly the same details as per your coversheet/ original search.</p> <p>Please refer to your coversheet for reference.</p>	I confirm	
8.0c	<p>Please make sure and confirm that all of the saved details are exactly the same as per your coversheet/ original search.</p> <p>Please refer to your coversheet for reference.</p>	I confirm	
Section 9 - Energy comparison results - Revisit 1			
9.0	<p>From leaving the homepage to receiving the quotes on the results page, how many pages are there?</p> <p>Please do not include the homepage in this measurement.</p>	Please confirm number	
9.0a	Overall, how long did it take you to go through all these pages from leaving the homepage to receiving the quotes on the results page?	HH:MM:SS	
9.0b	Are the results shown within the comparison website/app or have you received them via an email?	<p>Within website/app</p> <p>Go to 9.0ca</p>	
		Via Email	
		<p>Other</p> <p> Please comment</p> <p>Go to 9.0ca</p>	
9.0c	If you have received an email, how are the results provided?	A list/table of results	
		Links to a website	
		<p>Other</p> <p> Please specify</p>	

9.0ca	Please upload an image of the results page as you first see it, and capture the top 10 quotes. Be aware that you may need to scroll down and take multiple screenshots to capture the first 10 quotes. If your results are only displayed in an email, please take a screenshot of the email.		Image upload	
9.0d	Do you have any further images to upload relating to Q9.0ca?		Yes	No Go to 9.1
9.0da	Please upload an image of the results page as you first see it.		Image upload	
9.0e	Do you have any further images to upload relating to Q9.0ca?		Yes	No Go to 9.1
9.0ea	Please upload an image of the results page as you first see it.		Image upload	
9.0f	Do you have any further images to upload relating to Q9.0ca?		Yes	No Go to 9.1
9.0fa	Please upload an image of the results page as you first see it.		Image upload	
9.0g	Do you have any further images to upload relating to Q9.0ca?		Yes	No Go to 9.1
9.0ga	Please upload an image of the results page as you first see it.		Image upload	
9.1	Looking at the first quote presented based on your scenario and the initial ranking on the results page, what of the following information is provided?	Price- Monthly Premium	Yes £0000.00	No
		Price- Yearly Bill or personal projection	Yes £0000.00	No
		Estimated level of saving	Yes £0000.00	No
		Exit fee (to pay for leaving plan early)	Yes £0000.00	No
		Rate type (fixed or variable)	Yes  Please specify	No
		How long rate is fixed for	Yes  Please specify	No
		User reviews / ratings	Yes  Please specify	No





		Fuel types (dual / gas / electricity)	Yes ✎ Please specify	No
		Payment options	Yes ✎ Please specify	No
		Name of suppliers	Yes ✎ Please specify	No
		Warm home discount	Yes ✎ Please specify	No
		Green/Environmental plan	Yes ✎ Please specify	No
		Other	Yes ✎ Please specify	No
9.2a	Does the results page tell you how many supplier quotes have been listed based on the information you have provided?		Yes	No Go to 9.3
9.2b	How many quotes are you told have been listed overall?		✎ Please specify number	
9.3	Are the results already ordered by monthly savings (highest to lowest)?		Yes Go to 9.4b	No
9.4a	If the results are not already ordered by monthly savings (highest to lowest) please re-order your results by monthly savings (highest to lowest) Please click Next to confirm that you have done this.		Next	
9.4b	What is the first quote based on your re-ordering on the results page?		£0000.00	
9.5	Do you notice any recommended, “featured” or “paid for results” on the results page of the comparison website/app?		Yes ✎ Please comment	No Go to 9.6
9.5a	Are the recommended, “featured” or “paid for results” clearly labelled as such?		Yes	No
9.6	Does it appear that any quotes offer an incentive for choosing that particular supplier/ product (such as cashback or rewards)? This is not the same as a product feature (e.g. receiving cashback for paying annually)		Yes ✎ Please comment	No
9.7	Can you find the offer that matches your needs in your allocated scenario? Please refer to your coversheet for your scenario		Yes	No ✎ Please comment
9.8	How easy is it to search using the comparison website/app you are assessing?		Very Easy	
Quite Easy				

		Quite Difficult		
		Very Difficult		
<p>Now select the quote that is most attractive to you. This may take you to the suppliers own website/ app. You should be aware that there may be some instances where you cannot progress either on the comparison website/app or the supplier's website; you may be provided with a phone number to call, for example. In this instance you should open up the supplier's website and follow the questions below to compare the price. You will need to re-enter all the details you entered on the original price comparison website/app.</p>				
9.9	Why is this quote most attractive to you?	Please comment		
9.9a	When you select the quote, do you go through to the supplier's website/app or do you have to purchase the product/ service on the comparison website/app?	Go through to supplier website/ app	Have to purchase the product/service on comparison website/app Go to 13.0a.	Cannot do either of these actions Go to 10.0a
9.9b	Are you presented with a summary of the main features of the quotes selected?	Yes Please comment	No	
Section 10 - Energy comparison results – Supplier 1 - Revisit 1				
10.0a	What is the name of the supplier you have selected?	Please state		
10.0b	Are you already a customer of this supplier?	Yes	No	
10.0c	Please upload an image of the supplier quote.	Image upload		
10.1	Does the result shown by the supplier in terms of the following features match what the comparison website/ app offered?	Price - Monthly Bill	Yes	No
		Price - Yearly Bill or personal projection	Yes	No
		Ability to switch through a DCT	Yes	No
		Estimated level of saving	Yes	No
		Exit fee (to pay for leaving plan early)	Yes	No
		Fuel types (dual / gas / electricity)	Yes	No
		Green/environmental plan	Yes	No
		How long rate is fixed for	Yes	No
		Name of supplier	Yes	No
		Payment options	Yes	No
		Rate type (fixed or variable)	Yes	No
		User reviews/ ratings	Yes	No
		Warm home discount	Yes	No

		Other	Yes ✎ Please comment	No
10.2	Has the supplier saved all of your details entered on the comparison website/app?		Yes	No NA
10.2a	Is any additional information required?		Yes ✎ Please list	No
10.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 10.4	Additional quotes ✎ Please comment
10.3a	How many new quotes are presented?		1	
			2	
			3+	
10.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
10.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No ✎ Please comment
10.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 10.4c	No ✎ Please comment
10.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
10.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 11.0a	No ✎ Please comment
10.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload	
10.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes ✎ Please comment	No

Now select a different quote; This should be the quote that is ranked first (unless already chosen as your most attractive choice) or the quote ranked second (if the first quote was already chosen as your most attractive choice)) by clicking through to the supplier's website/app. You should be aware that there may be some instances where you cannot progress either on the comparison website/app or the supplier's website; you may be provided with a phone number to call, for example. In this instance you should open up the supplier's website and follow the questions below to compare the price. You will need to re-enter all the details you entered on the original price comparison website/app.




Section 11 - Energy comparison results – Supplier 2 - Revisit 1

11.0a	What is the name of the supplier you have selected?		 Please state		
11.0b	Are you already a customer of this supplier?		Yes	No	
11.0c	Please upload an image of the supplier quote.		Image upload		
11.1	Does the result shown by the supplier in terms of the following features match what the comparison website/app offered?	Price - Monthly Bill	Yes	No	
		Price - Yearly Bill or personal projection	Yes	No	
		Ability to switch through a DCT	Yes	No	
		Estimated level of saving	Yes	No	
		Exit fee (to pay for leaving plan early)	Yes	No	
		Fuel types (dual / gas / electricity)	Yes	No	
		Green/environmental plan	Yes	No	
		Rate type (fixed or variable)	Yes	No	
		How long rate is fixed for	Yes	No	
		Name of supplier	Yes	No	
		Payment options	Yes	No	
		User reviews/ ratings	Yes	No	
		Warm home discount	Yes	No	
		Other	Yes  Please comment	No	
11.2	Has the supplier saved all of your details entered on the comparison website/app?		Yes	No	NA
11.2a	Is any additional information required?		Yes  Please list		No
11.3	Does the site present only the quote you selected on the website/app or additional quotes?		Just the quote I selected Go to 11.4		Additional quotes  Please comment
11.3a	How many new quotes are presented?		1		

		2	
		3+	
11.3b	Please upload an image of any additional quotes on the results page.		Image upload
Now following the process up to the point of purchase...			
11.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		<div>Yes</div> <div>No</div> <div> Please comment</div>
11.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		<div>Yes</div> <div>No</div> <div>Go to 11.4c</div> <div> Please comment</div>
11.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload
11.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		<div>Yes</div> <div>No</div> <div>Go to 12.0a</div> <div> Please comment</div>
11.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload
11.4e	Is the difference in price due to either of the following....	... additional fees/ charges	<div>Yes</div> <div>No</div>
		... additional products/ services that have to be purchased	<div>Yes</div> <div>No</div>
		...other	<div>Yes Please comment</div> <div>No</div>
<p>Now select the third quote; This should be the quote that is ranked second (unless already chosen as your second quote) or the quote ranked third (if the second quote is already chosen as your second choice)) by clicking through to the supplier's website/app. You should be aware that there may be some instances where you cannot progress either on the comparison website/app or the supplier's website; you may be provided with a phone number to call, for example. In this instance you should open up the supplier's website and follow the questions below to compare the price. You will need to re-enter all the details you entered on the original price comparison website/app.</p>			
Section 12 - Energy comparison results – Supplier 3 – Revisit 1			
12.0a	What is the name of the supplier you have selected?		Please state
12.0b	Are you already a customer of this supplier?		<div>Yes</div> <div>No</div>
12.0c	Please upload an image of the supplier quote.		Image upload
12.1	Does the result shown by the supplier in terms of the following features match what the comparison website/ app offered?	Price - Monthly Bill	<div>Yes</div> <div>No</div>
		Price - Yearly Bill or personal projection	<div>Yes</div> <div>No</div>
		Ability to switch through a DCT	<div>Yes</div> <div>No</div>
		Estimated level of saving	<div>Yes</div> <div>No</div>
		Exit fee (to pay for leaving plan early)	<div>Yes</div> <div>No</div>

		Fuel types (dual / gas / electricity)	Yes	No	
		Green/environmental plan	Yes	No	
		Rate type (fixed or variable)	Yes	No	
		How long rate is fixed for	Yes	No	
		Name of supplier	Yes	No	
		Payment options	Yes	No	
		User reviews/ ratings	Yes	No	
		Warm home discount	Yes	No	
		Other	Yes Please comment	No	
12.2	Has the supplier saved all of your details entered on the comparison website/app?		Yes	No	NA
12.2a	Is any additional information required?		Yes Please list	No	
12.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 12.4	Additional quotes Please comment	
12.3a	How many new quotes are presented?		1		
2					
3+					
12.3b	Please upload an image of any additional quotes on the results page.		Image upload		
Now following the process up to the point of purchase...					
12.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No	Please comment
12.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 12.4c	No	Please comment
12.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload		
12.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 20.0	No	Please comment

12.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload	
12.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment Go to 20.0	No Go to 20.0
Section 13 - Energy comparison results – Direct purchase – Revisit 1 (This is a purchase that is made on the Comparison Website/App and you are NOT taken to the providers website)				
13.0a	What is the name of the supplier you have selected?		Please comment	
13.0b	Are you already a customer of this supplier?		Yes	No
13.0c	Please upload an image of the supplier quote.		Image upload	
Now following the process up to the point of purchase...				
13.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
13.4a	Is the final price shown the same as the one provided on the results page?		Yes Go To 20.0	No Please comment
13.4b	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
13.4c	Please upload an image showing any differences between the initial and final price on the comparison website/app.		Image upload	

Section 20 – Summary of Assessment			
Thank you for taking time to complete this visit for us.			
20.0	What time did your assessment finish? – Use 24-hour clock e.g. 15:30	HH:MM	
20.0 a	Is there anything that GfK should know about this assessment?	Yes  Please comment	No
20.0 b	Is there any additional information that you wish to provide around comparison websites/apps?	Yes  Please comment	No
20.0 c	Is there any additional information that you wish to provide around the supplier websites/apps?	Yes  Please comment	No
END	Thank you.		

Questionnaire – Credit Card

DCT Mystery Shopping Main Wave – Credit Card Questionnaire									
<p>You must assess the provider specified on your Coversheet and use the contact method specified on your Coversheet.</p> <p>You will be asked to provide screenshots/photographs of the website/app you assess.</p>									
Section 0 – Assessment Details									
0-0	When did you last use a comparison website/app before this Mystery Shopping exercise?	Within the last month							
		Within the last 3 months							
		Within the last 6 months							
		Within the last 9 months							
		Within the last year							
		I don't know							
		Never							
0-0a	How much experience do you have using comparison websites/apps?	A lot							
		Some							
		No experience							
0-1	Date of your first visit – Record date in full. Use leading zeros	DD/MM/YYYY							
0-2	What day of the week are you conducting your assessment?	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
0-3	In what time bracket are you carrying out the assessment?	Morning 09:00-11:29		Lunch-time 11:30-14:29		Afternoon 14:30-17:00		Evening 17:01-19:29	
0-4	What time are you starting your assessment? – Use 24-hour clock e.g. 15:05	HH:MM							
0-5	Are you completing this assessment using a web browser or an app?	Web Browser				App			
0-5a	What device are you using to conduct your comparison website/app assessment?	Laptop	Desktop PC	Tablet	Smartphone	Other Please comment			
0-5b	Which browser are you using to complete your assessment?	Internet Explorer	Google Chrome	Firefox	N/A – Used an App	Other Please comment			
0-5c	Please confirm that you have cleaned your cookies before starting this assessment. Please refer to your briefing notes on how to do this					I have cleaned my cookies			
0-6	Which Scenario are you assessing?	Scenario 1							
		Scenario 2							


		Scenario 3			
		Scenario 4			
		Scenario 5			
0-7	Which sector are you assessing?		Credit Cards		
		1	DCT1		
0-8a	Which comparison website/app for Credit Card providers are you assessing? This must match your Coversheet.	2	DCT2		
		3	DCT3		
		4	DCT4		
		5	DCT5		
		6	DCT6		
		7	DCT7		
		8	DCT8		
		9	DCT9		
		10	DCT10		
		11	DCT11		
		12	DCT12		
		13	DCT13		
		14	DCT14		
		15	DCT15		
Section 1 - Credit Card comparison website/app details					
1.0	Please confirm that you HAVE NOT used this comparison website/app before		I confirm I have not used this comparison website/app before Go to End	I have used this before Go to End	I don't remember Go to End
1.0a	Please upload an image of the website/app homepage that you are visiting.		Image upload		
When using your Credit Card scenario to get a comparison....					
1.1	Are you asked to enter the following details?	Name	Yes	No	
		Address	Yes	No	
		Postcode	Yes	No	
		Date of birth (of yourself)	Yes	No	

		Email address	Yes	No
		Phone number (landline and/or mobile)	Yes	No
		Information about you (e.g. age, gender, occupation, marital status, nationality)	Yes	No
		Information about your financial situation (e.g. income)	Yes	No
		Existing banking arrangements (e.g. main current account provider)	Yes	No
		Login details (to register or log into an account)	Yes	No
		Other	Yes Please comment	No
1.1a	Are you asked to provide details at Q1.1?		Yes	No Go to 2.0
1.1a1	Please upload an image showing where you are asked to provide details relating to Q1.1		Image upload	
1.1a2	Do you have any further images to upload relating to Q1.1?		Yes	No Go to 2.0
1.1a3	Please upload an image showing where you are asked to provide details relating to Q1.1		Image upload	
1.1a4	Do you have any further images to upload relating to Q1.1?		Yes	No Go to 2.0
1.1a5	Please upload an image showing where you are asked to provide details relating to Q1.1		Image upload	
1.1a6	Do you have any further images to upload relating to Q1.1?		Yes	No Go to 2.0
1.1a7	Please upload an image showing where you are asked to provide details relating to Q1.1		Image upload	
1.1a8	Do you have any further images to upload relating to Q1.1?		Yes	No Go to 2.0
1.1a9	Please upload an image showing where you are asked to provide details relating to Q1.1		Image upload	
Now click to see the results of your comparison....				
Section 2 - Credit Card comparison results				
2.0	From leaving the homepage to receiving the quotes on the results page, how many pages are there? Please do not include the homepage in this measurement.		Please confirm number	

2.0a	Overall, how long did it take you to go through all these pages from leaving the homepage to receiving the quotes on the results page?		HH:MM:SS	
2.0b	Are the results shown within the comparison website/app or have you received them via an email?		Within website/app	
			Go to 2.0ca	
			Via Email	
2.0c	If you have received an email, how are the results provided?		Other	
			Please comment	
			Go to 2.0ca	
2.0ca	Please upload an image of the results page as you first see it, and capture the top 10 quotes. Be aware that you may need to scroll down and take multiple screenshots to capture the first 10 quotes. If your results are only displayed in an email, please take a screenshot of the email.		A list/table of results	
			Links to a website	
			Other	
			Please specify	
2.0d	Do you have any further images to upload relating to Q2.0ca?		Yes	No Go to 2.1
2.0da	Please upload an image of the results page as you first see it.		Image upload	
2.0e	Do you have any further images to upload relating to Q2.0ca?		Yes	No Go to 2.1
2.0ea	Please upload an image of the results page as you first see it.		Image upload	
2.0f	Do you have any further images to upload relating to Q2.0ca?		Yes	No Go to 2.1
2.0fa	Please upload an image of the results page as you first see it.		Image upload	
2.0g	Do you have any further images to upload relating to Q2.0ca?		Yes	No Go to 2.1
2.0ga	Please upload an image of the results page as you first see it.		Image upload	
2.1	Looking at the first quote presented based on your scenario and the initial	Balance transfer offer (interest rate and fee)	Yes £0000.00	No

	ranking on the results page, what of the following information is provided?	Benefits / rewards	Yes £0000.00	No
		Inclusion / exclusion of annual fee	Yes 000.00	No
		Interest free period / introductory rate term	Yes ✍ Please specify	No
		Popularity / customer reviews or ratings	Yes ✍ Please specify	No
		Purchase interest rate / purchase offer	Yes ✍ Please specify	No
		Representative APR	Yes ✍ Please specify	No
		Size of monthly repayments	Yes ✍ Please specify	No
		Other	Yes ✍ Please specify	No
2.2a	Does the results page tell you how many supplier quotes have been listed based on the information you have provided?		Yes	No Go to 2.2c
2.2b	How many quotes are you told have been listed overall?		✍ Please specify number	
2.2c	In what ranked order are the quotes first displayed? Please select one option from the following list.	Representative APR	Yes Go to 2.2d	No
		Amount to transfer	Yes Go to 2.2d	No
		Any other fees	Yes Go to 2.2d	No
		Balance transfer offer (interest rate and fee)	Yes Go to 2.2d	No
		Benefits / rewards /cashback	Yes Go to 2.2d	No

		Credit card company	Yes Go to 2.2d	No
		Inclusion / exclusion of annual fee	Yes Go to 2.2d	No
		Introductory offer on balance transfers (interest free period)	Yes Go to 2.2d	No
		Introductory offer on purchases (interest free period)	Yes Go to 2.2d	No
		Likelihood of being accepted	Yes Go to 2.2d	No
		Popularity / customer reviews or ratings	Yes Go to 2.2d	No
		Purchase offer (interest rate and fee)	Yes Go to 2.2d	No
		Size of monthly repayments	Yes Go to 2.2d	No
		Other	Yes ✎ Please comment	No
2.2d	How clear is the order in which the quotes provided are shown? E.g. Is there any visible information relating to this on the results page?		Very clear	
			Fairly clear	
			Fairly unclear	
			Very unclear	
2.3	Is it possible to re-order the results?		Yes	No Go to 2.5
2.3a	What other options are available to change the ordering?	Representative APR	Yes	No
		Amount to transfer	Yes	No
		Any other fees	Yes	No
		Balance transfer offer (interest rate and fee)	Yes	No
		Benefits / rewards /cashback	Yes	No
		Credit card company	Yes	No

