

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 <u>online</u> 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:

- 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 -	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.

Stage1 – 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 reallocated undertaken by a different shopper.
- \circ 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.

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	

Broadband

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

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

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 assessmentsTotal number of require 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	

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.
Cooperia 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
Scenario 2	to pay monthly. 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
Scenario 3	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
	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
Scenario 1	in a single item of baggage (up to 20kg).
	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
Scenario 2	check in any luggage.
	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
Scenario 3	Sunday 13 August 2017.
	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
Scenario 4	at least 12 hours.
	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
Scenario 5	1800 and 1900.
	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
Scenario 6	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				
	You want a dual fuel (gas and electricity) energy supplier for your address. You want to pay by monthly				
Scenario 1	direct debit.				
	You want a dual fuel (gas and electricity) energy supplier for your address. You currently have a				
Scenario 2	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.				
	You want a gas supplier for your address. You want a one year fixed term tariff with no exit fees. You				
Scenario 4	want to pay on receipt of bill (ie not by direct debit).				
	You want a dual fuel (gas and electricity) energy supplier for your address. You want to pay by monthly				
Scenario 5	direct debit. You would like a tariff which supports the Warm Home Discount and has paper bills.				
	You want a dual fuel (gas and electricity) energy supplier for your address. You want to pay on receipt				
Scenario 6	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
	You want fully comprehensive car insurance and a voluntary excess of £250. The insurance is for you
Scenario 1	only and you want to pay a lump sum up front as opposed to monthly instalments.
	You want 3rd Party Fire & Theft for your car and a voluntary excess of £250. The insurance is for you
Scenario 2	and your partner. You want to pay monthly.
	You want a fully comprehensive car insurance and a voluntary excess of £100. The insurance is for you
Scenario 3	and your partner. You want to pay monthly.
	You want fully comprehensive car insurance and a voluntary excess of £250. The insurance is for you
Scenario 4	only and you want to pay monthly.
	You want 3rd Party Fire & Theft and a voluntary excess of £500. The insurance is for you and your
Scenario 5	partner. You want to pay a lump sum up front as opposed to monthly instalments.

	You want fully comprehensive car insurance but no voluntary excess. The insurance is for you only and
Scenario 6	you want to pay a lump sum up front as opposed to monthly instalments.

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.
	You have existing credit card debt and you want to transfer the balance to a new credit card. You're
Scenario 3	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
	You want home broadband with unlimited data downloads and an advertised download speed of at
Scenario 1	least 30 mb/s. You require a 12 month contract.
	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
Scenario 2	month contract only.
	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
Scenario 3	TV package. You require an 18 month contract.
	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
Scenario 4	of at least 76 mb/s. You require an 18 month contract.

	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
Scenario 5	League football matches. You require an 18 month contract.

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 <u>attain</u> 478 completed assessments. Although previous <u>online</u> 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 important 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:

- 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.

 \circ 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.
 - o 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-àvis 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

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 your 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. 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.

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.

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.

	Estimated Length of Assessment
•	Each assessment should take around 1 hour in total including data entry. Let GfK know if you have experienced any unusual difficulties.
	Fees
•	The fee for this assessment will be shown on your coversheet.
	Date and Time Requirements
•	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
•	Your coversheet will confirm the profile you should match
	Restrictions
•	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 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 been 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.

Options	U	Content Settings		
Search options	Pr	Cookies	 Allow local data to be set (recommended) Allow local data to be set for the current session only 	
Personal Stuff			 Block sites from setting any data Block third-party cookies from being set 	
Under the Hood			Clear cookies and other site and plug-in data when I close my browser	
Extensions			Manage exceptions All cookies and site data	

Mozilla Firefox

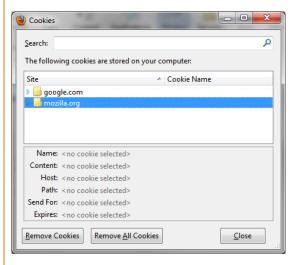
1. Make sure you're running the latest version of the Firefox browser, and then select the Firefox menu. From there, select Options and then Options again.

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 cleared again before the 3rdnd 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 website/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 website/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 website/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!

Coversheet

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 been 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 M	DCT Mystery Shopping Main Wave –Broadband Questionnaire								
	ust assess the provider specified on your Coversheet and use e screenshots/photographs of the website/app you assess.	e the conta	ct method s	specified o	n your C	oversheet.Yo	ou will be as	ked to	
Sectior	n 0 – Assessment Details								
						Within t	he last mon	th	
						Within th	e last 3 mon	ths	
						Within th	e last 6 mon	ths	
0-0	When did you last use a comparison website/app before this Mystery Shopping exercise?					Within the last 9 months			
						Within the last year			
						l de	on't know		
							Never		
							A lot		
0-0a	How much experience do you have using comparison websites	/apps?				Some			
						No e	experience		
0-1	Date of your first visit – Record date in full. Use leading zeros			[DD/MM/Y	YYY			
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-tim	ie	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			нн	:MM			
0-5	Are you completing this assessment using a web browser or an app?	W	eb Browser			Арр		
0-5a	What device are you using to conduct your comparison website/app assessment?	Laptop	Desktop PC	Table	et Smart	phone	Other Please comment	
0-5b	Which browser are you using to complete your assessment?	Internet Explorer	Google Chrome	Firefo	ox N/A – Used an App		Other Please comment	
0-5c	Please confirm that you have cleaned your cookies before star	ing this assessi	nent.		Lbay		ed my cookies	
0-00	Please refer to your briefing notes on how to do this				I have cleaned my cookies			
						Scenari	io 1	
	Which Scenario are you assessing?				Scenario 2			
0-6						Scenar	io 3	
						io 4		
						Scenar	io 5	
0-7	Which sector are you assessing?				Broadband &	& Broad	band Packages	
				1	DCT1			
				2	DCT2			
				3	DCT3			
				4	DCT4			
	Which comparison website/app for Broadband & Broadband Pa	ackages are you	assessing?	5	DCT5			
0-8a		-	·	6	DCT6			
	This must match your Coversheet.			7	DCT7			
				8	DCT8			
				9	DCT9			
				10	DCT10			
				11	DCT11			
				12	DCT12			

			13	DCT13			
			14	DCT14			
			15	15 DCT15			
Section	1 - Broadband comparison website/ap	p details					
1.0	Please confirm that you HAVE NOT use	ed this comparison website/app before	l co	onfirm I	I have used		
1.0a	Please upload an image of the website/	app homepage that you are visiting.	ha	ve not	this before	remember	
When us	sing your Broadband scenario to get a cor	nparison					
		Name		Yes		No	
		Address		Yes		No	
		Postcode		Yes		No	
		Date of birth (of yourself and/or others)		Yes		No	
1.1	Are you called to onter the following	Email address		Yes		No	
	Are you asked to enter the following details?	Phone number		Yes		No	
		Information about you (e.g. age, gender, occupation, marital status, nationality)	Yes			No	
		Other (crecit)	Yes			No	
		Other (specify)		Please comment		No	
1.1a	Are you asked to provide details at Q1.1	2		Yes	No		
				103		Go to 2.0	
1.1a1	Please upload an image showing where	you are asked to provide details relating to Q1.1		I	mage upload		
1.1a2	Do you have any further images to uplo	ad relating to Q1.12	Yes			No	
				100		Go to 2.0	
1.1a3	Please upload an image showing where	you are asked to provide details relating to Q1.1		I	mage upload		
1.1a4	Do you have any further images to uplo	ad 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 uplo	ad 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 uplo	ad 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	
	ck to see the results of your comparison			
Section	2 - Broadband 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:N	IM:SS	
		Within we	ebsite/app	
			2.0ca	
2.0b	Are the results shown within the comparison website/app or have you received them via an	Via I	Email	
	email?	Ot	her	
		A list/table of results Links to a website Other		
	If you have received an email, how are the results provided?			
2.0c	If you have received an email, now are the results provided?			
		🖍 Pleas	e 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.	Image	upload	
	If your results are only displayed in an email, please take a screenshot of the email.			
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		
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	

		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
	Looking at the first quote presented based on your scenario and the initial	who all phone () i v modulou)		No
2.1	ranking on the results page, what of the following information is provided?	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 information you have provided?	supplier quotes have been listed based on the	Yes	No Go to 2.2c

2.2b	How many quotes are you told have bee	🖍 Please spe	cify number	
		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
	In what ranked order are the quotes first displayed? Please select one option from the following list.	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
2.2c		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	No
2.2d		I	Very c	lear

	How clear is the order in which the quotes provided are shown?		Fairly clear		
			Fairly	unclear	
		E.g. Is there any visible information relating to this on the results page?			
2.3	Is it possible to re-order the results?		Yes	No Go to 2.5	
		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	
	What other options are available to change the ordering?	Number of TV channels (if combined with TV)	Yes	No	
2.3a		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	
2.4a	If the results are not already ordered by results by monthly price (lowest to highe	monthly price (lowest to highest) please re-order your est)	Ne	ext	
	Please click Next to confirm that you ha	Please click Next to confirm that you have done this.			
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?	Yes	No	
2.5	E.g. Can the results be filtered by those	that offer faster "Broadband speed"	1 63	Go to 2.7	
2.6	Can the results be filtered by the	Monthly Price	Yes	No	
	following	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 opt	on on the results page.	Image upload	
2.6b	Can results be filtered by more than one	variable at once?	No - Only	1 Variable
2.00	I.e. can you filter by Broadband provider	and Contract length at the same time?	Yes – More t	han 1 variable
2.7	Whilst using the comparison website/ap	o can you see an explanation of technical terms?	Yes	No
	· · · · · · · · · · · · · · · · · · ·			Go to 2.9
		Monthly Price	Yes	No
		Cashback or other incentives	Yes	No
	Whilst using the comparison	Broadband speed / connection type (standard / superfast fibre)	Yes	No
2.7a	website/app can you see an explanation of technical terms of the following features?	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	
2.8	Please upload an image of the explanation	on of technical terms	Image	upload	
2.8a	Do you have any further images to uploa	d relating to 2.8?	Yes	No Go to 2.9	
2.8b	Please upload an image of the explanation	on of technical terms	Image	upload	
2.8c	Do you have any further images to upload relating to 2.8?		Yes Go to 2.9		
2.8d	Please upload an image of the explanation	on of technical terms	Image	upload	
2.9	Do you notice any recommended, "featur comparison website/app?	ed" or "paid for results" on the results page of the	Yes ✔ Please state which	No Go to 2.10	
2.9a	Are the recommended, "featured" or "pair	d for results" clearly labelled as such?	Yes	No	
2.10	(such as cashback or rewards)?	ncentive for choosing that particular supplier/ product (e.g. receiving cashback for paying annually)	Yes ✓ Please comment	No	
2.11	Can you find the package that matches y Please refer to your coversheet for your s		Yes	No ✔ Please comment	
			Very I	Easy	
			Quite	Easy	
2 4 2	How oppy in it to prove the start	How easy is it to search using the comparison website/app you are assessing?		Quite Difficult	
2.12	How easy is it to search using the compa	rison website/app you are assessing?	Quite D	lifficult	
2.12	How easy is it to search using the compa	nson website/app you are assessing?	Quite D		

2.13	Why is this quote most attractive to you?		Please comment			
2.13a	When you select the quote, do you go th to purchase the product/ service on the o	rough to the provider's website/app or do you have comparison website/app?	Go through provider website/ap	to th	ave to purchase e product/service on comparison website/app. Go to 6.0a	
2.13b	Are you presented with a summary of the	e main features of the quote selected?	Yes ✔ Please commen	-	No	
Section	n 3 - Broadband comparison results – Pr	ovider 1				
3.0a	What is the name of the provider you ha	ve selected?		🖋 Please st	ate	
3.0b	Are you already a customer of this provid	der for broadband/TV or phone calls?	Yes		No	
3.0c	Please upload an image of the provider	quote.		Image uplo	ad	
		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	
	Does the result shown by the provider	Number of TV channels (if combined with TV)	Yes		No	
3.1	in terms of the following features match what the comparison website/ app offered?	Package type (whether broadband only or whether phone / TV included)	Yes		No	
	app onered :	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 🖍 Plea commen		No	
3.2	Has the supplier/provider saved all of yo	ur 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 y additional quotes?	ou selected on the comparison site/app or	Just the quote I selected Go to 3.4	Additional quotes		
3.3a	How many new packages are presented	?		1 2 3+		
3.3b	Please upload an image of any additiona	l packages on the results page.	Image	upload		
Now foll	l owing the process up to the point of purcha	ase				
3.4	Is the quote still available for you? I.e. can you purchase the product/ servic	e presented in the quote?	Yes	No		
3.4a	Is the package shown the same as the o	ne provided initially on the supplier's website/ app?	Yes Go to 3.4c	No Please comment		
3.4b	Please upload an image showing any dif provided on the supplier's website/app	ference between the initial and final package	Image	upload		
3.4c	Is the package shown on the supplier's w results page of the comparison website/a	vebsite/app the same as the one provided on the app?	Yes Go to 4.0a	No		
3.4d		ference between the final package shown on the ded on the results page of the comparison	Image	upload		
		additional fees/ charges	Yes	No		
3.4e	Is the difference in package due to	additional products/ services that have to be purchased	Yes	No		
J.40	either of the following		Yes ✓ Please comment	No		
		I tote that is ranked first (unless already chosen as your most attractive choice)) by clicking through to the prov		r the quote ranked		
Section	4 - Broadband comparison results – Pr	ovider 2				
4.0a	What is the name of the provider you have	ve selected?	🖍 Plea	ise state		
4.0b	Are you already a customer of this provid	ler for broadband/TV or phone calls?	Yes	No		
4.0c	Please upload an image of the provider of	quote.	Image upload			

A.1 Cashback or other incentives Yes No Breadband speed / connection type (standard / superfast fibre) Yes No Breadband receiver Yes No Breadband provider Yes No Breadband provider Yes No Breadband provider Yes No No No No No Author of the following features maintends (formbined with TV) Yes No Interms of the following features maintends calls (if combined with TV) Yes No Time of phone calls (e.g. UK weekends. UK events. UK events Yes No Total charges over contract period Yes No Total charges over contract period Yes No Yes Intermotion special provider saved all of your details entered on the comparison website/app? Yes No 1 Sa ny additiona			Monthly Price	Yes			No
A.1 A.1 Superfast fibre) Yes No Broadband provider Yes No Broadband provider Yes No Broadband grouter Yes No Broadband grouter Yes No Deces the result shown by the provider in terms of the following features match vhat the comparison websited app offered? Yes No Package type (whether broadband only or whether phone / TV included) Yes No Package type (whether broadband only or whether phone / TV included) Yes No Package type (whether broadband only or whether phone / TV included) Yes No Package type (whether broadband only or whether phone / TV included) Yes No Popularity / customer review or ratings Yes No Time of phone calls (c.g. UK weekends, UK expenses) Yes No Popularity / customer review or ratings Yes No Total first year charges Yes No Total charges over contract period Yes No Total first year charges Yes No 4.2 Is any additional information required? Yes Yees No				Yes			No
A.1Broadband usage (e.g. whether capped, unlimited)VesNo6.1Contract lengthYesNoDoes the result shown by the provide in terms of the following teatures app offered?Number of TV channels (if combined with TV)YesNoPackage type (whether broadband only or whether phone / TV included)YesNoNoPackage type (whether broadband only or whether phone / TV included)YesNoPackage type (whether broadband only or whether phone / TV included)YesNoPackage type (whether broadband only or whether phone / TV included)YesNoPackage type (whether broadband only or whether phone / TV included)YesNoPackage type (whether broadband only or whether phone / TV included)YesNoPackage type (whether broadband only or whether phone / TV included)YesNoPackage type (whether phone / TV included)YesNoTime of phone calls (e.g. UK weekends. UK evenings, internationals calls (if combined with phone)YesNoTotal first year chargesYesNoTotal first year charges over contract periodYesNo4.2Has the supplier/provider saved all of yur details entered on the comparison website/app?YesNo4.3Does the site present only the package you selected on the comparison/app or additional quotes?Additional quotes preseAdditional quotes prese4.3Does the site present only the package you selected on the comparison/app or additional quotes?11<			Broadband speed / connection type (standard /			No	
4.1unimited)YesNo6.1Contract lengthYesNo1NoNoNo1Mumber of TV channels (f combined with TV)YesNo1Package type (whether broadband only or whether phone / TV included)YesNo1Package type (whether broadband only or whether phone / TV included)YesNo1Package type (whether broadband only or whether phone / TV included)YesNo1Package type (whether broadband only or whether phone / TV included)YesNo1Time of phone calls (e.g. UK weekends. UK evenings. internationals calls (ff combined with phone)YesNo1Total first year chargesYesNo1Total first year chargesYesNo1Total first year charges over contract periodYesNo1Total dharges over contract periodYesNo4.2Has the supplier/provider saved all of your details entered on the comparison website/app?YesNo4.2Is any additional information required?YesYesNo4.3Does the site present only the package you selected on the comparison/app or additional quotes?Just the quote I select Go to 4.4Additional quotes elected Go to 4.44.3Does the site present only the package you selected on the comparison/app or additional quotes?Just the quote I selected Go to 4.4Additional quotes elected Go to 4.44.34How many new packages are presented?1			Broadband provider	Yes			No
4.1 Number of TV channels (if combined with TV) Yes No 4.1 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 4.2 Has the supplier/provider saved all of your details entered on the comparison website/app? Yes No 4.2 Has the supplier/provider saved all of your details entered on the comparison website/app? Yes No 4.3 Does the site present only the package you selected on the comparison/app or additional quetes? No NA 4.3 How many new packages are presented? 1 1 4.3 Please upload an image of any additional packages on the results page. Image upload 1 4.3 Please upload an image of any additional packages on the results page. Image upload 1				Yes			No
A.1Does the result shown by the provider in terms of the following features match what the comparison website/ app offerd?Package type (whether broadband only or whether phone 'TV included)YesNoPopularity / customer reviews or ratingsYesNoTime of phone calls (e.g. UK weekends, UK evenings, internationals calls (if combined with phone)YesNoSet up costsYesNoTotal first year chargesYesNoTotal charges over contract periodYesNoOtherYesNo4.2Has the supplier/provider saved all of your details entered on the comparison website/app?YesNo4.3Set up costsYesNoAdditional information required?YesNo4.3aDoes the site present only the package you selected on the comparison/app or additional quotes?Just the quot I select Go to 4.4Additional quotes Please comment4.3aPlease upload an image of any additional packages on the results page.Image upload an image of any additional package on the results page.Image upload select			Contract length	Yes			No
4.1 in terms of the following features match what the comparison website/ app offered? Popularity / customer reviews or ratings Yes No 4.1 app offered? Popularity / customer reviews or ratings Yes No 4.1 popularity / customer reviews or ratings Yes No 4.2 File of phone calls (e.g. UK weekends, UK evenings, internationals calls (if combined with phone) Yes No 4.2 Hes the supplier/provider saved all of your details entered on the comparison website/ other Yes No 4.2 Hes the supplier/provider saved all of your details entered on the comparison website/app? Yes No 4.2 Is any additional information required? Yes No No 4.3 Does the site present only the package you selected on the comparison/app or additional quotes? Just the quote1 selected Go to 4.4 Additional quotes 4.34 Hew many new packages are presented? Please on the results page. Image upotation of app comparison details page. Image upotational quotes 4.34 Please upload an image of any additional packages on the results page. Image upotational means of any additional packages on the results page. Image upotational context package upotational packages on the results page.			Number of TV channels (if combined with TV)	Yes			No
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$ \ \ \ \ \ \ \ \ \ \ \ \ \$		app offered?	Popularity / customer reviews or ratings	Yes			No
$ \begin{tabular}{ c $			evenings, internationals calls (if combined with	Yes		No	
$ \begin{array}{c c c c } \hline \begin{tabular}{c c } \hline \hline \ \ \begin{tabular}{c c } \hline \hline \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ $			Set up costs	Yes		No	
YesNo4.2Has the supplier/provider saved all of your details entered on the comparison website/app?YesNoNA4.2aIs any additional information required?YesYesNoNA4.3aDoes the site present only the package you selected on the comparison/app or additional quotes?Just the quote I selected Go to 4.4Additional quotes ?4.3aHow many new packages are presented? 2 3 +14.3bPlease upload an image of any additional packages on the results page.Image uploadImage upload			Total first year charges	Yes		No	
Other \checkmark Please comment \checkmark No4.2Has the supplier/provider saved all of your details entered on the comparison website/app?Yes \land NA4.2a $Bany additional information required?Yes\checkmark\landNa4.3aDoes the site present only the package you selected on the comparison/app or additionalquotes?Just the quote IselectedGo to 4.4Additional quotesPlease comment4.3aHow many new packages are presented?\Box\Box\Box4.3bPlease upload an image of any additional packages on the results page.\Box\Box\Box$			Total charges over contract period	Yes		No	
4.2 Has the supplier/provider saved all of your details entered on the comparison website/app? Yes No 4.2 Has the supplier/provider saved all of your details entered on the comparison website/app? Yes No 4.2a Is any additional information required? Yes Yes No 4.3a Does the site present only the package you selected on the comparison/app or additional quotes? Just the quote I selected Additional quotes 4.3a How many new packages are presented? Image upload 1 4.3b Please upload an image of any additional packages on the results page. Image upload				Yes			
4.2a Is any additional information required? Yes No 4.3a Does the site present only the package you selected on the comparison/app or additional quotes? Just the quote I selected Additional quotes 4.3a How many new packages are presented? Image: Comparison on the results page. Image: Comparison on the results page. Image: Comparison on the results page. 4.3b Please upload an image of any additional packages on the results page. Image: Comparison on the results page. Image: Comparison on the results page.			Other			No	
4.2a Is any additional information required? No 4.3a Does the site present only the package you selected on the comparison/app or additional quotes? Just the quote I selected Additional quotes 4.3a How many new packages are presented? Image: Comparison of the comparison of th	4.2	Has the supplier/provider saved all of yo	ur details entered on the comparison website/app?	Yes	No)	NA
Image: constraint of the step resent only the package you selected on the comparison/app or additional quotes?Just the quote I selectedAdditional quotes Please comment4.3aHow many new packages are presented?114.3bPlease upload an image of any additional packages on the results page.Image upload	4.25	le any additional information require 40		Yes			No
4.3 Does the site present only the package you selected on the comparison/app or additional quotes selected quotes? Additional quotes 4.3 Go to 4.4 Please comment 4.3a How many new packages are presented? 1 4.3b Please upload an image of any additional packages on the results page. Image upload	4. 2 a	is any additional information required?		🖍 Please	ist	No	
4.3a Go to 4.4 Frease 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	4.3			-		Additional quotes	
4.3a How many new packages are presented? 2 3+ 3+ 4.3b Please upload an image of any additional packages on the results page. Image upload				Go to 4.4	1	Ple	ase comment
4.3b Please upload an image of any additional packages on the results page.					1		
4.3b Please upload an image of any additional packages on the results page. Image upload	4.3a	How many new packages are presented	?		2		
					3+	-	
Now following the process up to the point of purchase	4.3b	Please upload an image of any additiona	al packages on the results page.		Image u	ıpload	
	Now foll	lowing the process up to the point of purch	ase	1			

4.4	Is the package still available for you?			No
4.4	I.e. could you purchase the product/ serv	rice presented in the quote?	Yes	✓ Please comment
4.4a	Is the package shown the same as the o	Yes Go to 4.4c	No	
4.4b	Please upload an image showing any dif provided on the supplier's website/app	Image	upload	
4.4c	Is the package shown on the supplier's v results page of the comparison website/a	vebsite/app the same as the one provided on the app?	Yes Go to 5.0a	No ✓ Please comment
4.4d		ference between the final package shown on the ded on the results page of the comparison	Image	upload
		additional fees/ charges	Yes	No
	Is the difference in package due to	additional products/ services that have to be purchased	Yes	No
4.4e	either of the following	other	Yes ✔ Please comment	No
		ranked second (unless already chosen as your second) by clicking through to the provider's website/app.	d quote) or the offer ran	I ked third (if the second
quote w) by clicking through to the provider's website/app.	d quote) or the offer ran	I ked third (if the second
quote w	vas already chosen as your second choice)) by clicking through to the provider's website/app.		I ked third (if the second
quote w	vas already chosen as your second choice) n 5 - Broadband comparison results – Pr) by clicking through to the provider's website/app. ovider 3 ve selected?		
quote w Section 5.0a	vas already chosen as your second choice) n 5 - Broadband comparison results – Pr What is the name of the provider you hav) by clicking through to the provider's website/app. ovider 3 /e selected? der for broadband/TV or phone calls?	✓ Plea Yes	ise state
quote w Section 5.0a 5.0b	vas already chosen as your second choice) n 5 - Broadband comparison results – Pr What is the name of the provider you hav Are you already a customer of this provide) by clicking through to the provider's website/app. ovider 3 /e selected? der for broadband/TV or phone calls?	✓ Plea Yes	ise state No
quote w Section 5.0a 5.0b	vas already chosen as your second choice) n 5 - Broadband comparison results – Pr What is the name of the provider you hav Are you already a customer of this provide) by clicking through to the provider's website/app. ovider 3 //e selected? der for broadband/TV or phone calls? quote.	✓ Plea Yes Image	No upload
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quote w Section 5.0a 5.0b 5.0c	Are you already a customer of the provider of	 by clicking through to the provider's website/app. ovider 3 ve selected? der for broadband/TV or phone calls? quote. Monthly Price Cashback or other incentives Broadband speed / connection type (standard / superfast fibre) Broadband provider Broadband usage (e.g. whether capped, 	<pre>✓ Plea Yes Image Yes Yes Yes Yes Yes</pre>	Ise state No Upload No
quote w Section 5.0a 5.0b 5.0c	Are you already a customer of the provider of	 by clicking through to the provider's website/app. ovider 3 ve selected? der for broadband/TV or phone calls? quote. Monthly Price Cashback or other incentives Broadband speed / connection type (standard / superfast fibre) Broadband provider Broadband usage (e.g. whether capped, unlimited) 	<pre></pre>	Ise state No upload No No No No No

	1		1			
		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 🖍 Plea		No	
5.2	Has the supplier/provider saved all of yo	ur details entered on the comparison website/app?	Yes	N	lo NA	
5.2a	Is any additional information required?		Yes ✔ Please li	ist	No	
5.3	Does the site present only the package y additional packages?	you selected on the comparison site/app or	selected		Additional quote	
5.3a	How many new packages are presented?			2 3+		
5.3b	Please upload an image of any additiona	al packages on the results page.	Image upload			
Now fol	I lowing the process up to the point of purch	ase				
5.4	Is the package still available for you? I.e. can you purchase the product/ servic	se presented in the quote?	Yes		No	ont
			Vac			ent
5.4a	Is the package shown the same as the c	ne provided initially on the supplier's website/ app?	Yes No Go to 5.4c ✔ Please co		✓ Please comme	ient
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	1	No	ient
5.4d		fference between the final package shown on the ded on the results page of the comparison	Image upload			