		Inclusion / exclusion of annual fee	Yes	No
		Introductory offer on balance transfers (interest free period)	Yes	No
		Introductory offer on purchases (interest free period)	Yes	No
		Likelihood of being accepted	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Purchase offer (interest rate and fee)	Yes	No
		Size of monthly repayments	Yes	No
		Other	Yes  Please comment	No
2.4a	If the results are not already ordered by Representative APR (lowest to highest) please re-order your results by Representative APR (lowest to highest) Please click Next to confirm that you have done this.		Next	
2.4b	What is the APR quoted in the first result based on your re-ordering on the results page?		000.00%	
2.5	Is it possible to filter the supplier quotes based on specific factors relating to the quote? E.g. Can the results be filtered by those that offered an "Introductory offer on balance transfers"		Yes	No Go to 2.7
2.6	Can the results be filtered by the following....	Representative APR	Yes	No
Amount to transfer		Yes	No	
Any other fees		Yes	No	
Balance transfer offer (interest rate and fee)		Yes	No	
Benefits / rewards /cashback		Yes	No	
Credit card company		Yes	No	
Inclusion / exclusion of annual fee		Yes	No	
Introductory offer on balance transfers (interest free period)		Yes	No	
Introductory offer on purchases (interest free period)		Yes	No	
Likelihood of being accepted		Yes	No	
Popularity / customer reviews or ratings		Yes	No	
Purchase offer (interest rate and fee)		Yes	No	
Size of monthly repayments		Yes	No	

		Other	Yes Please comment	No
2.6a	Please upload an image of a filtered option on the results page.		Image upload	
2.7	Whilst using the comparison website/app can you see an explanation of technical terms?		Yes	No Go to 2.9
2.7a	Whilst using the comparison website/app can you see an explanation of technical terms of the following features....?	Representative APR	Yes	No
		Amount to transfer	Yes	No
		Any other fees	Yes	No
		Balance transfer offer (interest rate and fee)	Yes	No
		Benefits / rewards /cashback	Yes	No
		Credit card company	Yes	No
		Inclusion / exclusion of annual fee	Yes	No
		Introductory offer on balance transfers (interest free period)	Yes	No
		Introductory offer on purchases (interest free period)	Yes	No
		Likelihood of being accepted	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Purchase offer (interest rate and fee)	Yes	No
		Size of monthly repayments	Yes	No
		Other	Yes Please comment	No
2.8	Please upload an image of the explanation of technical terms		Image upload	
2.8a	Do you have any further images to upload relating to 2.8?		Yes	No Go to 2.9
2.8c	Please upload an image of the explanation of technical terms		Image upload	
2.8d	Do you have any further images to upload relating to 2.8?		Yes	No Go to 2.9
2.8e	Please upload an image of the explanation of technical terms		Image upload	
2.9	Do you notice any recommended, "featured" or "paid for results" on the results page of the comparison website/app?		Yes Please comment	No Go to 2.10

2.9a	Are the recommended, "featured" or "paid for results" clearly labelled as such?	Yes	No	
2.10	Does it appear that any quotes offer an incentive for choosing that particular supplier/ product (such as cashback or rewards)? This is not the same as a product feature (e.g. receiving cashback on purchases)	Yes ✍ Please comment	No	
2.11	Can you find the quote that matches your needs in your allocated scenario? Please refer to your coversheet for your scenario	Yes	No ✍ Please comment	
2.12	How easy is it to search using the comparison website/app you are assessing?	<div>Very Easy</div> <div>Quite Easy</div> <div>Quite Difficult</div> <div>Very Difficult</div>		
Now select the quote that is most attractive to you. This may take you to the provider's own website/ app. You should be aware that there may be some instances where you cannot progress either on the comparison website/app or the supplier's website; you may be provided with a phone number to call, for example. In this instance you should open up the supplier's website and follow the questions below to compare the price. You will need to re-enter all the details you entered on the original price comparison website/app				
2.13	Why is this quote most attractive to you?	✍ Please comment		
2.13a	When you select the quote, do you go through to the provider's website/app or do you have to purchase the product/ service on the comparison website/app?	Go through to provider website/app	<div>Have to purchase the product/service on comparison website/app</div> <div>Go to 6.0a.</div> <div>Cannot do either of these actions</div> <div>Go to 3.0a</div>	
2.13b	Are you presented with a summary of the main features of the quote selected?	Yes ✍ Please comment	No	
Section 3 - Credit Card comparison results –Supplier 1				
3.0a	What is the name of the provider you have selected?	✍ Please state		
3.0b	Are you already a customer of this provider?	Yes	No	
3.0c	Please upload an image of the provider quote.	Image upload		
3.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Representative APR	Yes	No
		Amount to transfer	Yes	No
		Any other fees	Yes	No
		Balance transfer offer (interest rate and fee)	Yes	No





		Benefits / rewards /cashback	Yes	No
		Credit card company	Yes	No
		Inclusion / exclusion of annual fee	Yes	No
		Introductory offer on balance transfers (interest free period)	Yes	No
		Introductory offer on purchases (interest free period)	Yes	No
		Likelihood of being accepted	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Purchase offer (interest rate and fee)	Yes	No
		Size of monthly repayments	Yes	No
		Other	Yes Please comment	No
3.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No NA
3.2a	Is any additional information required?		Yes Please list	No
3.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 3.4	Additional quotes Please comment
3.3a	How many new quotes are presented?		<div>1</div> <div>2</div> <div>3+</div>	
3.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
3.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
3.4a	Is the final offer (including quoted APR) shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 3.4c	No Please comment
3.4b	Please upload an image showing any difference between the initial and final offer provided on the supplier's website/app		Image upload	
3.4c	Is the final offer (including quoted APR) shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 4.0a	No Please comment

3.4d	Please upload an image showing any difference between the final offer shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload	
3.4e	Is the difference in quotes due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
<p>Now select a different quote; This should be the quote that is ranked first (unless already chosen as your most attractive choice) or the quote ranked second (if the first quote is already chosen as your most attractive choice)) by clicking through to the provider's website/app. You should be aware that there may be some instances where you cannot progress either on the comparison website/app or the supplier's website; you may be provided with a phone number to call, for example. In this instance you should open up the supplier's website and follow the questions below to compare the price. You will need to re-enter all the details you entered on the original price comparison website/app</p>				
Section 4 - Credit Card comparison results –Supplier 2 -				
4.0a	What is the name of the provider you have selected?		Please state	
4.0b	Are you already a customer of this provider?		Yes	No
4.0c	Please upload an image of the provider quote.		Image upload	
4.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Representative APR	Yes	No
		Amount to transfer	Yes	No
		Any other fees	Yes	No
		Balance transfer offer (interest rate and fee)	Yes	No
		Benefits / rewards /cashback	Yes	No
		Credit card company	Yes	No
		Inclusion / exclusion of annual fee	Yes	No
		Introductory offer on balance transfers (interest free period)	Yes	No
		Introductory offer on purchases (interest free period)	Yes	No
		Likelihood of being accepted	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Purchase offer (interest rate and fee)	Yes	No
Size of monthly repayments	Yes	No		

		Other	Yes ✎ Please comment	No
4.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No NA
4.2a	Is any additional information required?		Yes ✎ Please list	No
4.3	Does the site present only the quote you selected on the comparison/app or additional quotes?		Just the quote I selected Go to 4.4	Additional quotes ✎ Please comment
4.3a	How many new quotes are presented?		1	
			2	
			3+	
4.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
4.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No ✎ Please comment
4.4a	Is the final offer (including quoted APR) shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 4.4c	No ✎ Please comment
4.4b	Please upload an image showing any difference between the initial and final offer provided on the supplier's website/app		Image upload	
4.4c	Is the final offer (including quoted APR) shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 5.0a	No ✎ Please comment
4.4d	Please upload an image showing any difference between the final offer shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload	
4.4e	Is the difference in the offers due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes ✎ Please comment	No

Now select the third quote; This is the quote that is ranked second (unless already chosen as your second quote) or the offer ranked third (if the second quote was already chosen as your second choice)) by clicking through to the provider's website/app. You should be aware that there may be some instances where you cannot progress either on the comparison website/app or the supplier's website; you may be provided with a phone number to call, for example. In this instance you should open up the supplier's website and follow the questions below to compare the price. You will need to re-enter all the details you entered on the original price comparison website/app

Section 5 - Credit Card comparison results –Supplier 3

5.0a	What is the name of the provider you have selected?		 Please state		
5.0b	Are you already a customer of this provider?		Yes	No	
5.0c	Please upload an image of the provider quote.		Image upload		
5.1	Does the result shown by the provider in terms of the following features match what the comparison website/app offered?	Representative APR	Yes	No	
		Amount to transfer	Yes	No	
		Any other fees	Yes	No	
		Balance transfer offer (interest rate and fee)	Yes	No	
		Benefits / rewards /cashback	Yes	No	
		Credit card company	Yes	No	
		Inclusion / exclusion of annual fee	Yes	No	
		Introductory offer on balance transfers (interest free period)	Yes	No	
		Introductory offer on purchases (interest free period)	Yes	No	
		Likelihood of being accepted	Yes	No	
		Popularity / customer reviews or ratings	Yes	No	
		Purchase offer (interest rate and fee)	Yes	No	
		Size of monthly repayments	Yes	No	
		Other	Yes  Please comment	No	
5.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No	NA
5.2a	Is any additional information required?		Yes  Please list	No	
5.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 5.4	Additional quotes  Please comment	
5.3a	How many new quotes are presented?		1		

		2	
		3+	
5.3b	Please upload an image of any additional quotes on the results page.		Image upload
Now following the process up to the point of purchase...			
5.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		<div>Yes</div> <div>No</div> <div> Please comment</div>
5.4a	Is the final offer (including quoted APR) shown the same as the one provided initially on the supplier's website/ app?		<div>Yes</div> <div>No</div> <div>Go to 5.4c</div> <div> Please comment</div>
5.4b	Please upload an image showing any difference between the initial and final offer provided on the supplier's website/app		Image upload
5.4c	Is the final offer (including quoted APR) shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		<div>Yes</div> <div>No</div> <div>Go to 7.1</div> <div> Please comment</div>
5.4d	Please upload an image showing any difference between the final offer shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload
5.4e	Is the difference in the offers due to either of the following....	... additional fees/ charges	<div>Yes</div> <div>No</div>
		... additional products/ services that have to be purchased	<div>Yes</div> <div>No</div>
		...other	<div>Yes</div> <div> Please comment</div> <div>Go to 7.1</div> <div>No</div>
Section 6 - Credit Card comparison results – Direct purchase (This is a purchase that is made on the Comparison Website/App and you are NOT taken to the providers website)			
6.0a	What is the name of the provider you have selected?		Please comment
6.0b	Are you already a customer of this provider?		<div>Yes</div> <div>No</div>
6.0c	Please upload an image of the provider quote.		Image upload
Now following the process up to the point of purchase...			
6.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		<div>Yes</div> <div>No</div> <div> Please comment</div>

6.4a	Is the final offer (including quoted APR) shown the same as the one provided on the results page?		Yes Go to 7.1	No Please comment
6.4b	Is the difference in offers due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
6.4c	Please upload an image showing any difference between the initial and final offers on the comparison website/app.		Image upload	
Section 7 – Assessment Details				
7.1	Were you able to fully complete your comparison website/ app assessment as described on your coversheet? If No, please explain what happened.		I was fully able to complete the assessment	No Please comment
7.2	What time did your assessment finish? – Use 24-hour clock e.g. 15:30		HH:MM	
Section 8 – Revisit 1 -				
You should NOT delete your cookies at this stage, please keep them for this second assessment.				
8.0a	Does the comparison website/app ask you to input all of your details and your scenario again?		Yes	No Go to 8.0c
8.0b	Please make sure and confirm that you have entered exactly the same details as per your coversheet/ original search. Please refer to your coversheet for reference.		I confirm	
8.0c	Please make sure and confirm that all of the saved details are exactly the same as per your coversheet/ original search. Please refer to your coversheet for reference.		I confirm	
Section 9 - Credit Card comparison results - Revisit 1				
9.0	From leaving the homepage to receiving the quotes on the results page, how many pages are there? Please do not include the homepage in this measurement.		Please confirm number	
9.0a	Overall, how long did it take you to go through all these pages from leaving the homepage to receiving the quotes on the results page?		HH:MM:SS	
9.0b	Are the results shown within the comparison website/app or have you received them via an email?		Within website/app Go to 9.0ca	

		Via Email	
		Other Please comment Go to 9.0ca	
9.0c	If you have received an email, how are the results provided?	A list/table of results	
		Links to a website	
		Other Please specify	
9.0ca	Please upload an image of the results page as you first see it, and capture the top 10 quotes. Be aware that you may need to scroll down and take multiple screenshots to capture the first 10 quotes. If your results are only displayed in an email, please take a screenshot of the email.	Image upload	
9.0d	Do you have any further images to upload relating to Q9.0ca?	Yes	No Go to 9.1
9.0da	Please upload an image of the results page as you first see it.	Image upload	
9.0e	Do you have any further images to upload relating to Q9.0ca?	Yes	No Go to 9.1
9.0ea	Please upload an image of the results page as you first see it.	Image upload	
9.0f	Do you have any further images to upload relating to Q9.0ca?	Yes	No Go to 9.1
9.0fa	Please upload an image of the results page as you first see it.	Image upload	
9.0g	Do you have any further images to upload relating to Q9.0ca?	Yes	No Go to 9.1
9.0ga	Please upload an image of the results page as you first see it.	Image upload	
9.1	Looking at the first quote presented based on your scenario and the initial ranking on the results page, what of the following information is provided?	Purchase interest rate / purchase offer £0000.00	No
		Balance transfer offer (interest rate and fee) £0000.00	No
		Representative APR 000.00 Please specify	No





		Interest free period / introductory rate term	Yes ✎ Please specify	No
		Benefits / rewards	Yes ✎ Please specify	No
		Popularity / customer reviews or ratings	Yes ✎ Please specify	No
		Inclusion / exclusion of annual fee	Yes ✎ Please specify	No
		Size of monthly repayments	Yes ✎ Please specify	No
		Other	Yes ✎ Please specify	No
9.2a	Does the results page tell you how many supplier quotes have been listed based on the information you have provided?		Yes	No Go to 9.3
9.2b	How many quotes are you told have been listed overall?		✎ Please specify number	
9.3	Are the results already ordered by representative APR (lowest to highest)?		Yes Go to 9.4b	No
9.4a	If the results are not already ordered by representative APR (lowest to highest) please re-order your results by representative APR (lowest to highest) Please click Next to confirm that you have done this.		Next	
9.4b	What is the first quote based on your re-ordering on the results page? If there is more than 1 page of quotes only use the first page.		000.00%	
9.5	Do you notice any recommended, "featured" or "paid for results" on the results page of the comparison website/app?		Yes ✎ Please comment	No Go to 9.6
9.5a	Are the recommended "featured" or "paid for results" clearly labelled as such?		Yes	No
9.6	Does it appear that any quotes offer an incentive for choosing that particular supplier/ product (such as cashback or rewards)? This is not the same as a product feature (e.g. receiving cashback for paying annually)		Yes ✎ Please comment	No
9.7	Can you find the offer that matches your needs in your allocated scenario? Please refer to your coversheet for your scenario		Yes	No ✎ Please comment
9.8	How easy is it to search using the comparison website/app you are assessing?		Very Easy	

		<div>Quite Easy</div> <div>Quite Difficult</div> <div>Very Difficult</div>		
<p>Now select the quote that is most attractive to you. This may take you to the providers own website/ app. You should be aware that there may be some instances where you cannot progress either on the comparison website/app or the supplier's website; you may be provided with a phone number to call, for example. In this instance you should open up the supplier's website and follow the questions below to compare the price. You will need to re-enter all the details you entered on the original price comparison website/app</p>				
9.9	Why is this quote most attractive to you?	Please comment		
9.9a	When you select the quote, do you go through to the provider's website/app or do you have to purchase the product/ service on the comparison website/app?	Go through to provider website/app	Have to purchase the product/service on comparison website/app Go to 13.0a	Cannot do either of these actions Go to 10.0a
9.9b	Are you presented with a summary of the main features of the quotes selected?	<div>Yes</div> Please comment	No	
Section 10 - Credit Card comparison results –Supplier 1 - Revisit 1				
10.0a	What is the name of the provider you have selected?	Please state		
10.0b	Are you already a customer of this provider?	Yes	No	
10.0c	Please upload an image of the provider quote.	Image upload		
10.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Representative APR	Yes	No
		Amount to transfer	Yes	No
		Any other fees	Yes	No
		Balance transfer offer (interest rate and fee)	Yes	No
		Benefits / rewards /cashback	Yes	No
		Credit card company	Yes	No
		Inclusion / exclusion of annual fee	Yes	No
		Introductory offer on balance transfers (interest free period)	Yes	No
		Introductory offer on purchases (interest free period)	Yes	No
		Likelihood of being accepted	Yes	No

		Popularity / customer reviews or ratings	Yes	No
		Purchase offer (interest rate and fee)	Yes	No
		Size of monthly repayments	Yes	No
		Other	Yes Please comment	No
10.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No NA
10.2a	Is any additional information required?		Yes Please list	No
10.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 10.4	Additional quotes Please comment
10.3a	How many new quotes are presented?		1	
			2	
			3+	
10.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
10.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
10.4a	Is the final offer (including quoted APR) shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 10.4c	No Please comment
10.4b	Please upload an image showing any difference between the initial and final offer provided on the supplier's website/app		Image upload	
10.4c	Is the final offer (including quoted APR) shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 11.0a	No Please comment
10.4d	Please upload an image showing any difference between the final offer shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload	
10.4e	Is the difference in the offers due to either of the following....	... additional fees/ charges	Yes	No
... additional products/ services that have to be purchased		Yes	No	
...other		Yes Please comment	No	

Now select a different quote; This should be the quote that is ranked first (unless already chosen as your most attractive choice) or the quote ranked second (if the first quote was already chosen as your most attractive choice)) by clicking through to the provider's website/app. You should be aware that there may be some instances where you cannot progress either on the comparison website/app or the supplier's website; you may be provided with a phone number to call, for example. In this instance you should open up the supplier's website and follow the questions below to compare the price. You will need to re-enter all the details you entered on the original price comparison website/app.




Section 11 - Credit Card comparison results –Supplier 2 - Revisit 1

11.0a	What is the name of the provider you have selected?		 Please state		
11.0b	Are you already a customer of this provider?		Yes	No	
11.0c	Please upload an image of the provider quote.		Image upload		
11.1	Does the result shown by the provider in terms of the following features match what the comparison website/app offered?	Representative APR	Yes	No	
		Amount to transfer	Yes	No	
		Any other fees	Yes	No	
		Balance transfer offer (interest rate and fee)	Yes	No	
		Benefits / rewards /cashback	Yes	No	
		Credit card company	Yes	No	
		Inclusion / exclusion of annual fee	Yes	No	
		Introductory offer on balance transfers (interest free period)	Yes	No	
		Introductory offer on purchases (interest free period)	Yes	No	
		Likelihood of being accepted	Yes	No	
		Popularity / customer reviews or ratings	Yes	No	
		Purchase offer (interest rate and fee)	Yes	No	
		Size of monthly repayments	Yes	No	
		Other	Yes  Please comment	No	
11.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No	NA
11.2a	Is any additional information required?		Yes  Please list	No	
11.2b	Please upload an image of the provider's quote page.		Image upload		
11.3	Does the site present only the quote you selected on the website/app or additional quotes?		Just the quote I selected Go to 11.4		Additional quotes  Please comment

11.3a	How many new quotes are presented?	1		
		2		
		3+		
11.3b	Please upload an image of any additional quotes on the results page.	Image upload		
Now following the process up to the point of purchase...				
11.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?	Yes	No ✎ Please comment	
11.4a	Is the final offer (including quoted APR) shown the same as the one provided initially on the supplier's website/ app?	Yes Go to 11.4c	No ✎ Please comment	
11.4b	Please upload an image showing any difference between the initial and final offer provided on the supplier's website/app	Image upload		
11.4c	Is the final offer (including quoted APR) shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?	Yes Go to 12.0a	No ✎ Please comment	
11.4d	Please upload an image showing any difference between the final offer shown on the supplier's website/app and the one provided on the results page of the comparison website/app	Image upload		
11.4e	Is the difference in the offers due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes ✎ Please comment	No
Now select the third quote; This should be the quote that is ranked second (unless already chosen as your second quote) or the quote ranked third (if the second quote is already chosen as your second choice)) by clicking through to the provider's website/app. You should be aware that there may be some instances where you cannot progress either on the comparison website/app or the supplier's website; you may be provided with a phone number to call, for example. In this instance you should open up the supplier's website and follow the questions below to compare the price. You will need to re-enter all the details you entered on the original price comparison website/app.				
Section 12 - Credit Card comparison results –Supplier 3 – Revisit 1				
12.0a	What is the name of the provider you have selected?	✎ Please state		
12.0b	Are you already a customer of this provider?	Yes	No	
12.0c	Please upload an image of the provider quote.	Image upload		
12.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Representative APR	Yes	No
		Amount to transfer	Yes	No
		Any other fees	Yes	No
		Balance transfer offer (interest rate and fee)	Yes	No

		Benefits / rewards /cashback	Yes	No
		Credit card company	Yes	No
		Inclusion / exclusion of annual fee	Yes	No
		Introductory offer on balance transfers (interest free period)	Yes	No
		Introductory offer on purchases (interest free period)	Yes	No
		Likelihood of being accepted	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Purchase offer (interest rate and fee)	Yes	No
		Size of monthly repayments	Yes	No
		Other	Yes Please comment	No
12.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No NA
12.2a	Is any additional information required?		Yes Please list	No
12.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 12.4	Additional quotes Please comment
12.3a	How many new quotes are presented?		<div>1</div> <div>2</div> <div>3+</div>	
12.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
12.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
12.4a	Is the final offer (including quoted APR) shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 12.4c	No Please comment
12.4b	Please upload an image showing any difference between the initial and final offer provided on the supplier's website/app		Image upload	
12.4c	Is the final offer (including quoted APR) shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 20.0	No Please comment



12.4d	Please upload an image showing any difference between the final offer shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload	
12.4e	Is the difference in the offers due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment Go to 20.0	No Go to 20.0
Section 13 - Credit Card comparison results – Direct purchase – Revisit 1 (This is a purchase that is made on the Comparison Website/App and you are NOT taken to the providers website)				
13.0a	What is the name of the provider you have selected?		Please comment	
13.0b	Are you already a customer of this provider?		Yes	No
13.0c	Please upload an image of the provider quote.		Image upload	
Now following the process up to the point of purchase...				
13.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
13.4a	Is the final offer (including quoted APR) shown the same as the one provided on the results page?		Yes Go To 20.0	No Please comment
13.4b	Is the difference in the offers due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
13.4c	Please upload an image showing any differences between the initial and final offers on the comparison website/app.		Image upload	

Section 20 – Summary of Assessment			
Thank you for taking time to complete this visit for us.			
20.0	What time did your assessment finish? – Use 24-hour clock e.g. 15:30	HH:MM	
20.0 a	Is there anything that GfK should know about this assessment?	Yes  Please comment	No
20.0 b	Is there any additional information that you wish to provide around comparison websites/apps?	Yes  Please comment	No
20.0 c	Is there any additional information that you wish to provide around the provider websites/apps?	Yes  Please comment	No
END	Thank you.		