	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	No
		Go to 7.1	Go to 7.1
e 6 - Broadband comparison results – Direc ken to the providers website)	t purchase (This is a purchase that is made on t	he Comparison Websit	e/App and you are
What is the name of the provider you have s	selected?	🖋 Please	comment
Are you already a customer of this provider	for broadband/TV or phone calls?	Yes	No
Please upload an image of the provider quo	te.	Image	upload
lowing the process up to the point of purchase		I	
Is the quote still available for you? I.e. can you purchase the product/ service presented in the package?		Yes	No ✓ Please comment
Is the final package shown the same as the one provided on the results page?		Yes Go to 7.1	No ✓ Please comment
	additional fees/ charges	Yes	No
Is the difference in package due to either of	additional products/ services that have to be purchased	Yes	No
the following	other	Yes ✓ Please comment	No
Please upload an image showing any differences between the initial and final package on the comparison website/app.		Image upload	
i 7 – Assessment Details		1	
Were you able to fully complete your compa your coversheet?	arison website/ app assessment as described on	I was fully able to complete the assessment	No
	Is the difference in package due to either of the following 6 - Broadband comparison results – Direct cent to the providers website) What is the name of the provider you have a Are you already a customer of this provider Please upload an image of the provider quo owing the process up to the point of purchase Is the quote still available for you? I.e. can you purchase the product/ service p Is the final package shown the same as the Is the final package shown the same as the Please upload an image of up to either of the following Please upload an image showing any differ the comparison website/app. 7 – Assessment Details Were you able to fully complete your compari-	Is the difference in package due to either of the following other 6 - Broadband comparison results - Direct purchase (This is a purchase that is made on the providers website) other What is the name of the provider you have selected? other Are you already a customer of this provider for broadband/TV or phone calls? other Please upload an image of the provider quote. other owing the process up to the point of purchase other Is the quote still available for you?	Is the difference in package due to either of the following Pres Yes other Yes Please comment Go to 7.1 Go to 7.1 Go to 7.1 6 - Eroadband comparison results – Direct purchase (This is a purchase that is made on the comparison Website) Please What is the name of the provider you have selected? Please Are you already a customer of this provider for broadband/TV or phone calls? Yes Please upload an image of the provider quote. Image owing the process up to the point of purchase Yes Is the difference in package shown the same as the one provided on the results page? Yes Is the difference in package due to either or in additional fees/ charges Yes other Yes Yes Yes Is the difference in package due to either or in additional fees/ charges Yes Yes other other Yes Yes Yes Yes other other Yes Yes

7.2	What time did your assessment finish? – Use 24-hour clock e.g. 15:30	HH:MM		
Section	8 – Revisit 1			
You sho	ould 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 Go to 8		
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.	l 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.	l 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 co	onfirm number	
	Please do not include the homepage in this measurement.			
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?	Go ta	ebsite/app 9.0ca Email ther	
		Please comment Go to 9.0ca		
			e of results a website	
9.0c	If you have received an email, how are the results provided?	Links to a website Other		
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.	Please comment 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 pa	ige as you first see it.	Image upload	
9.0e	Do you have any further images to uploa	Yes	No Go to 9.1	
9.0ea	Please upload an image of the results pa	ige as you first see it.	Image upload	
9.0f	Do you have any further images to uploa	d relating to Q9.0ca?	Yes	No Go to 9.1
9.0fa	Please upload an image of the results pa	ige as you first see it.	Image	upload
9.0g	Do you have any further images to uploa	d relating to Q9.0ca?	Yes	No Go to 9.1
9.0ga	Please upload an image of the results pa	ige as you first see it.	Image	upload
		Broadband speed / connection type (standard / superfast fibre)	Yes £0000.00	No
	unlimited)	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
	Looking at the first quote presented based on your scenario and the initial	Monthly Price	Yes ✔ Please specify	No
9.1	ranking on the results page, what of the following information is provided?	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, internationals 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 information you have provided?	supplier quotes have been listed based on the	Yes	No Go to 9.3
9.2b	How many quotes are you told have beer	n listed overall?	🖋 Please sp	ecify number
9.3	Are the results already ordered by month	ly price (lowest to highest)?	Yes Go to 9.4b	No
9.4a	If the results are not already ordered by n results by monthly price (lowest to highes Please click Next to confirm that you have		Next	
9.4b	What is the first quote based on your re-c	rdering on the results page?	£0000.00	
9.5	Do you notice any recommended, "featur comparison website/app?	ed" or "paid for results" on the results page of the	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	(such as cashback or rewards)?	centive for choosing that particular supplier/ product (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
			Very	Easy
			Quite	Easy
9.8	How easy is it to search using the compa	rison website/app you are assessing?	Quite I	Difficult
			Very [Difficult

Now se	lect 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 y 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	e main features of the quotes selected?	Yes ✓ Please comment	No
Sectior	n 10 - Broadband comparison results – P	rovider 1 - Revisit 1	•	
10.0a	What is the name of the provider you have	ve selected?	🖍 Plea	se state
10.0b	Are you already a customer of this provid	der for broadband/TV or phone calls?	Yes	No
10.0c	Please upload an image of the provider of	quote.	Image	upload
		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
	Does the result shown by the provider	Number of TV channels (if combined with TV)	Yes	No
10.1	in terms of the following features match what the comparison website/ app offered?	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 you	r 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 quotes?	selected on the comparison site/app or additional	selected		Additional quotes
10.3a	How many new quotes are presented?			2	
40.01				3+	
10.3b	Please upload an image of any additiona			Image up	1080
Now foll	owing the process up to the point of purcha	se		I	
10.4	Is the quote still available for you?	e presented in the quote?	Yes		No Please comment
10.4a	Is the package shown the same as the or	provided initially on the supplier's website/ app?		40	No
10.4b	Please upload an image showing any diff provided on the supplier's website/app	erence between the initial and final package	Go to 10.4c Please commen Image upload		
10.4c	Is the package shown on the supplier's w results page of the comparison website/a	rebsite/app the same as the one provided on the pp?	Yes No Go to 11.0a 🖌 Please comm		No
10.4d		erence between the final package shown on the led on the results page of the comparison	Image upload		load
		additional fees/ charges	Yes		No
10.40	Is the difference in package due to	additional products/ services that have to be purchased	Yes		No
10.4e	either of the following	other	Yes No No comment		No
		tote that is ranked first (unless already chosen as your ur most attractive choice)) by clicking through to the pr			e quote ranked
Section	11 - Broadband comparison results – P	rovider 2 - Revisit 1			
11.0a	What is the name of the provider you hav	e selected?		🖋 Please	state
11.0b	Are you already a customer of this provid	er for broadband/TV or phone calls?	Yes		No

11.0c	Please upload an image of the provider	quote.		Image up	pload	
		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
	Does the result shown by the provider	Number of TV channels (if combined with TV)	Yes			No
11.1	in terms of the following features match what the comparison website/ app offered?	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 🖍 Plea			No
11.2	Has the supplier/provider saved all of yo	ur details entered on the comparison website/app?	Yes	No		NA
11.2a	Is any additional information required?		Yes ✔ Please li	ist		No
11.3	Does the site present only the quote you	selected on the website/app or additional quotes?	Just the quo selected Go to 11.4	elected		
				• 1		
11.3a	How many new quotes are presented?			2		
				3+		
11.3b	Please upload an image of any additiona	al quotes on the results page.		Image up	pload	
Now foll	lowing the process up to the point of purch	ase	1			

11.4	Is the quote still available for you?		Yes	No
	I.e. can you purchase the product/ servic		Please comment	
			Yes	No
11.4a	Is the package shown the same as the o	ne provided initially on the supplier's website/ app?	Go to 11.4c	Please comment
11.4b	Please upload an image showing any dif provided on the supplier's website/app	ference between the initial and final package	Image	e upload
	Is the package shown on the supplier's v	vebsite/app the same as the one provided on the	Yes	No
11.4c	results page of the comparison website/a	app?	Go to 12.0a	Please comment
11.4d		ference between the final package shown on the ded on the results page of the comparison	Image	e upload
		additional fees/ charges	Yes	No
11.4e	Is the difference in package due to either of the following	additional products/ services that have to be purchased	Yes	No
		other	Yes 🖍 Please	No
the seco	ond quote is already chosen as your secon	te that is ranked second (unless already chosen as you d choice)) by clicking through to the provider's website/		quote ranked third (if
the seco		te that is ranked second (unless already chosen as you d choice)) by clicking through to the provider's website/	ur second quote) or the o	quote ranked third (if
the seco	ond quote is already chosen as your secon	te that is ranked second (unless already chosen as you d choice)) by clicking through to the provider's website/ Provider 3 – Revisit 1	ur second quote) or the o /app.	quote ranked third (if
the seco Section	ond quote is already chosen as your secon n 12 - Broadband comparison results – P	te that is ranked second (unless already chosen as you d choice)) by clicking through to the provider's website/ Provider 3 – Revisit 1 ve selected?	ur second quote) or the o /app.	
the seco Section 12.0a	ond quote is already chosen as your secon 12 - Broadband comparison results – P What is the name of the provider you have	te that is ranked second (unless already chosen as you d choice)) by clicking through to the provider's website/ Provider 3 – Revisit 1 ve selected? der for broadband/TV or phone calls?	ur second quote) or the o /app.	ase state
the sector Section 12.0a 12.0b	ond quote is already chosen as your secon 12 - Broadband comparison results – P What is the name of the provider you hav Are you already a customer of this provide	te that is ranked second (unless already chosen as you d choice)) by clicking through to the provider's website/ Provider 3 – Revisit 1 ve selected? der for broadband/TV or phone calls?	ur second quote) or the o /app.	ase state
the sector Section 12.0a 12.0b	ond quote is already chosen as your secon 12 - Broadband comparison results – P What is the name of the provider you hav Are you already a customer of this provide	te that is ranked second (unless already chosen as you d choice)) by clicking through to the provider's website/ Provider 3 – Revisit 1 ve selected? der for broadband/TV or phone calls? quote.	ur second quote) or the o /app. Plea Yes Image	ase state No e upload
the sector Section 12.0a 12.0b	ond quote is already chosen as your secon 12 - Broadband comparison results – P What is the name of the provider you hav Are you already a customer of this provide	te that is ranked second (unless already chosen as you d choice)) by clicking through to the provider's website/ Provider 3 – Revisit 1 ve selected? der for broadband/TV or phone calls? quote.	ur second quote) or the o /app.	ase state No e upload No
the sector Section 12.0a 12.0b	ond quote is already chosen as your second n 12 - Broadband comparison results – P What is the name of the provider you have Are you already a customer of this provider Please upload an image of the provider of	te that is ranked second (unless already chosen as you d choice)) by clicking through to the provider's website/ Provider 3 – Revisit 1 ve selected? der for broadband/TV or phone calls? quote. Monthly price Cashback or other incentives Broadband speed / connection type (standard /	ur second quote) or the o /app.	ase state No e upload No No
the sector Section 12.0a 12.0b	Does the result shown by the provider in terms of the following features match what the comparison website/	te that is ranked second (unless already chosen as you d choice)) by clicking through to the provider's website/ Provider 3 – Revisit 1 ve selected? der for broadband/TV or phone calls? quote. Monthly price Cashback or other incentives Broadband speed / connection type (standard / superfast fibre)	/app. / Plea Yes Yes Yes Yes Yes	ase state No upload No No No No No No
the sector Section 12.0a 12.0b 12.0c	Does the result shown by the provider Does the result shown by the provider	te that is ranked second (unless already chosen as you d choice)) by clicking through to the provider's website/ Provider 3 – Revisit 1 ve selected? der for broadband/TV or phone calls? quote. Monthly price Cashback or other incentives Broadband speed / connection type (standard / superfast fibre) Broadband provider Broadband usage (e.g. whether capped,	ur second quote) or the o /app.	ase state No upload No
the sector Section 12.0a 12.0b 12.0c	Does the result shown by the provider in terms of the following features match what the comparison website/	te that is ranked second (unless already chosen as you d choice)) by clicking through to the provider's website/ Provider 3 – Revisit 1 ve selected? der for broadband/TV or phone calls? quote. Monthly price Cashback or other incentives Broadband speed / connection type (standard / superfast fibre) Broadband provider Broadband usage (e.g. whether capped, unlimited)	ur second quote) or the o /app. ✓ Plea Yes Yes Yes Yes Yes Yes Yes	ase state No upload No
the sector Section 12.0a 12.0b 12.0c	Does the result shown by the provider in terms of the following features match what the comparison website/	te that is ranked second (unless already chosen as you d choice)) by clicking through to the provider's website/ Provider 3 – Revisit 1 ve selected? der for broadband/TV or phone calls? quote. Monthly price Cashback or other incentives Broadband speed / connection type (standard / superfast fibre) Broadband provider Broadband usage (e.g. whether capped, unlimited) Contract length	In second quote) or the of /app. Plea Yes	ase state No upload No

		Set up costs Total first year charges	Yes	No	
		Total charges over contract period	Yes	No	
			Yes 🖋 Please		
		Other	comment	No	
12.2	Has the supplier/provider saved all of you	ur details entered on the comparison website/app?	Yes	No NA	
12.2a	Is any additional information required?		Yes ✔ Please list	No	
12.3	bes the site present only the quote you selected on the companison site/app of additional selected			Additional quotes	
12.3a	3a How many new quotes are presented? 1 3a 3a 3a			2	
12.3b	Please upload an image of any additiona	I quotes on the results page.	Image upload		
Now foll	lowing the process up to the point of purcha	ISE	•		
12.4	Is the quote still available for you? I.e. can you purchase the product/ servic	e presented in the quote?	Yes No Please comment		
12.4a	Is the package shown the same as the or	ne provided initially on the supplier's website/ app?	Yes Go to 12.4c	No	
12.4b	Please upload an image showing any diff provided on the supplier's website/app	ference between the initial and final package	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	
12.4d	supplier's website/app and the one provid	ference between the final package shown on the ded on the results page of the comparison	Image upload		
	website/app.				

		additional products/ services that have to be ırchased	Yes Go to 14.0a	No Go to 14.0a
		other	Yes	No
			Go to 14.0a	Go to 14.0a
	13 - Broadband comparison results – Direct a are NOT taken to the providers website)	t purchase – Revisit 1 (This is a purchase that i	s made on the Compar	ison Website/App
13.0a	What is the name of the provider you have se	lected?	🖋 Please	comment
13.0b	Are you already a customer of this provider fo	or broadband/TV or phone calls?	Yes	No
13.0c	Please upload an image of the provider quote		Image	upload
Now foll	owing the process up to the point of purchase		L	
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
		additional fees/ charges	Yes	No
13.4b	Is the difference in package due to either of	additional products/ services that have to be purchased	Yes	No
13.4D	the following	other	Yes ✓ Please comment	No
13.4c	Please upload an image showing any differen the comparison website/app.	ices between the initial and final package on	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 F	URTHER.	
14.0 b	Please confirm that you have deleted your cookies before proceeding.	l confirm	
14.0 c	Does the comparison website/app ask you to input all of your details and your scenario again?	No Yes 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.	l 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.	l 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 HH:MM:SS	
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?		
		Within website/app Go to 15.0ca	
15.0b	Are the results shown within the comparison website/app or have you received them via an email?	Via Email Other	
		✓ Please comment Go to 15.0ca	
		A list/tabl	e of results
		Links to a website	
15.0c	If you have received an email, how are the results provided?	Other	
		Please specify	

15.0c a	Be aware that you may need to scroll down 10 quotes.	ge as you first see it, and capture the top 10 quotes. wn and take multiple screenshots to capture the first nail, please take a screenshot of the email.	Image upload	
15.0d	Do you have any further images to uploa	Yes	No Go to 15 .1	
15.0d a	Please upload an image of the results pa	ge as you first see it.	Image upload	
15.0e	Do you have any further images to uploa	d relating to Q15.0ca?	Yes	No Go to 15.1
15.0e a	Please upload an image of the results pa	ge as you first see it.	Image	upload
15.0f	Do you have any further images to uploa	d relating to Q15.0ca?	Yes Go to 15.1	
15.0f a	Please upload an image of the results pa	ge 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 pa	ge as you first see it.	Image upload	
	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
15.1		Cashback or other rewards	Yes ✓ Please specify	No
13.1		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 Yes Popularity / customer reviews or ratings Yes Please specify Please specify	No	
Popularity / customer reviews or ratings		
	No	
Provider name Yes Provider name Provider name Provider name Provider name Provider name Provide	No	
Yes Set up costs ✓ Please specify	No	
Time of phone calls (e.g. UK weekends, UK Yes evenings, internationals calls (if combined with Please specify	No	
Total charges over contract period Yes Please specify	No	
Total first year charges Yes Please specify	No	
Other Yes Yes	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 60 to 15.2c	
15.2b How many quotes are you told have been listed overall? Please specify null Please specify null Please specify null Please specify null Please specify null Please specify null Please specify null 	Please specify number	
Very clear		
How clear is the order in which the quotes provided are shown?		
15.2c E.g. Is any visible information relating to this on the results page? Fairly unclear	Fairly unclear	
Very unclear		
15.3 Are the results already ordered by monthly price (lowest to highest)? Yes Go to 15.4b	No	
If the results are not already ordered by monthly price (lowest to highest) please re-order your		
15.4a results by monthly price (lowest to highest) Next		
15.4a results by monthly price (lowest to highest) Next Please click Next to confirm that you have done this. What is the first quote based on your re-ordering on the results page?		

15.5	Do you notice any recommended, "featur comparison website/app?	red" or "paid for results" on the results page of the	Yes ✓ Please comment	No Go to 15.6	
15.5a	Are the recommended, "featured" or "pair	d 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	
	Can you find the package that matches y	Yes	No		
15.7	Please refer to your coversheet for your s	scenario		Please comment	
			Very Easy		
		Quite Easy			
15.8	How easy is it to search using the comparison website/app you are assessing?		Quite Difficult		
		Very Difficult			
Now sel	l lect 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	n 16 - Broadband comparison results – P	rovider 1 - Revisit 2			
16.0a	What is the name of the provider you hav	ve selected?	Please state		
16.0b	Are you already a customer of this provid	ler for broadband/TV or phone calls?	Yes No		
16.0c	Please upload an image of the provider quote.		Image upload		
	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	
16.1		Broadband speed / connection type (standard / superfast fibre)	Yes	No	
		Broadband provider	Yes	No	

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

16.4c	Is the package shown on the supplier's v results page of the comparison website/a	vebsite/app the same as the one provided on the app?	Yes Go to 17.0a	No
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	
	Is the difference in package due to either of the following	additional fees/ charges	Yes	No
16.4e		additional products/ services that have to be purchased	Yes	No
		other	Yes / Please comment	No
		note that is ranked first (unless already chosen as your most attractive choice)) by clicking through to the prov		or the quote ranked
Section	17 - Broadband comparison results – P	rovider 2 – Revisit 2		
17.0a	What is the name of the provider you have	ve selected?	🖍 Ple	ase state
17.0b	Are you already a customer of this provid	der for broadband/TV or phone calls?	Yes	No
17.0c	Please upload an image of the provider quote.		Image upload	
		Monthly Price	Yes	No
	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	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
17.1		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	
17.2	Has the supplier/provider saved all of you	Ir details entered on the comparison website/app?	Yes	No NA	
17.2a	Is any additional information required?		Yes No ✔ Please list		
17.3	Does the site present only the quote you quotes?	selected on the comparison/app or additional	Just the quote I selected Go to 17.4 Additional quotes		
17.3a	How many new quotes are presented?		1 2 3+		
17.3b	Please upload an image of any additional	l quotes on the results page.	Image upload		
Now foll	lowing the process up to the point of purcha	se	1		
17.4	Is the quote still available for you?	e presented in the quote?	Yes	No	
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	
17.4b	Please upload an image showing any diff provided on the supplier's website/app	erence between the initial and final package	Image upload		
17.4c	Is the package shown on the supplier's w results page of the comparison website/a	ebsite/app the same as the one provided on the pp?	Yes No Go to 18.0a		
17.4d		erence between the final package shown on the ded on the results page of the comparison	Image upload		
	Is the difference in package due to either of the following	additional fees/ charges	Yes	No	
17.4e		additional products/ services that have to be purchased	Yes	No	
17.40		other	Yes ✓ Please comment	No	
		e that is ranked second (unless already chosen as you d choice)) by clicking through to the provider's website		ne quote ranked third (if	
Section	n 18 - Broadband comparison results – P	rovider 3 – Revisit 2			

18.0a	What is the name of the provider you have	ve selected?	Please state		
18.0b	Are you already a customer of this provid	ler for broadband/TV or phone calls?	Yes No		
18.0c	Please upload an image of the provider of	Please upload an image of the provider quote.		ige upload	
		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	
	Does the result shown by the provider	Number of TV channels (if combined with TV)	Yes	No	
18.1	in terms of the following features match what the comparison website/ app offered?	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 you	ur details entered on the comparison website/app?	Yes	No NA	
18.2a	Is any additional information required?		Yes No ✓ Please list		
18.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quote I selected	Additional quotes	
			Go to 18.4	Please comment	
	How many new quotes are presented?		1		
18.3a			2		
				3+	
18.3b	Please upload an image of any additiona	I quotes on the results page.	Ima	ige upload	

	llowing the process up to the point of purcha	se		
18.4	Is the quote still available for you? I.e. can you purchase the product/ service	presented in the quote?	Yes	No
18.4a	Is the package shown the same as the or	e provided initially on the supplier's website/ app?	Yes Go to 18.4c	No
18.4b	Please upload an image showing any diff provided on the supplier's website/app	erence between the initial and final package	Image	e upload
18.4c	Is the package shown on the supplier's w results page of the comparison website/a	ebsite/app the same as the one provided on the p?	Yes Go to 20.0	No
18.4d	Please upload an image showing any diff supplier's website/app and the one provid website/app.	erence between the final package shown on the ed on the results page of the comparison	Image	e upload
		additional fees/ charges	Yes	No
18.4e	Is the difference in package due to	additional products/ services that have to be purchased	Yes	No
10.40	Is the difference in package due to either of the following other	Yes 🖋 Please	Na	
			comment Go to 20.0	No Go to 20.0
	n 19 - Broadband comparison results – Di ou are NOT taken to the providers website What is the name of the provider you hav	rect purchase – Revisit 2 (This is a purchase that	Go to 20.0 is made on the Compa	Go to 20.0
and yo	u are NOT taken to the providers website	rect purchase – Revisit 2 (This is a purchase that	Go to 20.0 is made on the Compa	Go to 20.0 rison Website/App
and yo 19.0a	What is the name of the provider you hav	rect purchase – Revisit 2 (This is a purchase that e selected? er for broadband/TV or phone calls?	Go to 20.0 is made on the Compa	Go to 20.0 rison Website/App e comment
and yo 19.0a 19.0b 19.0c	What is the name of the provider you hav Are you already a customer of this provider	rect purchase – Revisit 2 (This is a purchase that e selected? er for broadband/TV or phone calls? note.	Go to 20.0 is made on the Compa	Go to 20.0 rison Website/App e comment
and yo 19.0a 19.0b 19.0c	What is the name of the provider you hav Are you already a customer of this provider Please upload an image of the provider q	rect purchase – Revisit 2 (This is a purchase that e selected? er for broadband/TV or phone calls? note.	Go to 20.0 is made on the Compa	Go to 20.0 rison Website/App e comment
and yo 19.0a 19.0b 19.0c Now fol	What is the name of the providers website What is the name of the provider you hav Are you already a customer of this provide Please upload an image of the provider q Ilowing the process up to the point of purcha Is the quote still available for you?	rect purchase – Revisit 2 (This is a purchase that e selected? er for broadband/TV or phone calls? note. se presented in the quote?	Go to 20.0 is made on the Compa Please Yes Image	Go to 20.0 rison Website/App e comment No e upload No Please

		other	Yes ✓ Please comment	No
19.4d	Please upload an image showing any different the comparison website/app.	ces between the initial and final package on	Image u	ıpload
Section	20 – Summary of Assessment			
Thank y	ou 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:N	ИМ
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 wis websites/apps?	sh to provide around comparison	Yes ✓ Please comment	No
20.0 c	Is there any additional information that you wis websites/apps?	sh to provide around the provider	Yes	No
END		Thank you.		

Questionnaire – Home Insurance

DCT MysteryShopping Main Wave –Home Insurance 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

								Within th	ne last mon	th
								Within the	e last 3 mor	iths
								Within the	e last 6 mor	iths
0-0	When did you last use a comparison website/app before this M	ystery Shop	ping ex	ercis	e?			Within the	e last 9 mor	iths
								Within	the last yea	r
								l do	n't know	
								1	Never	
									A lot	
0-0a	How much experience do you have using comparison websites	/apps?							Some	
								No e	xperience	
0-1	Date of your first visit – Record date in full. Use leading zeros				C	DD/MI	Μ/ΥΥΥ	Ŷ		
0-2	What day of the week are you conducting your assessment?	Mon	Tue		Wed	т	hu	Fri	Sat	Sun
0-3	In what time bracket are you carrying out the assessment?	Mornin 09:00-11			inch-time :30-14:29			Afternoon		ning •19:29
0-4	What time are you starting your assessment? – Use 24- hour clock e.g. 15:05					НН	:MM			
0-5	Are you completing this assessment using a web browser or an app?		Web E	Brows	er				Арр	
0-5a	What device are you using to conduct your comparison website/app assessment?	Laptop	De	esktor	o PC	Tabl	et	Smartpho	ne	Other Please mment
0-5b	Which browser are you using to complete your assessment?	Internet Explorer		Goog Chror		Firef	эх	N/A – Use an App	ed	Other Please
0-5c	Please confirm that you have cleaned your cookies before star Please refer to your briefing notes on how to do this	ting this ass	essmen	nt.				l have cl	eaned my o	cookies
0-6	Which Scenario are you assessing?							Sc	enario 1	

					Scenario 2	
					Scenario 3	
					Scenario 4	
					Scenario 5	i
					Scenario 6	i
0-7	Which sector are you assessing?				Home Insurar	ice
			1	DCT1		
			2	DCT2		
			3	DCT3		
			4	DCT4		
			5	DCT5		
			6	DCT6		
	Which comparison website/app for Home	Insurance are you assessing?	7	DCT7		
0-8a			8	DCT8		
	This must match your Coversheet.		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	d this comparison website/app before	hav	onfirm I ve not	I have used this	l don't remember
1.0a	Please upload an image of the website/a	pp homepage that you are visiting.	use	ed this I	before mage upload	Cata
	ing your Home Insurance scenario to get a					
		Name		Yes		No
1.1	Are you asked to enter the following	Address		Yes		No
	details?	Postcode		Yes		No

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

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	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 cor	nfirm number
	Please do not include the homepage in this measurement.		
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:M	M:SS
		Within we	bsite/app
		Go to	2.0ca
2.0b	Are the results shown within the comparison website/app or have you received them via an	Via E	Email
2.00	email?	Oti	ner
		🖍 Please	comment
		Go to	2.0ca
		A list/table	of results
2.0c	If you have received an email, how are the results provided?	Links to a	a website
		Oth	ner
		Please	e specify

2.0ca	quotes. Be aware that you may need to s the first 10 quotes.	nge as you first see it, and capture the top 10 scroll down and take multiple screenshots to capture nail, please take a screenshot of the email.	Image	upload
2.0d	Do you have any further images to uploa	d relating to Q2.0ca?	Yes	No Go to 2.1
2.0da	Please upload an image of the results pa	ige as you first see it.	Image	upload
2.0e	Do you have any further images to uploa	d relating to Q2.0ca?	Yes	No Go to 2.1
2.0ea	Please upload an image of the results pa	ige as you first see it.	Image	upload
2.0f	Do you have any further images to uploa	d relating to Q2.0ca?	Yes	No Go to 2.1
2.0fa	Please upload an image of the results pa	ige as you first see it.	Image	upload
2.0g	Do you have any further images to uploa	d relating to Q2.0ca?	Yes	No Go to 2.1
2.0ga	Please upload an image of the results pa	ige as you first see it.	Image	upload
		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
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?	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) Other	Yes Please specify Yes Please specify	No
2.2a	Does the results page tell you how many information you have provided?	y supplier quotes have been listed based on the	Yes	No Go to 2.2c
2.2b	How many quotes are you told have bee	en listed overall?	🖌 Please sp	ecify number
		Price - monthly premium	Yes	No
		Price - annual premium	Yes	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No
	In what ranked order are the quotes first displayed?	Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)		No
2.2c	Please select one option from the	Popularity / customer reviews or ratings	Yes	No
	following list		Yes	No
		Payment terms (annual, monthly)	Yes	No
		Other	Yes Please comment	No
			Very	clear
2.2d	How clear is the order in which the quote	es provided are shown?	Fairly	clear
2.20	E.g. Is there any visible information relat	ing to this on the results page?	Fairly	unclear
			Very u	Inclear
2.3	Is it possible to re-order the results?		Yes	No Go to 2.5
		Price - monthly premium	Yes	No
		Price - annual premium	Yes	No
2.3a	What other options are available to change the ordering?	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 your results by annual premium (lowest Please click Next to confirm that you ha		N	əxt
2.4b	What is the first quote based on your re	e-ordering on the results page?	£000	00.00
2.5	Is it possible to filter the supplier quotes E.g. Can the results be filtered by those	based on specific factors relating to the quote?	Yes	No Go to 2.7
		Price – monthly premium	Yes	No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No
	Can the results be filtered by the	Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)	Yes	No
2.6	following	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 op	tion on the results page.	Image	upload
2.7	Whilst using the comparison website/ap	op can you see an explanation of technical terms?	Yes	No Go to 2.9
		Price – monthly premium	Yes	No
		Price – annual premium	Yes	No
	Whilst using the comparison	Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No
2.7a	website/app can you see an explanation of technical terms of the following features?	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 t	erms	Image	upload
2.8a	Do you have any further images to upload relating to 2.8	3?	Yes	No Go to 2.9
2.8c	Please upload an image of the explanation of technical t	erms	Image	upload
2.8d	Do you have any further images to upload relating to 2.8	3?	Yes	No Go to 2.9
2.8e	Please upload an image of the explanation of technical t	erms	Image	upload
2.9	Do you notice any recommended, "featured" or "paid for comparison website/app?	results" on the results page of the	Yes Please comment	No Go to 2.10
2.9a	Are the recommended, "featured" or "paid for results" cle	early labelled as such?	Yes	No
2.10	Does it appear that any quotes offer an incentive for cho product (such as cashback or rewards)?		Yes ✓ Please	No
	This is not the same as a product feature (e.g. receiving	cashback for paying annually)	comment	
2.11	Can you find the quote that matches your needs in your Please refer to your coversheet for your scenario	allocated scenario?	Yes	No ✓ Please comment
			Very	Easy
2.42			Quite	Easy
2.12	How easy is it to search using the comparison website/a	pp you are assessing?	Quite I	Difficult
			Very [Difficult
Now sele	ect the quote that is most attractive to you. This may take yo	ou 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 pro to purchase the product/ service on the comparison web		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	ve selected?		Please	se state	
3.0b	Are you already a customer of this provid	der?	Yes			No
3.0c	Please upload an image of the provider of	quote.		Image (upload	
		Price - monthly premium	Yes			No
		Price - annual premium	Yes			No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes			No
	Does the result shown by the provider	Cover Type (buildings/ contents/ both)	Yes			No
3.1	in terms of the following features match what the comparison website/	Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)			No	
	app offered?	Name of the insurance company		Yes No		No
		Popularity / customer reviews or ratings		Yes No		No
	Payment terms (annual, monthly)	Yes		No		
		Other	Yes / Please comment		No	
3.2	Has the provider saved all of your details	s entered on the comparison website/app?	Yes	No	C	NA
3.2a	Is any additional information required?		Yes Please I	ist		No
3.3	Does the site present only the quote you quotes?	selected on the comparison site/app or additional	Just the quo selected Go to 3.4			tional quotes Please comment
				1		
3.3a	How many new quotes are presented?			2		
				3-	+	
3.3b	Please upload an image of any additiona	al quotes on the results page.		Image (upload	
Now follo	owing the process up to the point of purchas	Se				
	Is the quote still available for you?					No
3.4	i.e. can you purchase the product/ servic	e presented in the quote?	Yes			Please

3.4a	Is the final price shown the same as the app?	one provided initially on the supplier's website/	Yes Go to 3.4c	No ✔ Please comment
3.4b	Please upload an image showing any dif on the supplier's website/app	ference between the initial and final price provided	Image	upload
3.4c	Is the final price shown on the supplier's results page of the comparison website/a	website/app the same as the one provided on the app?	Yes Go to 4.0a	No ✓ Please comment
3.4d		ference between the final price shown on the ded on the results page of the comparison	Image	upload
		additional fees/ charges	Yes	No
3.4e	Is the difference in price due to either	additional products/ services that have to be purchased	Yes	No
3.40	of the following	other	Yes ✔ Please	No
			comment	
second	(if the first quote is already chosen as your r	ote that is ranked first (unless already chosen as your r nost attractive choice)) by clicking through to the provi	comment most attractive choice) or	the quote ranked
second		nost attractive choice)) by clicking through to the provi	comment most attractive choice) or	
second Section	(if the first quote is already chosen as your r n 4 - Home Insurance comparison results	nost attractive choice)) by clicking through to the provi – Provider 2 ve selected?	comment most attractive choice) or ider's website/app.	
second Section 4.0a	(if the first quote is already chosen as your r A - Home Insurance comparison results What is the name of the provider you have	nost attractive choice)) by clicking through to the provi – Provider 2 ve selected? der?	comment most attractive choice) or ider's website/app.	se state No
second Section 4.0a 4.0b	(if the first quote is already chosen as your r A - Home Insurance comparison results What is the name of the provider you hav Are you already a customer of this provide	nost attractive choice)) by clicking through to the provi – Provider 2 ve selected? der?	comment most attractive choice) or ider's website/app. Pleas Yes	se state No
second Section 4.0a 4.0b	(if the first quote is already chosen as your r A - Home Insurance comparison results What is the name of the provider you hav Are you already a customer of this provide	nost attractive choice)) by clicking through to the provi – Provider 2 ve selected? der? quote.	comment most attractive choice) or ider's website/app. Pleas Yes Image	se state No upload
second Section 4.0a 4.0b	 (if the first quote is already chosen as your r A - Home Insurance comparison results What is the name of the provider you have Are you already a customer of this provider Please upload an image of the provider of 	most attractive choice)) by clicking through to the provi — Provider 2 ve selected? der? quote. Price - monthly premium	comment most attractive choice) or ider's website/app. Pleas Yes Image I Yes	se state No upload No
second Section 4.0a 4.0b 4.0c	(if the first quote is already chosen as your r A - Home Insurance comparison results What is the name of the provider you hav Are you already a customer of this provide	 nost attractive choice)) by clicking through to the provi Provider 2 ve selected? der? quote. Price - monthly premium Price - annual premium Total excess value (i.e. sum of voluntary and 	comment most attractive choice) or ider's website/app. Pleas Yes Image Yes Yes	se state No upload No No
second Section 4.0a 4.0b	 (if the first quote is already chosen as your r A - Home Insurance comparison results What is the name of the provider you have Are you already a customer of this provider Please upload an image of the provider of Does the result shown by the provider 	 nost attractive choice)) by clicking through to the provience of the provider 2 Provider 2 ve selected? der? quote. Price - monthly premium Price - annual premium Total excess value (i.e. sum of voluntary and compulsory excesses) 	comment most attractive choice) or ider's website/app. Pleas Yes Image Yes Yes Yes Yes	se state No upload No No
second Section 4.0a 4.0b 4.0c	 (if the first quote is already chosen as your r A - Home Insurance comparison results What is the name of the provider you have Are you already a customer of this provider Please upload an image of the provider of Does the result shown by the provider in terms of the following features match what the comparison website/ 	 nost attractive choice)) by clicking through to the provience of the provider 2 Provider 2 der? quote. Price - monthly premium Price - annual premium Total excess value (i.e. sum of voluntary and compulsory excesses) Cover Type (buildings/ contents/ both) Inclusion of additional policy cover (e.g. legal 	comment most attractive choice) or ider's website/app. Pleas Yes Image Yes Yes Yes Yes Yes	se state No upload No No No
second Section 4.0a 4.0b 4.0c	 (if the first quote is already chosen as your r A - Home Insurance comparison results What is the name of the provider you have Are you already a customer of this provider Please upload an image of the provider of Does the result shown by the provider in terms of the following features match what the comparison website/ 	 nost attractive choice)) by clicking through to the provience of the provience of the provience of the provience of the provider 2 Provider 2 der? quote. Price - monthly premium Price - annual premium Total excess value (i.e. sum of voluntary and compulsory excesses) Cover Type (buildings/ contents/ both) Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage) 	comment most attractive choice) or ider's website/app. Pleas Yes Image Yes Yes Yes Yes Yes Yes Yes	se state No upload No No No No No No No

		Other	Yes ✓ Please commen		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 I	ist	No
4.3	Does the site present only the quote you quotes?	selected on the comparison/app or additional	Just the quo selected Go to 4.4		dditional quotes Please comment
4.3a	How many new quotes are presented?		1 2 3+		
4.3b	Please upload an image of any additiona	l quotes on the results page.		Image uplo	ad
Now foll	owing the process up to the point of purchas	e			
4.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?				No ≁ Please comment
4.4a	Is the final price shown the same as the a app?	Yes Go to 4.4	c	No ✓ Please comment	
4.4b	Please upload an image showing any diff on the supplier's website/app	ference between the initial and final price provided	Image upload		ad
4.4c	Is the final price shown on the supplier's results page of the comparison website/a	Yes Go to 5.0	a	No Please comment	
4.4d		ference between the final price shown on the ded on the results page of the comparison	Image upload		ad
		additional fees/ charges	Yes		No
4 40	Is the difference in price due to either	additional products/ services that have to be purchased	Yes		No
4.4e	of the following	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.

5.0a	What is the name of the provider you ha	ve selected?	Please state		
5.0b	Are you already a customer of this provi	der?	Yes		No
5.0c	Please upload an image of the provider	quote.		Image upl	oad
		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
5.1	Does the result shown by the provider in terms of the following features	Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)	Yes		No
	match what the comparison website/ app offered?	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 🖋 Plea commen		No
5.2	Has the provider saved all of your details	s entered on the comparison website/app?	Yes	No	NA
5.2a	Is any additional information required?		Yes / Please I	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 Ad selected Go to 5.4		Additional quotes
			1		
5.3a	How many new quotes are presented?			2	
				3+	
5.3b	Please upload an image of any additiona	al quotes on the results page.		Image upl	oad

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 eapp?	one provided initially on the supplier's website/	Yes Go to 5.4c	No Please comment
5.4b	Please upload an image showing any diff on the supplier's website/app	ference between the initial and final price provided	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		ference between the final price shown on the ded on the results page of the comparison	Image upload	
	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
5.4e		other	Yes ✓ Please comment Go to 7.1	No Go to 7.1
	6 - Home Insurance comparison results - taken to the providers website)	– Direct purchase (This is a purchase that is made	e on the Comparison We	ebsite/App and you
6.0a	What is the name of the provider you have	ve selected?	🖍 Please	comment
6.0b	Are you already a customer of this provid	ler?	Yes	No
6.0c	Please upload an image of the provider of	juote.	Image upload	
Now follo	l owing the process up to the point of purchas	e		
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
	+		1	

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

			Ot	her
			Please comment Go to 9.0ca	
			A list/table	e of results
9.0c		ne requite previded?	Links to	a website
9.00	If you have received an email, how are th	le results provided ?	Ot	her
			🖋 Pleas	e 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.		Image	upload
	If your results are only displayed in an en	nail, please take a screenshot of the email.		
9.0d	Do you have any further images to uploa	d relating to Q9.0ca?	Yes	No Go to 9.1
9.0da	Please upload an image of the results pa	ge 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 pa	ge as you first see it.	Image upload	
9.0f	Do you have any further images to uploa	d relating to Q9.0ca?	Yes	No Go to 9.1
9.0fa	Please upload an image of the results pa	ge as you first see it.	Image	upload
	Do you have any further images to uploa	d relating to Q9.0ca?	Yes	No
9.0g				Go to 9.1
9.0ga	Please upload an image of the results pa	ge as you first see it.	Image	upload
		Price - monthly premium	Yes £0000.00	No
	Looking at the first quote presented	Price - annual premium	Yes £0000.00	No
9.1	based on your scenario and the initial ranking on the results page, what of the following information is provided?	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 beer	n 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	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-c If there is more than 1 page of quotes on		£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 compa	rison website/app you are assessing?	Very Easy Quite Easy	

			Quite Difficult		t		
			Very Difficult				
Now sele	ect 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 comn	nent		
9.9a	When you select the quote, do you go th to purchase the product/ service on the c	rough to the provider's website/app or do you have comparison website/app?	Go through to the product/s on compar website/app		ve to purchase product/service n comparison website/app. Go to 13.0a		
9.9b	Are you presented with a summary of the	e main features of the quotes selected?	Yes No ✓ Please comment		No		
Section '	10 - Home Insurance comparison results	s – Provider 1 - Revisit 1					
10.0a	What is the name of the provider you have	ve selected?	✓ Please state		✓ Please state		te
10.0b	Are you already a customer of this provid	der?	Yes No		No		
10.0c	Please upload an image of the provider quote.		Image upload				
		Price - monthly premium	Yes		No		
		Price - annual premium	Yes		No		
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes		No		
	Does the result shown by the provider	Cover Type (buildings/ contents/ both)	Yes		No		
10.1	in terms of the following features match what the comparison website/	Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)	Yes		No		
	app offered?	Name of insurance company	Yes		No		
		Popularity / customer reviews or ratings	Yes		No		
		Payment terms (annual, monthly)	Yes		No		
		Other	Yes 🖋 Pleas comment	Se	No		
10.2	Has the provider saved all of your details	s entered on the comparison website/app?	Yes	No	NA		
10.2a	Is any additional information required?		Yes	st	No		

10.3	Does the site present only the quote you quotes?	selected on the comparison site/app or additional	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 additiona	I quotes on the results page.	Image	upload
Now follo	ı wing the process up to the point of purchas	e		
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	
		additional fees/ charges	Yes	No
10.4e	Is the difference in price due to either	additional products/ services that have to be purchased	Yes	No
10.40	of the following	other	Yes ✓ Please comment	No
		te that is ranked first (unless already chosen as your r r most attractive choice)) by clicking through to the pro		r the quote ranked
Section '	11 - Home Insurance comparison results	– Provider 2 - Revisit 1		
11.0a	What is the name of the provider you hav	re selected?	🖋 Plea	se state
11.0b	Are you already a customer of this provid	ler?	Yes	No
11.0c	Please upload an image of the provider of	juote.	Image	upload

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

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		fference between the final price shown on the ided on the results page of the comparison	Ir	nage upload	d	
		additional fees/ charges	Yes		No	
11.4e	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	9	No	
		e that is ranked second (unless already chosen as you pice)) by clicking through to the provider's website/app.		the quote ra	nked third (if the	
Section 1	12 - Home Insurance comparison result	s – Provider 3 – Revisit 1				
12.0a	What is the name of the provider you ha	ve selected?	✓ Please state		te	
12.0b	Are you already a customer of this provi	der?	Yes No		No	
12.0c	Please upload an image of the provider quote.		Image upload		d	
		Price - monthly premium	Yes		No	
		Price - annual premium	Yes		No	
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes		No	
	Does the result shown by the provider	Cover Type (buildings/ contents/ both)	Yes		No	
12.1	in terms of the following features match what the comparison website/	Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)	Yes		No	
	app offered?	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	s entered on the comparison website/app?	Yes	No	NA	
12.2a	Is any additional information required?		Yes ✔ Please list	t l	No	

12.3	Does the site present only the quote you quotes?	selected on the comparison site/app or additional	Just the quote I selected Go to 12.4	Additional quotes
12.3a	How many new quotes are presented?			1 2 3+
12.3b	Please upload an image of any additiona	I quotes on the results page.	Image	upload
Now follo	I owing the process up to the point of purchas	Se		
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	
		additional fees/ charges	Yes	No
		additional products/ services that have to be purchased	Yes	No
12.4e	Is the difference in price due to either of the following	other	Yes ✓ Please comment	No
			Go to 14.a	Go to 14.a
	13 - Home Insurance comparison results /App and you are NOT taken to the provi	s – Direct purchase – Revisit 1 (This is a purchase ders website)	that is made on the Co	mparison
13.0a	What is the name of the provider you have	ve selected?	✓ Please	e comment
13.0b	Are you already a customer of this provid	ler?	Yes	No

13.0c	Please upload an image of the provider quot	е.	Image upload	
Now follo	wing 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 pr	esented 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
		additional fees/ charges	Yes	No
13.4b	Is the difference in price due to either of	additional products/ services that have to be purchased	Yes	No
	the following	other	Yes ✔ Please comment	No
13.4c	Please upload an image showing any differe comparison website/app.	nces between the initial and final price on the	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 F	URTHER.	
14.0b	Please confirm that you have deleted your co	ookies before proceeding.	l confirm	
14.0c	Does the comparison website/app ask you to again?	input all of your details and your scenario	Yes	No Go to 14.0e
14.0d	Please make sure and confirm that you have coversheet/ original search. Please refer to your coversheet for reference	entered exactly the same details as per your	l 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.		l confirm	
Section '	15 - Home Insurance comparison results - R			
15.0	-	quotes on the results page, how many pages	Please co	nfirm number
	Please do not include the homepage in this r	neasurement.		

15.0a	Overall, how long did it take you to go thr receiving the quotes on the results page?	ough all these pages from leaving the homepage to	HH:MM:SS			
			Within website/app Go to 15.0ca			
	Are the results shown within the compari	an website/and at have you received them via an	Via I	Email		
15.0b	email?	son website/app or have you received them via an	Ot	her		
			🖍 Please	comment		
		Go to	15.0ca			
			A list/table	e of results		
45.0-		e na salta na salta 10	Links to	a website		
15.0c	If you have received an email, how are the results provided?		Other			
		🖋 Pleas	e 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.					
15.0d	Do you have any further images to uploa	Ves Go to 15.1				
15.0da	Please upload an image of the results pa	ge 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 pa	ge as you first see it.	Image upload			
15.0f	Do you have any further images to uploa	d relating to Q15.0ca?	Ves Go to 15.1			
15.0fa	Please upload an image of the results pa	ge as you first see it.	Image upload			
15.0g	Do you have any further images to uploa	Yes Go to 15.1				
15.0ga	Please upload an image of the results pa	ge 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		

r					
	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)		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 information you have provided?	Does the results page tell you how many supplier quotes have been listed based on the information you have provided?		No Go to 15.2c	
15.2b	How many quotes are you told have beer	n listed overall?	Please specify number		
			Very clear		
	How clear is the order in which the quote	s provided are shown?	Fairly clear		
15.2c	E.g. Is there any visible information relati	ng to this on the results page?	Fairly unclear Very unclear		
15.3	Are the results already ordered by annua	l premium (lowest to highest)?	Yes Go to 15.4b	No	
15.4a	If the results are not already ordered by a your results by annual premium (lowest to	Next			
	Please click Next to confirm that you have				
15.4b	What is the first quote based on your re-c		£000	0.00	

15.5	Do you notice any recommended, "featur comparison website/app?	red" or "paid for results" on the results page of the	Yes ✓ Please comment	No Go to 15.6	
15.5a	Are the recommended, "featured" or "pai	d for results" clearly labelled as such?	Yes	No	
15.6	product (such as cashback or rewards)?	ncentive for choosing that particular supplier/ e (e.g. receiving cashback for paying annually)	Yes ✓ Please comment	No	
15.7	Can you find the quote that matches you Please refer to your coversheet for your	Yes ✓ Please comment	No		
15.8	How easy is it to search using the compa	Very Easy Quite Easy Quite Difficult Very Difficult			
Now sele	ct the quote that is most attractive to you. ⊺	his may take you to the providers own website/ app.			
15.9	Why is this quote the most attractive to y	ou?	✓ Please state		
15.10	When you select the quote, do you go th to purchase the product/ service on the c	rough to the provider's website/app or do you have omparison 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	e 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	ve selected?	🖍 Plea	se state	
16.0b	Are you already a customer of this provid	ler?	Yes	No	
16.0c	Please upload an image of the provider o	juote.	Image	upload	
		Price - monthly premium	Yes	No	
	Does the result shown by the provider in terms of the following features	Price - annual premium	Yes	No	
16.1	match what the comparison website/ app offered?	Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No	
		Yes	No		
1	1			1	

		Inclusion of additional policy cover (e.g. legal	Yes		No		
		cover, home emergency, accidental damage)					
		Name of insurance company	Yes		No		
		Popularity / customer reviews or ratings	Yes		No		
		Payment terms (annual, monthly)	Yes		No		
		Other	Yes 🖍 Plea commen		No		
16.2	Has the provider saved all of your details	s entered on the comparison website/app?	Yes	No	NA		
16.2a	Is any additional information required?			list	No		
16.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?			Ado 1 4	ditional quotes Please comment		
16.3a	How many new quotes are presented?			1 2 3+			
16.3b	Please upload an image of any additiona	al quotes on the results page.	Image upload				
Now follo	wing the process up to the point of purcha	se	I				
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 16.4	4c	No Please comment		
16.4b	Please upload an image showing any di on the supplier's website/app	ference between the initial and final price provided		Image upload	1		
16.4c	Is the final price shown on the supplier's website/app the same as the one provided on the Yes results page of the comparison website/app? Go to 17.0a			No Please comment			
16.4d		ference between the final price shown on the ded on the results page of the comparison	Image upload				
		additional fees/ charges					

	wing the process up to the point of purchas				
17.3b	Please upload an image of any additiona	l quotes on the results page.	Imag	je upload	
				3+	
17.3a	How many new quotes are presented?		Just the quote I Additional quote selected		
17.3	Does the site present only the quote you quotes?	selected on the comparison/app or additional			
17.2a	Is any additional information required?		Yes ✔ Please list	No	
17.2	Has the provider saved all of your details	entered on the comparison website/app?	Yes	No NA	
		Other	Yes / Please comment	No	
	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Payment terms (annual, monthly)	Yes	No	
		Popularity / customer reviews or ratings	Yes	No	
17.1		Name of insurance company	Yes	No	
		Inclusion of additional policy cover (e.g. legal cover, home emergency, accidental damage)	Yes	No	
		Cover Type (buildings/ contents/ both)	Yes	No	
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No	
		Price - annual premium	Yes	No	
	Price - monthly premium		Yes	No	
17.0c	Please upload an image of the provider o	juote.	Imag	le upload	
17.0b	Are you already a customer of this provid	ler?	Yes	No	
7.0a	What is the name of the provider you have	ve selected?	Ple	ease state	
	17 - Home Insurance comparison results				
		te that is ranked first (unless already chosen as your i nost attractive choice)) by clicking through to the provi		or the quote ranked	
	of the following	other	Yes / Please comment	No	
	Is the difference in price due to either	additional products/ services that have to be purchased	Yes	No	

17.4	Is the quote still available for you?		Yes	No	
	i.e. can you purchase the product/ servic	e presented in the quote?		comment	
	Is the final price shown the same as the o	one provided initially on the supplier's website/	Yes	No	
17.4a	app?	. , , , , , , , , , , , , , , , , , , ,	Go to 17.4c	✓ Please comment	
17.4b	Please upload an image showing any dif on the supplier's website/app	ference between the initial and final price provided	Image	upload	
	Is the final price shown on the supplier's	website/app the same as the one provided on the	Yes	No	
17.4c	results page of the comparison website/a	pp?	Go to 18.0a	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 Image website/app				
		additional fees/ charges	Yes	No	
17.4e	Is the difference in price due to either	additional products/ services that have to be purchased	Yes	No	
	of the following	other	Yes ✔ Please comment	No	
		that is ranked second (unless already chosen as your ice)) by clicking through to the provider's website/app.	. , .	uote ranked third (if the	
Section [•]	18 - Home Insurance comparison results	– Provider 3 – Revisit 2	-		
18.0a	What is the name of the provider you hav	ve selected?	✓ Please state		
18.0b	Are you already a customer of this provid	ler?	Yes No		
18.0c	Please upload an image of the provider o	juote.	Image	upload	
		Price - monthly premium	Yes	No	
		Price - annual premium	Yes	No	
18.1	Does the result shown by the provider in terms of the following features	Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No	
	match what the comparison website/ app offered?	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 No ✓ Please list			
18.3	Does the site present only the quote you selected on the comparison site/app or additional quotes? Additional Go to 18.4 Additional comment					
18.3a	How many new quotes are presented?		1 2 3+			
18.3b	Please upload an image of any additional	Image upload				
Now follo	wing the process up to the point of purchas	e	1			
18.4	Is the quote still available for you? i.e. can you purchase the product/ service	Yes	No ✓ Please comment			
18.4a	Is the final price shown the same as the c app?	one provided initially on the supplier's website/	Yes No Go to 18.4c			
18.4b	Please upload an image showing any diff on the supplier's website/app	erence between the initial and final price provided	Image upload			
18.4c	Is the final price shown on the supplier's v results page of the comparison website/a	website/app the same as the one provided on the pp?	Yes No Go to 20.0			
18.4d	Please upload an image showing any diff supplier's website/app and the one provid website/app	Image upload				
18.4e	Is the difference in price due to either of the following	additional fees/ charges additional products/ services that have to be purchased	Yes	No		

		.other	Yes ✓ Please comment Go to 20.0	No Go to 20.0		
	 19 - Home Insurance comparison results – I App and you are NOT taken to the providers	Direct purchase – Revisit 2 (This is a purchase t s website)	hat is made on the Co	mparison		
19.0a	What is the name of the provider you have s	elected?	🖋 Please	comment		
19.0b	Are you already a customer of this provider?		Yes	No		
19.0c	Please upload an image of the provider quot	e.	Image	upload		
Now follo	wing 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 pr	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		
		additional fees/ charges	Yes	No		
19.4b	Is the difference in price due to either of	additional products/ services that have to be purchased	Yes	No		
13.40	the following		Yes ✓ Please comment	No		
19.4d	Please upload an image showing any differe comparison website/app.	nces between the initial and final price on the	Image upload			

Section 2	Section 20 – Summary of Assessment						
Thank yo	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	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	No				
END	Thank you.						