Questionnaire – Motor Insurance

DCT Mystery Shopping Main Wave – Motor Insurance Questionnaire									
<p>You must assess the provider specified on your Coversheet and use the contact method specified on your Coversheet.</p> <p>You will be asked to provide screenshots/photographs of the website/app you assess.</p>									
Section 0 – Assessment Details									
0-0	When did you last use a comparison website/app before this Mystery Shopping exercise?	Within the last month							
		Within the last 3 months							
		Within the last 6 months							
		Within the last 9 months							
		Within the last year							
		I don't know							
		Never							
0-0a	How much experience do you have using comparison websites/apps?	A lot							
		Some							
		No experience							
0-1	Date of your first visit – Record date in full. Use leading zeros	DD/MM/YYYY							
0-2	What day of the week are you conducting your assessment?	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
0-3	In what time bracket are you carrying out the assessment?	Morning 09:00-11:29		Lunch-time 11:30-14:29		Afternoon 14:30-17:00		Evening 17:01-19:29	
0-4	What time are you starting your assessment? – Use 24-hour clock e.g. 15:05	HH:MM							
0-5	Are you completing this assessment using a web browser or an app?	Web Browser				App			
0-5a	What device are you using to conduct your comparison website/app assessment?	Laptop	Desktop PC	Tablet	Smartphone	Other Please comment			
0-5b	Which browser are you using to complete your assessment?	Internet Explorer	Google Chrome	Firefox	N/A – Used an App	Other Please comment			
0-5c	Please confirm that you have cleaned your cookies before starting this assessment. Please refer to your briefing notes on how to do this					I have cleaned my cookies			
0-6	Which Scenario are you assessing?	Scenario 1							
		Scenario 2							

		Scenario 3			
		Scenario 4			
		Scenario 5			
		Scenario 6			
0-7	Which sector are you assessing?		Private Motor Insurance		
		1	DCT1		
		2	DCT2		
0-8f	Which comparison website/app for Private Motor Insurance are you assessing? This must match your Coversheet	3	DCT3		
		4	DCT4		
		5	DCT5		
		6	DCT6		
		7	DCT7		
Section 1 - Private Motor Insurance comparison website/app details					
1.0	Please confirm that you HAVE NOT used this comparison website/app before		I confirm I have not used this comparison website/app before	I have used this before Go to End	I don't remember Go to End
1.0a	Please upload an image of the website/app homepage that you are visiting.		Image upload		
When using your Private Motor Insurance scenario to get a comparison....					
1.1	Are you asked to enter the following details?	Name	Yes	No	
		Address	Yes	No	
		Postcode	Yes	No	
		Date of birth (of yourself and/or others)	Yes	No	
		Email address	Yes	No	
		Phone number (landline and/or mobile)	Yes	No	
		Information about you (e.g. age, gender, occupation, marital status, nationality)	Yes	No	
		Car characteristics (make, model, mileage, etc)	Yes	No	
		Car registration number	Yes	No	
		Driving history (e.g. how long held a licence)	Yes	No	
		Driving Licence Number	Yes	No	

		Past driving offences/convictions	Yes	No
		Previous claims history	Yes	No
		Whether ever had insurance declined, cancelled or special terms imposed	Yes	No
		Your health/any medical conditions	Yes	No
		Other	Yes Please comment 	No
1.1a	Are you asked to provide details at Q1.1?		Yes	No Go to 2.0
1.1a1	Please upload an image showing where you are asked to provide details relating to Q1.1		Image upload	
1.1a2	Do you have any further images to upload relating to Q1.1?		Yes	No Go to 2.0
1.1a3	Please upload an image showing where you are asked to provide details relating to Q1.1		Image upload	
1.1a4	Do you have any further images to upload relating to Q1.1?		Yes	No Go to 2.0
1.1a5	Please upload an image showing where you are asked to provide details relating to Q1.1		Image upload	
1.1a6	Do you have any further images to upload relating to Q1.1?		Yes	No Go to 2.0
1.1a7	Please upload an image showing where you are asked to provide details relating to Q1.1		Image upload	
1.1a8	Do you have any further images to upload relating to Q1.1?		Yes	No Go to 2.0
1.1a9	Please upload an image showing where you are asked to provide details relating to Q1.1		Image upload	
Now click to see the results of your comparison....				
Section 2 - Private Motor Insurance comparison results				
2.0	From leaving the homepage to receiving the quotes on the results page, how many pages are there? Please do not include the homepage in this measurement.		 Please confirm number	
2.0a	Overall, how long did it take you to go through all these pages from leaving the homepage to receiving the quotes on the results page?		HH:MM:SS	
2.0b	Are the results shown within the comparison website/app or have you received them via an email?		Within website/app Go to 2.0ca	

		Via Email	
		Other Please comment Go to 2.0ca	
2.0c	If you have received an email, how are the results provided?	A list/table of results	
		Links to a website	
		Other Please specify	
2.0ca	Please upload an image of the results page as you first see it, and capture the top 10 quotes. Be aware that you may need to scroll down and take multiple screenshots to capture the first 10 quotes. If your results are only displayed in an email, please take a screenshot of the email.	Image upload	
2.0d	Do you have any further images to upload relating to Q2.0ca?	Yes	No Go to 2.1
2.0da	Please upload an image of the results page as you first see it.	Image upload	
2.0e	Do you have any further images to upload relating to Q2.0ca?	Yes	No Go to 2.1
2.0ea	Please upload an image of the results page as you first see it.	Image upload	
2.0f	Do you have any further images to upload relating to Q2.0ca?	Yes	No Go to 2.1
2.0fa	Please upload an image of the results page as you first see it.	Image upload	
2.0g	Do you have any further images to upload relating to Q2.0ca?	Yes	No Go to 2.1
2.0ga	Please upload an image of the results page as you first see it.	Image upload	
2.1	Looking at the first quote presented based on your scenario and the initial ranking on the results page, what of the following information is provided?	Price - monthly premium £0000.00	No
		Price - annual premium £0000.00	No
		Total excess value (i.e. sum of voluntary and compulsory excesses) £0000.00 Please specify	No

		Payment terms (annual, monthly)	Yes ✍ Please specify	No
		Cover type (comprehensive, third party)	Yes ✍ Please specify	No
		Inclusion / exclusion of no claims discount protection	Yes ✍ Please specify	No
		Name of insurance Company	Yes ✍ Please specify	No
		Inclusion of additional policy cover (e.g. personal accident, courtesy car, breakdown cover)	Yes ✍ Please specify	No
		Popularity / customer reviews or ratings	Yes ✍ Please specify	No
		Other	Yes ✍ Please specify	No
2.2a	Does the results page tell you how many supplier quotes have been listed based on the information you have provided?		Yes	No Go to 2.2c
2.2b	How many quotes are you told have been listed overall?		✍ Please specify number	
2.2c	<p>In what ranked order are the quotes first displayed?</p> <p>Please select one option from the following list.</p>	Price - monthly premium	Yes Go to 2.2d	No
		Price - annual premium	Yes Go to 2.2d	No
		Payment terms (annual, monthly)	Yes Go to 2.2d	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes Go to 2.2d	No
		Inclusion of additional policy cover (e.g. personal accident, courtesy car, breakdown cover)	Yes Go to 2.2d	No
		Popularity / customer reviews or ratings	Yes Go to 2.2d	No

		Name of insurance company	Yes Go to 2.2d	No
		Cover type (comprehensive, third party)	Yes Go to 2.2d	No
		Inclusion / exclusion of no claims discount protection	Yes Go to 2.2d	No
		Other	Yes ✍ Please comment	No
2.2d	How clear is the order in which the quotes provided are shown? E.g. Was there any visible information relating to this on the results page?		Very clear	
			Fairly clear	
			Fairly unclear	
			Very unclear	
2.3	Is it possible to re-order the results?		Yes	No Go to 2.5
2.3a	What other options are available to change the ordering?	Price - monthly premium	Yes	No
		Price - annual premium	Yes	No
		Payment terms (annual, monthly)		
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No
		Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Name of insurance company	Yes	No
		Cover type (comprehensive, third party)	Yes	No
		Inclusion / exclusion of no claims discount protection	Yes	No
		Other	Yes ✍ Please comment	No
2.4a	If the results are not already ordered by annual premium (lowest to highest) please re-order your results by annual premium (lowest to highest) Please click Next to confirm that you have done this.		Next	

2.4b	What is the first quote based on your re-ordering on the results page?		£0000.00	
2.5	Is it possible to filter the supplier quotes based on specific factors relating to the quote? E.g. Could the results be filtered by those that offered "Inclusion of additional cover"		Yes	No Go to 2.7
2.6	Can the results be filtered by the following....	Price - monthly premium	Yes	No
		Price - annual premium	Yes	No
		Payment terms (annual, monthly)	Yes	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No
		Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Name of insurance company	Yes	No
		Cover type (comprehensive, third party)	Yes	No
		Inclusion / exclusion of no claims discount protection	Yes	No
		Other	Yes Please comment	No
2.6a	Please upload an image of a filtered option on the results page.		Image upload	
2.7	Whilst using the comparison website/app can you see an explanation of technical terms?		Yes	No Go to 2.9
2.7a	Whilst using the comparison website/app can you see an explanation of technical terms of the following features....?	Price - monthly premium	Yes	No
		Price - annual premium	Yes	No
		Payment terms (annual, monthly)	Yes	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No
		Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Name of insurance company	Yes	No
		Cover type (comprehensive, third party)	Yes	No
		Inclusion / exclusion of no claims discount protection	Yes	No

		Other	Yes Please comment	No
2.8	Please upload an image of the explanation of technical terms		Image upload	
2.8a	Do you have any further images to upload relating to 2.8?		Yes	No Go to 2.9
2.8c	Please upload an image of the explanation of technical terms		Image upload	
2.8d	Do you have any further images to upload relating to 2.8?		Yes	No Go to 2.9
2.8e	Please upload an image of the explanation of technical terms		Image upload	
2.9	Do you notice any recommended, “featured” or “paid for results” on the results page of the comparison website/app?		Yes Please comment	No Go to 2.10
2.9a	Are the recommended, “featured” or “paid for results” clearly labelled as such?		Yes	No
2.10	Does it appear that any quotes offer an incentive for choosing that particular supplier/ product (such as cashback or rewards)? This is not the same as a product feature (e.g. receiving cashback for paying annually)		Yes Please comment	No
2.11	Can you find the quote that matches your needs in your allocated scenario? Please refer to your coversheet for your scenario		Yes	No Please comment
2.12	How easy is it to search using the comparison website/app you are assessing?	Very Easy		
		Quite Easy		
		Quite Difficult		
		Very Difficult		
Now select the quote that is most attractive to you. This may take you to the provider’s own website/ app.				
2.13	Why is this quote most attractive to you?		Please comment	
2.13a	When you select the quote, do you go through to the provider’s website/app or do you have to purchase the product/ service on the comparison website/app?		Go through to provider website/app	Have to purchase the product/service on comparison website/app. Go to 6.0a
2.13b	Are you presented with a summary of the main features of the quote selected?		Yes Please comment	No

Section 3 - Private Motor Insurance comparison results – Provider 1				
3.0a	What is the name of the provider you have selected?		✎ Please state	
3.0b	Are you already a customer of this provider?		Yes	No
3.0c	Please upload an image of the provider quote.		Image upload	
3.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price - monthly premium	Yes	No
		Price - annual premium	Yes	No
		Payment terms (annual, monthly)	Yes	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No
		Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Name of insurance company	Yes	No
		Cover type (comprehensive, third party)	Yes	No
		Inclusion / exclusion of no claims discount protection	Yes	No
		Other	Yes ✎ Please comment	No
3.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No NA
3.2a	Is any additional information required?		Yes ✎ Please list	No
3.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 3.3c	Additional quotes ✎ Please comment
3.3a	How many new quotes are presented?	1		
		2		
		3+		
3.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
3.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No ✎ Please comment

3.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 3.4	No Please comment
3.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
3.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 4.0a	No Please comment
3.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload	
3.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
Now select a different quote; This should be the quote that is ranked first (unless already chosen as your most attractive choice) or the quote ranked second (if the first quote is already chosen as your most attractive choice)) by clicking through to the provider's website/app.				
Section 4 - Private Motor Insurance comparison results – Provider 2				
4.0a	What is the name of the provider you have selected?		Please state	
4.0b	Are you already a customer of this provider?		Yes	No
4.0c	Please upload an image of the provider quote.		Image upload	
4.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price - monthly premium	Yes	No
		Price - annual premium	Yes	No
		Payment terms (annual, monthly)	Yes	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No
		Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Name of insurance company	Yes	No
		Cover type (comprehensive, third party)	Yes	No
		Inclusion / exclusion of no claims discount protection	Yes	No

		Other	Yes ✎ Please comment	No
4.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No NA
4.2a	Is any additional information required?		Yes ✎ Please list	No
4.3	Does the site present only the quote you selected on the comparison/app or additional quotes?		Just the quote I selected Go to 4.4	Additional quotes ✎ Please comment
4.3a	How many new quotes are presented?		1	
			2	
			3+	
4.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
4.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No ✎ Please comment
4.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 4.4c	No ✎ Please comment
4.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
4.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 5.0a	No ✎ Please comment
4.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload	
4.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes ✎ Please comment	No
Now select the third quote; This is the quote that is ranked second (unless already chosen as your second quote) or the offer ranked third (if the second quote was already chosen as your second choice)) by clicking through to the provider's website/app.				

Section 5 - Private Motor Insurance comparison results – Provider 3				
5.0a	What is the name of the provider you have selected?		✎ Please state	
5.0b	Are you already a customer of this provider?		Yes	No
5.0c	Please upload an image of the provider quote.		Image upload	
5.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price - monthly premium	Yes	No
		Price - annual premium	Yes	No
		Payment terms (annual, monthly)	Yes	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No
		Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Name of insurance company	Yes	No
		Cover type (comprehensive, third party)	Yes	No
		Inclusion / exclusion of no claims discount protection	Yes	No
		Other	Yes ✎ Please comment	No
5.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No NA
5.2a	Is any additional information required?		Yes ✎ Please list	No
5.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 5.4	Additional quotes ✎ Please comment
5.3a	How many new quotes are presented?	1		
		2		
		3+		
5.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
5.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No ✎ Please comment

5.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 5.4c	No Please comment
5.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
5.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 6.0a	No Please comment
5.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload	
5.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment Go to 7.1	No Go to 7.1
Section 6 - Private Motor Insurance comparison results – Direct purchase (This is a purchase that is made on the Comparison Website/App and you are NOT taken to the providers website)				
6.0a	What is the name of the provider you have selected?		Please comment	
6.0b	Are you already a customer of this provider?		Yes	No
6.0c	Please upload an image of the provider quote.		Image upload	
Now following the process up to the point of purchase...				
6.1	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
6.1a	Is the final price shown the same as the one provided on the results page?		Yes Go to 7.1	No Please comment
6.1b	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No

6.1c	Please upload an image showing any differences between the initial and final price on the comparison website/app.	Image upload	
Section 7 – Assessment Details			
7.1	Were you able to fully complete your comparison website/ app assessment as described on your coversheet? If No, please explain what happened.	I was fully able to complete the assessment	No ✎ Please comment
7.2	What time did your assessment finish? – Use 24-hour clock e.g. 15:30	HH:MM	
Section 8 – Revisit 1			
You should NOT delete your cookies at this stage, please keep them for this second assessment.			
8.0a	Does the comparison website/app ask you to input all of your details and your scenario again?	Yes	No Go to 8.0c
8.0b	Please make sure and confirm that you have entered exactly the same details as per your coversheet/ original search. Please refer to your coversheet for reference.	I confirm	
8.0c	Please make sure and confirm that all of the saved details are exactly the same as per your coversheet/ original search. Please refer to your coversheet for reference.	I confirm	
Section 9 - Private Motor Insurance comparison results - Revisit 1			
9.0	From leaving the homepage to receiving the quotes on the results page, how many pages are there? Please do not include the homepage in this measurement.	✎ Please confirm number	
9.0a	Overall, how long did it take you to go through all these pages from leaving the homepage to receiving the quotes on the results page?	HH:MM:SS	
9.0b	Are the results shown within the comparison website/app or have you received them via an email?	Within website/app Go to 9.0ca	
		Via Email	
		Other ✎ Please comment Go to 9.0ca	
9.0c	If you have received an email, how are the results provided?	A list/table of results	
		Links to a website	
		Other ✎ Please specify	

9.0ca	Please upload an image of the results page as you first see it, and capture the top 10 quotes. Be aware that you may need to scroll down and take multiple screenshots to capture the first 10 quotes. If your results are only displayed in an email, please take a screenshot of the email.		Image upload	
9.0d	Do you have any further images to upload relating to Q9.0ca?		Yes	No Go to 9.1
9.0da	Please upload an image of the results page as you first see it.		Image upload	
9.0e	Do you have any further images to upload relating to Q9.0ca?		Yes	No Go to 9.1
9.0ea	Please upload an image of the results page as you first see it.		Image upload	
9.0f	Do you have any further images to upload relating to Q9.0ca?		Yes	No Go to 9.1
9.0fa	Please upload an image of the results page as you first see it.		Image upload	
9.0g	Do you have any further images to upload relating to Q9.0ca?		Yes	No Go to 9.1
9.0ga	Please upload an image of the results page as you first see it.		Image upload	
9.1	Looking at the first quote presented based on your scenario and the initial ranking on the results page, what of the following information is provided?	Price - monthly premium	Yes £0000.00	No
		Price - annual premium	Yes £0000.00	No
		Payment terms (annual, monthly)	Yes ✎ Please specify	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes £0000.00 ✎ Please specify	No
		Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes ✎ Please specify	No
		Popularity / customer reviews or ratings	Yes ✎ Please specify	No
		Name of insurance company	Yes ✎ Please specify	No