Questionnaire – Energy

DCT Mystery Shopping Main Wave – Energy Questionnaire

You must assess the supplier 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

								Within th	ne last	month		
							Within the last 3 months					
						Within the	e last 6	month	s			
0-0	When did you last use a comparison website/app before this M	When did you last use a comparison website/app before this Mystery Shopping exercise?						Within the	e last 9	month	s	
								Within	the last	t year		
								l do	on't kno	w		
								I	Vever			
									A lot			
0-0a	How much experience do you have using comparison websites	/apps?							Some			
								No e	xperier	nce		
0-1	Date of your first visit – Record date in full. Use leading zeros					DD/N	M/YYYY					
0-2	What day of the week are you conducting your assessment?	Mon	Tue Wed Th		'hu	Fri S		t	Sun			
0-3	0-3 In what time bracket are you carrying out the assessment?		Morning Lunch-time			Afternoon Evening			ng			
		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					HF	I:MM					
0-5	Are you completing this assessment using a web browser or an app?		Web	Brow	ser			Арр				
0-5a	What device are you using to conduct your comparison	Lenten) o o leto		Tab	at	Smortpho	20	Ot	ther	
0-5a	website/app assessment?	Laptop)eskto	ρΡC	Tab	let Smartphone		ne	Please comment		
0-5b	Which browser are you using to complete your assessment?	Internet Google		Firef	ox	N/A – Used			her			
		Explorer		Chrome		an App				lease ment		
0-5c	Please confirm that you have cleaned your cookies before starting this assessment.							l have cl	eaned	my coo	okies	
	Please refer to your briefing notes on how to do this											
0-6	Which Scenario are you assessing?							Sc	enario	1		
								Sc	enario	2		

					So	cenario 3	
					So	cenario 4	
					So	cenario 5	
					So	cenario 6	
0-7	Which sector are you assessing?					Energy	
			1	DCT1			
			2	DCT2			
	Which comparison woheits/app for Epor	av are veu eccessing?	3	DCT3			
0-8a	Which comparison website/app for Ener	gy are you assessing?	4	DCT4			
0-0a	This must match your Coversheet			DCT5			
				DCT6			
			7	DCT7			
			8	DCT8			
Section	n 1 - Energy comparison website/app de	tails					
1.0	Please confirm that you HAVE NOT use	d this comparison website/app before	hav use com	have not used this this before rememb		l don't remember Go to End	
1.0a	Please upload an image of the website/a	app homepage that you are visiting.	WCD		mage	upload	
When u	l sing your Energy scenario to get a compar	ison					
		Current payment method		Yes			No
		Current tariff and supplier		Yes			No
		Economy 7 meter or not		Yes			No
		Email address		Yes			No
1.1	Are you asked to enter the following	Postcode		Yes			No
	details?	Type of energy (ie gas, electricity or dual fuel)		Yes			No
		Usage (estimated or actual)		Yes			No
			Yes				
		Other	Pleas	e comme	nt🖍		No
1.1.0	Are you paked to provide datails at 0.1.4	2	1	Vac			No
1.1a	Are you asked to provide details at Q1.1	(Yes		G	o 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 clic	k to see the results of your comparison			
Section	2 - Energy 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:M	M:SS	
		Within we	ebsite/app	
		Go to 2.0ca		
2.0b	Are the results shown within the comparison website/app or have you received them via an	Via E	Email	
2.00	email?	Ot	ner	
		🖍 Please	comment	
		Go to	2.0ca	
		A list/table	e of results	
2.0c	If you have received an email, how are the results provided?	Links to a	a website	
		Ot	ner	
		No Please	e specify	

2.0ca	Be aware that you may need to scroll down 10 quotes.	ge as you first see it, and capture the top 10 quotes. wn and take multiple screenshots to capture the first nail, please take a screenshot of the email.	Image upload		
2.0d	Do you have any further images to uploa	d relating to Q2.0ca?	Yes	No Go to 2.1	
2.0da	Please upload an image of the results pa	ge as you first see it.	Image	upload	
2.0e	Do you have any further images to uploa	d relating to Q2.0ca?	Yes	No Go to 2.1	
2.0ea	Please upload an image of the results pa	ge as you first see it.	Image	upload	
2.0f	Do you have any further images to uploa	d relating to Q2.0ca?	Yes No Go to 2.1		
2.0fa	Please upload an image of the results pa	ige as you first see it.	Image upload		
2.0g	Do you have any further images to uploa	d relating to Q2.0ca?	Yes Go to 2		
2.0ga	Please upload an image of the results page as you first see it.		Image upload		
		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	
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?	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 information you have provided?	supplier quotes have been listed based on the	Yes Go to 2.2c		
2.2b	How many quotes are you told have been	n listed overall?	✓ Please specify number		
		Price- Monthly Bill	Yes Go to 2.2d	No	
		Price- Yearly Bill or Personal Projection	Yes Go to 2.2d	No	
2.2c	In what ranked order are the quotes first displayed?	Ability to switch through a DCT	Yes Go to 2.2d	No	
	Please select one option from the following list.	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	
			Very clear		
	How clear is the order in which the quotes	s provided are shown?	Fairly clear		
2.2d	E.g. Is there any visible information relatir	ng to this on the results page?	Fairly unclear		
			Very unclear		
2.3	Is it possible to re-order the results?		Yes Go to 2.5		
		Price- Monthly Bill	Yes	No	
		Price- Yearly Bill or Personal Projection	Yes	No	
		Ability to switch through a DCT	Yes	No	
2.3a	What other options are available to	Estimated level of saving	Yes	No	
2.5d	change the ordering?	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	

	1		1	1
		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
		monthly savings (highest to lowest) please re-order		
2.4a	your results by monthly savings (highes	st to lowest)	Ne	ext
	Please click Next to confirm that you have done this.			
2.4b	What is the first quote based on your re	e-ordering on the results page?	£000	0.00
2.5	Is it possible to filter the supplier quotes	based on specific factors relating to the quote?	Yes	No
2.5	E.g. Can the results be filtered by those that offer a "Green/environmental plan"?		165	Go to 2.7
		Price- Monthly Bill	Yes	No
	Can the results be filtered by the following	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
2.6		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 op	tion on the results page.	Image	upload
2.7	Whilet using the comparison website/or	n can you see an evolution of technical terms?	Yes	No
2 .1	Whilst using the comparison website/app can you see an explanation of technical terms?		162	Go to 2.9

		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	
	Whilst using the comparison	Green/environmental plan	Yes	No	
2.7a	website/app can you see an explanation of technical terms of the	Rate type (fixed or variable)	Yes	No	
	following features?	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 A Please comment	No	
2.8	Please upload an image of the explanation	on of technical terms	Image upload		
				No	
2.8a	Do you have any further images to uploa	d relating to 2.8?	Yes	Go to 2.9	
2.8c	Please upload an image of the explanation	on of technical terms	Image upload		
2.8d	Do you have any further images to uploa	d relating to 2.82	Yes	No	
2.00	Do you have any further images to uploa	Treating to 2.0?	165	Go to 2.9	
2.8e	Please upload an image of the explanation	on of technical terms	Image	upload	
	Do you notice any recommended "featur	ed" or "paid for results" on the results page of the	Yes	No	
2.9	comparison website/app?		Please comment	Go to 2.10	
2.9a	Are the recommended, "featured" or "pai	d for results" clearly labelled as such?	Yes	No	
		ncentive for choosing that particular supplier/ product	Yes		
2.10	(such as cashback or rewards)?		🖍 Please	No	
	This is not the same as a product feature	(e.g. receiving cashback for paying annually)	comment		
2 11	Can you find the quote that matches you	r needs in your allocated scenario?	Vac	No	
2.11	Please refer to your coversheet for your scenario		Yes	Please comment	
				comment	

2.12		Very Easy	
	How easy is it to search using the comparison website/app you are assessing?	Quite Easy	
		Quite Difficult	
		Very Difficult	

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.

2.13	Why is this quote most attractive to you?			Please comment			
2.13a	When you select the quote, do you go th to purchase the product/ service on the o	rough to the supplier's website/app or do you have comparison website/app?	Go through to supplier website/app	Have to purchase the product/servi ce 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	e main features of the quote selected?	Yes No ✓ Please comment				
Sectior	n 3 - Energy comparison results – Suppl	ier 1					
3.0a	What is the name of the supplier you have	ve selected?	✓ Please state				
3.0b	Are you already a customer of this suppl	ier?	Yes No				
3.0c	Please upload an image of the supplier of	juote.	Image upload				
		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		
3.1	Does the result shown by the supplier	Exit fee (to pay for leaving plan early)	Yes		No		
•	in terms of the following features match what the comparison website/	Fuel types (dual / gas / electricity)	Yes		No		
	app offered?	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 🖍 Plea 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 No ✔ Please list		No
3.3	Does the site present only the quote you quotes?	selected on the comparison site/app or additional	Just the quote I selected Go to 3.4		
3.3a	How many new offers are presented?		1 2 3+		
3.3b	Please upload an image of any additiona	l quotes on the results page.		Image upload	i
Now fol	lowing the process up to the point of purcha	ase			
3.4	Is the quote still available for you? i.e. can you purchase the tariff?		No Yes ✔ Please comm		
3.4a	Is the final price shown the same as the	one provided initially on the supplier's website/ app?	Yes No Go to 3.4c ✔ Please comm		
3.4b	Please upload an image showing any dif on the supplier's website/app	ference between the initial and final price provided	Image upload		1
3.4c	Is the final price shown on the supplier's results page of the comparison website/a	website/app the same as the one provided on the app?			No ease comment
3.4d		ad an image showing any difference between the final price shown on the ebsite/app and the one provided on the results page of the comparison Image upload			1
		additional fees/ charges	Yes		No
3 40	Is the difference in price due to either	additional products/ services that have to be purchased	Yes		No
3.4e	of the following	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	n 4 - Energy comparison results – Suppli	ier 2 -				
4.0a	What is the name of the supplier you have	ve selected?	✓ Please state			
4.0b	Are you already a customer of this suppl	ier?	Yes			No
4.0c	Please upload an image of the supplier of	quote.		Image	upload	
		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
	Does the result shown by the supplier	Green/environmental plan	Yes		No	
4.1	in terms of the following features match what the comparison website/ app offered?	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	
			Yes			
		Other	🖋 Please		No	
4.2	Has the supplier seved all of your datails	entered on the comparison website/app?	Yes	n N	0	NA
4.2			Yes		0	NA
4.2a	Is any additional information required?		✓ Please	list	No	
4.3	Does the site present only the quote you quotes?	selected on the comparison/app or additional	Just the que			tional quotes
			Go to 4.	4	Ple	ase comment
4.3a	How many new quotes are presented?			1	1	

				2	
			3+		
4.3b	Please upload an image of any additional	quotes on the results page.	Image upload		
Now fol	lowing the process up to the point of purcha	se			
4.4	Is the quote still available for you?		Yes	No	
4.4	i.e. can you purchase the tariff?		163	Please comment	
4.4a	Is the final price shown the same as the c	one provided initially on the supplier's website/ app?	Yes Go to 4.4c	No	
4.4b	Please upload an image showing any diff on the supplier's website/app	erence between the initial and final price provided	Image	upload	
	Is the final price shown on the supplier's	website/app the same as the one provided on the	Yes	No	
4.4c	results page of the comparison website/a	pp?	Go to 5.0a	Please comment	
4.4d		erence between the final price shown on the led on the results page of the comparison	Image upload		
	Is the difference in price due to either of the following	additional fees/ charges	Yes	No	
4.4e		additional products/ services that have to be purchased	Yes	No	
4.40			Yes		
		other	Please comment	No	
quote w instance for exar the deta	vas already chosen as your second choice)) es where you cannot progress either on the		should be aware that the may be provided with a	ere may be some phone number to call,	
5.0a	What is the name of the supplier you hav	e selected?	Please state		
5.0b	Are you already a customer of this suppli	er?	Yes	No	
5.0c	Please upload an image of the supplier q	uote.	Image upload		
	Doos the result shown by the supplier	Price - Monthly Bill	Yes	No	
5.1	Does the result shown by the supplier in terms of the following features	Price - Yearly Bill or personal projection	Yes	No	
v . 1	match what the comparison website/ app offered?	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
			Yes			
		Other	🖋 Pleas	e		No
			commer	it		
5.2	Has the supplier saved all of your details	entered on the comparison website/app?	Yes	N	0	NA
5.2a	2a Is any additional information required?		Yes			No
			🖍 Please	list		
5.2b	Please upload an image of the supplier's	quote page.	Image upload			
	Does the site present only the quote you	selected on the comparison site/app or additional	Just the quote I		Additional quotes	
5.3	quotes?		selected	Please comr		ase comment
			Go to 5.	4		
				1		
5.3a	How many new quotes are presented?			2	2	
			3+			
5.3b	Please upload an image of any additiona	l quotes on the results page.		Image	upload	
Now fol	lowing the process up to the point of purcha	ase				
E 4	Is the quote still available for you?		Vee			No
5.4	i.e. can you purchase the product/ servic	e presented in the quote?	Yes		🖍 Ple	ase comment
F 4-	la tha final pairs a barry time to		Yes			No
5.4a	is the final price shown the same as the o	one provided initially on the supplier's website/ app?	Go to 5.4	c	🖋 Ple	ase comment
5.4b		ference between the initial and final price provided		Image	upload	
	on the supplier's website/app		Image upload			

5.4c	Is the final price shown on the supplier's w results page of the comparison website/ap	ebsite/app the same as the one provided on the p?	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		Imag	e upload	
		additional fees/ charges	Yes	No	
		additional products/ services that have to be purchased	Yes	No	
5.4e	Is the difference in price due to either of the following	other	Yes Please comment	No Go to 7.1	
			Go to 7.1		
	o the providers website)	urchase (This is a purchase that is made on the C			
	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.		Imag	e upload	
Now fol	lowing the process up to the point of purchas	e			
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	
		additional fees/ charges	Yes	No	
6.4b	Is the difference in price due to either of th	additional products/ services that have to be purchased	Yes	No	
0.70	following	other	Yes	No	
			Image upload		
6.4c	Please upload an image showing any diffe comparison website/app.	rences between the initial and final price on the	Imag	e upload	

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	
7.2	What time did your assessment finish? – Use 24-hour clock e.g. 15:30	нн	:MM	
Sectior	n 8 – Revisit 1			
You sh	ould 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.	l confirm		
	Please refer to your coversheet for reference.			
8.0c	Please make sure and confirm that all of the saved details are exactly the same as per your coversheet/ original search.	l confirm		
	Please refer to your coversheet for reference.			
Sectior	n 9 - Energy comparison results - Revisit 1			
9.0	From leaving the homepage to receiving the quotes on the results page, how many pages are there?	✓ Please co	onfirm number	
	Please do not include the homepage in this measurement.			
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		
		Within w	ebsite/app	
		Go te	o 9.0ca	
9.0b	Are the results shown within the comparison website/app or have you received them via an	Via	Email	
5.00	email?	0	ther	
		🖋 Please	e comment	
		Go to	o 9.0ca	
		A list/tabl	e of results	
9.0c	If you have received an email, how are the results provided?	Links to	a website	
	, , , , , , , , , , , , , , , , , , , ,	0	ther	
		Please specify		

9.0ca	Be aware that you may need to scroll down and the scroll down and	nge as you first see it, and capture the top 10 quotes. wn and take multiple screenshots to capture the first nail, please take a screenshot of the email.	Image upload		
9.0d	Do you have any further images to uploa	d relating to Q9.0ca?	Yes	No Go to 9.1	
9.0da	Please upload an image of the results pa	ige as you first see it.	Image	upload	
9.0e	Do you have any further images to uploa	d relating to Q9.0ca?	Yes	No Go to 9.1	
9.0ea	Please upload an image of the results pa	ige as you first see it.	Image	upload	
9.0f	Do you have any further images to uploa	d relating to Q9.0ca?	Yes	No Go to 9.1	
9.0fa	Please upload an image of the results pa	ige as you first see it.	Image upload		
9.0g	Do you have any further images to upload relating to Q9.0ca?		Yes Go to 9.1		
9.0ga	Please upload an image of the results page as you first see it.		Image upload		
		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	
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?	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	
Does the results page tell you how many information you have provided?	supplier quotes have been listed based on the	Yes Go to 9.3		
How many quotes are you told have been listed overall?		Please specify number		
Are the results already ordered by monthly savings (highest to lowest)?		Yes Go to 9.4b	No	
your results by monthly savings (highest	to lowest)	Next		
What is the first quote based on your re-o	ordering on the results page?	£0000.00		
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	
Are the recommended, "featured" or "pai	d for results" clearly labelled as such?	Yes	No	
Does it appear that any quotes offer an incentive for choosing that particular supplier/ product (such as cashback or rewards)?		Yes ✔ Please	No	
This is not the same as a product feature	e (e.g. receiving cashback for paying annually)	comment		
Can you find the offer that matches your	needs in your allocated scenario?	Yes No Please com		
Please refer to your coversheet for your	scenario	163	Please comment	
	 information you have provided? How many quotes are you told have been Are the results already ordered by month If the results are not already ordered by r your results by monthly savings (highest Please click Next to confirm that you hav What is the first quote based on your re-ordered Do you notice any recommended, "feature comparison website/app? Are the recommended, "featured" or "pair Does it appear that any quotes offer an in (such as cashback or rewards)? This is not the same as a product feature 	Payment options Payment options Name of suppliers Warm home discount Green/Environmental plan Other Does the results page tell you how many supplier quotes have been listed based on the information you have provided? How many quotes are you told have been listed overall? Are the results already ordered by monthly savings (highest to lowest)? 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. What is the first quote based on your re-ordering on the results page? Do you notice any recommended, "featured" or "paid for results" on the results page of the comparison website/app? Are the recommended, "featured" or "paid for results" clearly labelled as such? Does it appear that any quotes offer an incentive for choosing that particular supplier/ product	Fuel types (dual / gas / electricity) Please specify Payment options Please specify Please specify Ves Please specify Warm home discount Please specify Other Please specify Other Please specify Please specify Please specify Please specify Other Please specify Other Ves Please specify Please specify Please specify Please specify Ves Please specify Ves Please specify Ves Please specify Ves Please specify Ves Secondary Secondary Secondary Secondary Secondary Secondary	

Quite Difficult
Very Difficult

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.

9.9	Why is this quote most attractive to you?			🖋 Please co	omment	
9.9a	When you select the quote, do you go th to purchase the product/ service on the c	rough to the supplier's website/app or do you have comparison website/app?	Go through to supplier website/ app	throughpurchase thetoproduct/servicesupplieron comparisonwebsite/website/app		
9.9b	Are you presented with a summary of the	e main features of the quotes selected?	Yes No ✓ Please comment			
Sectior	n 10 - Energy comparison results – Supp	lier 1 - Revisit 1	•	L. L		
10.0a	What is the name of the supplier you have selected?			🖋 Please	state	
10.0b	Are you already a customer of this suppl	ier?	Yes No		No	
10.0c	Please upload an image of the supplier quote.		Image upload			
		Price - Monthly Bill	Ye	s	No	
		Price - Yearly Bill or personal projection	Ye	s	No	
		Ability to switch through a DCT	Ye	s	No	
		Estimated level of saving	Ye	s	No	
		Exit fee (to pay for leaving plan early)	Ye	s	No	
	Does the result shown by the supplier	Fuel types (dual / gas / electricity)	Yes Yes		No	
10.1	in terms of the following features match what the comparison website/	Green/environmental plan			No	
	app offered?	How long rate is fixed for	Ye	s	No	
		Name of supplier	Ye	s	No	
		Payment options	Ye	s	No	
		Rate type (fixed or variable)	Ye	s	No	
		User reviews/ ratings	Ye	s	No	
		Warm home discount	Ye	s	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		No	
10.3	Does the site present only the quote you quotes?	selected on the comparison site/app or additional	Just the quote I selected Go to 10.4			
10.3a	How many new quotes are presented?		1 2 3+			
10.3b	Please upload an image of any additiona	I quotes on the results page.	Image upload			
Now foll	lowing the process up to the point of purcha	ase				
10.4	Is the quote still available for you? i.e. can you purchase the product/ servic	e presented in the quote?	No Yes ✔ Please comm			
10.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?				No lease comment	
10.4b	Please upload an image showing any dif on the supplier's website/app	ference between the initial and final price provided	Image upload		d	
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?				No lease comment	
10.4d		ference between the final price shown on the ded on the results page of the comparison	Image upload		d	
		additional fees/ charges	Yes		No	
10.4e	Is the difference in price due to either	additional products/ services that have to be purchased	Yes		No	
	of the following	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	n 11 - Energy comparison results – Supp	lier 2 - Revisit 1				
11.0a	What is the name of the supplier you hav	ve selected?		🖋 Pleas	se state	
11.0b	Are you already a customer of this suppli	ier?	Yes			No
11.0c	Please upload an image of the supplier quote.			Image	upload	
		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
	Does the result shown by the supplier	Green/environmental plan	Yes			No
11.1	in terms of the following features	Rate type (fixed or variable)	Yes		No	
	match what the comparison website/ app offered?	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
			Yes			
		Other	🖍 Pleas			No
			commer			
11.2	Has the supplier saved all of your details	entered on the comparison website/app?	Yes	N	0	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			
11.3a	How many new quotes are presented?			1	1	

				2	
			3	}+	
11.3b	Please upload an image of any additiona	I quotes on the results page.	Image	upload	
Now fol	llowing the process up to the point of purcha	ase	L		
11.4	Is the quote still available for you?		Yes	No	
11.4	i.e. can you purchase the product/ servic	e presented in the quote?	163	Please commer	
11.4a	Is the final price shown the same as the	one provided initially on the supplier's website/ app?	Yes	No	
11. - u			Go to 11.4c	Please commer	
11.4b	Please upload an image showing any dif on the supplier's website/app	ference between the initial and final price provided	Image	upload	
11.4c	Is the final price shown on the supplier's	website/app the same as the one provided on the	Yes	No	
11.40	results page of the comparison website/a	npp?	Go to 12.0a	🖋 Please commen	
11.4d		ference between the final price shown on the ded on the results page of the comparison	Image upload		
	Is the difference in price due to either of the following	additional fees/ charges	Yes	No	
11.4e		additional products/ services that have to be purchased	Yes	No	
		other	Yes A Please comment	No	
second instance for exar the deta	quote is already chosen as your second ch es where you cannot progress either on the		. You should be aware th I may be provided with a	nat there may be some phone number to call	
12.0a	What is the name of the supplier you hav	re selected?	✓ Please state		
12.0b	Are you already a customer of this suppli	Are you already a customer of this supplier?		No	
12.0c	Please upload an image of the supplier o	uote.	Image	upload	
		Price - Monthly Bill	Yes	No	
	Does the result shown by the supplier	Price - Yearly Bill or personal projection	Yes	No	
12.1	in terms of the following features match what the comparison website/	Ability to switch through a DCT	Yes	No	

Exit fee (to pay for leaving plan early)

No

Yes

		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
			Yes			
		Other	🖋 Pleas		No	
			commen	IT		
12.2	Has the supplier saved all of your details	entered on the comparison website/app?	Yes No		0	NA
12.2a	Is any additional information required?		Yes			No
			Please list			
	Does the site present only the quote you selected on the comparison site/app or additional		Just the quo		Addi	tional quotes
12.3	quotes?		selected		🖋 Ple	ase comment
			Go to 12.4			
				1		
12.3a	How many new quotes are presented?		2			
			3+			
12.3b	Please upload an image of any additional quotes on the results page.		Image upload			
Now foll	owing the process up to the point of purcha	ISE				
10.4	Is the quote still available for you?		Vee			No
12.4	i.e. can you purchase the product/ servic	e presented in the quote?	Yes		🖍 Ple	ase comment
12.4a	Is the final price shown the same as the	one provided initially on the supplier's website/ app?	Yes			No
12.4a		the broaded minially on the subbilet's mensite, gbb;	Go to 12.4	4c	🖋 Ple	ase comment
12.4b	Please upload an image showing any diff on the supplier's website/app	erence between the initial and final price provided		Image	upload	
12.4c	Is the final price shown on the supplier's	website/app the same as the one provided on the	Yes			No
12.40	results page of the comparison website/a	pp?	Go to 20	.0	🖍 Ple	ase comment
,						

12.4d	Please upload an image showing any differe supplier's website/app and the one provided website/app		Image upload		
		additional fees/ charges	Yes	No	
		additional products/ services that have to be ourchased	Yes	No	
12.4e			Yes		
		other	Please	No	
		omer	comment	Go to 20.0	
			Go to 20.0		
	13 - Energy comparison results – Direct providers website) What is the name of the supplier you have s	urchase – Revisit 1 (This is a purchase that is m	ade on the Comparison		
13.0b	Are you already a customer of this supplier?		Yes No		
13.0c			Image upload		
	Please upload an image of the supplier quot	inage			
Now foll	lowing 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	
		additional fees/ charges	Yes	No	
12 /6	Is the difference in price due to either of the	additional products/ services that have to be purchased	Yes	No	
13.4b	following	other	Yes	No	
			comment		

Section	20 – Summary of Assessment		
Thank y	ou 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	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	No
END	Thank you.		