		Cover type (comprehensive, third party)	Yes ✎ Please specify	No
		Inclusion / exclusion of no claims discount protection	Yes ✎ Please specify	No
		Other	Yes ✎ Please specify	No
9.2a	Does the results page tell you how many supplier quotes have been listed based on the information you have provided?		Yes	No Go to 9.4a
9.2b	How many quotes are you told have been listed overall?		✎ Please specify number	
9.4a	If the results are not already ordered by annual premium (lowest to highest) please re-order your results by annual premium (lowest to highest) Please click Next to confirm that you have done this.		Next	
9.4b	What is the first quote based on your re-ordering on the results page? If there is more than 1 page of quotes only use the first page.		£0000.00	
9.5	Do you notice any recommended, "featured" or "paid for results" on the results page of the comparison website/app?		Yes ✎ Please comment	No Go to 9.6
9.5a	Are the recommended, "featured" or "paid for results" clearly labelled as such?		Yes	No
9.6	Does it appear that any quotes offer an incentive for choosing that particular supplier/ product (such as cashback or rewards)? This is not the same as a product feature (e.g. receiving cashback for paying annually)		Yes ✎ Please comment	No
9.7	Can you find the offer that matches your needs in your allocated scenario? Please refer to your coversheet for your scenario		Yes	No ✎ Please comment
9.8	How easy is it to search using the comparison website/app you are assessing?		Very Easy	
Quite Easy				
Quite Difficult				
Very Difficult				
Now select the quote that is most attractive to you. This may take you to the providers own website/ app.				
9.9	Why is this quote most attractive to you?		✎ Please comment	

9.9a	When you select the quote, do you go through to the provider's website/app or do you have to purchase the product/ service on the comparison website/app?		Go through to provider website/app		Have to purchase the product/service on comparison website/app. Go to 13.0a	
9.9b	Are you presented with a summary of the main features of the quotes selected?		Yes ✎ Please comment		No	
Section 10 - Private Motor Insurance comparison results – Provider 1 - Revisit 1						
10.0a	What is the name of the provider you have selected?		✎ Please state			
10.0b	Are you already a customer of this provider?		Yes		No	
10.0c	Please upload an image of the provider quote.		Image upload			
10.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price - monthly premium	Yes		No	
		Price - annual premium	Yes		No	
		Payment terms (annual, monthly)	Yes		No	
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes		No	
		Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes		No	
		Popularity / customer reviews or ratings	Yes		No	
		Name of insurance company	Yes		No	
		Cover type (comprehensive, third party)	Yes		No	
		Inclusion / exclusion of no claims discount protection	Yes		No	
		Other	Yes ✎ Please comment		No	
10.2	Has the provider saved all of your details entered on the comparison website/app?		Yes		No NA	
10.2a	Is any additional information required?		Yes ✎ Please list		No	
10.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 10.4		Additional quotes ✎ Please comment	
10.3a	How many new quotes are presented?		1			
			2			

			3+	
10.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
10.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
10.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 10.4c	No Please comment
10.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
10.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 11.0a	No Please comment
10.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload	
10.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
Now select a different quote; This should be the quote that is ranked first (unless already chosen as your most attractive choice) or the quote ranked second (if the first quote was already chosen as your most attractive choice)) by clicking through to the provider's website/app.				
Section 11 - Private Motor Insurance comparison results – Provider 2 - Revisit 1				
11.0a	What is the name of the provider you have selected?		Please state	
11.0b	Are you already a customer of this provider?		Yes	No
11.0c	Please upload an image of the provider quote.		Image upload	
11.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price - monthly premium	Yes	No
		Price - annual premium	Yes	No
		Payment terms (annual, monthly)	Yes	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No
		Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes	No

		Popularity / customer reviews or ratings	Yes	No	
		Name of insurance company	Yes	No	
		Cover type (comprehensive, third party)	Yes	No	
		Inclusion / exclusion of no claims discount protection	Yes	No	
		Other	Yes Please comment	No	
11.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No	NA
11.2a	Is any additional information required?		Yes Please list	No	
11.3	Does the site present only the quote you selected on the website/app or additional quotes?		Just the quote I selected Go to 11.4	Additional quotes Please comment	
11.3a	How many new quotes are presented?		1		
			2		
			3+		
11.3b	Please upload an image of any additional quotes on the results page.		Image upload		
Now following the process up to the point of purchase...					
11.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment	
11.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 11.4c	No Please comment	
11.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload		
11.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 12.0a	No Please comment	
11.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload		
11.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No	
		... additional products/ services that have to be purchased	Yes	No	

		...other	Yes Please comment	No	
Now select the third quote; This should be the quote that is ranked second (unless already chosen as your second quote) or the quote ranked third (if the second quote is already chosen as your second choice)) by clicking through to the provider's website/app.					
Section 12 - Private Motor Insurance comparison results – Provider 3 – Revisit 1					
12.0a	What is the name of the provider you have selected?		Please state		
12.0b	Are you already a customer of this provider?		Yes	No	
12.0c	Please upload an image of the provider quote.		Image upload		
12.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price - monthly premium	Yes	No	
		Price - annual premium	Yes	No	
		Payment terms (annual, monthly)	Yes	No	
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No	
		Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes	No	
		Popularity / customer reviews or ratings	Yes	No	
		Name of insurance company	Yes	No	
		Cover type (comprehensive, third party)	Yes	No	
		Inclusion / exclusion of no claims discount protection	Yes	No	
		Other	Yes Please comment	No	
12.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No	NA
12.2a	Is any additional information required?		Yes Please list	No	
12.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 12.4	Additional quotes Please comment	
12.3a	How many new quotes are presented?	1			
		2			
		3+			
12.3b	Please upload an image of any additional quotes on the results page.		Image upload		
Now following the process up to the point of purchase...					

12.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
12.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 12.4c	No Please comment
12.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
12.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 14.0a	No Please comment
12.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload	
12.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment Go to 14.a	No Go to 14.a

Section 13 - Private Motor Insurance comparison results – Direct purchase – Revisit 1 (This is a purchase that is made on the Comparison Website/App and you are NOT taken to the providers website)

13.0a	What is the name of the provider you have selected?	Please comment	
13.0b	Are you already a customer of this provider?	Yes	No
13.0c	Please upload an image of the provider quote.	Image upload	

Now following the process up to the point of purchase...

13.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
13.4a	Is the final price shown the same as the one provided on the results page?		Yes Go To 14.0a	No Please comment
13.4b	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No

		...other	Yes Please comment	No
13.4c	Please upload an image showing any differences between the initial and final price on the comparison website/app.		Image upload	
Section 14 – Revisit 2				
14.0 a	Does your coversheet instruct you to carry out this assessment again for a third time?		Yes	No Go to 20.0
Please delete your cookies at this stage BEFORE YOU GO ANY FURTHER.				
14.0 b	Please confirm that you have deleted your cookies before proceeding.		I confirm	
14.0 c	Does the comparison website/app ask you to input all of your details and your scenario again?		Yes	No Go to 14.0e
14.0 d	Please make sure and confirm that you have entered exactly the same details as per your coversheet/ original search. Please refer to your coversheet for reference.		I confirm	
14.0 e	Please make sure and confirm that all of the saved details are exactly the same as per your coversheet/ original search. Please refer to your coversheet for reference.		I confirm	
Section 15 - Private Motor Insurance comparison results - Revisit 2				
15.0	From leaving the homepage to receiving the quotes on the results page, how many pages are there? Please do not include the homepage in this measurement.		Please confirm number	
15.0a	Overall, how long did it take you to go through all these pages from leaving the homepage to receiving the quotes on the results page?		HH:MM:SS	
15.0b	Are the results shown within the comparison website/app or have you received them via an email?	Within website/app Go to 15.0ca		
		Via Email		
		Other Please comment Go to 15.0ca		
15.0c	If you have received an email, how are the results provided?	A list/table of results		
		Links to a website		

		Other Please specify		
15.0c a	<p>Please upload an image of the results page as you first see it, and capture the top 10 quotes. Be aware that you may need to scroll down and take multiple screenshots to capture the first 10 quotes.</p> <p>If your results are only displayed in an email, please take a screenshot of the email.</p>	Image upload		
15.0d	Do you have any further images to upload relating to Q15.0ca?	Yes	No Go to 15.1	
15.0d a	Please upload an image of the results page as you first see it.	Image upload		
15.0e	Do you have any further images to upload relating to Q15.0ca?	Yes	No Go to 15.1	
15.0e a	Please upload an image of the results page as you first see it.	Image upload		
15.0f	Do you have any further images to upload relating to Q15.0ca?	Yes	No Go to 15.1	
15.0f a	Please upload an image of the results page as you first see it.	Image upload		
15.0g	Do you have any further images to upload relating to Q15.0ca?	Yes	No Go to 15.1	
15.0g a	Please upload an image of the results page as you first see it.	Image upload		
15.1	Looking at the first quote presented based on your scenario and the initial ranking on the results page, what of the following information is provided?	Price - monthly premium	Yes £0000.00	No
		Price - annual premium	Yes £0000.00	No
		Payment terms (annual, monthly)	Yes Please specify	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes £0000.00 Please specify	No
		Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes Please specify	No

		Popularity / customer reviews or ratings	Yes ✎ Please specify	No
		Name of insurance company	Yes ✎ Please specify	No
		Cover type (comprehensive, third party)	Yes ✎ Please specify	No
		Inclusion / exclusion of no claims discount protection	Yes ✎ Please specify	No
		Other	Yes ✎ Please comment	No
15.2a	Does the results page tell you how many supplier quotes have been listed based on the information you have provided?		Yes	No Go to 15.2c
15.2b	How many quotes are you told have been listed overall?		✎ Please specify number	
15.2c	How clear is the order in which the quotes provided are shown? E.g. Is there any visible information relating to this on the results page?		Very clear	
			Fairly clear	
			Fairly unclear	
			Very unclear	
15.4a	If the results are not already ordered by annual premium (lowest to highest) please re-order your results by annual premium (lowest to highest) Please click Next to confirm that you have done this.		Next	
15.4b	What is the first quote based on your re-ordering on the results page? If there is more than 1 page of quotes only use the first page.		£0000.00	
15.5	Do you notice any recommended, "featured" or "paid for results" on the results page of the comparison website/app?		Yes ✎ Please comment	No Go to 15.6
15.5a	Are the recommended, "featured" or "paid for results" clearly labelled as such?		Yes	No
15.6	Does it appear that any quotes offer an incentive for choosing that particular supplier/ product (such as cashback or rewards)? This is not the same as a product feature (e.g. receiving cashback for paying annually)		Yes ✎ Please comment	No
15.7	Can you find the quote that matches your needs in your allocated scenario? Please refer to your coversheet for your scenario		Yes ✎ Please comment	No

15.8	How easy is it to search using the comparison website/app you are assessing?	Very Easy		
		Quite Easy		
		Quite Difficult		
		Very Difficult		
Now select the quote that is most attractive to you. This may take you to the providers own website/ app.				
15.9	Why is this quote the most attractive to you?	✍ Please state		
15.10	When you select the quote, do you go through to the provider's website/app or do you have to purchase the product/ service on the comparison website/app?	Go through to provider website/app	Have to purchase the product/service on comparison website/app. Go to 19.0a	
15.11	Are you presented with a summary of the main features of the quote selected?	Yes ✍ Please comment	No	
Section 16 - Private Motor Insurance comparison results – Provider 1 - Revisit 2				
16.0a	What is the name of the provider you have selected?	✍ Please state		
16.0b	Are you already a customer of this provider?	Yes	No	
16.0c	Please upload an image of the provider quote.	Image upload		
16.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price - monthly premium	Yes	No
		Price - annual premium	Yes	No
		Payment terms (annual, monthly)	Yes	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No
		Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Name of insurance company	Yes	No
		Cover type (comprehensive, third party)	Yes	No
		Inclusion / exclusion of no claims discount protection	Yes	No
		Other	Yes ✍ Please comment	No
16.2	Has the provider saved all of your details entered on the comparison website/app?	Yes	No	NA

16.2a	Is any additional information required?		Yes ✎ Please list	No
16.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 16.4	Additional quotes ✎ Please comment
16.3a	How many new quotes are presented?		1	
			2	
			3+	
16.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
16.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No ✎ Please comment
16.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 16.4c	No ✎ Please comment
16.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
16.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 17.0a	No ✎ Please comment
16.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload	
16.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes ✎ Please comment	No
Now select a different quote; This should be the quote that is ranked first (unless already chosen as your most attractive choice) or the quote ranked second (if the first quote is already chosen as your most attractive choice)) by clicking through to the provider's website/app.				
Section 17 - Private Motor Insurance comparison results – Provider 2 – Revisit 2				
17.0a	What is the name of the provider you have selected?		✎ Please state	
17.0b	Are you already a customer of this provider?		Yes	No
17.0c	Please upload an image of the provider quote.		Image upload	

17.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price - monthly premium	Yes	No
		Price - annual premium	Yes	No
		Payment terms (annual, monthly)	Yes	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No
		Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes	No
		Popularity / customer reviews or ratings	Yes	No
		Name of insurance company	Yes	No
		Cover type (comprehensive, third party)	Yes	No
		Inclusion / exclusion of no claims discount protection	Yes	No
		Other	Yes Please comment	No
17.2	Has the provider saved all of your details entered on the comparison website/app?	Yes	No	NA
17.2a	Is any additional information required?	Yes Please list	No	
17.3	Does the site present only the quote you selected on the comparison/app or additional quotes?	Just the quote I selected Go to 17.4	Additional quotes Please comment	
17.3a	How many new quotes are presented?	1		
		2		
		3+		
17.3b	Please upload an image of any additional quotes on the results page.	Image upload		
Now following the process up to the point of purchase...				
17.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?	Yes	No Please comment	
17.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?	Yes Go to 17.4c	No Please comment	
17.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app	Image upload		

17.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 18.0a	No Please comment	
17.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload		
17.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No	
		... additional products/ services that have to be purchased	Yes	No	
		...other	Yes Please comment	No	
Now select the third quote; This should be the quote that is ranked second (unless already chosen as your second quote) or the quote ranked third (if the second quote is already chosen as your second choice)) by clicking through to the provider's website/app.					
Section 18 - Private Motor Insurance comparison results – Provider 3 – Revisit 2					
18.0a	What is the name of the provider you have selected?		Please state		
18.0b	Are you already a customer of this provider?		Yes	No	
18.0c	Please upload an image of the provider quote.		Image upload		
18.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price - monthly premium	Yes	No	
		Price - annual premium	Yes	No	
		Payment terms (annual, monthly)	Yes	No	
		Cover type (comprehensive, third party)	Yes	No	
		Inclusion of additional policy cover (e.g. personal accident, courtesy car, breakdown cover)	Yes	No	
		Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes	No	
		Insurance company	Yes	No	
		Popularity / customer reviews or ratings	Yes	No	
		Total excess value	Yes	No	
		Other	Yes Please comment	No	
18.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No	NA
18.2a	Is any additional information required?		Yes Please list		No

18.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 18.4	Additional quotes ✎ Please comment
18.3a	How many new quotes are presented?		1	
			2	
			3+	
18.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
18.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No ✎ Please comment
18.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 18.4c	No ✎
18.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
18.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 20.0	No ✎
18.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload	
18.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes ✎ Please comment Go to 20.0	No Go to 20.0
Section 19 - Private Motor Insurance comparison results – Direct purchase – Revisit 2 (This is a purchase that is made on the Comparison Website/App and you are NOT taken to the providers website)				
19.0a	What is the name of the provider you have selected?		✎ Please comment	
19.0b	Are you already a customer of this provider?		Yes	No
19.0c	Please upload an image of the provider quote.		Image upload	
Now following the process up to the point of purchase...				

19.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
19.4a	Is the final price shown the same as the one provided on the results page?		Yes Go to 20.0	No Please comment
19.4b	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
19.4d	Please upload an image showing any differences between the initial and final price on the comparison website/app.		Image upload	
Section 20 – Summary of Assessment				
Thank you for taking time to complete this visit for us.				
20.0	What time did your assessment finish? – Use 24-hour clock e.g. 15:30		HH:MM	
20.0 a	Is there anything that GfK should know about this assessment?		Yes Please comment	No
20.0 b	Is there any additional information that you wish to provide around comparison websites/apps?		Yes Please comment	No
20.0 c	Is there any additional information that you wish to provide around the provider websites/apps?		Yes Please comment	No
END	Thank you.			

Questionnaire – Hotels

DCT Mystery Shopping Main Wave – Hotels Questionnaire

You must assess the provider specified on your Coversheet and use the contact method specified on your Coversheet. You will be asked to provide screenshots/photographs of the website/app you assess.

Section 0 – Assessment Details

0-0	When did you last use a comparison website/app before this Mystery Shopping exercise?	Within the last month						
		Within the last 3 months						
		Within the last 6 months						
		Within the last 9 months						
		Within the last year						
		I don't know						
		Never						
0-0a	How much experience do you have using comparison websites/apps?	A lot						
		Some						
		No experience						
0-1	Date of your first visit – Record date in full. Use leading zeros	DD/MM/YYYY						
0-2	What day of the week are you conducting your assessment?	Mon	Tue	Wed	Thu	Fri	Sat	Sun
0-3	In what time bracket are you carrying out the assessment?	Morning		Lunch-time		Afternoon		Evening
		09:00-11:29		11:30-14:29		14:30-17:00		17:01-19:29
0-4	What time are you starting your assessment? – Use 24-hour clock e.g. 15:05	HH:MM						
0-5	Are you completing this assessment using a web browser or an app?	Web Browser				App		
0-5a	What device are you using to conduct your comparison website/app assessment?	Laptop	Desktop PC	Tablet	Smartphone	Other ✍ Please comment		
0-5b	Which browser are you using to complete your assessment?	Internet Explorer	Google Chrome	Firefox	N/A – Used an App	Other ✍ Please comment		
0-5c	Please confirm that you have cleaned your cookies before starting this assessment.					I have cleaned my cookies		
	Please refer to your briefing notes on how to do this							
0-6	Which Scenario are you assessing?	Scenario 1						

		Scenario 2			
		Scenario 3			
0-7	Which sector are you assessing?		Hotels		
0-8a	<p>Which comparison website/app for Hotels are you assessing?</p> <p>This must match your Coversheet</p>	1	DCT1		
		2	DCT2		
		3	DCT3		
		4	DCT4		
		5	DCT5		
		6	DCT6		
		7	DCT7		
		8	DCT8		
		9	DCT9		
		10	DCT10		
		11	DCT11		
		12	DCT12		
		13	DCT13		
		14	DCT14		
		15	DCT15		
Section 1 - Hotel comparison website/app details					
1.0	Please confirm that you HAVE NOT used this comparison website/app before		<p><i>I confirm I have not used this comparison website/app before</i></p>	<p><i>I have used this before</i></p> <p>Go to End</p>	<p><i>I don't remember</i></p> <p>Go to End</p>
1.0a	Please upload an image of the website/app homepage that you are visiting.		Image upload		
When using your Hotel scenario to get a comparison....					
1.1	Are you asked to enter the following details?	Address	Yes	No	
		Check in date	Yes	No	
		Check out date	Yes	No	
		Destination	Yes	No	
		Email address	Yes	No	

		Name	Yes	No
		Name/Chain of Hotel	Yes	No
		Number of rooms	Yes	No
		Number of travellers	Yes	No
		Phone number (landline and/or mobile)	Yes	No
		Postcode	Yes	No
		Other	Yes <i>Please comment</i>	No
1.1a	Are you asked to provide details at Q1.1?		Yes	No Go to 2.0
1.1a1	Please upload an image showing where you are asked to provide details relating to Q1.1		Image upload	
1.1a2	Do you have any further images to upload relating to Q1.1?		Yes	No Go to 2.0
1.1a3	Please upload an image showing where you are asked to provide details relating to Q1.1		Image upload	
1.1a4	Do you have any further images to upload relating to Q1.1?		Yes	No Go to 2.0
1.1a5	Please upload an image showing where you are asked to provide details relating to Q1.1		Image upload	
1.1a6	Do you have any further images to upload relating to Q1.1?		Yes	No Go to 2.0
1.1a7	Please upload an image showing where you are asked to provide details relating to Q1.1		Image upload	
1.1a8	Do you have any further images to upload relating to Q1.1?		Yes	No Go to 2.0
1.1a9	Please upload an image showing where you are asked to provide details relating to Q1.1		Image upload	
Now click to see the results of your comparison....				
Section 2 - Hotel comparison results				
2.0	From leaving the homepage to receiving the quotes on the results page, how many pages are there? Please do not include the homepage in this measurement.		Please confirm number	
2.0a	Overall, how long did it take you to go through all these pages from leaving the homepage to receiving the quotes on the results page?		HH:MM:SS	

2.0b	Are the results shown within the comparison website/app or have you received them via an email?	Within website/app	
		Go to 2.0ca	
		Via Email	
2.0c	If you have received an email, how are the results provided?	Other	
		✍ Please comment	
		Go to 2.0ca	
2.0ca	Please upload an image of the results page as you first see it, and capture the top 10 quotes. Be aware that you may need to scroll down and take multiple screenshots to capture the first 10 quotes. If your results are only displayed in an email, please take a screenshot of the email.	A list/table of results	
		Links to a website	
		Other	
		✍ Please specify	
2.0d	Do you have any further images to upload relating to Q2.0ca?	Yes	No Go to 2.1
2.0da	Please upload an image of the results page as you first see it.	Image upload	
2.0e	Do you have any further images to upload relating to Q2.0ca?	Yes	No Go to 2.1
2.0ea	Please upload an image of the results page as you first see it.	Image upload	
2.0f	Do you have any further images to upload relating to Q2.0ca?	Yes	No Go to 2.1
2.0fa	Please upload an image of the results page as you first see it.	Image upload	
2.0g	Do you have any further images to upload relating to Q2.0ca?	Yes	No Go to 2.1
2.0ga	Please upload an image of the results page as you first see it.	Image upload	
2.1	Looking at the first quote presented based on your scenario and the initial ranking on the results page, what of the following information is provided?	Price	Yes £0000.00
		Accommodation type (e.g. hotels, B&Bs)	Yes ✍ Please specify
		No	No

		Distance from preferred location	Yes ✍ Please specify	No
		Number of consumers searching for the same offer	Yes ✍ Please specify	No
		Number of rooms left	Yes ✍ Please specify	No
		Recommendation / rating from site	Yes ✍ Please specify	No
		Review scores / ratings	Yes ✍ Please specify	No
		Saving from standard rate	Yes ✍ Please specify	No
		Tourist rating (e.g. 5*, 3*)	Yes ✍ Please specify	No
		Breakfast included	Yes ✍ Please specify	No
		Name of Hotel	Yes ✍ Please specify	No
		Free cancellation included	Yes ✍ Please specify	No
		Other	Yes ✍ Please specify	No
2.1a	Does the advertised price refer to a discount? E.g. 'room price was £000' or 'Save X%'		Yes ✍ Please comment	No ✍ Please comment
2.2a	Does the results page tell you how many supplier quotes have been listed based on the information you have provided?		Yes	No Go to 2.2c
2.2b	How many quotes are you told have been listed overall?		✍ Please specify number	
2.2c		Price	Yes Go to 2.2d	No

	<p><i>In what ranked order are the quotes first displayed?</i></p> <p><i>Please select one option from the following list.</i></p>	Accommodation type (e.g. hotels, B&Bs)	Yes Go to 2.2d	No
		Distance from preferred location	Yes Go to 2.2d	No
		Number of consumers searching for the same offer	Yes Go to 2.2d	No
		Number of rooms left	Yes Go to 2.2d	No
		Recommendation / rating from site	Yes Go to 2.2d	No
		Review scores / ratings	Yes Go to 2.2d	No
		Saving from standard rate	Yes Go to 2.2d	No
		Tourist rating (e.g. 5*, 3*)	Yes Go to 2.2d	No
		Breakfast included	Yes Go to 2.2d	No
		Name of Hotel	Yes Go to 2.2d	No
		Free cancellation included	Yes Go to 2.2d	No
		Other	Yes ✍ Please comment	No
2.2d	<p><i>How clear is the order in which the quotes provided are shown?</i></p> <p><i>E.g. Is there any visible information relating to this on the results page?</i></p>	Very clear		
		Fairly clear		
		Fairly unclear		
		Very unclear		
2.3	Is it possible to re-order the results?	Yes	No Go to 2.5	

2.3a	What other options are available to change the ordering?	Price	Yes	No
		Accommodation type (e.g. hotels, B&Bs)	Yes	No
		Distance from preferred location	Yes	No
		Number of consumers searching for the same offer	Yes	No
		Number of rooms left	Yes	No
		Recommendation / rating from site	Yes	No
		Review scores / ratings	Yes	No
		Saving from standard rate	Yes	No
		Tourist rating (e.g. 5*, 3*)	Yes	No
		Breakfast included	Yes	No
		Name of Hotel	Yes	No
		Free cancellation included	Yes	No
		Other	Yes Please comment	No
2.4a	If the results are not already ordered by price (lowest to highest) please re-order your results by price (lowest to highest) Please click Next to confirm that you have done this.		Next	
2.4b	What is the first quote based on your re-ordering on the results page?		£0000.00	
2.5	Is it possible to filter the supplier quotes based on specific factors relating to the quote? E.g. Can the results be filtered by those that offered "breakfast" or "free cancellation"		Yes	No Go to 2.7
2.6	Can the results be filtered by the following....	Price	Yes	No
		Accommodation type (e.g. hotels, B&Bs)	Yes	No
		Distance from preferred location	Yes	No
		Number of consumers searching for the same offer	Yes	No
		Number of rooms left	Yes	No
		Recommendation / rating from site	Yes	No
		Review scores / ratings	Yes	No
		Saving from standard rate	Yes	No
		Tourist rating (e.g. 5*, 3*)	Yes	No
		Breakfast included	Yes	No

		Name of Hotel	Yes	No
		Free cancellation included	Yes	No
		Other	Yes Please comment	No
2.6a	Please upload an image of a filtered option on the results page.		Image upload	
2.7	Whilst using the comparison website/app can you see an explanation of terms?		Yes	No Go to 2.9
2.7a	Whilst using the comparison website/app can you see an explanation of terms of the following features.....?	Price	Yes	No
		Accommodation type (e.g. hotels, B&Bs)	Yes	No
		Distance from preferred location	Yes	No
		Number of consumers searching for the same offer	Yes	No
		Number of rooms left	Yes	No
		Recommendation / rating from site	Yes	No
		Review scores / ratings	Yes	No
		Saving from standard rate	Yes	No
		Tourist rating (e.g. 5*, 3*)	Yes	No
		Breakfast included	Yes	No
		Name of Hotel	Yes	No
		Free cancellation included	Yes	No
		Other	Yes Please comment	No
2.8	Please upload an image of the explanation of terms		Image upload	
2.8a	Do you have any further images to upload relating to 2.8?		Yes	No Go to 2.9
2.8c	Please upload an image of the explanation of terms		Image upload	
2.8d	Do you have any further images to upload relating to 2.8?		Yes	No Go to 2.9
2.8e	Please upload an image of the explanation of terms		Image upload	
2.9	Do you notice any recommended, "featured" or "paid for results" on the results page of the comparison website/app?		Yes Please comment	No Go to 2.10

2.9a	Are the recommended, "featured" or "paid for results" clearly labelled as such?	Yes	No
2.10	Does it appear that any quotes offer an incentive for choosing that particular supplier/ product (such as cashback or rewards)? This is not the same as a product feature (e.g. free cancellation)	Yes ✍ Please comment	No
2.11	Can you find the quote that matches your needs in your allocated scenario? Please refer to your coversheet for your scenario	Yes	No ✍ Please comment
2.12	How easy is it to search using the comparison website/app you are assessing?	<div>Very Easy</div> <div>Quite Easy</div> <div>Quite Difficult</div> <div>Very Difficult</div>	
Now select the quote that is most attractive to you. This may take you to the provider's own website/ app.			
2.13	Why is this quote most attractive to you?	✍ Please comment	
2.13a	When you select the quote, do you go through to the provider's website/app or do you have to purchase the product/ service on the comparison website/app?	Go through to provider website/app	Have to purchase the product/service on comparison website/app. Go to 6.0a
2.13b	Are you presented with a summary of the main features of the quote selected?	Yes ✍ Please comment	No
Section 3 - Hotel comparison results – Provider 1			
3.0a	What is the name of the provider you have selected?	✍ Please state	
3.0b	Are you already a customer of this provider? (e.g. have you previously joined a membership scheme operated by the provider in order to qualify for discounts or other rewards?)	Yes	No
3.0c	Please upload an image of the provider quote.	Image upload	
3.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price	Yes No
		Accommodation type (e.g. hotels, B&Bs)	Yes No
		Distance from preferred location	Yes No
		Number of consumers searching for the same offer	Yes No
		Number of rooms left	Yes No
		Recommendation / rating from site	Yes No

		Review scores / ratings	Yes	No
		Saving from standard rate	Yes	No
		Tourist rating (e.g. 5*, 3*)	Yes	No
		Breakfast included	Yes	No
		Name of Hotel	Yes	No
		Free cancellation included	Yes	No
		Other	Yes Please comment	No
3.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No NA
3.2a	Is any additional information required?		Yes Please list	No
3.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 3.4	Additional quotes Please comment
3.3a	How many new quotes are presented?		1	
			2	
			3+	
3.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
3.4	Is the quote still available for you under the same conditions (for example "free cancellation" / "breakfast included")?		Yes	No Please comment
3.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 3.4c	No Please comment
3.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
3.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 4.0a	No Please comment
3.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload	
3.4e		... additional fees/ charges	Yes	No

	Is the difference in price due to either of the following....	... additional products/ services that have to be purchased	Yes	No		
		...other	Yes ✍ Please comment	No		
3.4f	Is the price advertised as being the best price?		Yes ✍ Please comment	No		
Now select a different quote; This should be the quote that is ranked first (unless already chosen as your most attractive choice) or the quote ranked second (if the first quote is already chosen as your most attractive choice)) by clicking through to the provider's website/app.						
Section 4 - Hotel comparison results – Provider 2						
4.0a	What is the name of the provider you have selected?		✍ Please state			
4.0b	Are you already a customer of this provider (e.g. have you previously joined a membership scheme operated by the provider in order to qualify for discounts or other rewards?)		Yes	No		
4.0c	Please upload an image of the provider quote.		Image upload			
4.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price	Yes	No		
		Accommodation type (e.g. hotels, B&Bs)	Yes	No		
		Distance from preferred location	Yes	No		
		Number of consumers searching for the same offer	Yes	No		
		Number of rooms left	Yes	No		
		Recommendation / rating from site	Yes	No		
		Review scores / ratings	Yes	No		
		Saving from standard rate	Yes	No		
		Tourist rating (e.g. 5*, 3*)	Yes	No		
		Breakfast included	Yes	No		
		Name of Hotel	Yes	No		
		Free cancellation included	Yes	No		
		Other	Yes ✍ Please comment	No		
4.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No	NA	
4.2a	Is any additional information required?		Yes ✍ Please list	No		

4.3	Does the site present only the quote you selected on the comparison/app or additional quotes?		Just the quote I selected Go to 4.4	Additional quotes ✎ Please comment
4.3a	How many new quotes are presented?		1	
			2	
			3+	
4.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
4.4	Is the quote still available for you under the same conditions (for example "free cancellation" / "breakfast included")?		Yes	No ✎ Please comment
4.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 4.4c	No ✎ Please comment
4.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
4.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 5.0a	No ✎ Please comment
4.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload	
4.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes ✎ Please comment	No
4.4f	Is the price advertised as being the best price?		Yes ✎ Please comment	No
Now select the third quote; This is the quote that is ranked second (unless already chosen as your second quote) or the offer ranked third (if the second quote was already chosen as your second choice)) by clicking through to the provider's website/app.				
Section 5 - Hotel comparison results – Provider 3				
5.0a	What is the name of the provider you have selected?		✎ Please state	
5.0b	Are you already a customer of this provider (e.g. have you previously joined a membership scheme operated by the provider in order to qualify for discounts or other rewards?)		Yes	No

5.0c	Please upload an image of the provider quote.		Image upload		
5.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price	Yes	No	
		Accommodation type (e.g. hotels, B&Bs)	Yes	No	
		Distance from preferred location	Yes	No	
		Number of consumers searching for the same offer	Yes	No	
		Number of rooms left	Yes	No	
		Recommendation / rating from site	Yes	No	
		Review scores / ratings	Yes	No	
		Saving from standard rate	Yes	No	
		Tourist rating (e.g. 5*, 3*)	Yes	No	
		Breakfast included	Yes	No	
		Name of Hotel	Yes	No	
		Free cancellation included	Yes	No	
		Other	Yes Please comment	No	
5.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No	NA
5.2a	Is any additional information required?		Yes Please list		No
5.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 5.4		Additional quotes Please comment
5.3a	How many new quotes are presented?	1			
		2			
		3+			
5.3b	Please upload an image of any additional quotes on the results page.		Image upload		
Now following the process up to the point of purchase...					
5.4	Is the quote still available for you under the same conditions (for example "free cancellation" / "breakfast included")?		Yes		No Please comment
5.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 5.4c		No Please comment

5.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
5.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 7.1	No Please comment
5.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload	
5.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
5.4f	Is the price advertised as being the best price?		Yes Please comment Go to 7.1	No Go to 7.1
Section 6 – Hotel comparison results – Direct purchase (This is a purchase that is made on the Comparison Website/App and you are NOT taken to the providers website)				
6.0a	What is the name of the provider you have selected?		Please comment	
6.0b	Are you already a customer of this provider (e.g. have you previously joined a membership scheme operated by the provider in order to qualify for discounts or other rewards?)		Yes	No
6.0c	Please upload an image of the provider quote.		Image upload	
Now following the process up to the point of purchase...				
6.1	Is the quote still available for you under the same conditions (for example "free cancellation" / "breakfast included")?		Yes	No Please comment
6.1a	Is the final price shown the same as the one provided on the results page?		Yes Go to 7.1	No Please comment
6.1b	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No

		...other	Yes Please comment	No
6.1c	Please upload an image showing any differences between the initial and final price on the comparison website/app.		Image upload	
6.1d	Is the price advertised as being the best price?		Yes Please comment	No
Section 7 – Assessment Details				
7.1	Were you able to fully complete your comparison website/ app assessment as described on your coversheet? If No, please explain what happened.		I was fully able to complete the assessment	No Please comment
7.2	What time did your assessment finish? – Use 24-hour clock e.g. 15:30		HH:MM	
Section 8 – Revisit 1				
You should NOT delete your cookies at this stage, please keep them for this second assessment.				
8.0a	Does the comparison website/app ask you to input all of your details and your scenario again?		Yes	No Go to 8.0c
8.0b	Please make sure and confirm that you have entered exactly the same details as per your coversheet/ original search. Please refer to your coversheet for reference.		I confirm	
8.0c	Please make sure and confirm that all of the saved details are exactly the same as per your coversheet/ original search. Please refer to your coversheet for reference.		I confirm	
Section 9 - Hotel comparison results - Revisit 1				
9.0	From leaving the homepage to receiving the quotes on the results page, how many pages are there? Please do not include the homepage in this measurement.		Please confirm number	
9.0a	Overall, how long did it take you to go through all these pages from leaving the homepage to receiving the quotes on the results page?		HH:MM:SS	
9.0b	Are the results shown within the comparison website/app or have you received them via an email?		Within website/app Go to 9.0ca	
			Via Email	

		Other Please comment Go to 9.0ca	
9.0c	If you have received an email, how are the results provided?	A list/table of results	
		Links to a website	
		Other Please specify	
9.0ca	Please upload an image of the results page as you first see it, and capture the top 10 quotes. Be aware that you may need to scroll down and take multiple screenshots to capture the first 10 quotes. If your results are only displayed in an email, please take a screenshot of the email.	Image upload	
9.0d	Do you have any further images to upload relating to Q9.0ca?	Yes	No Go to 9.1
9.0da	Please upload an image of the results page as you first see it.	Image upload	
9.0e	Do you have any further images to upload relating to Q9.0ca?	Yes	No Go to 9.1
9.0ea	Please upload an image of the results page as you first see it.	Image upload	
9.0f	Do you have any further images to upload relating to Q2.0ca?	Yes	No Go to 9.1
9.0fa	Please upload an image of the results page as you first see it.	Image upload	
9.0g	Do you have any further images to upload relating to Q2.0ca?	Yes	No Go to 9.1
9.0ga	Please upload an image of the results page as you first see it.	Image upload	
9.1	Looking at the first quote presented based on your scenario and the initial ranking on the results page, what of the following information is provided?	Price £0000.00	No
		Accommodation type (e.g. hotels, B&Bs) Please specify	No
		Distance from preferred location Please specify	No
		Number of consumers searching for the same offer Please specify	No

		Number of rooms left	Yes ✍ Please specify	No
		Recommendation / rating from site	Yes ✍ Please specify	No
		Review scores / ratings	Yes ✍ Please specify	No
		Saving from standard rate	Yes ✍ Please specify	No
		Tourist rating (e.g. 5*, 3*)	Yes ✍ Please specify	No
		Breakfast included	Yes	No
		Name of Hotel	Yes	No
		Free cancellation included	Yes	No
		Other	Yes ✍ Please specify	No
9.1a	Does the advertised price refer to a discount? E.g. 'room price was £000' or 'Save X%'		Yes ✍ Please comment	No ✍ Please comment
9.2a	Does the results page tell you how many supplier quotes have been listed based on the information you have provided?		Yes	No Go to 9.3
9.2b	How many quotes are you told have been listed overall?		✍ Please specify number	
9.4a	If the results are not already ordered by price (lowest to highest) please re-order your results by price (lowest to highest) Please click Next to confirm that you have done this.		Next	
9.4b	What is the first quote based on your re-ordering on the results page? If there is more than 1 page of quotes only use the first page.		£0000.00	
9.5	Do you notice any recommended, "featured" or "paid for results" on the results page of the comparison website/app?		Yes ✍ Please comment	No Go to 9.6
9.5a	Are the "featured" or "paid for results" clearly labelled as such?		Yes	No

9.6	Does it appear that any quotes offer an incentive for choosing that particular supplier/ product (such as cashback or rewards)? This is not the same as a product feature (e.g. free cancelation)	Yes ✍ Please comment	No	
9.7	Can you find the offer that matches your needs in your allocated scenario? Please refer to your coversheet for your scenario	Yes	No ✍ Please comment	
9.8	How easy is it to search using the comparison website/app you are assessing?	Very Easy		
		Quite Easy		
		Quite Difficult		
		Very Difficult		
Now select the quote that is most attractive to you. This may take you to the providers own website/ app.				
9.9	Why is this quote most attractive to you?	✍ Please comment		
9.9a	When you select the quote, do you go through to the provider's website/app or do you have to purchase the product/ service on the comparison website/app?	Go through to provider website/app	Have to purchase the product/service on comparison website/app. Go to 13.0a	
9.9b	Are you presented with a summary of the main features of the quotes selected?	Yes ✍ Please comment	No	
Section 10 – Hotel comparison results – Provider 1 – Revisit 1				
10.0a	What is the name of the provider you have selected?	✍ Please state		
10.0b	Are you already a customer of this provider (e.g. have you previously joined a membership scheme operated by the provider in order to qualify for discounts or other rewards?)	Yes	No	
10.0c	Please upload an image of the provider quote.	Image upload		
10.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price	Yes	No
		Accommodation type (e.g. hotels, B&Bs)	Yes	No
		Distance from preferred location	Yes	No
		Number of consumers searching for the same offer	Yes	No
		Number of rooms left	Yes	No
		Recommendation / rating from site	Yes	No
		Review scores / ratings	Yes	No
		Saving from standard rate	Yes	No




		Tourist rating (e.g. 5*, 3*)	Yes	No
		Breakfast included	Yes	No
		Name of hotel	Yes	No
		Free cancellation included	Yes	No
		Other	Yes Please comment	No
10.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No NA
10.2a	Is any additional information required?		Yes Please list	No
10.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 10.4	Additional quotes Please comment
10.3a	How many new quotes are presented?		1	
			2	
			3+	
10.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
10.4	Is the quote still available for you under the same conditions (for example "free cancellation" / "breakfast included")?		Yes	No Please comment
10.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 10.4c	No Please comment
10.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
10.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 11.0a	No Please comment
10.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload	
10.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No