Questionnaire – Credit Card

DCT Mystery Shopping Main Wave – Credit Card 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

								Within th	ne last mo	onth
								Within the	e last 3 m	onths
	When did you last use a comparison website/app before this Mystery Shopping exercise?					Within the last 6 months				
0-0						Within the	e last 9 m	onths		
						Within the last year				
								l do	on't know	
								1	Never	
									A lot	
0-0a	How much experience do you have using comparison websites	/apps?						:	Some	
								No e	xperience	•
0-1	Date of your first visit – Record date in full. Use leading zeros					DD/M	Μ/ΥΥ	YYYY		
0-2	What day of the week are you conducting your assessment?	Mon	Tu	е	Wed	Т	'nu	Fri	Sat	Sun
0-3	In what time bracket are you carrying out the assessment?	Morning Lunch-time			Afternoon Evening			vening		
		09:00-11	:29	1	1:30-14:2	9	14:3	14:30-17:00		1-19:29
0-4	What time are you starting your assessment? – Use 24- hour clock e.g. 15:05					ΗH	:MM			
0-5	Are you completing this assessment using a web browser or an app?		Web	Brow	ser					
0-5a	What device are you using to conduct your comparison	Laptop)eskto	n PC	Tabl	et	Smartpho	ne	Other
0.00	website/app assessment?	Laptop		Joonto	,p10	Tubi	U.	omanpho		Please comment
0-5b	Which browser are you using to complete your assessment?	Internet		Goo		Firef	ох	N/A – Use		Other
		Explorer		Chro	ome			an App		Please comment
0-5c	Please confirm that you have cleaned your cookies before start	ing this asso	essme	nt.				l have cl	eaned m	/ cookies
	Please refer to your briefing notes on how to do this									
0-6	Which Scenario are you assessing?							Sc	enario 1	
								Sc	enario 2	

					So	cenario 3			
					So	cenario 4			
					So	cenario 5			
0-7	Which sector are you assessing?				Cre	edit Cards	;		
			1	DCT1					
			2	DCT2					
			3	DCT3					
			4	DCT4					
			5	DCT5					
			6	DCT6					
	Which comparison website/app for Credi	t Card providers are you assessing?	7	DCT7					
0-8a			8				DCT8		
	This must match your Coversheet.	Coversheet.			DCT9				
			10	DCT10					
			11	DCT11	CT11				
			12	DCT12	CT12				
			13	DCT13	CT13				
				DCT14	4				
			15	DCT15					
Section	1 - Credit Card comparison website/app	o details	1						
1				nfirm I ve not	l bo	ve used	l don't		
1.0	Please confirm that you HAVE NOT used	d this comparison website/app before		ed this		before	remember		
				parison site/app	Go	to End	Go to End		
				efore					
1.0a	Please upload an image of the website/a	pp homepage that you are visiting.		li	mage	upload			
When u	sing your Credit Card scenario to get a con	nparison							
		Name		Yes			No		
1.1		Address	Yes				No		
	Are you asked to enter the following details?	Postcode		Yes			No		
		Date of birth (of yourself)		Yes			No		
				Yes					

		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 uploa	Ves 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 uploa	ad relating to Q1.1?	Yes Go to 2.0		
1.1a5	Please upload an image showing where	you are asked to provide details relating to Q1.1	Image u	ıpload	
1.1a6	Do you have any further images to uploa	ad 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 u	ıpload	
1.1a8	Do you have any further images to uploa	ad 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 u	ıpload	
Now clic	k to see the results of your comparison				
Section	2 - Credit Card comparison results				
2.0	From leaving the homepage to receiving are there?	the quotes on the results page, how many pages	✓ Please cor	firm number	
	Please do not include the homepage in t	his measurement.			

2.0a	Overall, how long did it take you to go thr receiving the quotes on the results page?	ough all these pages from leaving the homepage to	HH:N	IM:SS	
			Within website/app Go to 2.0ca		
	Are the results shown within the comparis	Are the results shown within the comparison website/app or have you received them via an			
2.0b	email?		Ot	her	
			🖋 Please	comment	
			Go to	2.0ca	
			A list/table	e of results	
2.00	If you have received an amail how are th	Links to	a website		
2.0c	.0c If you have received an email, how are the results provided?			her	
			🖍 Pleas	e specify	
2.0ca		ge as you first see it, and capture the top 10 quotes. vn and take multiple screenshots to capture the first	Image upload		
	If your results are only displayed in an em	nail, please take a screenshot of the email.			
2.0d	Do you have any further images to upload	d relating to Q2.0ca?	Yes	No Go to 2.1	
2.0da	Please upload an image of the results pa	ge as you first see it.	Image	upload	
2.0e	Do you have any further images to upload	d relating to Q2.0ca?	Yes	No Go to 2.1	
2.0ea	Please upload an image of the results pa	ge as you first see it.	Image	upload	
2.0f	Do you have any further images to upload	d relating to Q2.0ca?	Yes	No Go to 2.1	
2.0fa	Please upload an image of the results pa	ge as you first see it.	Image	upload	
2.0g	Do you have any further images to upload	d relating to Q2.0ca?	Yes	No Go to 2.1	
2.0ga	Please upload an image of the results pa	ge 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	

			1	
	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 information you have provided?	v supplier quotes have been listed based on the	Yes	No Go to 2.2c
2.2b	How many quotes are you told have bee	n listed overall?	🖋 Please sp	ecify number
		Representative APR	Yes Go to 2.2d	No
	In what ranked order are the quotes	Amount to transfer	Yes Go to 2.2d	No
2.2c	first displayed? Please select one option from the	Any other fees	Yes Go to 2.2d	No
	following list.	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	
			Very	clear	
	How clear is the order in which the quotes provided are shown?		Fairly clear		
2.2d	E.g. Is there any visible information relatir	ng to this on the results page?	Fairly unclear		
			Very u	unclear	
2.3	Is it possible to re-order the results?		Yes	No Go to 2.5	
		Representative APR	Yes	No	
		Amount to transfer	Yes	No	
	What other options are available to	Any other fees	Yes	No	
2.3a	change the ordering?	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	
			Tes	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 order your results by Representative Al Please click Next to confirm that you ha		Next		
2.4b	What is the APR quoted in the first resu	It based on your re-ordering on the results page?	000.00%		
	Is it possible to filter the supplier quotes		No		
2.5	E.g. Can the results be filtered by those transfers"	Yes	Go to 2.7		
		Representative APR		No	
		Amount to transfer		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	
2.6	Can the results be filtered by the	Inclusion / exclusion of annual fee	Yes	No	
2.0	following	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 A Please comment	No	
2.6a	Please upload an image of a filtered opt	ion on the results page.	Image upload		
2.7	Whilst using the comparison website/ap	p can you see an explanation of technical terms?	Yes	No Go to 2.9	
		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	
2.7a	Whilst using the comparison website/app can you see an explanation of technical terms of the following features?	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		No	
		Purchase offer (interest rate and fee)	Yes	No	
		Size of monthly repayments	Yes	No	
		Other	Yes <i>Please</i> comment	No	
2.8	Please upload an image of the explanat	ion of technical terms	Image	upload	
2.8a	Do you have any further images to uplo	ad relating to 2.82	Voc	No	
2.0a	Do you have any further images to uplo		165	Go to 2.9	
2.8c	Please upload an image of the explanat	ion of technical terms	Image	upload	
2.8d	Do you have any further images to uploa	ad relating to 2.8?	Yes Please comment Image upload Image upload Yes Image upload Yes Image upload So to 2.9 Yes No Yes So to 2.9 Yes	No Go to 2.9	
2.8e	Please upload an image of the explanat	ion of technical terms	Image	upload	
2.9	Do you notice any recommended, "featu comparison website/app?	red" or "paid for results" on the results page of the	Yes ✓ Please comment	No Go to 2.10	

2.9a	Are the recommended, "featured" or "paid for results" clearly labelled as such?	Yes	No	
	Does it appear that any quotes offer an incentive for choosing that particular supplier/ product	Yes		
2.10	(such as cashback or rewards)? This is not the same as a product feature (e.g. receiving cashback on purchases)	Please comment	No	
	Can you find the quote that matches your needs in your allocated scenario?		No	
2.11	Please refer to your coversheet for your scenario	Yes	Please comment	
		Very Easy		
2.12	How easy is it to search using the comparison website/app you are assessing?	Quite Easy		
2.12		Quite Difficult		
		Very Difficult		
Now sel	ect the quote that is most attractive to you. This may take you to the provider's own website/ app.	You should be aware that	at there may be some	
instance	s 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 exam	pple. In this instance you should open up the supplier's website and follow the questions below to o	compare the price. You v	will need to re-enter a	
the deta	ils 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 thr to purchase the product/ service on the c	ough to the provider's website/app or do you have omparison website/app?	Go through to provider website/app	purc th produc ice comp websi	ve to hase ne ct/serv on arison te/app 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	a 3 - Credit Card comparison results –Su	oplier 1			L	
3.0a	What is the name of the provider you hav	e selected?		🖋 Plea	se state	
3.0b	Are you already a customer of this provid	er?	Yes			No
3.0c	Please upload an image of the provider q	uote.		Image	upload	
		Representative APR	Yes			No
3.1	Does the result shown by the provider in terms of the following features	Amount to transfer	Yes			No
	match what the comparison website/ app offered?	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 🖍 Pleas			No
3.2	Has the provider saved all of your details	entered on the comparison website/app?	Yes	N	0	NA
3.2a	Is any additional information required?		Yes ✔ Please list			No
3.3	Does the site present only the quote you quotes?	selected on the comparison site/app or additional	Just the quote I selected Go to 3.4			
					1	
3.3a	How many new quotes are presented?			2	2	
				3	+	
3.3b	Please upload an image of any additiona	I quotes on the results page.		Image	upload	
Now foll	lowing the process up to the point of purcha	ase	I			
2.4	Is the quote still available for you?		Yee			No
3.4	i.e. can you purchase the product/ servic	e presented in the quote?	Go to 3.4 Go to 3.4		🖍 Ple	ase comment
3.4a	Is the final offer (including quoted APR) s	hown the same as the one provided initially on the	Yes			No
0.7α	supplier's website/ app?		Go to 3.4c	;	🖍 Ple	ase comment
3.4b	Please upload an image showing any dif on the supplier's website/app	ference between the initial and final offer provided		Image	upload	
3.4c	Is the final offer (including quoted APR) s	hown on the supplier's website/app the same as	Yes			No
0.70	the one provided on the results page of t	he comparison website/app?	Go to 4.0a	1	🖍 Ple	ase comment

3.4d		ference between the final offer shown on the ded on the results page of the comparison	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	No	
second there m phone r will nee	(if the first quote is already chosen as your ay be some instances where you cannot pr		ider's website/app. You s pplier's website; you may	hould be aware that be provided with a	
4.0a	What is the name of the provider you have	ve selected?	Please state		
4.0b	Are you already a customer of this provid	ler?	Yes No		
4.0c	Please upload an image of the provider of	Image upload			
	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	
4.1		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		0	NA	
4.2a	Is any additional information required?		Yes No ✓ Please list		No		
4.3	Does the site present only the quote you selected on the comparison/app or additional quotes?			selected		tional quotes ase comment	
4.3a	How many new quotes are presented?			1 2 3+			
4.3b	Please upload an image of any additiona	Image upload					
Now foll	lowing the process up to the point of purcha	se	I				
4.4	Is the quote still available for you? i.e. can you purchase the product/ service	Yes		No			
4.4a	Is the final offer (including quoted APR) shown the same as the one provided initially on the supplier's website/ app?			c	No		
4.4b	Please upload an image showing any diff on the supplier's website/app	erence between the initial and final offer provided	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?			a	No Please comment		
4.4d	Please upload an image showing any diff supplier's website/app and the one provio website/app	Image upload					
	Is the difference in the offers due to either of the following	additional fees/ charges	Yes			No	
4.4e		additional products/ services that have to be purchased	Yes	No		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	n 5 - Credit Card comparison results –Su	pplier 3				
5.0a	What is the name of the provider you have	ve selected?		Please state		
5.0b	Are you already a customer of this provid	ler?	Yes	Yes No		
5.0c	Please upload an image of the provider of	quote.		Image	upload	
		Representative APR	Yes	Yes 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
	Does the result shown by the provider	Inclusion / exclusion of annual fee	Yes	Yes		No
5.1	in terms of the following features match what the comparison website/ app offered?	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	Ν	10	NA
5.2a	Is any additional information required?		Yes ✓ Please list		No	
5.3	Does the site present only the quote you quotes?	selected on the comparison site/app or additional	Just the quote I Ad			tional quotes
			Go to 5.	4	🖍 Ple	ase comment
5.3a	How many new quotes are presented?				1	

				2		
			3	}+		
5.3b	Please upload an image of any additiona	al quotes on the results page.	Image upload			
Now fol	lowing the process up to the point of purch	ase				
5.4	Is the quote still available for you?		Yes	No		
	i.e. can you purchase the product/ servic	e presented in the quote?		Please comment		
5.4a		shown the same as the one provided initially on the	Yes	No		
	supplier's website/ app?		Go to 5.4c	Please comment		
5.4b	Please upload an image showing any dif on the supplier's website/app	ference between the initial and final offer provided	Image	upload		
5.4c	Is the final offer (including quoted APR)	shown on the supplier's website/app the same as	Yes	No		
5.40	the one provided on the results page of t	he comparison website/app?	Go to 7.1	Please comment		
5.4d		ference between the final offer shown on the ded on the results page of the comparison	Image	upload		
		additional fees/ charges	Yes	No		
		additional products/ services that have to be purchased	Yes	No		
5.4e	Is the difference in the offers due to either of the following		Yes			
		other	Please	No		
			comment	Go to 7.1		
	n 6 - Credit Card comparison results – Di ken to the providers website)	rect purchase (This is a purchase that is made on	Go to 7.1 the Comparison Websit	te/App and you are		
6.0a	What is the name of the provider you ha	ve selected?	Please	e comment		
6.0b	Are you already a customer of this provid	der?	Yes	No		
6.0c	Please upload an image of the provider	quote.	Image upload			
Now fol	lowing the process up to the point of purch	ase				
	Is the quote still available for you?			No		
6.4	i.e. can you purchase the product/ service presented in the quote?		Yes	✓ Please comment		

Please omment No No No		
No		
No		
No		
No se comment		
se comment		
HH:MM		
No to 8.0c		
nber		
nber		
nber		

			Via	Email	
			OI	her	
			🖋 Please	comment	
			Go to 9.0ca		
			A list/table of results		
9.0c	If you have received an email, how are th	o roculto providad?	Links to	a website	
3.00	n you have received an email, now are un		Ot	her	
			🖋 Pleas	e 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.		Image upload		
	If your results are only displayed in an em	nail, please take a screenshot of the email.			
9.0d	Do you have any further images to upload	d 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	d relating to Q9.0ca?	Yes	No Go to 9.1	
9.0ea	Please upload an image of the results page	ge as you first see it.	Image upload		
9.0f	Do you have any further images to upload	d relating to Q9.0ca?	Yes	No Go to 9.1	
9.0fa	Please upload an image of the results page	ge as you first see it.	Image upload		
9.0g	Do you have any further images to upload	d relating to Q9.0ca?	Yes	No Go to 9.1	
9.0ga	Please upload an image of the results page	ge as you first see it.	Image	upload	
		Purchase interest rate / purchase offer	Yes £0000.00	No	
9.1	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?	Representative APR	Yes 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 information you have provided?	supplier quotes have been listed based on the	Yes Go to 9.3		
9.2b	How many quotes are you told have been	n listed overall?	Please specify number		
9.3	Are the results already ordered by repres	entative APR (lowest to highest)?	Yes Go to 9.4b	No	
9.4a	If the results are not already ordered by r order your results by representative APR Please click Next to confirm that you hav		Next		
9.4b	What is the first quote based on your re-out of there is more than 1 page of quotes on		000.	00%	
9.5	Do you notice any recommended, "featur comparison website/app?	ed" or "paid for results" on the results page of the	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	(such as cashback or rewards)?	ncentive for choosing that particular supplier/ product	Yes ✓ Please comment	No	
9.7	Can you find the offer that matches your Please refer to your coversheet for your s		Yes No Please com		
9.8	How easy is it to search using the compa	rison 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. 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

9.9	Why is this quote most attractive to you?		Please comment			
9.9a	When you select the quote, do you go th to purchase the product/ service on the c	rough to the provider's website/app or do you have comparison website/app?	Go through to provider website/app	Have to purchase the product/serv ice 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	e main features of the quotes selected?	Yes ✓ Please commen	No No		No
Sectior	n 10 - Credit Card comparison results –S	upplier 1 - Revisit 1	•			
10.0a	What is the name of the provider you have	ve selected?		🖋 Pleas	e state	
10.0b	Are you already a customer of this provid	ler?	Yes No			No
10.0c	Please upload an image of the provider of	quote.	Image upload			
		Representative APR	Yes			No
		Amount to transfer	Yes			No
		Any other fees	Yes			No
		Balance transfer offer (interest rate and fee)	Yes			No
	Does the result shown by the provider	Benefits / rewards /cashback	Yes			No
10.1	in terms of the following features match what the comparison website/	Credit card company	Yes			No
	app offered?	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

		I				
		Popularity / customer reviews or ratings	Yes			No
		Purchase offer (interest rate and fee)	Yes			No
		Size of monthly repayments	Yes			No
		Other	Yes 🖍 Pleas			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 No ✓ Please list			No
10.3	Does the site present only the quote you quotes?	selected on the comparison site/app or additional	Just the quote I selected Go to 10.4			
10.3a	0.3a How many new quotes are presented? 1					
			3+			
10.3b	Please upload an image of any additiona	l quotes on the results page.	Image upload			
Now foll	owing the process up to the point of purch	ase				
10.4	Is the quote still available for you? i.e. can you purchase the product/ servic	e presented in the quote?	Yes Please comm			No se comment
		shown the same as the one provided initially on the				No
10.4a	supplier's website/ app?		Go to 10.4	с	🖍 Pleas	se comment
10.4b	Please upload an image showing any dif on the supplier's website/app	ference between the initial and final offer provided		Image upload		
	Is the final offer (including quoted APR)	shown on the supplier's website/app the same as	Yes			No
10.4c	the one provided on the results page of t	he comparison website/app?	Go to 11.0a	a	🖋 Pleas	se comment
10.4d		ference between the final offer shown on the ded on the results page of the comparison	Image upload			
		additional fees/ charges	Yes			No
10.4-	Is the difference in the offers due to	additional products/ services that have to be purchased	Yes			No
10.4e	either of the following	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	n 11 - Credit Card comparison results –S	upplier 2 - Revisit 1				
11.0a	What is the name of the provider you have	ve selected?		🖋 Plea	se state	
11.0b	Are you already a customer of this provid	ler?	Yes			No
11.0c	Please upload an image of the provider of	quote.	Image upload			
		Representative APR	Yes	Yes 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
	Does the result shown by the provider	Inclusion / exclusion of annual fee	Yes			No
11.1	in terms of the following features match what the comparison website/ app offered?	Introductory offer on balance transfers (interest free period)	Yes		No	
		Introductory offer on purchases (interest free period)	Yes		No	
		Likelihood of being accepted	Yes Yes		No	
		Popularity / customer reviews or ratings			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	Ν	lo	NA
11.2a	Is any additional information required?		Yes ✔ Please list		No	
11.2b	Please upload an image of the provider's	s quote page.	Image upload			
11.3	Does the site present only the quote you	selected on the website/app or additional quotes?	selected		tional quotes	

			1				
11.3a	How many new quotes are presented?			2			
			3+				
11.3b	Please upload an image of any additiona	quotes on the results page.	Image	upload			
Now foll	Now following the process up to the point of purchase						
11.4	Is the quote still available for you?		Yes	No			
11.4	i.e. can you purchase the product/ service	e presented in the quote?	103	Please comment			
11.4a	Is the final offer (including quoted APR) shown the same as the one provided initially on the 11.4a			No			
11.44	supplier's website/ app?		Go to 11.4c	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) s	hown on the supplier's website/app the same as	Yes	No			
11.4C	the one provided on the results page of the	Go to 12.0a	Please comment				
11.4d		erence between the final offer shown on the led on the results page of the comparison	Image upload				
	Is the difference in the offers due to either of the following	additional fees/ charges	Yes	No			
11.4e		additional products/ services that have to be purchased	Yes	No			
		other	Yes 🛩 Please comment	No			
second instance for exan	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 –S	upplier 3 – Revisit 1					
12.0a	What is the name of the provider you hav	e selected?	🖍 Plea	se state			
12.0b	Are you already a customer of this provid	er?	Yes	No			
12.0c	Please upload an image of the provider of	uote.	Image upload				
		Representative APR	Yes	No			
12.1	Does the result shown by the provider in terms of the following features	Amount to transfer	Yes	No			
	match what the comparison website/ app offered?	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
1		Size of monthly repayments	Yes			No
		Other	Yes A Pleas comment	e		No
12.2	Has the provider saved all of your details	entered on the comparison website/app?	Yes	N	0	NA
12.2a	Is any additional information required?		Yes No ✓ Please list			No
12.3	Does the site present only the quote you quotes?	selected on the comparison site/app or additional	Just the quote I selected Go to 12.4			
				1		
12.3a	How many new quotes are presented?		2			
				3.	+	
12.3b	Please upload an image of any additiona	l quotes on the results page.	Image upload			
Now foll	lowing the process up to the point of purcha	ase	I			
40.4	Is the quote still available for you?		No.			No
12.4	i.e. can you purchase the product/ servic	e presented in the quote?	Yes		🖍 Plea	ase comment
12.4a	Is the final offer (including quoted APR) s	shown the same as the one provided initially on the	Yes			No
12. 7 a	supplier's website/ app?		Go to 12.4c	;	🖍 Ple	ase comment
12.4b	Please upload an image showing any dif on the supplier's website/app	ference between the initial and final offer provided	li li	Image upload		
12.4c	Is the final offer (including quoted APR) s	shown on the supplier's website/app the same as	Yes			No
12.46	the one provided on the results page of t	he comparison website/app?	Go to 20.0		🖍 Ple	ase comment

12.4d	Please upload an image showing any differ supplier's website/app and the one provided website/app		Image upload		
		additional fees/ charges	Yes	No	
		additional products/ services that have to be purchased	Yes	No	
12.4e	Is the difference in the offers due to either of the following		Yes		
		other	Please	No	
		otrei	comment	Go to 20.0	
			Go to 20.0		
	13 - Credit Card comparison results – Dire u are NOT taken to the providers website)	ect purchase – Revisit 1 (This is a purchase that	is made on the Compar	ison Website/App	
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 quo	Image upload			
Now foll	l lowing 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 p	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	
		additional fees/ charges	Yes	No	
13.4b	Is the difference in the offers due to either	additional products/ services that have to be purchased	Yes	No	
13.40	of the following		Yes		
		other	✓ Please comment	No	
13.4c	Please upload an image showing any differ comparison website/app.	ences between the initial and final offers on the	Image upload		

Section	20 – Summary of Assessment			
Thank y	ou 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	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

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

								Within th	he last m	nonth
								Within the	e last 3 r	nonths
								Within the	e last 6 r	nonths
0-0	When did you last use a comparison website/app before this M	ystery Shop	ping e	xercis	e?			Within the	e last 9 r	nonths
							Within	the last	year	
							l do	on't know	/	
							1	Never		
									A lot	
0-0a	How much experience do you have using comparison websites/apps?							:	Some	
							No experience			
0-1	Date of your first visit – Record date in full. Use leading zeros					DD/N	IM/YYY	ſY		
0-2	What day of the week are you conducting your assessment?	Mon	Tu	e	Wed	1	⁻ hu	Fri	Sat	Sun
0-3	In what time bracket are you carrying out the assessment?	Mornin	g	Lunch-time		Afternoon		E	Evening	
0-3	In what time blacket are you canying out the assessment?	09:00-11	:29	1	1:30-14:2	9	14:3	80-17:00	17	:01-19:29
0-4	What time are you starting your assessment? – Use 24- hour clock e.g. 15:05					Hŀ	I:MM			
0-5	Are you completing this assessment using a web browser or an app?		Web	Brow	ser					
	What device are you using to conduct your comparison									Other
0-5a	What device are you using to conduct your comparison website/app assessment?	Laptop		Deskto	op PC	Tab	et	Smartpho	ne	Please comment
0.55		Internet		Goo	gle	Tine		N/A – Use	ed	Other
0-5b	Which browser are you using to complete your assessment?	Explorer		Chro	ome	Firef	OX	x an App		Please comment
0-5c	Please confirm that you have cleaned your cookies before start	ing this ass	essme	nt.				I have c	leaned n	ny cookies
	Please refer to your briefing notes on how to do this									
0-6	Which Scenario are you assessing?							Sc	enario 1	
								Sc	enario 2	

					S	Scenario 3	
					S	Scenario 4	
					S	Scenario 5	
					S	Scenario 6	
0-7	Which sector are you assessing?			Pi	rivate	Motor Insu	urance
			1	DCT1			
			2	DCT2			
	Which comparison website/app for Priva	ate Motor Insurance are you assessing?	3	DCT3			
0-8f			4	DCT4			
	This must match your Coversheet		5	DCT5			
			6	DCT6			
			7	DCT7			
Section	n 1 - Private Motor Insurance compariso	n website/app details					I
1.0	Please confirm that you HAVE NOT use	ed this comparison website/app before	ha use com web:	used this this comparison		ive used s before to End	l don't remember Go to End
1.0a	Please upload an image of the website/	app homepage that you are visiting.		l	mage	upload	
When u	sing your Private Motor Insurance scenari	o to get a comparison					
		Name		Yes		No	
		Address		Yes			No
		Postcode		Yes			No
		Date of birth (of yourself and/or others)		Yes			No
		Email address		Yes			No
1.1	Are you asked to enter the following	Phone number (landline and/or mobile)		Yes			No
	details?	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	No
			Please comment	NO
1.1a	Are very solved to may ide details at 04.4		Yes	No
1.1a	Are you asked to provide details at Q1.1	!	res	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 uploa	d relating to 01.12	Yes	No
1.142	Do you have any further images to uploa		Tes	Go to 2.0
1.1a3	Please upload an image showing where	you are asked to provide details relating to Q1.1	Image	upload
4.4.5.4			Ver	No
1.1a4	Do you have any further images to uploa	d relating to Q1.1?	Yes	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 uploa	d relating to 01.12	Yes	No
1.140	Do you have any further images to uploa		Tes	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 1 0 9	Do you have any further images to unless	d relating to 01.12	Vac	No
1.1a8	Do you have any further images to uploa		Yes	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 clic	ck to see the results of your comparison			
Section	2 - Private Motor Insurance comparisor	n results		
		the quotes on the results page, how many pages		
2.0	are there?		Please co	nfirm number
	Please do not include the homepage in t	his measurement.		
2.0a	Overall, how long did it take you to go the receiving the quotes on the results page?	rough all these pages from leaving the homepage to ?	HH:N	IM:SS
2.0b	Are the results shown within the compari	son website/app or have you received them via an	Within we	ebsite/app
2.00	email?		Go to	9 2.0ca
	•		•	

			Via I	Email	
			Ot	her	
			🖍 Please	comment	
			Go to	2.0ca	
			A list/table	e of results	
2.0c	If you have received an email, how are th	a raculta providad?	Links to a website Other Please specify		
2.00		e results provided :			
			🖍 Pleas	e specify	
2.0ca		ge as you first see it, and capture the top 10 quotes. wn and take multiple screenshots to capture the first	Image upload		
	If your results are only displayed in an err	nail, please take a screenshot of the email.			
2.0d	Do you have any further images to upload	d 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 pa	ge as you first see it.	Image	upload	
2.0f	Do you have any further images to upload	d 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	d relating to Q2.0ca?	Yes	No Go to 2.1	
2.0ga	Please upload an image of the results pa	ge as you first see it.	Image	upload	
		Price - monthly premium	Yes £0000.00	No	
2.1	Looking at the first quote presented based on your scenario and the initial ranking on the results page, what of	Price - annual premium	Yes £0000.00	No	
	the following information is provided?	Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes £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 information you have provided?	supplier quotes have been listed based on the	Yes	No Go to 2.2c	
2.2b	How many quotes are you told have bee	n listed overall?	Please specify number		
		Price - monthly premium	Yes Go to 2.2d	No	
		Price - annual premium	Yes Go to 2.2d	No	
2.2c	In what ranked order are the quotes first displayed?	Payment terms (annual, monthly)	Yes Go to 2.2d	No	
2.20	Please select one option from the following list.	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
			Very	clear
2.2d	How clear is the order in which the quot	Fairly	clear	
2.20	E.g. Was there any visible information r	Fairly u	unclear	
			Very u	Inclear
2.3	Is it possible to re-order the results?		Yes	No Go to 2.5
		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
2.3a	What other options are available to	Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes	No
£.Ja	change the ordering?	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 your results by annual premium (lowest	annual premium (lowest to highest) please re-order to highest)	Ne	ext
	Please click Next to confirm that you ha	ve done this.		

2.4b	What is the first quote based on your re	-ordering on the results page?	£000	00.00
2.5			Yes	No Go to 2.7
		Price - monthly premium	Yes	No
		Price - annual premium	Yes	No
	a Vesting the comparison website/app can you see an explanation of technical terms? Yes a Whilst using the comparison website/app can you see an explanation of technical terms? Price - monthly premium Yes Price - annual premium Yes Price - annual premium Yes Payment terms (annual, monthly) Yes Total excess value (i.e. sum of voluntary and compulsory excesses) Yes Inclusion of additional cover (personal accident, courtesy car, breakdown) Yes Popularity / customer reviews or ratings Yes Inclusion / exclusion of no claims discount protection Yes Querter of the comparison website/app can you see an explanation of technical terms? Yes Price - annual premium Yes	No		
		No		
		Yes	No	
2.6	following	Popularity / customer reviews or ratings	Yes	No
		Name of insurance company	Ing to the quote? Yes tional cover" Yes Itional cover" Yes Yes Yes Itional cover" Yes Yes Yes Itional cover" Yes Ipersonal accident, Yes Ipersonal accident, Yes Yes Yes Itind party) Yes Itind party) Yes Itind party) Yes Image Yes Image Yes Image Yes Itich party Yes Yes Yes Image Yes Image Yes Iting Yes Image Yes Image Yes Iting Yes Image Yes Image Yes Image Yes Image Yes <	No
		Cover type (comprehensive, third party)	Yes	No
			Yes	No
		Other		No
2.6a	Please upload an image of a filtered op	tion on the results page.	Image	upload
2.7	Whilst using the comparison website/ap	op can you see an explanation of technical terms?	Yes	No
		1		Go to 2.9
		Price - monthly premium	Yes	No
		Price - annual premium	Yes	No
		Payment terms (annual, monthly)	Yes	No
	Whilst using the comparison	Could the results be filtered by those that offered "Inclusion of additional cover" Yes Price - monthly premium Yes Price - annual premium Yes Payment terms (annual, monthly) Yes Total excess value (i.e. sum of voluntary and compulsory excesses) Yes Inclusion of additional cover (personal accident, courtesy car, breakdown) Yes Popularity / customer reviews or ratings Yes Name of insurance company Yes Cover type (comprehensive, third party) Yes Inclusion of no claims discount protection Yes Other Yes Inclusing the comparison website/app can you see an explanation of technical terms? Yes Price - annual premium Yes Price - annual premium Yes Price - annual premium Yes Poile - monthly premium Yes Price - annual premium Yes Payment terms (annual, monthly) Yes Price - annual premium Yes Payment terms (annual, monthly) Yes Payment terms (annual, monthly) Yes Inclusion of technical terms of the wing features? Yes Popularity / cu	Yes	No
2.7a	website/app can you see an explanation of technical terms of the		Yes	No
	following features?	Popularity / customer reviews or ratings	Yes	No
	website/app can you see an explanation of technical terms of the	Name of insurance company	Yes	No
		Cover type (comprehensive, third party)	Yes	No
	Inclusion / exclusion of no claims discount protection		Yes	No

	0	ther	Yes ∕ Please comment	No
2.8	Please upload an image of the explanation of	technical terms	NoImage uploadYesNo	upload
2.8a	Do you have any further images to upload rel	ating 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 rel	ating 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" o comparison website/app?	or "paid for results" on the results page of the	🖋 Please	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 incent (such as cashback or rewards)? This is not the same as a product feature (e.g	tive for choosing that particular supplier/ product . receiving cashback for paying annually)	Please	No
2.11	Can you find the quote that matches your nee Please refer to your coversheet for your scen		Yes	No ✓ Please comment
			Very	Easy
			Quite	Easy
2.12	How easy is it to search using the comparisor	n website/app you are assessing?	Quite I	Difficult
			Very D	Difficult
Now sel	ect 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 throug to purchase the product/ service on the comp	n to the provider's website/app or do you have arison 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 mai	n 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 hav	e selected?	✓ Please state Yes No		
3.0b	Are you already a customer of this provid	er?	Yes	No	
3.0c	Please upload an image of the provider q	uote.	Ima	age upload	
		Price - monthly premium		No	
		Price - annual premium	Yes	No	
		Payment terms (annual, monthly)	Yes	No	
3.1		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes	No	
	Does the result shown by the provider in terms of the following features match	Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes	No	
	what the comparison website/ app offered?	Popularity / customer reviews or ratings	Yes Image u Yes Yes Yes Yes Yes Yes dent, Yes Yes Yes Jent, Yes Yes No Yes Indent Yes Indent Yes Indent Yes Indent Yes Indent Yes Indent	No	
	offered ?	Name of insurance company	Yes	No	
		Cover type (comprehensive, third party)	Yes	No	
		Inclusion / exclusion of no claims discount protection	Yes	No	
		Other		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?			No	
3.3		selected on the comparison site/app or additional	-	Additional quotes	
	quotes?		Go to 3.3c	Please comment	
				1	
3.3a	How many new quotes are presented?			2	
				3+	
3.3b	Please upload an image of any additiona	quotes on the results page.	Ima	age upload	
Now foll	owing the process up to the point of purcha	se			
3.4	Is the quote still available for you?		Yes	No	
V. T	i.e. can you purchase the product/ service	e presented in the quote?	165	Please comment	

3.4a	Is the final price shown the same as the c	one provided initially on the supplier's website/ app?	Yes Go to 3.4	No	
3.4b	Please upload an image showing any diff on the supplier's website/app	erence between the initial and final price provided	Image	upload	
3.4c	Is the final price shown on the supplier's v results page of the comparison website/a	website/app the same as the one provided on the pp?	Yes Go to 4.0a	No	
3.4d		ference between the final price shown on the ded on the results page of the comparison	Image	upload	
		additional fees/ charges		No	
2.40	Is the difference in price due to either	additional products/ services that have to be purchased	Yes	No	
3.4e	of the following				
		ote that is ranked first (unless already chosen as your most attractive choice)) by clicking through to the prov		or the quote ranked	
second Section	d (if the first quote is already chosen as your in a stready chosen as your in a strea	most attractive choice)) by clicking through to the prov results – Provider 2	ider's website/app.		
second Section 4.0a	d (if the first quote is already chosen as your in A - Private Motor Insurance comparison What is the name of the provider you hav	most attractive choice)) by clicking through to the prov results – Provider 2 re selected?	ider's website/app.	ase state	
second Section	d (if the first quote is already chosen as your in a stready chosen as your in a strea	most attractive choice)) by clicking through to the prov results – Provider 2 re selected?	ider's website/app.		
second Section 4.0a 4.0b	a (if the first quote is already chosen as your in 4 - Private Motor Insurance comparison What is the name of the provider you hav Are you already a customer of this provid	most attractive choice)) by clicking through to the prov results – Provider 2 re selected? ler?	ider's website/app.	nse state No	
second Section 4.0a 4.0b	a (if the first quote is already chosen as your in 4 - Private Motor Insurance comparison What is the name of the provider you hav Are you already a customer of this provid	most attractive choice)) by clicking through to the prov a results – Provider 2 re selected? ler?	ider's website/app.	nse state No e upload	
second Section 4.0a 4.0b	a (if the first quote is already chosen as your in 4 - Private Motor Insurance comparison What is the name of the provider you hav Are you already a customer of this provid	most attractive choice)) by clicking through to the prov a results – Provider 2 re selected? ler? uote. Price - monthly premium	ider's website/app. Plea Yes Image Yes	ase state No upload No	
second Section 4.0a 4.0b	 d (if the first quote is already chosen as your in a - Private Motor Insurance comparison What is the name of the provider you hav Are you already a customer of this provid Please upload an image of the provider q 	most attractive choice)) by clicking through to the prov a results – Provider 2 re selected? ler? uote. Price - monthly premium Price - annual premium	ider's website/app. Plea Yes Image Yes Yes Yes	ase state No upload No No	
second Section 4.0a 4.0b	 d (if the first quote is already chosen as your in the first quote is already chosen as your in the first quote is already chosen as your in the first quote is already a comparison. What is the name of the provider you have a first or the provider of the provider of the provider quote and the provider of the provider quote and the provider quote a	most attractive choice)) by clicking through to the prov a results – Provider 2 re selected? er? uote. Price - monthly premium Price - annual premium Payment terms (annual, monthly) Total excess value (i.e. sum of voluntary and	ider's website/app. Plea Yes Yes Yes Yes Yes Yes Yes	ase state No upload No No No	
second Section 4.0a 4.0b 4.0c	 d (if the first quote is already chosen as your in the first quote is already chosen as your in the first quote is already chosen as your in the first quote is already a comparison. What is the name of the provider you have the following features match is the name of the provider is already a customer of the provider of the provid	most attractive choice)) by clicking through to the prov a results – Provider 2 re selected? ler? uote. Price - monthly premium Price - annual premium Payment terms (annual, monthly) Total excess value (i.e. sum of voluntary and compulsory excesses) Inclusion of additional cover (personal accident,	ider's website/app. Plea Yes Yes Yes Yes Yes Yes Yes Yes	ase state No upload No	
second Section 4.0a 4.0b 4.0c	 d (if the first quote is already chosen as your in the first quote is already chosen as your in the first quote is already chosen as your in the first quote is already a comparison. What is the name of the provider you have a first or the provider of the provider of the provider quote and the provider of the provider quote and the provider quote a	most attractive choice)) by clicking through to the prov a results – Provider 2 re selected? ler? uote. Price - monthly premium Price - annual premium Payment terms (annual, monthly) Total excess value (i.e. sum of voluntary and compulsory excesses) Inclusion of additional cover (personal accident, courtesy car, breakdown)	ider's website/app. Plea Yes Yes Yes Yes Yes Yes Yes Yes Yes	ase state No upload No	
second Section 4.0a 4.0b 4.0c	 d (if the first quote is already chosen as your in the first quote is already chosen as your in the first quote is already chosen as your in the first quote is already a comparison. What is the name of the provider you have a first or the provider of the provider of the provider quote and the provider of the provider quote and the provider quote a	most attractive choice)) by clicking through to the prov a results – Provider 2 re selected? er? uote. Price - monthly premium Price - annual premium Payment terms (annual, monthly) Total excess value (i.e. sum of voluntary and compulsory excesses) Inclusion of additional cover (personal accident, courtesy car, breakdown) Popularity / customer reviews or ratings	ider's website/app.	ase state No upload No	

		Other	Yes ✔ Pleas commer	_		No
4.2	Has the provider saved all of your details	s 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 quotes?	selected on the comparison/app or additional	selected	1		
4.3a	How many new quotes are presented?			1		
4.3b	Please upload an image of any additiona	al quotes on the results page.	Please list Just the quote I selected Go to 4.4			
Now fol	I lowing the process up to the point of purcha	ase				
4.4	Is the quote still available for you? i.e. can you purchase the product/ service	e presented in the quote?	Yes		Please	
4.4a	Is the final price shown the same as the	one provided initially on the supplier's website/ app?		lc 🖌	Pleas	
4.4b	Please upload an image showing any dif on the supplier's website/app	ference between the initial and final price provided		Image up	load	
4.4c	Is the final price shown on the supplier's results page of the comparison website/a	website/app the same as the one provided on the app?		Da 🖌	Please	
4.4d		ference between the final price shown on the ded on the results page of the comparison		Image up	load	
		additional fees/ charges	Yes			No
1 40	Is the difference in price due to either	additional products/ services that have to be purchased	Yes			No
4.4e	of the following	other	Yes ✔ Pleas commen			No

Sectior	1 5 - Private Motor Insurance comparison	results – Provider 3		
5.0a	What is the name of the provider you hav	e selected?	Ple	ease state
5.0b	Are you already a customer of this provider?		Yes	No
5.0c	Please upload an image of the provider q	uote.	Imag	e upload
		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
5.1	Does the result shown by the provider in terms of the following features match	Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes	No
5.1	what the comparison website/ app offered?	Popularity / customer reviews or ratings	Yes	No
	offered ?	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		selected on the comparison site/app or additional	Just the quote I Additional quitional	
	quotes?		Go to 5.4	Please comment
				1
5.3a	How many new quotes are presented?			2
			3+	
5.3b	Please upload an image of any additiona	quotes on the results page.	Imag	e upload
Now fol	lowing the process up to the point of purcha	se		
5.4	Is the quote still available for you?		Yes	No
v . 4	i.e. can you purchase the product/ service	e presented in the quote?	165	Please comment

5.4a	Is the final price shown the same as the	Is the final price shown the same as the one provided initially on the supplier's website/ app?		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 results page of the comparison website/a	website/app the same as the one provided on the app?	Yes Go to 6.0a	No
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
		additional fees/ charges	Yes	No
	5.4e Is the difference in price due to either of the following	additional products/ services that have to be purchased	Yes	No
5.4e		other	Yes ✓ Please comment Go to 7.1	No Go to 7.1
and yo 6.0a	u are NOT taken to the providers website What is the name of the provider you have	·	✓ Please	e comment
6.0b	Are you already a customer of this provid	ler?	Yes No	
6.0c	Please upload an image of the provider of	juote.	Image upload	
Now fol	lowing the process up to the point of purcha	ase		
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
		additional fees/ charges	Yes	No
6.1b	Is the difference in price due to either of	additional products/ services that have to be purchased	Yes	No
	following	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	
7.2	What time did your assessment finish? – Use 24-hour clock e.g. 15:30	НН	:MM	
Section	8 – Revisit 1			
You she	ould 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.	l co	nfirm	
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.	l 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 confirm number		
	Please do not include the homepage in this measurement.			
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:N	/M:SS	
		Within w	ebsite/app	
		Go to	9.0ca	
9.0b	Are the results shown within the comparison website/app or have you received them via an	Via	Email	
	email?	Other		
		Go to	9.0ca	
		A list/tabl	e of results	
9.0c	If you have received an email, how are the results provided?	Links to	a website	
		Other		
		Pleas	Please specify	

9.0ca	Be aware that you may need to scroll do 10 quotes.	age as you first see it, and capture the top 10 quotes. wn and take multiple screenshots to capture the first nail, please take a screenshot of the email.	Image upload		
9.0d	Do you have any further images to uploa	Yes	No Go to 9.1		
9.0da	Please upload an image of the results pa	age as you first see it.	Image	upload	
9.0e	Do you have any further images to uploa	d relating to Q9.0ca?	Yes	No Go to 9.1	
9.0ea	Please upload an image of the results pa	age 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 pa	age as you first see it.	Image	upload	
9.0g	Do you have any further images to uploa	d relating to Q9.0ca?	Yes Go to 9.1		
9.0ga	Please upload an image of the results pa	age as you first see it.	Image	upload	
		Price - monthly premium	Yes £0000.00	No	
		Price - annual premium	Yes £0000.00	No	
		Payment terms (annual, monthly)	Yes ✔ Please specify	No	
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?	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	
	Nam	Name of insurance company	Yes ✔ Please specify	No	

	Does the results page tell you how many	Cover type (comprehensive, third party) Inclusion / exclusion of no claims discount protection Other	Yes Please specify Yes Please specify Yes Yes Please specify	No No No
9.2a	information you have provided?	he results page tell you how many supplier quotes have been listed based on the ation you have provided?		Go to 9.4a
9.2b	How many quotes are you told have been	n listed overall?	Please sp	ecify number
9.4a	If the results are not already ordered by a your results by annual premium (lowest to Please click Next to confirm that you have		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	(such as cashback or rewards)?	centive for choosing that particular supplier/ product (e.g. receiving cashback for paying annually)	Yes ✓ Please comment	No
	Can you find the offer that matches your	needs in your allocated scenario?		No
9.7	Please refer to your coversheet for your s	scenario	Yes	Please comment
9.8	How easy is it to search using the comparison website/app you are assessing?		Quite	Easy Easy Difficult
			Very [Difficult
Now sel	ect 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 thr to purchase the product/ service on the c	n to the	ave to purchase e 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 Pleas commen	-	No
Section	10 - Private Motor Insurance compariso	n results – Provider 1 - Revisit 1		I	
10.0a	What is the name of the provider you hav	e selected?		🖋 Please st	ate
10.0b	Are you already a customer of this provid	er?	Yes		No
10.0c	Please upload an image of the provider q	uote.		Image uploa	ad
		Price - monthly premium	Yes		No
	Does the result shown by the provider in terms of the following features match	Price - annual premium	Yes		No
		Payment terms (annual, monthly)	Yes		No
		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes		No
10.1		Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes		No
10.1	what the comparison website/ app offered?	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 🖋 Plea commen		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?	ed? Yes No ✔ Please list		No	
10.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?		Just the quo selected Go to 10		dditional quotes Please comment
10.3a	How many new quotes are presented?		1		

			3	}+
10.3b	Please upload an image of any additiona	l quotes on the results page.	Image upload	
Now foll	lowing the process up to the point of purcha	ISE		
10.4	Is the quote still available for you?	- muse made d in the musto?	Yes	No
	i.e. can you purchase the product/ service	e presented in the quote ?		Please comment
10.4a	Is the final price shown the same as the o	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 diff on the supplier's website/app	erence between the initial and final price provided	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		ference between the final price shown on the ded on the results page of the comparison	Image upload	
	Is the difference in price due to either of the following	additional fees/ charges	Yes	No
10.4e		additional products/ services that have to be purchased	Yes	No
10.40		other	Yes ✔ Please comment	No
		ote that is ranked first (unless already chosen as your ur most attractive choice)) by clicking through to the pr		r the quote ranked
Section	n 11 - Private Motor Insurance compariso	n results – Provider 2 - Revisit 1		
11.0a	What is the name of the provider you hav	re selected?	🖍 Plea	se state
11.0b	Are you already a customer of this provid	ler?	Yes	No
11.0c	Please upload an image of the provider q	uote.	Image	upload
		Price - monthly premium	Yes	No
		Price - annual premium	Yes	No
	Does the result shown by the provider in terms of the following features match	Payment terms (annual, monthly)	Yes	No
11.1	what the comparison website/ app offered?	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 🖋 Plea 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 No ✓ Please list			
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			
11.3a	a 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 foll	l owing the process up to the point of purcha	se				
11.4	Is the quote still available for you? i.e. can you purchase the product/ service	e presented in the quote?	Yes		No Please comment	
11.4a	Is the final price shown the same as the c	one provided initially on the supplier's website/ app?	Yes Go to 11.4	c 🖌	No Please comment	
11.4b	Please upload an image showing any diff on the supplier's website/app	erence between the initial and final price provided		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 No Go to 12.0a		No Please comment	
11.4d		erence between the final price shown on the ded on the results page of the comparison	Image upload			
	In the difference is price due to sitter	additional fees/ charges	Yes		No	
11.4e	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
		e that is ranked second (unless already chosen as you pice)) by clicking through to the provider's website/app		e quote ranked third (if the
Section	12 - Private Motor Insurance compariso	n results – Provider 3 – Revisit 1		
12.0a	What is the name of the provider you hav	e selected?	<i>▶</i> P	Please state
12.0b	Are you already a customer of this provid	er?	Yes	No
12.0c	Please upload an image of the provider q	uote.	Ima	age upload
		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
10.4	Does the result shown by the provider in terms of the following features match what the comparison website/ app offered?	Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes	No
12.1		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
				1
12.3a	How many new quotes are presented?			2
				3+
12.3b	Please upload an image of any additional	quotes on the results page.	Ima	age upload
Now foll	owing the process up to the point of purcha	se		

	Is the quote still available for you?			No
12.4	i.e. can you purchase the product/ service presented in the quote?		Yes	
	I.e. can you purchase the product/ service	presented in the quote?		Please comment
12.4a	Is the final price shown the same as the or	e provided initially on the supplier's website/ app?	Yes	No
				Please comment
12.4b	Please upload an image showing any diffe on the supplier's website/app	rence between the initial and final price provided	Image	upload
	Is the final price shown on the supplier's w	ebsite/app the same as the one provided on the	Yes	No
12.4c	results page of the comparison website/ap		Go to 14.0a	Please comment
12.4d	2.4d 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
		additional fees/ charges	Yes	No
		additional products/ services that have to be purchased	Yes	No
12.4e	Is the difference in price due to either of the following		Yes	
		other	Please	No
		other	comment	Go to 14.a
			Go to 14.a	
	n 13 - Private Motor Insurance comparison e/App and you are NOT taken to the provid	results – Direct purchase – Revisit 1 (This is a pu lers website)	urchase that is made o	n the Comparison
13.0a	What is the name of the provider you have	selected?	✓ Please comment	
13.0b	Are you already a customer of this provide	?	Yes	No
13.0c	Please upload an image of the provider quote.		Image upload	
	Please upload an image of the provider qu	ote.	Image	upload
	Please upload an image of the provider qu lowing the process up to the point of purchas		Image	upload
	lowing the process up to the point of purchas		Image	upload No
		e	Image	1
Now foll	lowing the process up to the point of purchas Is the quote still available for you?	e		No Please
Now foll	lowing the process up to the point of purchas Is the quote still available for you?	e… presented in the quote?	Yes	No ✓ Please comment
Now foll 13.4	lowing the process up to the point of purchas Is the quote still available for you? i.e. can you purchase the product/ service	e presented in the quote? e provided on the results page? additional fees/ charges	Yes	No Please comment No Please

13.4c	Please upload an image showing any difference	other ces between the initial and final price on the	Yes ✓ Please comment Image	No upload	
Section	comparison website/app.				
14.0				No	
a	Does your coversheet instruct you to carry out	Yes	Go to 20.0		
	Please delete your	cookies at this stage BEFORE YOU GO ANY F	URTHER.		
14.0 b	Please confirm that you have deleted your coo	kies before proceeding.	l cor	ıfirm	
14.0 с	Does the comparison website/app ask you to i again?	nput all of your details and your scenario	Yes	No Go to 14.0e	
14.0 d	Please make sure and confirm that you have e coversheet/ original search. Please refer to your coversheet for reference.	entered exactly the same details as per your	l 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.		l confirm		
Section	15 - Private Motor Insurance comparison res	sults - Revisit 2			
15.0	From leaving the homepage to receiving the q are there? Please do not include the homepage in this m		Please col	nfirm number	
15.0a	Overall, how long did it take you to go through receiving the quotes on the results page?	all these pages from leaving the homepage to	HH:M	IM:SS	
			Within we	ebsite/app	
			Go to	15.0ca	
15.0b	Are the results shown within the comparison w email?	ebsite/app or have you received them via an	Via E	Email	
	errian /			her	
		✓ Please comment Go to 15.0ca			
15.0c	If you have received an email, how are the res	ults provided?		A list/table of results Links to a website	

			Other	
			🖌 Pleas	e specify
15.0с а	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.		Image upload	
	If your results are only displayed in an en	nail, please take a screenshot of the email.		
15.0d	Do you have any further images to uploa	d relating to Q15.0ca?	Yes	No Go to 15.1
15.0d a	Please upload an image of the results pa	ge 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
15.0е а	Please upload an image of the results pa	ge 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 pa	ge as you first see it.	Image upload	
		Price - monthly premium	Yes £0000.00	No
		Price - annual premium	Yes £0000.00	No
15.1	Looking at the first quote presented based on your scenario and the initial ranking on the results page, what of	Payment terms (annual, monthly)	Yes ✔ Please specify	No
	the following information is provided?	Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes £0000.00	No
			Please specify	
		Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes ✔ Please specify	No

		T	1		
		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 information you have provided?	supplier quotes have been listed based on the	Yes Go to 15.2c		
15.2b	How many quotes are you told have been	🖍 Please sp	ecify number		
	How clear is the order in which the quote	Very clear Fairly clear			
15.2c	E.g. Is there any visible information relating to this on the results page?		Fairly unclear		
			Very unclear		
15.4a	If the results are not already ordered by a your results by annual premium (lowest t Please click Next to confirm that you hav		Next		
15.4b	What is the first quote based on your re-o		£0000.00		
15.5		ed" or "paid for results" on the results page of the	Yes ✓ Please comment	No Go to 15.6	
15.5a	Are the recommended, "featured" or "paid	d for results" clearly labelled as such?	Yes	No	
15.6	Does it appear that any quotes offer an ir (such as cashback or rewards)? This is not the same as a product feature	Yes ✔ Please comment	No		
15.7	Can you find the quote that matches you Please refer to your coversheet for your s	r needs in your allocated scenario?	Yes ✔ Please comment	No	