		...other	Yes ✍ Please comment	No	
10.4f	Is the price advertised as being the best price?		Yes ✍ Please comment	No	
Now select a different quote; This should be the quote that is ranked first (unless already chosen as your most attractive choice) or the quote ranked second (if the first quote was already chosen as your most attractive choice)) by clicking through to the provider's website/app.					
Section 11 - Hotel comparison results – Provider 2 - Revisit 1					
11.0a	What is the name of the provider you have selected?		✍ Please state		
11.0b	Are you already a customer of this provider (e.g. have you previously joined a membership scheme operated by the provider in order to qualify for discounts or other rewards?)		Yes	No	
11.0c	Please upload an image of the provider quote.		Image upload		
11.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price	Yes	No	
		Accommodation type (e.g. hotels, B&Bs)	Yes	No	
		Distance from preferred location	Yes	No	
		number of consumers searching for the same offer	Yes	No	
		number of rooms left	Yes	No	
		Recommendation / rating from site	Yes	No	
		Review scores / ratings	Yes	No	
		Saving from standard rate	Yes	No	
		Tourist rating (e.g. 5*, 3*)	Yes	No	
		Breakfast included	Yes	No	
		Name of hotel	Yes	No	
		Free cancellation included	Yes	No	
		Other	Yes ✍ Please comment	No	
11.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No	NA
11.2a	Is any additional information required?		Yes ✍ Please list	No	

11.3	Does the site present only the quote you selected on the website/app or additional quotes?		Just the quote I selected Go to 11.4	Additional quotes ✎ Please comment
11.3a	How many new quotes are presented?		1	
			2	
			3+	
11.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
11.4	Is the quote still available for you under the same conditions (for example "free cancellation" / "breakfast included")?		Yes	No ✎ Please comment
11.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 11.4c	No ✎ Please comment
11.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
11.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 12.0a	No ✎ Please comment
11.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload	
11.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes ✎ Please comment	No
11.4f	Is the price advertised as being the best price?		Yes ✎ Please comment	No
Now select the third quote; This should be the quote that is ranked second (unless already chosen as your second quote) or the quote ranked third (if the second quote is already chosen as your second choice)) by clicking through to the provider's website/app.				
Section 12 - Hotel comparison results – Provider 3 – Revisit 1				
12.0a	What is the name of the provider you have selected?		✎ Please state	
12.0b	Are you already a customer of this provider (e.g. have you previously joined a membership scheme operated by the provider in order to qualify for discounts or other rewards?)		Yes	No
12.0c	Please upload an image of the provider quote.		Image upload	

12.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price	Yes	No
		Accommodation type (e.g. hotels, B&Bs)	Yes	No
		Distance from preferred location	Yes	No
		number of consumers searching for the same offer	Yes	No
		number of rooms left	Yes	No
		Recommendation / rating from site	Yes	No
		Review scores / ratings	Yes	No
		Saving from standard rate	Yes	No
		Tourist rating (e.g. 5*, 3*)	Yes	No
		Breakfast included	Yes	No
		Name of hotel	Yes	No
		Free cancellation included	Yes	No
		Other	Yes Please comment	No
12.2	Has the provider saved all of your details entered on the comparison website/app?	Yes	No	NA
12.2a	Is any additional information required?	Yes Please list	No	
12.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?	Just the quote I selected Go to 12.4	Additional quotes Please comment	
12.3a	How many new quotes are presented?	1		
		2		
		3+		
12.3b	Please upload an image of any additional quotes on the results page.	Image upload		
Now following the process up to the point of purchase...				
12.4	Is the quote still available for you under the same conditions (for example "free cancellation" / "breakfast included")?	Yes	No Please comment	
12.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?	Yes Go to 12.4c	No Please comment	
12.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app	Image upload		

12.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 14.0a	No Please comment
12.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload	
12.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment Go to 14.a	No Go to 14.a
12.4f	Is the price advertised as being the best price?		Yes Please comment	No
Section 13 - Hotel comparison results – Direct purchase – Revisit 1 (This is a purchase that is made on the Comparison Website/App and you are NOT taken to the providers website)				
13.0a	What is the name of the provider you have selected?		Please comment	
13.0b	Are you already a customer of this provider (e.g. have you previously joined a membership scheme operated by the provider in order to qualify for discounts or other rewards?)		Yes	No
13.0c	Please upload an image of the provider quote.		Image upload	
Now following the process up to the point of purchase...				
13.1	Is the quote still available for you under the same conditions (for example "free cancellation" / "breakfast included")?		Yes	No Please comment
13.1a	Is the final price shown the same as the one provided on the results page?		Yes Go To 14.0a	No Please comment
13.1b	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No

13.1c	Please upload an image showing any differences between the initial and final price on the comparison website/app.	Image upload	
13.1d	Is the price advertised as being the best price?	Yes  Please comment	No
Section 14 – Revisit 2			
14.a	Does your coversheet instruct you to carry out this assessment again for a third time?	Yes	No Go to 20.0
Please delete your cookies at this stage BEFORE YOU GO ANY FURTHER.			
14.b	Please confirm that you have deleted your cookies before proceeding.	I confirm	
14.c	Does the comparison website/app ask you to input all of your details and your scenario again?	Yes	No Go to 14.0e
14.0d	Please make sure and confirm that you have entered exactly the same details as per your coversheet/ original search. Please refer to your coversheet for reference.	I confirm	
14.0e	Please make sure and confirm that all of the saved details are exactly the same as per your coversheet/ original search. Please refer to your coversheet for reference.	I confirm	
Section 15 - Hotel comparison results - Revisit 2			
15.0	From leaving the homepage to receiving the quotes on the results page, how many pages are there? Please do not include the homepage in this measurement.	 Please confirm number	
15.0a	Overall, how long did it take you to go through all these pages from leaving the homepage to receiving the quotes on the results page?	HH:MM:SS	
15.0b	Are the results shown within the comparison website/app or have you received them via an email?	Within website/app Go to 15.0ca	
		Via Email	
		Other  Please comment Go to 15.0ca	
15.0c	If you have received an email, how are the results provided?	A list/table of results	
		Links to a website	

		<i>Other</i> Please Specify		
15.0c a	Please upload an image of the results page as you first see it, and capture the top 10 quotes. Be aware that you may need to scroll down and take multiple screenshots to capture the first 10 quotes. If your results are only displayed in an email, please take a screenshot of the email.	Image upload		
15.0d	Do you have any further images to upload relating to Q15.ca?	Yes	No Go to 15.1	
15.0d a	Please upload an image of the results page as you first see it.	Image upload		
15.0e	Do you have any further images to upload relating to Q15.ca?	Yes	No Go to 15.1	
15.0e a	Please upload an image of the results page as you first see it.	Image upload		
15.0f	Do you have any further images to upload relating to Q2.0ca?	Yes	No Go to 15.1	
15.0f a	Please upload an image of the results page as you first see it.	Image upload		
15.0g	Do you have any further images to upload relating to Q2.0ca?	Yes	No Go to 15.1	
15.0g a	Please upload an image of the results page as you first see it.	Image upload		
15.1	Looking at the first quote presented based on your scenario and the initial ranking on the results page, what of the following information is provided?	Price	Yes £0000.00	No
		Accommodation type (e.g. hotels, B&Bs)	Yes Please specify	No
		Distance from preferred location	Yes Please specify	No
		Number of consumers searching for the same offer	Yes Please specify	No
		Number of rooms left	Yes Please specify	No

		<i>Recommendation / rating from site</i> Yes ✍ <i>Please specify</i>	No
		<i>Review scores / ratings</i> Yes ✍ <i>Please specify</i>	No
		<i>Saving from standard rate</i> Yes ✍ <i>Please specify</i>	No
		<i>Tourist rating (e.g. 5*, 3*)</i> Yes ✍ <i>Please specify</i>	No
		<i>Breakfast included</i> Yes ✍ <i>Please specify</i>	No
		<i>Name of hotel</i> Yes ✍ <i>Please specify</i>	No
		<i>Free cancellation included</i> Yes ✍ <i>Please specify</i>	No
		<i>Other</i> Yes ✍ <i>Please specify</i>	No
15.1a	<i>Does the advertised price refer to a discount?</i> E.g. 'room price was £000' or 'Save X%'	Yes ✍ <i>Please comment</i>	No ✍ <i>Please comment</i>
15.2a	<i>Does the results page tell you how many supplier quotes have been listed based on the information you have provided?</i>	Yes	No Go to 15.2c
15.2b	<i>How many quotes are you told have been listed overall?</i>	✍ <i>Please specify number</i>	
15.2c	<i>How clear is the order in which the quotes provided are shown?</i> E.g. Is there any visible information relating to this on the results page?	Very clear Fairly clear Fairly unclear Very unclear	
15.4a	<i>If the results are not already ordered by price (lowest to highest) please re-order your results by price (lowest to highest)</i> Please click Next to confirm that you have done this.	Next	
15.4b	<i>What is the first quote based on your re-ordering on the results page?</i> If there is more than 1 page of quotes only use the first page.	£0000.00	

15.5	Do you notice any recommended, “featured” or “paid for results” on the results page of the comparison website/app?	Yes Please comment	No Go to 15.6
15.5a	Are the recommended, “featured” or “paid for results” clearly labelled as such?	Yes	No
15.6	Does it appear that any quotes offer an incentive for choosing that particular supplier/ product (such as cashback or rewards)? This is not the same as a product feature (e.g. free cancellation)	Yes Please comment	No
15.7	Can you find the quote that matches your needs in your allocated scenario? Please refer to your coversheet for your scenario	Yes Please comment	No
15.8	How easy is it to search using the comparison website/app you are assessing?	Very Easy	
		Quite Easy	
		Quite Difficult	
		Very Difficult	
Now select the quote that is most attractive to you. This may take you to the providers own website/ app.			
15.9	Why is this quote the most attractive to you?	Please state	
15.10	When you select the quote, do you go through to the provider's website/app or do you have to purchase the product/ service on the comparison website/app?	Go through to provider website/app	Have to purchase the product/service on comparison website/app. Go to 19.0a
15.11	Are you presented with a summary of the main features of the quote selected?	Yes Please comment	No
Section 16 - Hotel comparison results – Provider 1 - Revisit 2			
16.0a	What is the name of the provider you have selected?	Please state	
16.0b	Are you already a customer of this provider (e.g. have you previously joined a membership scheme operated by the provider in order to qualify for discounts or other rewards?)	Yes	No
16.0c	Please upload an image of the provider quote.	Image upload	
16.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price	Yes No
		Accommodation type (e.g. hotels, B&Bs)	Yes No
		Distance from preferred location	Yes No
		Number of consumers searching for the same offer	Yes No





		Number of rooms left	Yes	No	
		Recommendation / rating from site	Yes	No	
		Review scores / ratings	Yes	No	
		Saving from standard rate	Yes	No	
		Tourist rating (e.g. 5*, 3*)	Yes	No	
		Breakfast included	Yes	No	
		Name of hotel	Yes	No	
		Free cancellation included	Yes	No	
		Other	Yes Please comment	No	
16.2	Has the provider saved all of your details entered on the comparison website/app?		Yes	No	NA
16.2a	Is any additional information required?		Yes Please list	No	
16.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 16.4	Additional quotes Please comment	
16.3a	How many new quotes are presented?	1			
		2			
		3+			
16.3b	Please upload an image of any additional quotes on the results page.		Image upload		
Now following the process up to the point of purchase...					
16.4	Is the quote still available for you under the same conditions (for example "free cancellation" / "breakfast included")?		Yes	No Please comment	
16.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 16.4c	No Please comment	
16.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload		
16.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 17.0a	No Please comment	
16.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app.		Image upload		

16.4e	<i>Is the difference in price due to either of the following....</i>	<i>... additional fees/ charges</i>	Yes	No	
		<i>... additional products/ services that have to be purchased</i>	Yes	No	
		<i>...other</i>	Yes Please comment	No	
16.4f	<i>Is the price advertised as being the best price?</i>		Yes Please comment	No	
<p>Now select a different quote; This should be the quote that is ranked first (unless already chosen as your most attractive choice) or the quote ranked second (if the first quote is already chosen as your most attractive choice)) by clicking through to the provider's website/app.</p>					
Section 17 - Hotel comparison results – Provider 2 – Revisit 2					
17.0a	<i>What is the name of the provider you have selected?</i>		Please state		
17.0b	<i>Are you already a customer of this provider (e.g. have you previously joined a membership scheme operated by the provider in order to qualify for discounts or other rewards?)</i>		Yes	No	
17.0c	<i>Please upload an image of the provider quote.</i>		Image upload		
17.1	<i>Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?</i>	<i>Price</i>	Yes	No	
		<i>Accommodation type (e.g. hotels, B&Bs)</i>	Yes	No	
		<i>Distance from preferred location</i>	Yes	No	
		<i>Number of consumers searching for the same offer</i>	Yes	No	
		<i>Number of rooms left</i>	Yes	No	
		<i>Recommendation / rating from site</i>	Yes	No	
		<i>Review scores / ratings</i>	Yes	No	
		<i>Saving from standard rate</i>	Yes	No	
		<i>Tourist rating (e.g. 5*, 3*)</i>	Yes	No	
		<i>Breakfast included</i>	Yes	No	
		<i>Name of hotel</i>	Yes	No	
		<i>Free cancellation included</i>	Yes	No	
	<i>Other</i>	Yes Please comment	No		
17.2	<i>Has the provider saved all of your details entered on the comparison website/app?</i>		Yes	No	NA
17.2a	<i>Is any additional information required?</i>		Yes		No
			Please list		

17.3	Does the site present only the quote you selected on the comparison/app or additional quotes?		Just the quote I selected Go to 17.4	Additional quotes ✍ Please comment
17.3a	How many new quotes are presented?		1	
			2	
			3+	
17.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
17.4	Is the quote still available for you under the same conditions (for example "free cancellation" / "breakfast included")?		Yes	No ✍ Please comment
17.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 17.4c	No ✍ Please comment
17.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
17.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 18.0a	No ✍ Please comment
17.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload	
17.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes ✍ Please comment	No
17.4f	Is the price advertised as being the best price?		Yes ✍ Please comment	No
Now select the third quote; This should be the quote that is ranked second (unless already chosen as your second quote) or the quote ranked third (if the second quote is already chosen as your second choice)) by clicking through to the provider's website/app.				
Section 18 - Hotel comparison results – Provider 3 – Revisit 2				
18.0a	What is the name of the provider you have selected?		✍ Please state	
18.0b	Are you already a customer of this provider (e.g. have you previously joined a membership scheme operated by the provider in order to qualify for discounts or other rewards?)		Yes	No
18.0c	Please upload an image of the provider quote.		Image upload	

18.1	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Price	Yes	No
		Accommodation type (e.g. hotels, B&Bs)	Yes	No
		Distance from preferred location	Yes	No
		Number of consumers searching for the same offer	Yes	No
		Number of rooms left	Yes	No
		Recommendation / rating from site	Yes	No
		Review scores / ratings	Yes	No
		Saving from standard rate	Yes	No
		Tourist rating (e.g. 5*, 3*)	Yes	No
		Breakfast included	Yes	No
		Name of hotel	Yes	No
		Free cancellation included	Yes	No
		Other	Yes Please comment	No
18.2	Has the provider saved all of your details entered on the comparison website/app?	Yes	No	NA
18.2a	Is any additional information required?	Yes Please list	No	
18.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?	Just the quote I selected Go to 18.4	Additional quotes Please comment	
18.3a	How many new quotes are presented?	1		
		2		
		3+		
18.3b	Please upload an image of any additional quotes on the results page.	Image upload		
Now following the process up to the point of purchase...				
18.4	Is the quote still available for you under the same conditions (for example "free cancellation" / "breakfast included")?	Yes	No Please comment	
18.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?	Yes Go to 18.4c	No 	
18.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app	Image upload		

18.4c	Is the final price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 20.0	No
18.4d	Please upload an image showing any difference between the final price shown on the supplier's website/app and the one provided on the results page of the comparison website/app		Image upload	
18.4e	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
18.4f	Is the price advertised as being the best price?		Yes Please comment Go to 20.0	No Go to 20.0
Section 19 – Hotel comparison results – Direct purchase – Revisit 2 (This is a purchase that is made on the Comparison Website/App and you are NOT taken to the providers website)				
19.0a	What is the name of the provider you have selected?		Please comment	
19.0b	Are you already a customer of this provider (e.g. have you previously joined a membership scheme operated by the provider in order to qualify for discounts or other rewards?)		Yes	No
19.0c	Please upload an image of the provider quote.		Image upload	
Now following the process up to the point of purchase...				
19.4	Is the quote still available for you under the same conditions (for example "free cancellation" / "breakfast included")?		Yes	No Please comment
19.4a	Is the final price shown the same as the one provided on the results page?		Yes Go to 20.0	No Please comment
19.4b	Is the difference in price due to either of the following....	... additional fees/ charges	Yes	No
		... additional products/ services that have to be purchased	Yes	No
		...other	Yes Please comment	No
19.4d	Please upload an image showing any differences between the initial and final price on the comparison website/app.		Image upload	

18.4f	Is the price advertised as being the best price?	Yes  Please comment	No
Section 20 – Summary of Assessment			
Thank you for taking time to complete this visit for us.			
20.0	What time did your assessment finish? – Use 24-hour clock e.g. 15:30	HH:MM	
20.0 a	Is there anything that GfK should know about this assessment?	Yes  Please comment	No
20.0 b	Is there any additional information that you wish to provide around comparison websites/apps?	Yes  Please comment	No
20.0 c	Is there any additional information that you wish to provide around the provider websites/apps?	Yes  Please comment	No
END	Thank you.		

Questionnaire – Flights

DCT Mystery Shopping Main Wave – Flights Questionnaire									
<p>You must assess the provider specified on your Coversheet and use the contact method specified on your Coversheet.</p> <p>You will be asked to provide screenshots/photographs of the website/app you assess.</p>									
Section 0 – Assessment Details									
0-0	When did you last use a comparison website/app before this Mystery Shopping exercise?	Within the last month							
		Within the last 3 months							
		Within the last 6 months							
		Within the last 9 months							
		Within the last year							
		I don't know							
		Never							
0-0a	How much experience do you have using comparison websites/apps?	A lot							
		Some							
		No experience							
0-1	Date of your first visit – Record date in full. Use leading zeros	DD/MM/YYYY							
0-2	What day of the week are you conducting your assessment?	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
0-3	In what time bracket are you carrying out the assessment?	Morning 09:00-11:29		Lunch-time 11:30-14:29		Afternoon 14:30-17:00		Evening 17:01-19:29	
0-4	What time are you starting your assessment? – Use 24-hour clock e.g. 15:05	HH:MM							
0-5	Are you completing this assessment using a web browser or an app?	Web Browser				App			
0-5a	What device are you using to conduct your comparison website/app assessment?	Laptop	Desktop PC	Tablet	Smartphone	Other Please comment			
0-5b	Which browser are you using to complete your assessment?	Internet Explorer	Google Chrome	Firefox	N/A – Used an App	Other Please comment			
0-5c	Please confirm that you have cleaned your cookies before starting this assessment. Please refer to your briefing notes on how to do this					I have cleaned my cookies			
0-6	Which Scenario are you assessing?	Scenario 1							
		Scenario 2							

		Scenario 3		
		Scenario 4		
		Scenario 5		
		Scenario 6		
0-7	Which sector are you assessing?		Flights	
		1	DCT1	
		2	DCT2	
0-8a	<p>Which comparison website/app for flights are you assessing?</p> <p>This must match your Coversheet.</p>	3	DCT3	
		4	DCT4	
		5	DCT5	
		6	DCT6	
		7	DCT7	
		8	DCT8	
		9	DCT9	
		10	DCT10	
		11	DCT11	
		12	DCT12	
		13	DCT13	
		14	DCT14	
				15
Section 1 - Flight comparison website/app details				
1.0	Please confirm that you HAVE NOT used this comparison website/app before		I confirm I have not used this comparison website/app before I have used this before Go to End	I don't remember Go to End
1.0a	Please upload an image of the website/app homepage that you are visiting.		Image upload	
When using your Flight scenario to get a comparison....				
1.1	Are you asked to enter the following details?	Arrival/Airport of arrival	Yes	No
		Baggage requirements	Yes	No
		Cabin class	Yes	No