				Very	Easy	
15.8	How easy is it to essrably using the same	rison wohaita/ann you ara assossing?		Quite	Easy	
15.0	How easy is it to search using the comparison website/app you are assessing?		Quite Difficult			
				Very [Difficult	
Now sel	lect 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 ye	pu?	Please state			
15.10	When you select the quote, do you go thr to purchase the product/ service on the c	rough to the provider's website/app or do you have omparison website/app?	Go through to provider website/app Go to 19.0a			roduct/service comparison ebsite/app.
15.11	Are you presented with a summary of the	e main features of the quote selected?	Yes No ✓ Please comment			No
Section	n 16 - Private Motor Insurance compariso	n results – Provider 1 - Revisit 2				
16.0a	What is the name of the provider you hav	re selected?	Please state			
16.0b	Are you already a customer of this provid	er?	Yes N		No	
16.0c	Please upload an image of the provider q	uote.	Image upload			
		Price - monthly premium	Yes Yes Yes Yes		No	
		Price - annual premium			No	
		Payment terms (annual, monthly)				
		Total excess value (i.e. sum of voluntary and compulsory excesses)				No
16.1	Does the result shown by the provider in terms of the following features match	Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes		No	
10.1	what the comparison website/ app offered?	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 Yes ✔ Please comment			No
		Other			No	
16.2	Has the provider saved all of your details	entered on the comparison website/app?	Yes	N	lo	NA

16.2a	Is any additional information required?		Yes ✔ Please list	No	
16.3	Does the site present only the quote you quotes?	Just the quote I selected Go to 16.4	Additional quotes		
16.3a	How many new quotes are presented?	1 2 3+			
16.3b	Please upload an image of any additiona	l quotes on the results page.	Image	upload	
Now foll	owing the process up to the point of purcha	ISE	<u> </u>		
16.4	Is the quote still available for you? i.e. can you purchase the product/ servic	Yes	No ✓ Please comment		
16.4a	Is the final price shown the same as the o	one provided initially on the supplier's website/ app?	Yes No Go to 16.4c Please comme		
16.4b	Please upload an image showing any difi on the supplier's website/app	erence between the initial and final price provided	Image upload		
16.4c	Is the final price shown on the supplier's results page of the comparison website/a	website/app the same as the one provided on the pp?	Yes Go to 17.0a	No Please comment	
16.4d		ference between the final price shown on the ded on the results page of the comparison	Image	upload	
		additional fees/ charges	Yes	No	
16.4e	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	
		ote that is ranked first (unless already chosen as your most attractive choice)) by clicking through to the prov	-	r the quote ranked	
Section	17 - Private Motor Insurance compariso	n results – Provider 2 – Revisit 2			
17.0a	What is the name of the provider you hav	re selected?	🖋 Plea	ise state	
17.0b	Are you already a customer of this provid	er?	Yes	No	
17.0c	Please upload an image of the provider of	juote.	Image	upload	

		Price - monthly premium	Yes			No
		Price - annual premium	Yes			No
			res			INO
		Payment terms (annual, monthly)	Yes		No	
17.1		Total excess value (i.e. sum of voluntary and compulsory excesses)	Yes			No
	Does the result shown by the provider in terms of the following features match	Inclusion of additional cover (personal accident, courtesy car, breakdown)	Yes			No
	what the comparison website/ app offered?	Popularity / customer reviews or ratings	Yes			No
	Unered :	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?			ist	No	
17.3	Does the site present only the quote you a quotes?	selected on the comparison/app or additional	Just the quote I selected Go to 17.4			-
					1	
17.3a	How many new quotes are presented?		2			
			3+			
17.3b	Please upload an image of any additional	quotes on the results page.		Image	upload	
Now foll	owing the process up to the point of purcha	se	L			
47.4	Is the quote still available for you?					No
17.4	i.e. can you purchase the product/ service	e presented in the quote?	Yes		🖍 Ple	ase comment
17.4a	Is the final price shown the same as the c	ne provided initially on the supplier's website/ app?	Yes Go to 17.4	łc	🖍 Ple	No ase comment
17.4b	Please upload an image showing any difference on the supplier's website/app	erence between the initial and final price provided		Image	upload	

17.4c	Is the final price shown on the supplier's results page of the comparison website/a	Yes Go to 18.0a	No Please comment	
17.4d		erence between the final price shown on the ded on the results page of the comparison	lmaç	ge upload
		additional fees/ charges	Yes	No
17.4e	Is the difference in price due to either	additional products/ services that have to be purchased	Yes	No
17.40	of the following	other	Yes ✔ Please comment	No
		e that is ranked second (unless already chosen as you oice)) by clicking through to the provider's website/app		e quote ranked third (if the
Section	18 - Private Motor Insurance compariso	n results – Provider 3 – Revisit 2		
18.0a	What is the name of the provider you hav	re selected?	🖋 PI	ease state
18.0b	Are you already a customer of this provid	er?	Yes	No
18.0c	Please upload an image of the provider q	Please upload an image of the provider quote.		ge upload
		Price - monthly premium	Yes	No
		Price - annual premium	Yes	No
		Payment terms (annual, monthly)	Yes	No
		Cover type (comprehensive, third party)	Yes	No
	Does the result shown by the provider	Inclusion of additional policy cover (e.g. personal accident, courtesy car, breakdown cover)	Yes	No
18.1	in terms of the following features match what the comparison website/ app offered?	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 A Please comment	No
	Lies the provider seven all of your details	entered on the comparison website/app?	Yes	No NA
18.2	Has the provider saved all of your details			

18.3	Does the site present only the quote you quotes?	selected on the comparison site/app or additional	Just the quote I selected Go to 18.4	Additional quotes	
18.3a	How many new quotes are presented?	2			
				}+	
18.3b	Please upload an image of any additiona		Image	upload	
Now foll	owing the process up to the point of purcha	ase			
18.4	Is the quote still available for you?	Yes	No		
10.4	i.e. can you purchase the product/ servic	e presented in the quote?	103	Please comment	
10.1-	had the first second to second the second		Yes	No	
18.4a	Is the final price shown the same as the	one provided initially on the supplier's website/ app?	Go to 18.4c		
18.4b	Please upload an image showing any dif on the supplier's website/app	ference between the initial and final price provided	Image upload		
18.4c	Is the final price shown on the supplier's results page of the comparison website/a	Yes No Go to 20.0			
18.4d		ference between the final price shown on the ded on the results page of the comparison	Image	upload	
		additional fees/ charges	Yes	No	
18.4e	Is the difference in price due to either	additional products/ services that have to be purchased	Yes	No	
10.46	of the following	other	Yes / Please comment	No	
			Go to 20.0	Go to 20.0	
	l 19 - Private Motor Insurance compariso e/App and you are NOT taken to the prov	on results – Direct purchase – Revisit 2 (This is a pu <i>v</i> iders website)	urchase that is made o	n the Comparison	
19.0a	What is the name of the provider you have	ve selected?	🖋 Please	comment	
19.0b	Are you already a customer of this provid	der?	Yes	No	
19.0c	Please upload an image of the provider o	quote.	Image	upload	
Now foll	l lowing the process up to the point of purcha	ase	I		

19.4	Is the quote still available for you? i.e. can you purchase the product/ service pre	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	
		additional fees/ charges	Yes	No	
19.4b	Is the difference in price due to either of the following	additional products/ services that have to be purchased	Yes	No	
19.40		other	Yes ✔ Please comment	No	
19.4d	Please upload an image showing any differen comparison website/app.	ces between the initial and final price on the	Image upload		
Section	20 – Summary of Assessment				
Thank y	ou 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 wis websites/apps?	sh to provide around comparison	Yes	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.	I		

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

							Within ti	he last mor	oth	
							Within the	e last 3 moi	nths	
						Within the last 6 months				
0-0	When did you last use a comparison website/app before this M	ystery Shop	oing ex	ercise?			Within the	e last 9 moi	nths	
								the last yea	ar	
							l do	on't know		
								Never		
								A lot		
0-0a	How much experience do you have using comparison websites	/apps?						Some		
							No experience			
0-1	Date of your first visit – Record date in full. Use leading zeros				DD/M	Μ/ΥΥΥ	Ŷ			
0-2	What day of the week are you conducting your assessment?	Mon	Tue	И	/ed 7	Ъu	Fri	Sat	Sun	
0-3	In what time bracket are you carrying out the assessment?	Mornin	g	Lunch	-time	Afte	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	I:MM				
0-5	Are you completing this assessment using a web browser or an app?		Web E	Browser		Арр		Арр		
	What device are you using to conduct your comparison								Other	
0-5a	website/app assessment?	Laptop	De	esktop PC	C Tabl	et	Smartpho		° Please omment	
		Internet		Google			N/A - 11s4	ad	Other	
0-5b	Which browser are you using to complete your assessment?	Explorer		Chrome	Firef	ox	N/A – Used an App comment			
0-5c	Please confirm that you have cleaned your cookies before start	ing this asse	essmen	t.			I have o	leaned my	cookies	
0.00	Please refer to your briefing notes on how to do this									
0-6	Which Scenario are you assessing?						Sc	enario 1		

					Scenario	2	
					Scenario	3	
0-7	Which sector are you assessing?				Hotels		
			1	DCT1			
			2	DCT2			
			3	DCT3			
			4	DCT4			
			5	DCT5			
	Which comparison website/app for Hote	7	DCT7				
0-8a		8	DCT8				
	This must match your Coversheet	his must match your Coversheet		DCT9			
			10	DCT10			
			11	DCT11			
			12	DCT12			
			13	DCT13			
			14	DCT14			
			15	DCT15			
Section	n 1 - Hotel comparison website/app deta	ils					
			l confirm l have not		l have used	l don't	
1.0	Please confirm that you HAVE NOT use	ed this comparison website/app before	use	ed this	this before	remember	
				parison site/app	Go to End	Go to End	
				efore		Ena	
1.0a	Please upload an image of the website/	app homepage that you are visiting.		I	mage upload		
When u	ising your Hotel scenario to get a comparis	on					
		Address		Yes		No	
		Check in date		Yes		No	
1.1	Are you asked to enter the following	Check out date		Yes		No	
	details?	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	No	
			Please comment	110	
1.1a	Are you asked to provide details at Q1.1	2	Yes	No	
			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Go to 2.0	
1.1a1	Please upload an image showing where	Image i	ıpload		
1.1a2	Do you have only further images to unless	d relating to 01.12	Yes	No	
1.182	Do you have any further images to upload relating to Q1.1?		res	Go to 2.0	
1.1a3	Please upload an image showing where you are asked to provide details relating to Q1.1		Image i	ıpload	
1.1a4	Do you have any further images to upload relating to Q1.1?		Yes	No	
1.144			100	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 uploa	d relating to Q1 1?	Yes	No	
muu			100	Go to 2.0	
1.1a7	Please upload an image showing where	you are asked to provide details relating to Q1.1	Image o	ıpload	
1.1a8	Do you have any further images to uploa	d 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	lmage u	upload	
Now clic	ck to see the results of your comparison				
Section	2 - Hotel comparison results				
2.0	From leaving the homepage to receiving are there?	the quotes on the results page, how many pages	✓ Please cor	nfirm number	
	Please do not include the homepage in t	his measurement.			
2.0a	Overall, how long did it take you to go the receiving the quotes on the results page:	rough all these pages from leaving the homepage to ?	НН:М	M:SS	

			14/46		
	Are the results shown within the comparison website/app or have you received them via an email?		vvitnin w	ebsite/app	
			Go to 2.0ca		
2.0b			Via	Email	
			Ot	her	
			<i>▶</i> Please	comment	
			Go to	2.0ca	
			A list/table	e of results	
			Links to	a website	
2.0c	If you have received an email, how are th	e results provided?	01	her	
			e specify		
			≠ rieas	c speciny	
		ge as you first see it, and capture the top 10 quotes. vn and take multiple screenshots to capture the first			
2.0ca	10 quotes.		Image upload		
	If your results are only displayed in an en	nail, please take a screenshot of the email.			
				No	
2.0d	Do you have any further images to uploa	u have any further images to upload relating to Q2.0ca?		Go to 2.1	
2.0da	Please upload an image of the results pa	ge as you first see it.	Image upload		
				No	
2.0e	Do you have any further images to uploa	d relating to Q2.0ca?	Yes	Go to 2.1	
2.0ea	Please upload an image of the results pa	ge as you first see it	Image upload		
	······································			No	
2.0f	Do you have any further images to uploa	d relating to Q2.0ca?	Yes		
				Go to 2.1	
2.0fa	Please upload an image of the results pa	ge as you first see it.	Image	upload	
2.0g	Do you have any further images to uploa	d relating to Q2.0ca?	Yes	No	
2.09				Go to 2.1	
2.0ga	Please upload an image of the results pa	ge as you first see it.	Image	upload	
		.	Yes	•	
	Looking at the first quote presented based on your scenario and the initial	Price	£0000.00	No	
2.1	ranking on the results page, what of		Yes		
	the following information is provided?	Accommodation type (e.g. hotels, B&Bs)	✓ 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	Νο
		Recommendation / rating from site	Yes ✓ Please specify	Νο
		Review scores / ratings	Yes ✔Please specify	No
	Saving from standard rate	Yes ✔ Please specify	Νο	
		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
	Does the advertised price refer to a disco	unt?	Yes	No
2.1a	Does the advertised price refer to a discount? E.g. 'room price was £000' or 'Save X%'		✓ Please comment	✓ 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 beer	n listed overall?	✓ Please sp	ecify number
2.2c		Price	Yes Go to 2.2d	No

		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	Νο
		Number of rooms left	Yes Go to 2.2d	No
		Recommendation / rating from site	Yes Go to 2.2d	No
	In what ranked order are the quotes first displayed?	Review scores / ratings	Yes Go to 2.2d	No
	Please select one option from the following list.	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
		1	Very	clear
	How clear is the order in which the quote	s provided are shown?	Fairly	/ clear
2.2d	E.g. Is there any visible information relating to this on the results page?		Fairly	unclear
			Very unclear	
2.3	Is it possible to re-order the results?		Yes	No Go to 2.5

r				
		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
2.3a	What other options are available to change the ordering?	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 by price (lowest to highest) Please click Next to confirm that you ha	y price (lowest to highest) please re-order your results ave done this.	Next	
2.4b	What is the first quote based on your re		£000	0.00
	Is it possible to filter the supplier quotes	s based on specific factors relating to the quote?		No
2.5		e that offered "breakfast" or "free cancellation"	Yes	Go to 2.7
		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
2.6	Can the results be filtered by the	Number of rooms left	Yes	No
	following	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
			Yes	

		Name of Hotel	Yes	No
		Free cancellation included	Yes	No
		Other	Yes ≁ Please comment	No
2.6a	Please upload an image of a filtered opti	on on the results page.	Image	upload
2.7	Whilst using the comparison website/app	o can you see an explanation of terms?	Yes	No Go to 2.9
		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
	Whilst using the comparison	Recommendation / rating from site	Yes	No
2.7a	website/app can you see an explanation of terms of the following features?	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	on of terms	Image	upload
2.8a	Do you have any further images to uploa	d relating to 2.8?	Yes	No Go to 2.9
2.8c	Please upload an image of the explanation	on 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 explanati	on of terms	Image	upload
2.9	Do you notice any recommended, "featu comparison website/app?	red" or "paid for results" on the results page of the	Yes ✓ Please comment	No Go to 2.10

	1		1	1
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 ir (such as cashback or rewards)?	ncentive for choosing that particular supplier/ product	Yes / Please	No
	This is not the same as a product feature	(e.g. free cancellation)	comment	
2.11	Can you find the quote that matches your Please refer to your coversheet for your s	-	Yes	No ✓ Please comment
			Very	Easy
			Quite	Easy
2.12	How easy is it to search using the compa	rison website/app you are assessing?	Quite	Difficult
			Very L	Difficult
Now se	l lect 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	n 3 - Hotel comparison results – Provider	1		
3.0a	What is the name of the provider you hav	e selected?	✓ Please state	
3.0b		er? (e.g. have you previously joined a membership r to qualify for discounts or other rewards?)	Yes	No
3.0c	Please upload an image of the provider q	uote.	Image	upload
		Price	Yes	No
		Accommodation type (e.g. hotels, B&Bs)	Yes	No
	Does the result shown by the provider	Distance from preferred location	Yes	No
3.1	in terms of the following features match what the comparison website/ app offered?	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 Pleas		No
3.2	Has the provider saved all of your deta	Is entered on the comparison website/app?	Yes	No	NA
3.2a	Is any additional information required?		Yes No ✓ Please list		No
3.3	Does the site present only the quote yo quotes?	u selected on the comparison site/app or additional	selected		Additional quotes
3.3a	How many new quotes are presented?		1 2 3+		
3.3b	Please upload an image of any addition	nal quotes on the results page.	Image upload		
Now fol	l llowing the process up to the point of purc	hase			
3.4	Is the quote still available for you under / "breakfast included")?	still available for you under the same conditions (for example free cancellation Yes		No Please comment	
2.4-		a ana manifela liniki alku an tha anna linia waka ita (ann 2	Yes		No
3.4a	is the final price shown the same as the	e one provided initially on the supplier's website/ app?	Go to 3.4c		Please comment
3.4b	Please upload an image showing any o on the supplier's website/app	lifference between the initial and final price provided	Image upload		load
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		No
J.4C			Go to 4.0a		Please comment
3.4d		ifference between the final price shown on the vided on the results page of the comparison	Image upload		
3.4e		additional fees/ charges	Yes		No

		additional products/ services that have to be purchased	Yes		No
	Is the difference in price due to either of the following	other	Yes ✓ Please comment		No
3.4f	Is the price advertised as being the best p	price?	Yes ✓Please comment		No
		ote that is ranked first (unless already chosen as your most attractive choice)) by clicking through to the prov		e) or the qu	ote ranked
Sectior	n 4 - Hotel comparison results – Provider	2			
4.0a	What is the name of the provider you hav	e selected?	~1	Please state	•
4.0b		er (e.g. have you previously joined a membership to qualify for discounts or other rewards?)	Yes		No
4.0c	Please upload an image of the provider q	uote.	Image upload		
		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
	Does the result shown by the provider	Recommendation / rating from site	Yes		No
4.1	in terms of the following features match what the comparison website/ app	Review scores / ratings	Yes		No
	offered?	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		Νο
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		Νο

4.4e	Is the difference in price due to either	additional fees/ charges additional products/ services that have to be purchased	Yes Yes	No
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	
4.4c	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
4.4b	Please upload an image showing any difference between the initial and final price provided on the supplier's website/app		Image upload	
4.4a	Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes Go to 4.4c	No
4.4	Is the quote still available for you under t / "breakfast included")?	he same conditions (for example "free cancellation"	Yes	No
	llowing the process up to the point of purcha		intig	
4.3b	Please upload an image of any additiona	I suctoo on the regulte nego		3+ e upload
4.3a	How many new quotes are presented?			1 2
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

5.0c	Please upload an image of the provider q	uote.	Ima	ige upload
		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
	Does the result shown by the provider	Recommendation / rating from site	Yes	No
5.1	in terms of the following features match what the comparison website/ app	Review scores / ratings	Yes	No
	offered?	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 quotes?	selected on the comparison site/app or additional	Just the quote I selected	Additional quotes
	quotes?		Go to 5.4	Please comment
				1
5.3a	How many new quotes are presented?			2
				3+
5.3b	Please upload an image of any additional	quotes on the results page.	Ima	ge upload
Now for	llowing the process up to the point of purcha	se		
5.4	Is the quote still available for you under th / "breakfast included")?	ne same conditions (for example "free cancellation"	Yes	No
			Yes	No
5.4a	Is the final price shown the same as the c	one provided initially on the supplier's website/ app?		

5.4b	Please upload an image showing any dift on the supplier's website/app	erence between the initial and final price provided	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
		additional fees/ charges	Yes	No
5.4e	Is the difference in price due to either	additional products/ services that have to be purchased	Yes	No
5.4e	of the following	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
	n 6 – Hotel comparison results – Direct p o the providers website)	ırchase (This is a purchase that is made on the C	omparison Website/App	and you are NOT
6.0a	What is the name of the provider you hav	e selected?	Please comment	
6.0b		er (e.g. have you previously joined a membership to qualify for discounts or other rewards?)	Yes	No
6.0c	Please upload an image of the provider q	uote.	Image upload	
Now for	llowing the process up to the point of purcha	Se	1	
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
	additional fees/ charges	Yes	No	
6.1b	Is the difference in price due to either of t following	he additional products/ services that have to be purchased	Yes	No

Image: Instant and the set of the set					
6.1C comparison website/app. Image upload 6.1d is the price advertised as being the best price? Yes No Section 7 - Assessment Details / Please comment No 7.1 Ware you able to fully complete your comparison website/ app assessment as described on your corporated? I was fully able to complete the assessment if No Please comment 7.2 What time did your assessment finish? - Use 24-hour clock e.g. 15:30 IH+MM Please comment 7.2 What time did your assessment finish? - Use 24-hour clock e.g. 15:30 IH+MM Please comment 7.2 What time did your assessment finish? - Use 24-hour clock e.g. 15:30 IH+MM Please comment 7.3 gain? No Please comment Please comment 8.0e Does the comparison websile/app ask you to input all of your details and your scenario again? Yes No 8.0e Please refer to your coversheet for reference. I confirm I confirm 8.0e Please refer to your coversheet for reference. I confirm I confirm 8.0e Please refer to your coversheet for reference. I confirm I confirm 8.0e Please refer to your coversheet for reference. Please confirm number <th></th> <th></th> <th>other</th> <th>✓ Please</th> <th>No</th>			other	✓ Please	No
6.1d Is the price advertised as being the best price? No 6.1d Is the price advertised as being the best price? No Section 7 - Assessment Details 7.1 Were you able to fully complete your comparison website/ app assessment as described on your cowersheet? I was fully able to complete the assessment No 7.2 What time did your assessment finish? - Use 24-hour clock e.g. 15:30 IH:IMM IIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII	6.1c		es between the initial and final price on the	Image	upload
Year you able to fully complete your comparison website/ app assessment as described on your coversheet? I was fully able to complete the assessment if No Please comment 7.1 Year coversheet? No 11 No Please explain what happened. Please comment 7.2 What time did your assessment finish? – Use 24-hour clock e.g. 15:30 HH:MM Section 8 – Revisit 1 Voor delete your cookies at this stage, please keep them for this second assessment. No 8.00 Coses the comparison website/app ask you to input all of your details and your scenario again? Yes No 8.00 Coses the comparison website/app ask you to input all of your details as per your coversheet/original search. I confirm I confirm 8.00 Please make sure and confirm that you have entered exactly the same details as per your coversheet/original search. I confirm 9.00 Please refer to your coversheet for reference. I confirm 8.00 From leaving the homepage to receiving the quotes on the results page, how many pages are there? Please confirm number 9.00 From leaving the homepage in this measurement. Please do not include the homepage in this measurement. 9.00 Are the results shown within the comparison website/app on have you received them via an email? Within website/app	6.1d	Is the price advertised as being the best price?		✓ Please	No
7.1 your coversheet? If No, please explain what happened. Incomparise the assessment No 7.2 What time did your assessment finish? - Use 24-hour clock e.g. 15:30 HH-MM Section 8 - Revisit 1 Section 8 - Revisit 1 No Your coversheet? Version 000000000000000000000000000000000000	Section	7 – Assessment Details			
Section 8 - Revisit 1 You should NOT delete your cookies at this stage, please keep them for this second assessment. 8.0a again? Does the comparison website/app ask you to input all of your details and your scenario again? Yes No 8.0a Does the comparison website/app ask you to input all of your details and your scenario coversheet/ original search. Yes No 8.0b Please make sure and confirm that you have entered exactly the same details as per your coversheet/ original search. I confirm 9.0c Please make sure and confirm that all of the saved details are exactly the same as per your coversheet/ original search. I confirm 8.0c Please refer to your coversheet for reference. I confirm 8.0c Please refer to your coversheet for reference. I confirm 9.0c From leaving the homepage to receiving the quotes on the results page, how many pages are there? 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? Within website/app 9.0b Are the results shown within the comparison website/app or have you received them via an email? Within website/app	7.1	your coversheet?	n website/ app assessment as described on	complete the	
You should NOT delete your cookies at this stage, please keep them for this second assessment. No 8.0a Does the comparison website/app ask you to input all of your details and your scenario again? Yes No 6.0b Please make sure and confirm that you have entered exactly the same details as per your coversheet/ original search. I confirm Please refer to your coversheet for reference. I confirm Please refer to your coversheet for reference. I confirm 8.0c Please rake sure and confirm that all of the saved details are exactly the same as per your coversheet/ original search. I confirm 8.0c Please refer to your coversheet for reference. I confirm 8.0c Please refer to your coversheet for reference. I confirm 9.0e 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. 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? Htt:MM:SS 9.0b Are the results shown within the comparison website/app or have you received them via an email? Go to 9.0ca	7.2	What time did your assessment finish? – Use 2	24-hour clock e.g. 15:30	HH:	MM
8.0a Does the comparison website/app ask you to input all of your details and your scenario again? Yes No 8.0a Please make sure and confirm that you have entered exactly the same details as per your coversheet/original search. I confirm 8.0b Please refer to your coversheet for reference. I confirm 8.0c Please refer to your coversheet for reference. I confirm 8.0c Please refer to your coversheet for reference. I confirm 8.0c Please refer to your coversheet for reference. I confirm 8.0c Please refer to your coversheet for reference. I confirm 8.0c Please refer to your coversheet for reference. I confirm 9.0a From leaving the homepage to receiving the quotes on the results page, how many pages are there? 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? Within website/app 9.0a Are the results shown within the comparison website/app or have you received them via an email? Within website/app	Section	8 – Revisit 1			
8.0a Does the comparison website/app ask you to input all of your details and your scenario again? Yes Go to 8.0c 8.0a 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 8.0b 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 8.0c Please refer to your coversheet for reference. I confirm 8.0c Please refer to your coversheet for reference. I confirm 9.0c Prom 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 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. Within website/app 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? Within website/app 9.0b Are the results shown within the comparison website/app or have you received them via an email? Within website/app	You sh	ould NOT delete your cookies at this stage, ple	ease keep them for this second assessment.		
8.0bcoversheet/ original search.I confirmPlease refer to your coversheet for reference.I confirm8.0cPlease rake sure and confirm that all of the saved details are exactly the same as per your coversheet/ original search.I confirm8.0cPlease refer to your coversheet for reference.I confirm9.0eFrom leaving the homepage to receiving the quotes on the results page, how many pages are there?Please confirm number9.0eOverall, how long did it take you to go through all these pages from leaving the homepage to receiving the quotes on the results page?Within website/app9.0eAre the results shown within the comparison website/app or have you received them via an email?Within website/app9.0eAre the results shown within the comparison website/app or have you received them via an email?Within website/app	8.0a		put all of your details and your scenario	Yes	
8.0c coversheet/ original search. I confirm Please refer to your coversheet for reference. I confirm Section J - 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. 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 9.0a 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? Within website/app 9.0b Are the results shown within the comparison website/app or have you received them via an email? Go to 9.0ca	8.0b	coversheet/ original search.	ntered exactly the same details as per your	l confirm	
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 do not include the homepage in this measurement. Please do not include the homepage? HH:MM:SS 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 9.0a Are the results shown within the comparison website/app or have you received them via an email? Go to 9.0ca	8.0c	coversheet/ original search.	ved details are exactly the same as per your	l confirm	
9.0 are there? Please confirm number 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 9.0a 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? Mithin website/app 9.0a Are the results shown within the comparison website/app or have you received them via an email? Within website/app Go to 9.0ca	Section	9 - Hotel comparison results - Revisit 1			
9.0a 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	9.0	are there?		≁ Please co	nfirm number
9.0b Are the results shown within the comparison website/app or have you received them via an email? Go to 9.0ca	9.0a		all these pages from leaving the homepage to	HH:MM:SS	
Via Email	9.0b		bsite/app or have you received them via an		
				Via	Email