		Date of arrival	Yes	No
		Date of departure	Yes	No
		Departure/Airport of departure	Yes	No
		Number of stops (none/1 stop/ 2 stops or more)	Yes	No
		Number of travellers	Yes	No
		Return / one way / multi city	Yes	No
		Other	Yes Please comment✍	No
1.1a	Are you asked to provide details at Q1.1?		Yes	No Go to 2.0
1.1a1	Please upload an image showing where you are asked to provide details relating to Q1.1?		Image upload	
1.1a2	Do you have any further images to upload relating to Q1.1?		Yes	No Go to 2.0
1.1a3	Please upload an image showing where you are asked to provide details relating to Q1.1		Image upload	
1.1a4	Do you have any further images to upload relating to Q1.1?		Yes	No Go to 2.0
1.1a5	Please upload an image showing where you are asked to provide details relating to Q1.1		Image upload	
1.1a6	Do you have any further images to upload relating to Q1.1?		Yes	No Go to 2.0
1.1a7	Please upload an image showing where you are asked to provide details relating to Q1.1		Image upload	
1.1a8	Do you have any further images to upload relating to Q1.1?		Yes	No Go to 2.0
1.1a9	Please upload an image showing where you are asked to provide details relating to Q1.1		Image upload	
Now click to see the results of your comparison....				
Section 2 - Flight comparison results				
2.0	From leaving the homepage to receiving the quotes on the results page, how many pages are there? Please do not include the homepage in this measurement.		✍ Please confirm number	
2.0a	Overall, how long did it take you to go through all these pages from leaving the homepage to receiving the quotes on the results page?		HH:MM:SS	

2.0b	Are the results shown within the comparison website/app or have you received them via an email?		Within website/app	
			Go to 2.0ca	
			Via Email	
2.0c	If you have received an email, how are the results provided?		Other	
			✍ Please comment	
			Go to 2.0ca	
2.0ca	Please upload an image of the results page as you first see it, and capture the top 10 quotes. Be aware that you may need to scroll down and take multiple screenshots to capture the first 10 quotes. If your results are only displayed in an email, please take a screenshot of the email.		A list/table of results	
			Links to a website	
			Other	
		✍ Please specify		
2.0d	Do you have any further images to upload relating to Q2.0ca?		Image upload	
2.0da	Please upload an image of the results page as you first see it.		Image upload	
2.0e	Do you have any further images to upload relating to Q2.0ca?		Yes	No
2.0ea	Please upload an image of the results page as you first see it.		Go to 2.1	
2.0f	Do you have any further images to upload relating to Q2.0ca?		Image upload	
2.0fa	Please upload an image of the results page as you first see it.		Image upload	
2.0g	Do you have any further images to upload relating to Q2.0ca?		Yes	No
2.0ga	Please upload an image of the results page as you first see it.		Go to 2.1	
2.1	Looking at the first quote presented based on your scenario and the initial ranking on the results page, what of the following information is provided?	Price	Yes	No
		Airports to fly from / to	£0000.00	No
		Yes	✍ Please specify	

		Baggage allowance	Yes ✎ Please specify	No
		Cabin class	Yes ✎ Please specify	No
		Departure time (outbound / return)	Yes ✎ Please specify	No
		Direct / with changes / number of stops	Yes ✎ Please specify	No
		Name of airline	Yes ✎ Please specify	No
		No of bookings required	Yes ✎ Please specify	No
		Number of travellers	Yes ✎ Please specify	No
		Journey Duration (outbound/inbound)	Yes ✎ Please specify	No
		Other	Yes ✎ Please specify	No
2.2a	Does the results page tell you how many supplier quotes have been listed based on the information you have provided?		Yes	No Go to 2.2c
2.2b	How many quotes are you told have been listed overall?		✎ Please specify number	
2.2c	In what ranked order are the quotes first displayed? Please select one option from the following list.	Price	Yes Go to 2.2d	No
		Airline alliance	Yes Go to 2.2d	No
		Airport to fly from/to	Yes Go to 2.2d	No
		Departure time (outbound/inbound)	Yes Go to 2.2d	No

		Journey duration (outbound/inbound)	Yes Go to 2.2d	No
		Name of airline	Yes Go to 2.2d	No
		Number of stops (none/1 stop /2 stops or more)	Yes Go to 2.2d	No
		Same airport of outbound /inbound flight	Yes Go to 2.2d	No
		Other	Yes ✍ Please comment	No
2.2d	How clear is the order in which the quotes provided are shown? E.g. Is there any visible information relating to this on the results page?	Very clear		
		Fairly clear		
		Fairly unclear		
		Very unclear		
2.3	Is it possible to re-order the results?		Yes	No Go to 2.5
2.3a	What other options are available to change the ordering?	Price	Yes	No
		Airline alliance	Yes	No
		Airport to fly from/to	Yes	No
		Departure time (outbound/inbound)	Yes	No
		Journey duration (outbound/inbound)	Yes	No
		Name of airline	Yes	No
		Number of stops (none/1 stop /2 stops or more)	Yes	No
		Same airport of outbound /inbound flight	Yes	No
		Cabin Class	Yes	No
		Other	Yes ✍ Please comment	No
2.4a	If the results are not already ordered by price (lowest to highest) please re-order your results by price (lowest to highest) Please click Next to confirm that you have done this.		Next	

2.4b	What is the first quote based on your re-ordering on the results page?		£0000.00	
2.5	Is it possible to filter the supplier quotes based on specific factors relating to the quote? E.g. Can the results be filtered by those that offer "Direct Flights"?		Yes	No Go to 2.7
2.6	Can the results be filtered by the following....	Price	Yes	No
		Airline alliance	Yes	No
		Airport to fly from/to	Yes	No
		Departure time (outbound/inbound)	Yes	No
		Journey duration (outbound/inbound)	Yes	No
		Name of airline	Yes	No
		Number of stops (none/1 stop /2 stops or more)	Yes	No
		Same airport of outbound /inbound flight	Yes	No
		Cabin Class	Yes	No
		Other	Yes Please comment	No
2.6a	Please upload an image of a filtered option on the results page.		Image upload	
2.6b	Can results be filtered by more than one variable at once?		No - Only 1 Variable	
	I.e. can you filter by both name of airline and journey duration at the same time?		Yes – More than 1 variable	
2.7	Whilst using the comparison website/app can you see an explanation of technical terms?		Yes	No Go to 2.9
2.7a	Whilst using the comparison website/app can you see an explanation of the following features....?	Price	Yes	No
		Airports to fly from / to	Yes	No
		Baggage allowance	Yes	No
		Cabin class	Yes	No
		Departure time (outbound / return)	Yes	No
		Direct / with changes / number of stops	Yes	No
		Name of airline	Yes	No
		No of bookings required	Yes	No
		Number of travellers	Yes	No
		Journey duration (outbound/inbound)	Yes	No
		Other	Yes Please comment	No

2.8	Please upload an image of the explanation of technical terms	Image upload	
2.8a	Do you have any further images to upload relating to 2.8?	Yes	No Go to 2.9
2.8c	Please upload an image of the explanation of technical terms	Image upload	
2.8d	Do you have any further images to upload relating to 2.8?	Yes	No Go to 2.9
2.8e	Please upload an image of the explanation of technical terms	Image upload	
2.9	Do you notice any recommended, "featured" or "paid for results" on the results page of the comparison website/app?	Yes Please comment	No Go to 2.10
2.9a	Are the recommended, "featured" or "paid for results" clearly labelled as such?	Yes	No
2.10	Can you find the quote that matches your needs in your allocated scenario? Please refer to your coversheet for your scenario	Yes	No Please comment
2.12	How easy is it to search using the comparison website/app you are assessing?	Very Easy	
		Quite Easy	
		Quite Difficult	
		Very Difficult	
Now select the quote that is most attractive to you. This may take you to the airline/provider's own website/ app.			
2.13	Why is this quote most attractive to you?	Please comment	
2.13a	When you select the quote, do you go through to the airline/provider's website/app or do you have to purchase the product/ service on the comparison website/app?	Go through to airline/provider's website/app	Have to purchase the product/service on comparison website/app. Go to 6.0a
2.13b	Are you presented with a summary of the main features of the quote selected?	Yes Please comment	No
Section 3 - Flight comparison results – Provider 1			
3.0a	What is the name of the airline/provider you have selected?	Please state	
3.0b	Are you already a customer of the airline/provider (e.g. Have you previously joined a membership scheme operated by the airline/ provider in order to qualify for discounts or other rewards?)	Yes	No

3.0c	Please upload an image of the airline/provider quote.		Image upload		
3.1	Does the result shown by the airline/provider in terms of the following features match what was specified on the comparison website/ app?	Price	Yes	No	
		Airports to fly from / to	Yes	No	
		Baggage allowance	Yes	No	
		Cabin class	Yes	No	
		Departure time (outbound / return)	Yes	No	
		Direct / with changes / number of stops	Yes	No	
		Name of airline	Yes	No	
		No of bookings required	Yes	No	
		Number of travellers	Yes	No	
		Journey duration (outbound/inbound)	Yes	No	
		Other	Yes Please comment	No	
3.2	Has the airline/provider saved all of your details entered on the comparison website/app?		Yes	No	NA
3.2a	Is any additional information required?		Yes Please list		No
3.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 3.4		Additional quotes Please comment
3.3a	How many new quotes are presented?	1			
		2			
		3+			
3.3b	Please upload an image of any additional quotes on the results page.		Image upload		
Now following the process up to the point of purchase...					
3.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes		No Please comment
3.4a	Is the final price shown the same as the one provided initially on the airline/provider's website/ app?		Yes Go to 3.4c		No Please comment
3.4b	Please upload an image showing any difference between the initial and final price provided on the airline/provider's website/app		Image upload		

3.4c	Is the final price shown on the airline/provider's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 4.0a	No Please comment
3.4d	Please upload an image showing any difference between the final price shown on the airline/provider's website/app and the one provided on the results page of the comparison website/app.		Image upload	
3.4e	Is the difference in price due to either of the following....	... additional fees/ charges (e.g. for payment processing)	Yes	No
		... additional features or upgrades that have to be purchased to meet the specification (e.g. checked in luggage)	Yes	No
		...other	Yes Please comment	No
Now select a different quote; This should be the quote that is ranked first (unless already chosen as your most attractive choice) or the quote ranked second (if the first quote is already chosen as your most attractive choice)) by clicking through to the airline/provider's website/app.				
Section 4 - Flight comparison results – Provider 2				
4.0a	What is the name of the airline/provider you have selected?		Please state	
4.0b	Are you already a customer of the airline/provider (e.g. Have you previously joined a membership scheme operated by the airline/ provider in order to qualify for discounts or other rewards?)		Yes	No
4.0c	Please upload an image of the airline/provider quote.		Image upload	
4.1	Does the result shown by the airline/provider in terms of the following features match what was specified on the comparison website/ app?	Price	Yes	No
		Airports to fly from / to	Yes	No
		Baggage allowance	Yes	No
		Cabin class	Yes	No
		Departure time (outbound / return)	Yes	No
		Direct / with changes / number of stops	Yes	No
		Name of airline	Yes	No
		No of bookings required	Yes	No
		Number of travellers	Yes	No
		Journey duration (outbound/inbound)	Yes	No
		Other	Yes Please comment	No

4.2	Has the airline/provider saved all of your details entered on the comparison website/app?		Yes	No	NA
4.2a	Is any additional information required?		Yes Please list	No	
4.3	Does the site present only the quote you selected on the comparison/app or additional quotes?		Just the quote I selected Go to 4.4	Additional quotes Please comment	
4.3a	How many new quotes are presented?		1		
			2		
			3+		
4.3b	Please upload an image of any additional quotes on the results page.		Image upload		
Now following the process up to the point of purchase...					
4.4	Is the quote still available for you? i.e. Can you purchase the product/ service presented in the quote?		Yes	No Please comment	
4.4a	Is the final price shown the same as the one provided initially on the airline/provider's website/ app?		Yes Go to 4.4c	No Please comment	
4.4b	Please upload an image showing any difference between the initial and final price provided on the airline/provider's website/app		Image upload		
4.4c	Is the final price shown on the airline/provider's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 5.0a	No Please comment	
4.4d	Please upload an image showing any difference between the final price shown on the airline/provider's website/app and the one provided on the results page of the comparison website/app.		Image upload		
4.4e	Is the difference in price due to either of the following....	... additional fees/ charges (eg for payment processing)	Yes	No	
		... additional features or upgrades that have to be purchased to meet the specification (eg checked in luggage)	Yes	No	
		...other	Yes Please comment	No	
Now select the third quote; This is the quote that is ranked second (unless already chosen as your second quote) or the offer ranked third (if the second quote was already chosen as your second choice)) by clicking through to the airline/provider's website/app.					
Section 5 - Flight comparison results – Provider 3					
5.0a	What is the name of the airline/provider you have selected?		Please state		

5.0b	Are you already a customer of the airline/provider (e.g. Have you previously joined a membership scheme operated by the airline/ provider in order to qualify for discounts or other rewards?)		Yes	No	
5.0c	Please upload an image of the airline/provider quote.		Image upload		
5.1	Does the result shown by the airline/provider in terms of the following features match what was specified on the comparison website/ app?	Price	Yes	No	
		Airports to fly from / to	Yes	No	
		Baggage allowance	Yes	No	
		Cabin class	Yes	No	
		Departure time (outbound / return)	Yes	No	
		Direct / with changes / number of stops	Yes	No	
		Name of airline	Yes	No	
		No of bookings required	Yes	No	
		Number of travellers			
		Journey duration (outbound/inbound)			
	Other	Yes Please comment	No		
5.2	Has the airline/provider saved all of your details entered on the comparison website/app?		Yes	No	NA
5.2a	Is any additional information required?		Yes Please list	No	
5.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 5.4	Additional quotes Please comment	
5.3a	How many new quotes are presented?	1			
		2			
		3+			
5.3b	Please upload an image of any additional quotes on the results page.		Image upload		
Now following the process up to the point of purchase...					
5.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment	
5.4a	Is the final price shown the same as the one provided initially on the airline/provider's website/ app?		Yes Go to 5.4c	No Please comment	

5.4b	Please upload an image showing any difference between the initial and final price provided on the airline/provider's website/app		Image upload	
5.4c	Is the final price shown on the airline/provider's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 6.0a	No Please comment
5.4d	Please upload an image showing any difference between the final price shown on the airline/provider's website/app and the one provided on the results page of the comparison website/app.		Image upload	
5.4e	Is the difference in price due to either of the following....	... additional fees/ charges (eg for payment processing)	Yes	No
		... additional features or upgrades that have to be purchased to meet the specification (eg checked in luggage)	Yes	No
		...other	Yes Please comment Go to 7.1	No Go to 7.1
Section 6 - Flight comparison results – Direct purchase (This is a purchase that is made on the Comparison Website/App and you are NOT taken to the providers website)				
6.0a	What is the name of the airline/provider you have selected?		Please comment	
6.0b	Are you already a customer of the airline/provider (e.g. Have you previously joined a membership scheme operated by the airline/ provider in order to qualify for discounts or other rewards?)		Yes	No
6.0c	Please upload an image of the airline/provider quote.		Image upload	
Now following the process up to the point of purchase...				
6.1	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
6.1a	Is the final price shown the same as the one provided on the results page?		Yes Go to 7.1	No Please comment
6.1b	Is the difference in price due to either of the following....	... additional fees/ charges (eg for payment processing)	Yes	No
		... additional features or upgrades that have to be purchased to meet the specification (eg checked in luggage)	Yes	No

		...other	Yes Please comment	No
6.1c	Please upload an image showing any differences between the initial and final price on the comparison website/app.		Image upload	
Section 7 – Assessment Details				
7.1	Were you able to fully complete your comparison website/ app assessment as described on your coversheet? If No, please explain what happened.		I was fully able to complete the assessment	No Please comment
7.2	What time did your assessment finish? – Use 24-hour clock e.g. 15:30		HH:MM	
Section 8 – Revisit 1				
You should NOT delete your cookies at this stage, please keep them for this second assessment.				
8.0a	Does the comparison website/app ask you to input all of your details and your scenario again?		Yes	No Go to 8.0c
8.0b	Please make sure and confirm that you have entered exactly the same details as per your coversheet/ original search. Please refer to your coversheet for reference.		I confirm	
8.0c	Please make sure and confirm that all of the saved details are exactly the same as per your coversheet/ original search. Please refer to your coversheet for reference.		I confirm	
Section 9 - Flight comparison results - Revisit 1				
9.0	From leaving the homepage to receiving the quotes on the results page, how many pages are there? Please do not include the homepage in this measurement.		Please confirm number	
9.0a	Overall, how long did it take you to go through all these pages from leaving the homepage to receiving the quotes on the results page?		HH:MM:SS	
9.0b	Are the results shown within the comparison website/app or have you received them via an email?	Within website/app Go to 9.0ca		
		Via Email		
		Other Please comment Go to 9.0ca		
9.0c	If you have received an email, how are the results provided?		A list/table of results	

		Links to a website	
		Other ✍ Please specify	
9.0ca	<p>Please upload an image of the results page as you first see it, and capture the top 10 quotes. Be aware that you may need to scroll down and take multiple screenshots to capture the first 10 quotes.</p> <p>If your results are only displayed in an email, please take a screenshot of the email.</p>	Image upload	
9.0d	Do you have any further images to upload relating to Q9.0ca?	Yes	No Go to 9.1
9.0da	Please upload an image of the results page as you first see it.	Image upload	
9.0e	Do you have any further images to upload relating to Q9.0ca?	Yes	No Go to 9.1
9.0ea	Please upload an image of the results page as you first see it.	Image upload	
9.0f	Do you have any further images to upload relating to Q9.0ca?	Yes	No Go to 9.1
9.0fa	Please upload an image of the results page as you first see it.	Image upload	
9.0g	Do you have any further images to upload relating to Q9.0ca?	Yes	No Go to 9.1
9.0ga	Please upload an image of the results page as you first see it.	Image upload	
9.1	Looking at the first quote presented based on your scenario and the initial ranking on the results page, what of the following information is provided?	Price	Yes £0000.00
		Airports to fly from / to	Yes ✍ Please specify
		Baggage allowance	Yes ✍ Please specify
		Cabin class	Yes ✍ Please specify
		Departure time (outbound / return)	Yes ✍ Please specify
		Direct / with changes / number of stops	Yes ✍ Please specify

		Name of airline	Yes ✎ Please specify	No
		No of bookings required	Yes ✎ Please specify	No
		Number of travellers	Yes ✎ Please specify	No
		Journey duration (outbound/inbound)	Yes ✎ Please specify	No
		Other	Yes ✎ Please specify	No
9.2a	Does the results page tell you how many supplier quotes have been listed based on the information you have provided?		Yes	No Go to 9.4a
9.2b	How many quotes are you told have been listed overall?		✎ Please specify number	
9.4a	If the results are not already ordered by price (lowest to highest) please re-order your results by price (lowest to highest) Please click Next to confirm that you have done this.		Next	
9.4b	What is the first quote based on your re-ordering on the results page? If there is more than 1 page of quotes only use the first page.		£0000.00	
9.5	Do you notice any recommended, "featured" or "paid for results" on the results page of the comparison website/app?		Yes ✎ Please comment	No Go to 9.6
9.5a	Are the "featured" or "paid for results" clearly labelled as such?		Yes	No
9.7	Can you find the offer that matches your needs in your allocated scenario? Please refer to your coversheet for your scenario		Yes	No ✎ Please comment
9.8	How easy is it to search using the comparison website/app you are assessing?		Very Easy	
Quite Easy				
Quite Difficult				
Very Difficult				
Now select the quote that is most attractive to you. This may take you to the providers own website/ app.				
9.9	Why is this quote most attractive to you?		✎ Please comment	

9.9a	When you select the quote, do you go through to the airline/provider's website/app or do you have to purchase the product/ service on the comparison website/app?		Go through to airline/provider website/app		Have to purchase the product/service on comparison website/app. Go to 13.0a	
9.9b	Are you presented with a summary of the main features of the quotes selected?		Yes ✎ Please comment		No	
Section 10 - Flight comparison results – Provider 1 - Revisit 1						
10.0a	What is the name of the airline/provider you have selected?		✎ Please state			
10.0b	Are you already a customer of the airline/provider (e.g. Have you previously joined a membership scheme operated by the airline/ provider in order to qualify for discounts or other rewards?)		Yes		No	
10.0c	Please upload an image of the airline/provider quote.		Image upload			
10.1	Does the result shown by the airline/provider in terms of the following features match what was specified on the comparison website/ app?	Price	Yes		No	
		Airports to fly from / to	Yes		No	
		Baggage allowance	Yes		No	
		Cabin class	Yes		No	
		Departure time (outbound / return)	Yes		No	
		Direct / with changes / number of stops	Yes		No	
		Name of airline	Yes		No	
		No of bookings required	Yes		No	
		Number of travellers	Yes		No	
		Journey duration (outbound/inbound)	Yes		No	
		Other	Yes ✎ Please comment		No	
10.2	Has the airline/provider saved all of your details entered on the comparison website/app?		Yes		No NA	
10.2a	Is any additional information required?		Yes ✎ Please list		No	
10.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 10.4		Additional quotes ✎ Please comment	
10.3a	How many new quotes are presented?		1			

		2	
		3+	
10.3b	Please upload an image of any additional quotes on the results page.		Image upload
Now following the process up to the point of purchase...			
10.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		<div>Yes</div> <div>No</div> <div> Please comment</div>
10.4a	Is the final price shown the same as the one provided initially on the airline/provider's website/ app?		<div>Yes</div> <div>No</div> <div>Go to 10.4c</div> <div> Please comment</div>
10.4b	Please upload an image showing any difference between the initial and final price provided on the airline/provider's website/app		Image upload
10.4c	Is the final price shown on the airline/provider's website/app the same as the one provided on the results page of the comparison website/app?		<div>Yes</div> <div>No</div> <div>Go to 11.0a</div> <div> Please comment</div>
10.4d	Please upload an image showing any difference between the final price shown on the airline/provider's website/app and the one provided on the results page of the comparison website/app.		Image upload
10.4e	Is the difference in price due to either of the following....	... additional fees/ charges (e.g. for payment processing)	<div>Yes</div> <div>No</div>
		... additional features or upgrades that have to be purchased to meet the specification (e.g. checked in luggage)	<div>Yes</div> <div>No</div>
		...other	<div>Yes</div> <div> Please comment</div> <div>No</div>
Now select a different quote; This should be the quote that is ranked first (unless already chosen as your most attractive choice) or the quote ranked second (if the first quote was already chosen as your most attractive choice)) by clicking through to the airline/provider's website/app.			
Section 11 - Flight comparison results – Provider 2 - Revisit 1			
11.0a	What is the name of the airline/provider you have selected?		Please state
11.0b	Are you already a customer of the airline/provider (e.g. Have you previously joined a membership scheme operated by the airline/ provider in order to qualify for discounts or other rewards?)		<div>Yes</div> <div>No</div>
11.0c	Please upload an image of the airline/provider quote.		Image upload
11.1	Does the result shown by the airline/provider in terms of the following features match what was specified on the comparison website/ app?	Price	<div>Yes</div> <div>No</div>
		Airports to fly from / to	<div>Yes</div> <div>No</div>
		Baggage allowance	<div>Yes</div> <div>No</div>

		Cabin class	Yes	No
		Departure time (outbound / return)	Yes	No
		Direct / with changes / number of stops	Yes	No
		Name of airline	Yes	No
		No of bookings required	Yes	No
		Number of travellers	Yes	No
		Journey duration (outbound/inbound)	Yes	No
		Other	Yes Please comment	No
11.2	Has the airline/provider saved all of your details entered on the comparison website/app?		Yes	No NA
11.2a	Is any additional information required?		Yes Please list	No
11.3	Does the site present only the quote you selected on the website/app or additional quotes?		Just the quote I selected Go to 11.4	Additional quotes Please comment
11.3a	How many new quotes are presented?		1	
			2	
			3+	
11.3b	Please upload an image of any additional quotes on the results page.		Image upload	
Now following the process up to the point of purchase...				
11.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
11.4a	Is the final price shown the same as the one provided initially on the airline/provider's website/ app?		Yes Go to 11.4c	No Please comment
11.4b	Please upload an image showing any difference between the initial and final price provided on the airline/provider's website/app		Image upload	
11.4c	Is the final price shown on the airline/provider's website/app the same as the one provided on the results page of the comparison website/app?		Yes Go to 12.0a	No Please comment
11.4d	Please upload an image showing any difference between the final price shown on the airline/provider's website/app and the one provided on the results page of the comparison website/app.		Image upload	

11.4e	Is the difference in price due to either of the following....	... additional fees/ charges (e.g. for payment processing)	Yes	No	
		... additional features or upgrades that have to be purchased to meet the specification (e.g. checked in luggage)	Yes	No	
		...other	Yes ✍ Please comment	No	
Now select the third quote; This should be the quote that is ranked second (unless already chosen as your second quote) or the quote ranked third (if the second quote is already chosen as your second choice)) by clicking through to the airline/provider's website/app.					
Section 12 - Flight comparison results – Provider 3 – Revisit 1					
12.0a	What is the name of the airline/provider you have selected?		✍ Please state		
12.0b	Are you already a customer of the airline/provider (e.g. Have you previously joined a membership scheme operated by the airline/ provider in order to qualify for discounts or other rewards?)		Yes	No	
12.0c	Please upload an image of the airline/provider quote.		Image upload		
12.1	Does the result shown by the airline/provider in terms of the following features match what was specified on the comparison website/ app?	Price	Yes	No	
		Airports to fly from / to	Yes	No	
		Baggage allowance	Yes	No	
		Cabin class	Yes	No	
		Departure time (outbound / return)	Yes	No	
		Direct / with changes / number of stops	Yes	No	
		Name of airline	Yes	No	
		No of bookings required	Yes	No	
		Number of travellers	Yes	No	
		Journey duration (outbound/inbound)	Yes	No	
	Other	Yes ✍ Please comment	No		
12.2	Has the airline/provider saved all of your details entered on the comparison website/app?		Yes	No	NA
12.2a	Is any additional information required?		Yes ✍ Please list	No	
12.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected Go to 12.4	Additional quotes ✍ Please comment	

12.3a	How many new quotes are presented?	1	
		2	
		3+	
12.3b	Please upload an image of any additional quotes on the results page.	Image upload	
Now following the process up to the point of purchase...			
12.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?	Yes	No ✎ Please comment
12.4a	Is the final price shown the same as the one provided initially on the airline/provider's website/ app?	Yes Go to 12.4c	No ✎ Please comment
12.4b	Please upload an image showing any difference between the initial and final price provided on the airline/provider's website/app	Image upload	
12.4c	Is the final price shown on the airline/provider's website/app the same as the one provided on the results page of the comparison website/app?	Yes Go to 13.0a	No ✎ Please comment
12.4d	Please upload an image showing any difference between the final price shown on the airline/provider's website/app and the one provided on the results page of the comparison website/app.	Image upload	
12.4e	Is the difference in price due to either of the following....	... additional fees/ charges (eg for payment processing)	Yes No
		... additional features or upgrades that have to be purchased to meet the specification (eg checked in luggage)	Yes No
		...other	Yes ✎ Please comment Go to 14.a
Section 13 - Flight comparison results – Direct purchase – Revisit 1 (This is a purchase that is made on the Comparison Website/App and you are NOT taken to the providers website)			
13.0a	What is the name of the airline/provider you have selected?	✎ Please comment	
13.0b	Are you already a customer of the airline/provider (e.g. Have you previously joined a membership scheme operated by the airline/ provider in order to qualify for discounts or other rewards?)	Yes	No
13.0c	Please upload an image of the airline/provider quote.	Image upload	
Now following the process up to the point of purchase...			

13.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
13.4a	Is the final price shown the same as the one provided on the results page?		Yes Go To 14.0a	No Please comment
13.4b	Is the difference in price due to either of the following....	... additional fees/ charges (e.g. for payment processing)	Yes	No
		... additional features or upgrades that have to be purchased to meet the specification (e.g. checked in luggage)	Yes	No
		...other	Yes Please comment	No
13.4c	Please upload an image showing any differences between the initial and final price on the comparison website/app.		Image upload	
Section 14 – Revisit 2				
14.a	Does your coversheet instruct you to carry out this assessment again for a third time?		Yes	No Go to 20.0
Please delete your cookies at this stage BEFORE YOU GO ANY FURTHER.				
14.b	Please confirm that you have deleted your cookies before proceeding.		I confirm	
14.c	Does the comparison website/app ask you to input all of your details and your scenario again?		Yes	No Go to 14.0e
14.0d	Please make sure and confirm that you have entered exactly the same details as per your coversheet/ original search. Please refer to your coversheet for reference.		I confirm	
14.0e	Please make sure and confirm that all of the saved details are exactly the same as per your coversheet/ original search. Please refer to your coversheet for reference.		I confirm	
Section 15 - Flight comparison results - Revisit 2				
15.0	From leaving the homepage to receiving the quotes on the results page, how many pages are there? Please do not include the homepage in this measurement.		Please confirm number	

15.0a	Overall, how long did it take you to go through all these pages from leaving the homepage to receiving the quotes on the results page?	HH:MM:SS	
15.0b	Are the results shown within the comparison website/app or have you received them via an email?	Within website/app Go to 15.0ca	
		Via Email	
		Other ✍ Please comment Go to 15.0ca	
15.0c	If you have received an email, how are the results provided?	A list/table of results	
		Links to a website	
		Other ✍ Please specify	
15.0ca	Please upload an image of the results page as you first see it, and capture the top 10 quotes. Be aware that you may need to scroll down and take multiple screenshots to capture the first 10 quotes. If your results are only displayed in an email, please take a screenshot of the email.	Image upload	
15.0d	Do you have any further images to upload relating to Q15.0ca?	Yes	No Go to 15.1
15.0da	Please upload an image of the results page as you first see it.	Image upload	
15.0e	Do you have any further images to upload relating to Q15.0ca?	Yes	No Go to 15.1
15.0ea	Please upload an image of the results page as you first see it.	Image upload	
15.0f	Do you have any further images to upload relating to Q15.0ca?	Yes	No Go to 15.1
15.0fa	Please upload an image of the results page as you first see it.	Image upload	
15.0f	Do you have any further images to upload relating to Q15.0ca?	Yes	No Go to 15.1
15.0fa	Please upload an image of the results page as you first see it.	Image upload	

15.1	Looking at the first quote presented based on your scenario and the initial ranking on the results page, what of the following information is provided?	Price	Yes £0000.00	No
		Airports to fly from / to	Yes ✎ Please specify	No
		Baggage allowance	Yes ✎ Please specify	No
		Cabin class	Yes ✎ Please specify	No
		Departure time (outbound / return)	Yes ✎ Please specify	No
		Direct / with changes / number of stops	Yes ✎ Please specify	No
		Name of airline	Yes ✎ Please specify	No
		No of bookings required	Yes ✎ Please specify	No
		Number of travellers	Yes ✎ Please specify	No
		Total journey (outbound/inbound)	Yes ✎ Please specify	No
		Other	Yes ✎ Please specify	No
15.2a	Does the results page tell you how many supplier quotes have been listed based on the information you have provided?	Yes	No Go to 15.2c	
15.2b	How many quotes are you told have been listed overall?	✎ Please specify number		
15.2c	How clear is the order in which the quotes provided are shown? E.g. Is there any visible information relating to this on the results page?	Very clear		
		Fairly clear		
		Fairly unclear		
		Very unclear		

15.4a	<p>If the results are not already ordered by price (lowest to highest) please re-order your results by price (lowest to highest)</p> <p>Please click Next to confirm that you have done this.</p>	Next		
15.4b	<p>What is the first quote based on your re-ordering on the results page?</p> <p>If there is more than 1 page of quotes only use the first page.</p>	£0000.00		
15.5	Do you notice any recommended, "featured" or "paid for results" on the results page of the comparison website/app?	<p>Yes</p> <p> Please comment</p>	<p>No</p> <p>Go to 15.7</p>	
15.5a	Are the recommended, "featured" or "paid for results" clearly labelled as such?	Yes	No	
15.7	<p>Can you find the quote that matches your needs in your allocated scenario?</p> <p>Please refer to your coversheet for your scenario</p>	<p>Yes</p> <p> Please comment</p>	No	
15.8	How easy is it to search using the comparison website/app you are assessing?	Very Easy		
		Quite Easy		
		Quite Difficult		
		Very Difficult		
Now select the quote that is most attractive to you. This may take you to the providers own website/ app.				
15.9	Why is this quote the most attractive to you?	Please state		
15.10	When you select the quote, do you go through to the airline/provider's website/app or do you have to purchase the product/ service on the comparison website/app?	Go through to airline/provider website/app	<p>Have to purchase the product/service on comparison website/app.</p> <p>Go to 19.0a</p>	
15.11	Are you presented with a summary of the main features of the quote selected?	<p>Yes</p> <p> Please comment</p>	No	
Section 16 - Flight comparison results – Provider 1 - Revisit 2				
16.0a	What is the name of the airline/provider you have selected?	Please state		
16.0b	Are you already a customer of the airline/provider (e.g. Have you previously joined a membership scheme operated by the airline/ provider in order to qualify for discounts or other rewards?)	Yes	No	
16.0c	Please upload an image of the airline/provider quote.	Image upload		
16.1	Does the result shown by the airline/provider in terms of the following	Price	Yes	No
		Airports to fly from / to	Yes	No




	features match what was specified on the comparison website/ app?	Baggage allowance	Yes	No
		Cabin class	Yes	No
		Departure time (outbound / return)	Yes	No
		Direct / with changes / number of stops	Yes	No
		Name of airline	Yes	No
		No of bookings required	Yes	No
		Number of travellers	Yes	No
		Journey duration (outbound/inbound)	Yes	No
		Other	Yes Please comment	No
16.2	Has the airline/provider saved all of your details entered on the comparison website/app?	Yes	No	NA
16.2a	Is any additional information required?	Yes Please list	No	
16.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?	Just the quote I selected Go to 16.4	Additional quotes Please comment	
16.3a	How many new quotes are presented?	1		
		2		
		3+		
16.3b	Please upload an image of any additional quotes on the results page.	Image upload		
Now following the process up to the point of purchase...				
16.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?	Yes	No Please comment	
16.4a	Is the final price shown the same as the one provided initially on the airline/provider's website/ app?	Yes Go to 16.4c	No Please comment	
16.4b	Please upload an image showing any difference between the initial and final price provided on the airline/provider's website/app	Image upload		
16.4c	Is the final price shown on the airline/provider's website/app the same as the one provided on the results page of the comparison website/app?	Yes Go to 17.0a	No Please comment	
16.4d	Please upload an image showing any difference between the final price shown on the airline/provider's website/app and the one provided on the results page of the comparison website/app.	Image upload		

16.4e	Is the difference in price due to either of the following....	... additional fees/ charges (e.g. for payment processing)	Yes	No	
		... additional features or upgrades that have to be purchased to meet the specification (e.g. checked in luggage)	Yes	No	
		...other	Yes ✍ Please comment	No	
Now select a different quote; This should be the quote that is ranked first (unless already chosen as your most attractive choice) or the quote ranked second (if the first quote is already chosen as your most attractive choice)) by clicking through to the airline/provider's website/app.					
Section 17 - Flight comparison results – Provider 2 – Revisit 2					
17.0a	What is the name of the airline/provider you have selected?		✍ Please state		
17.0b	Are you already a customer of the airline/provider (e.g. Have you previously joined a membership scheme operated by the airline/ provider in order to qualify for discounts or other rewards?)		Yes	No	
17.0c	Please upload an image of the airline/provider quote.		Image upload		
17.1	Does the result shown by the airline/provider in terms of the following features match what was specified on the comparison website/ app?	Price	Yes	No	
		Airports to fly from / to	Yes	No	
		Baggage allowance	Yes	No	
		Cabin class	Yes	No	
		Departure time (outbound / return)	Yes	No	
		Direct / with changes / number of stops	Yes	No	
		Name of airline	Yes	No	
		No of bookings required	Yes	No	
		Number of travellers	Yes	No	
		Journey duration (outbound/inbound)	Yes	No	
	Other	Yes ✍ Please comment	No		
17.2	Has the airline/provider saved all of your details entered on the comparison website/app?		Yes	No	NA
17.2a	Is any additional information required?		Yes ✍ Please list	No	
17.3	Does the site present only the quote you selected on the comparison/app or additional quotes?		Just the quote I selected Go to 17.4	Additional quotes ✍ Please comment	

17.3a	How many new quotes are presented?	1	
		2	
		3+	
17.3b	Please upload an image of any additional quotes on the results page.	Image upload	
Now following the process up to the point of purchase...			
17.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?	Yes	No ✎ Please comment
17.4a	Is the final price shown the same as the one provided initially on the airline/provider's website/ app?	Yes Go to 17.4c	No ✎ Please comment
17.4b	Please upload an image showing any difference between the initial and final price provided on the airline/provider's website/app	Image upload	
17.4c	Is the final price shown on the airline/provider's website/app the same as the one provided on the results page of the comparison website/app?	Yes Go to 18.0a	No ✎ Please comment
17.4d	Please upload an image showing any difference between the final price shown on the airline/provider's website/app and the one provided on the results page of the comparison website/app.	Image upload	
17.4e	Is the difference in price due to either of the following....	... additional fees/ charges (e.g. for payment processing)	Yes No
		... additional features or upgrades that have to be purchased to meet the specification (e.g. checked in luggage)	Yes No
		...other	Yes ✎ Please comment No
Now select the third quote; This should be the quote that is ranked second (unless already chosen as your second quote) or the quote ranked third (if the second quote is already chosen as your second choice)) by clicking through to the airline/provider's website/app.			
Section 18 - Flight comparison results – Provider 3 – Revisit 2			
18.0a	What is the name of the airline/provider you have selected?	✎ Please state	
18.0b	Are you already a customer of the airline/provider (e.g. Have you previously joined a membership scheme operated by the airline/ provider in order to qualify for discounts or other rewards?)	Yes	No
18.0c	Please upload an image of the airline/provider quote.	Image upload	
18.1	Does the result shown by the airline/provider in terms of the following	Price	Yes No
		Airports to fly from / to	Yes No

	features match what was specified on the comparison website/ app?	Baggage allowance	Yes	No
		Cabin class	Yes	No
		Departure time (outbound / return)	Yes	No
		Direct / with changes / number of stops	Yes	No
		Name of airline	Yes	No
		No of bookings required	Yes	No
		Number of travellers	Yes	No
		Journey duration (outbound/inbound)	Yes	No
		Other	Yes Please comment	No
18.2	Has the airline/provider saved all of your details entered on the comparison website/app?	Yes	No	NA
18.2a	Is any additional information required?	Yes Please list	No	
18.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?	Just the quote I selected Go to 18.4	Additional quotes Please comment	
18.3a	How many new quotes are presented?	1		
		2		
		3+		
18.3b	Please upload an image of any additional quotes on the results page.	Image upload		
Now following the process up to the point of purchase...				
18.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?	Yes	No Please comment	
18.4a	Is the final price shown the same as the one provided initially on the airline/provider's website/ app?	Yes Go to 18.4c	No 	
18.4b	Please upload an image showing any difference between the initial and final price provided on the airline/provider's website/app	Image upload		
18.4c	Is the final price shown on the airline/provider's website/app the same as the one provided on the results page of the comparison website/app?	Yes Go to 19.0a	No 	
18.4d	Please upload an image showing any difference between the final price shown on the airline/provider's website/app and the one provided on the results page of the comparison website/app.	Image upload		

18.4e	Is the difference in price due to either of the following....	... additional fees/ charges (e.g. for payment processing)	Yes	No
		... additional features or upgrades that have to be purchased to meet the specification (e.g. checked in luggage)	Yes	No
		...other	Yes Please comment Go to 20.0	No Go to 20.0
Section 19 - Flight comparison results – Direct purchase – Revisit 2 (This is a purchase that is made on the Comparison Website/App and you are NOT taken to the providers website)				
19.0a	What is the name of the airline/provider you have selected?		Please comment	
19.0b	Are you already a customer of the airline/provider (e.g. Have you previously joined a membership scheme operated by the airline/ provider in order to qualify for discounts or other rewards?)		Yes	No
19.0c	Please upload an image of the airline/provider quote.		Image upload	
Now following the process up to the point of purchase...				
19.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No Please comment
19.4a	Is the final price shown the same as the one provided on the results page?		Yes Go to 20.0	No Please comment
19.4b	Is the difference in price due to either of the following....	... additional fees/ charges (e.g. for payment processing)	Yes	No
		... additional features or upgrades that have to be purchased to meet the specification (e.g. checked in luggage)	Yes	No
		...other	Yes Please comment	No
19.4d	Please upload an image showing any differences between the initial and final price on the comparison website/app.		Image upload	

Section 20 – Summary of Assessment			
Thank you for taking time to complete this visit for us.			
20.0	What time did your assessment finish? – Use 24-hour clock e.g. 15:30	HH:MM	
20.0 a	Is there anything that GfK should know about this assessment?	Yes  Please comment	No
20.0 b	Is there any additional information that you wish to provide around comparison websites/apps?	Yes  Please comment	No
20.0 c	Is there any additional information that you wish to provide around the provider websites/apps?	Yes  Please comment	No