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

	1			
		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 disco 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 information you have provided?	supplier quotes have been listed based on the	Yes	No Go to 9.3
9.2b	How many quotes are you told have bee	n listed overall?	✓ Please sp	ecify 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" cle	early labelled as such?	Yes	No

9.6	Does it appear that any quotes offer an in (such as cashback or rewards)? This is not the same as a product feature	ncentive for choosing that particular supplier/ product (e.g. free cancelation)	Yes ✓ Please comment	Νο
	Can you find the offer that matches your i	needs in your allocated scenario?		No
9.7	Please refer to your coversheet for your s	scenario	Yes	
			Very	Easy
			Quite	Easy
9.8	How easy is it to search using the compa	rison website/app you are assessing?		Difficult
			Difficult	
Now sel	lect 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 thr to purchase the product/ service on the co	rough to the provider's website/app or do you have omparison 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	Yes ✓ Please comment	No	
Section	n 10 – Hotel comparison results – Provide	er 1 – Revisit 1		
10.0a	What is the name of the provider you hav	e selected?	<i>▶</i> Plea	se state
10.0b		er (e.g. have you previously joined a membership to qualify for discounts or other rewards?)	Yes	No
10.0c	Please upload an image of the provider q	uote.	Image	upload
		Price	Yes	No
		Accommodation type (e.g. hotels, B&Bs)	Yes	No
		Distance from preferred location	Yes	No
10.1	Does the result shown by the provider in terms of the following features match	Number of consumers searching for the same offer	Yes	No
	what the comparison website/ app offered?	Number of rooms left	Yes	No
	offered?			
	offered?	Recommendation / rating from site	Yes	No
	offered?	Recommendation / rating from site Review scores / ratings	Yes Yes	No 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 🗡 Plea commen		No		
10.2	Has the provider saved all of your details	entered on the comparison website/app?	Yes	N	o NA		
10.2a	Is any additional information required?			list	No		
10.3	Does the site present only the quote you selected on the comparison site/app or additional quotes?			ote 4	Additional quotes		
			1				
10.3a	How many new quotes are presented?			2			
			3+				
10.3b	Please upload an image of any additiona	l quotes on the results page.	Image upload				
Now fol	lowing the process up to the point of purcha	se					
10.4	Is the quote still available for you under th / "breakfast included")?	he same conditions (for example "free cancellation"	Yes		No		
10.1-			Yes		No		
10.4a	is the final price shown the same as the c	one provided initially on the supplier's website/ app?	Go to 10.4	4c			
10.4b	Please upload an image showing any diff on the supplier's website/app	erence between the initial and final price provided		Image (upload		
10.4c	Is the final price shown on the supplier's	website/app the same as the one provided on the	Yes No		No		
10.40	results page of the comparison website/a	pp?	Go to 11.0	Da	✓ Please comment		
10.4d		ference between the final price shown on the ded on the results page of the comparison	Image upload		upload		
		additional fees/ charges	Yes		No		
	Is the difference in price due to either						
10.4e	Is the difference in price due to either of the following	additional products/ services that have to be purchased	Yes		Νο		

10.4f	Is the price advertised as being the best p	other price?	Yes Please comment Yes Please		No	
Now	last a different quate. This should be the sou	ato that in rankad first (unless already abases	comment		into roplicad	
		ote that is ranked first (unless already chosen as your ur most attractive choice)) by clicking through to the pr			iole ranked	
Section	n 11 - Hotel comparison results – Provide	r 2 - Revisit 1				
11.0a	What is the name of the provider you hav	e selected?		Please stat	e	
11.0b		er (e.g. have you previously joined a membership to qualify for discounts or other rewards?)	Yes		No	
11.0c	Please upload an image of the provider q	uote.		lmage upload	1	
		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	
	Does the result shown by the provider	Recommendation / rating from site	Yes		No	
11.1	in terms of the following features match what the comparison website/ app	Review scores / ratings	Yes		No	
	offered?	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 Pleas	se	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 lis	st	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	
11.3a	How many new quotes are presented?		1 2 3+		
11.3b	Please upload an image of any additiona	l quotes on the results page.	Image	e upload	
Now foll	l lowing the process up to the point of purcha	ase			
11.4	Is the quote still available for you under to / "breakfast included")?	Yes	No		
11.4a	Is the final price shown the same as the o	Yes Go to 11.4c	No		
11.4b	Please upload an image showing any dif on the supplier's website/app	ference between the initial and final price provided	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	
11.4d		ference between the final price shown on the ded on the results page of the comparison	Image upload		
		additional fees/ charges	Yes	No	
11.4e	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	
11.4f	Is the price advertised as being the best price?		Yes ✓Please comment	No	
		e that is ranked second (unless already chosen as you oice)) by clicking through to the provider's website/app		quote ranked third (if the	
Section	n 12 - Hotel comparison results – Provide	er 3 – Revisit 1			
12.0a	What is the name of the provider you hav	ve selected?	<i>▶</i> Plea	ase state	
12.0b		ler (e.g. have you previously joined a membership r to qualify for discounts or other rewards?)	Yes	No	
12.0c	Please upload an image of the provider of		Image upload		

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

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
12.4d		fference between the final price shown on the ided on the results page of the comparison	Imag	e upload
		additional fees/ charges	Yes	No
		additional products/ services that have to be purchased	Yes	No
12.4e	Is the difference in price due to either of the following	other	Yes ✓ Please comment	No Go to 14.a
			Go to 14.a	
12.4f	Is the price advertised as being the best price?		Yes ✓ Please comment	No
	T taken to the providers website)		1	
13.0a	What is the name of the provider you ha	ve selected?	<i>▶</i> Pleas	e comment
	What is the name of the provider you ha Are you already a customer of this provi	der (e.g. have you previously joined a membership	Yes	e comment
13.0a	What is the name of the provider you ha Are you already a customer of this provi			
13.0a	What is the name of the provider you ha Are you already a customer of this provi	der (e.g. have you previously joined a membership er to qualify for discounts or other rewards?)	Yes	
13.0a 13.0b 13.0c	What is the name of the provider you ha Are you already a customer of this provi scheme operated by the provider in orde	der (e.g. have you previously joined a membership er to qualify for discounts or other rewards?) quote.	Yes	No
13.0a 13.0b 13.0c	What is the name of the provider you ha Are you already a customer of this provi scheme operated by the provider in orde Please upload an image of the provider llowing the process up to the point of purch	der (e.g. have you previously joined a membership er to qualify for discounts or other rewards?) quote.	Yes	No
13.0a 13.0b 13.0c Now fol	What is the name of the provider you had Are you already a customer of this provider scheme operated by the provider in order Please upload an image of the provider llowing the process up to the point of purch Is the quote still available for you under	der (e.g. have you previously joined a membership er to qualify for discounts or other rewards?) quote. ase the same conditions (for example "free cancellation"	Yes	No e upload No Please
13.0a 13.0b 13.0c Now fol 13.1	What is the name of the provider you ha Are you already a customer of this provi scheme operated by the provider in orde Please upload an image of the provider llowing the process up to the point of purch Is the quote still available for you under / "breakfast included")?	der (e.g. have you previously joined a membership er to qualify for discounts or other rewards?) quote. ase the same conditions (for example "free cancellation"	Yes Imag Yes Yes	No e upload No Please comment No Please
13.0a 13.0b 13.0c Now fol 13.1	What is the name of the provider you ha Are you already a customer of this provi scheme operated by the provider in orde Please upload an image of the provider llowing the process up to the point of purch Is the quote still available for you under / "breakfast included")?	der (e.g. have you previously joined a membership er to qualify for discounts or other rewards?) quote. ase the same conditions (for example "free cancellation" one provided on the results page? additional fees/ charges additional products/ services that have to be purchased	Yes Imag Yes Go To 14.0a	No e upload No Please comment No Please comment

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	
I	Please delete your cookies at this stage BEFORE YOU GO ANY F	URTHER.		
14.b	Please confirm that you have deleted your cookies before proceeding.	l con	firm	
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	
14.0 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.	l 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.	l 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 col	nfirm 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?	НН:М	M:SS	
		Within we Go to		
15.0b	Are the results shown within the comparison website/app or have you received them via an	Via E	Email	
	email?	Oti	her	
			comment	
		Go to	15.0ca	
		A list/table of results		

				her e Specify	
15.0с а	Be aware that you may need to scroll do 10 quotes.	age as you first see it, and capture the top 10 quotes. wn and take multiple screenshots to capture the first mail, please take a screenshot of the email.	lmage upload		
15.0d	Do you have any further images to uploa	Yes	No Go to 15.1		
15.0d a	Please upload an image of the results pa	age as you first see it.	Image	upload	
15.0e	Do you have any further images to uploa	Yes	No Go to 15.1		
15.0e a	Please upload an image of the results pa	age 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 uploa	d relating to Q2.0ca?	Yes No Go to 15 .1		
15.0g a	Please upload an image of the results pa	age as you first see it.	Image	upload	
		Price	Yes £0000.00	No	
	Looking at the first quote presented	Accommodation type (e.g. hotels, B&Bs)	Yes ✓Please specify	No	
15.1	based on your scenario and the initial ranking on the results page, what of the following information is provided?	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
15.1a	Does the advertised price refer to a disco E.g. 'room price was £000' or 'Save X%'	unt?	Yes ✓ Please comment	No Please comment
15.2a	Does the results page tell you how many information you have provided?	supplier quotes have been listed based on the	Yes	No Go to 15.2c
15.2b	How many quotes are you told have beer	n listed overall?	✓ Please specify number	
15.2c	How clear is the order in which the quote	s provided are shown?	Very clear Fairly clear	
	E.g. Is there any visible information relating to this on the results page?		Fairly unclear Very unclear	
15.4a	If the results are not already ordered by p by price (lowest to highest) Please click Next to confirm that you have	rice (lowest to highest) please re-order your results e done this.	N	ext
15.4b	What is the first quote based on your re-o If there is more than 1 page of quotes onl		£000	00.00

15.5 15.5a 15.6	comparison website/app? Are the recommended, "featured" or "paid	ed" or "paid for results" on the results page of the d for results" clearly labelled as such? ncentive for choosing that particular supplier/ product	Yes Please comment Yes Yes Please	No Go to 15.6 No No
15.7	This is not the same as a product feature Can you find the quote that matches your Please refer to your coversheet for your s	r needs in your allocated scenario?	comment Yes ✓ Please comment	Νο
15.8 Now set	15.8 How easy is it to search using the comparison website/app you are assessing? Now select the quote that is most attractive to you. This may take you to the providers own website/ app.			Easy Easy Difficult Difficult
15.9	Why is this quote the most attractive to ye	pu?	Please state	
15.10	When you select the quote, do you go the to purchase the product/ service on the c	rough to the provider's website/app or do you have omparison 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	n 16 - Hotel comparison results – Provide	r 1 - Revisit 2		
16.0a	What is the name of the provider you hav	re selected?	🔎 Plea	se state
16.0b		ler (e.g. have you previously joined a membership r to qualify for discounts or other rewards?)	Yes	No
16.0c	Please upload an image of the provider q	uote.	Image	upload
		Price	Yes	No
	Does the result shown by the provider in terms of the following features match	Accommodation type (e.g. hotels, B&Bs)	Yes	No
16.1	what the comparison website/ app	Distance from preferred location	Yes	No
	offered?	Number of consumers searching for the same offer	Yes	No
		- -		

quotes? Go to 16.4 16.3a How many new quotes are presented? 1 16.3a How many new quotes are presented? 2 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 Image upload 16.4 Is the quote still available for you under the same conditions (for example "free cancellation" / "breakfast included")? No 16.4a Is the final price shown the same as the one provided initially on the supplier's website/ app? Yes No 16.4b Please upload an image showing any difference between the initial and final price provided on the supplier's website/app Image upload Please comment 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 No 16.4c Please upload an image showing any difference between the final price shown on the supplier's website/app Yes No 16.4c 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 Yes No 16.4c 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 pa							
Review scores / ratings Yes No Saving from standard rate Yes No Tourist rating (e.g. 5: 3') Yes No Breakfast included Yes No Breakfast included Yes No Free cancellation included Yes No If 2 Has the provider saved all of your details entered on the comparison website/app? Yes No If 2.2 Is any additional information required? Yes No NA If 2.2 Is any additional information required? Yes No NA If 3.2 Is any additional information required? Yes No Additional quotes cancellation included If 3.3 Does the site present only the quote you selected on the comparison site/app or additional guotes cancellation included Yes No If 3.3 Does the site present only the quote you selected on the comparison site/app or additional guotes cancellation? Just the quote i Additional quotes cancellation all of purchase. If 3.3 Please upload an image of any additional quotes on the results page. Image upload Please comment If 4.4 Is the final price shown the same as the one provided initially on the supplier's websiter' app? Yes No If 4.4 Is the final price shown the same as the one provided initial and final price provided in			Number of rooms left	Yes			No
Saving from standard rateYesNoTouris rating (e.g. 5', 3')'YesNoTouris rating (e.g. 5', 3')'YesNoPreakfast included'YesNoName of hole'Yes'YesName of hole'Yes'NoTeack as included'Yes'NoOther'Yes'No16.20Hes the provider saved all of your details entered on the comparison website/app?YesNo16.21Is any additional information required?YesYesNo16.22Is any additional information required?YesNoNo16.33Does the site present only the quote you selected on the comparison site/app or additional quotes?NoNo16.34Does the site present only the quote you selected on the comparison site/app or additional quotes?NoNo16.34Does the site present only the quote you selected on the comparison site/app or additional quotes?NoNo16.35Piease uplcad an image of any additional quotes on the results page.IntegerNo16.46Piease uplcad an image of any additional quotes on the results page.YesNo16.47Is the final price shown the same conditions (for example "free cancellation" "treakfest included??No16.48Is the final price shown on the supplier's website/app?YesNo16.49Piease uplcad an image showing any difference between the final price provided on the supplier's website/app?No16.40Piease uplcad an image showing any difference between t			Recommendation / rating from site	Yes			No
Image of a probability of the same of the comparison website/app ? Yes No 12.0 Hass the provider saved all of your details entered on the comparison website/app ? Yes Yes No 16.20 Hass the provider saved all of your details entered on the comparison website/app ? Yes Yes No 16.20 Hass the provider saved all of your details entered on the comparison website/app ? Yes Yes No 16.20 Is any additional information required? Yes Yes No 16.30 Does the site present only the quote you selected on the comparison site/app or additional selected? Yes No 16.31 Does the site present only the quote you selected on the comparison site/app or additional selected? Just the quote I Selected? 16.32 Does the site present only the quote you selected on the comparison site/app or additional selected? Just the quote I Selected? 16.30 Does the site present only the quote you selected on the results page. Image your selected on the selected page? 16.30 Please upload an image of any additional quotes on the results page. Yes No Image your selected page yout			Review scores / ratings	Yes		No	
Preakfast included Yes Ves <			Saving from standard rate	Yes	Yes		No
Name of hotel No Name of hotel Yes No Free cancellation included Yes No Other Yes No 16.2 Has the provider saved all of your detaits entered on the comparison website/app? Yes No 16.2 Has the provider saved all of your detaits entered on the comparison website/app? Yes No 16.2 Is any additional information required? Yes Please No 16.3 Does the site present only the quote you selected on the comparison site/app or additional quotes are presented? Selected Selected No 16.3 Does the site present only the quote you selected on the comparison site/app or additional quotes are presented? Image of any additional quotes on the results page. Image of any additional quotes on the results page. Image of any additional quotes on the results page. Image of any additional quotes on the results page. Image of any additional quotes on the results page. Image of any additional quotes on the results page. Image of any additional quotes on the supplier's webside/app. No 16.4 Sets equoted an image of any additional quotes on the results page. Image of any additional quotes on the supplier's webside/app. No 16.4 Sethe find price shown the same as the one provided ini			Tourist rating (e.g. 5*, 3*)	Yes			No
Free cancellation included Yes No free cancellation included Yes No 16.2 Has the provider saved all of your details entered on the comparison websile/app? Yes No 16.2 Is any additional information required? Yes Yes No 16.2 is any additional information required? Yes Yes No 16.32 is any additional information required? Yes Yes No 16.33 Does the site present only the quole you selected on the comparison site/app or additional quotes are presented? Just the quote I selecct Please commen go to tot A 16.34 Does the site present only the quote you under the same conditions (for example "free cancellation" free cancellation free cancellation" free cancellation" free cancellation" free cancellation free cancellation free cancellation free cancellation free cancellation" free cancell			Breakfast included Yes				No
IndexIndexIndexIndexIndex0 comment Ves Ves Ves No 16.2Has the provider saved all of your details entered on the comparison website/app?Yes Ves No 16.2Is any additional information required? Ves Ves Ves No 16.3 $Pese tisk present only the quote you selected on the comparison site/app or additionalquotes?Just the quote IselectedGo to 16.4VesVesVes16.3Poese tisk present only the quote you selected on the comparison site/app or additionalquotes?Just the quote IselectedGo to 16.4VesVesVes enderVesVes enderVesVes enderVesVes enderVesVes enderVesVes enderVesVes enderVesVes enderVesVesVesVes enderVes$			Name of hotel	Yes			No
CherCommertCommertNo16.2Has the provider saved all of your details entered on the comparison website/app?YesNA16.2aIs any additional information required?YesYesNo16.2aIs any additional information required?YesYesNo16.3aDoes the site present only the quote you selected on the comparison site/app or additional quotes?Just the quote / selected Go to 16.4Just the quote / selected Go to 16.4Just the quote / selected Go to 16.4Addillonal quotes release comment go to 16.4Just the quote / selected Go to 16.4Just the quote / selected Go to 16.4Addillonal quotes release comment go to 16.4No16.4aIs the final price shown the same as the one provided initially on the supplier's website/app?YesNo16.4bPlease upload an image showing any difference between the initial and final price provided on the supplier's website/app?YesNo16.4bPlease upload an image showing any difference between the final price provided on the supplier's website/app?YesNo16.4cPlease upload an image showing any difference between the final price provided on the supplier's website/app and the one provided on the result			Free cancellation included	Yes			No
16.2a Is any additional information required? Yes No 16.3a Is any additional information required? Just the quote I quotes i selected quotes? Additional quotes i selected Go to 16.4 Image Just the quote I selected Go to 16.4 Additional quotes i selected Go to 16.4 Image Just the quote I selected Go to 16.4 Image Just the quote I selected Go to 16.4 Image Just the quote I selected Go to 16.4 Image Just the quote I selected I additional quotes on the results page. Image Just the quote I selected I additional quotes on the results page. Image Just the quote I selected I additional quotes on the results page. Image Just the quote I selected I additional quotes on the results page. Image Just the quote I selected I addition I addition I guotes on the results page. Image Just the quote I selected I addition I guotes I selected I selected I addition I guotes I selected I selected I addition I guotes I selected I addition I guotes I selected I selected I addition I guotes I selected I selected I selected I selected I addition I guotes I selected I selected I selected I selected I addition I guotes I selected I selected I selected I selected I selected I addition I guotes I selected I selected I selected I selected I selected I addition I guotes I selected I selected I selected I selected I selected I selected I go to 16.4 Image Juse I selected I selecte			Other				No
16.2a Is any additional information required? Please list No 16.3a Does the site present only the quote you selected on the comparison site/app or additional quotes of puotes? Additional quotes of Please comment of the original quotes of the comparison site/app or additional quotes of the quote site are presented? Image: selected of the quote site are presented? Additional quotes of the comparison site/app or additional quotes of the comparison site/app or additional quotes or the results page. Image: selected of the quote site are presented? Image: selected o	16.2	Has the provider saved all of your details	entered on the comparison website/app?	Yes	N	0	NA
16.3Does the sile present only the quote you selected on the comparison sile/app or additional quotes?Just the quote / selected Go to 16.4Additional quotes Please comment Go to 16.416.3a P_{P} 11 </th <th>16.2a</th> <th>Is any additional information required?</th> <th></th> <th></th> <th>int.</th> <th></th> <th>No</th>	16.2a	Is any additional information required?			int.		No
16.3 Does the site present only the quote you selected on the comparison site/app or additional quotes? Selected Please comment 16.3 Quotes? 1 Please comment 1 16.3a How many new quotes are presented? 2 3+ 16.3b Please upload an image of any additional quotes on the results page. Image upload No Now following the process up to the point of purchase 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 No 16.4b Please upload an image showing any difference between the initial and final price provided on the supplier's website/app Yes No 16.4c Is the final price shown on the supplier's website/app? Yes No Please comment 16.4c Please upload an image showing any difference between the initial and final price provided on the supplier's website/app Yes No 16.4c Is the final price shown on the supplier's website/app? Yes No Please comment 16.4d Please upload an image showing any difference between the final price provided on the supplier's website/app Yes No Please comment 16.4d Supplier'				Please I	IST		
Initial and the set of the same as the one provided on the supplier's website/appInitial and the same as the one provided on the same as the one provided on the supplier's website/appYesNo Please comment16.40Please upload an image of any additional quotes on the results page.Image uploadNo16.41Please upload an image of any additional quotes on the results page.Image upload16.42Is the quote still available for you under the same conditions (for example "free cancellation" / "breakfast included")?No Please comment Please comment (Please comment)16.42Is the final price shown the same as the one provided initially on the supplier's website/appYesNo Please comment Please comment16.45Please upload an image showing any difference between the initial and final price provided on the supplier's website/appYesNo Please comment Please upload an image showing any difference between the final price shown on the supplier's website/appNo Please comment Please upload an image showing any difference between the final price shown on the supplier's website/appYesNo Please comment Please upload an image showing any difference between the final price shown on the supplier's website/appNo Please uploadPlease uploadNo Please comment Please upload16.44Please upload an image showing any difference between the final price shown on the supplier's website/appNo Please uploadPlease upload16.45Please upload an image showing any difference between the final price shown on the supplier's website/appNo Please upload	16.3			-		Additional quotes	
16.3a How many new quotes are presented? 2 3+ 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 Image upload 16.4 Is the quote still available for you under the same conditions (for example "free cancellation" /"breakfast included")? No 16.4a Is the final price shown the same as the one provided initially on the supplier's website/ app? Yes No 16.4b Please upload an image showing any difference between the initial and final price provided on the supplier's website/app Image upload Please comment /*Please comment 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? Image upload Please comment 16.4c Please upload an image showing any difference between the final price shown on the supplier's website/app No Please comment 16.4c Please upload an image showing any difference between the final price shown on the supplier's website/app No Please comment 16.4c 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 Image upload				Go to 16.4			
16.3b Please upload an image of any additional quotes on the results page. Image upload 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 Yes No 16.4 Is the quote still available for you under the same conditions (for example "free cancellation" /"breakfast included")? Yes No 16.4 Is the quote still available for you under the same conditions (for example "free cancellation" /"breakfast included")? Yes No 16.4 Is the quote still available for you under the same conditions (for example "free cancellation" /"breakfast included")? Yes No 16.4a Is the final price shown the same as the one provided initially on the supplier's website/app? Yes No 16.4b Please upload an image showing any difference between the initial and final price provided on the supplier's website/app Image upload 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 No 16.4c 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 Yes No 16.4d Pl				1			
Image Image <th< th=""><th>16.3a</th><th>How many new quotes are presented?</th><th></th><th colspan="3">2</th><th></th></th<>	16.3a	How many new quotes are presented?		2			
Now following the process up to the point of purchase Is the quote still available for you under the same conditions (for example "free cancellation" / "breakfast included")? No 16.4 Is the quote still available for you under the same conditions (for example "free cancellation" / "breakfast included")? No 16.4 Is the final price shown the same as the one provided initially on the supplier's website/ app? Yes No 16.4a Is the final price shown the same as the one provided initially on the supplier's website/ app? Yes No 16.4b Please upload an image showing any difference between the initial and final price provided on the supplier's website/app Image upload No 16.4c Is the final price shown on the supplier's website/app Yes No Please comment 16.4c Is the final price shown on the supplier's website/app Image upload No Please comment 16.4c Is the final price shown on the supplier's website/app? Go to 17.0a Yes No 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 Image upload				3+			
16.4 Is the quote still available for you under the same conditions (for example "free cancellation" / "breakfast included")? Yes No 16.4 Is the quote still available for you under the same conditions (for example "free cancellation" / "breakfast included")? Yes No 16.4a Is the final price shown the same as the one provided initially on the supplier's website/ app? Yes No 16.4b Please upload an image showing any difference between the initial and final price provided on the supplier's website/app Image upload Image upload 16.4c Please upload an image showing any difference between the final price provided on the 	16.3b	Please upload an image of any additional	quotes on the results page.	Image upload			
16.4 Is the quote still available follyou under the same condutions (for example the cancellation / "breakfast included")? Yes	Now foll	lowing the process up to the point of purcha	se				
/ "breakfast included")? / "breakfast included")? Please comment Is the final price shown the same as the one provided initially on the supplier's website/app? Yes No Please comment	46.4	Is the quote still available for you under th	ne same conditions (for example "free cancellation"	Vaa			No
16.4aIs the final price shown the same as the one provided initially on the supplier's website/app?Go to 16.4cPlease comment16.4bPlease upload an image showing any difference between the initial and final price provided on the supplier's website/appImage uploadImage upload16.4cIs the final price shown on the supplier's website/app?YesNo16.4cYesNo16.4cPlease upload an image showing any difference between the final price shown on the supplier's website/app?YesNo16.4dPlease 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 comparisonImage upload	10.4	/ "breakfast included")?		Yes		🖍 Ple	ease comment
ImageGo to 16.4cPlease comment16.4bPlease upload an image showing any difference between the initial and final price provided on the supplier's website/appImage upload16.4cIs 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?YesNo16.4cPlease 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 comparisonYesNo16.4dPlease 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 comparisonImage upload	10.10		ne musicle divisible en the sumpliculture meteries 2	Yes			No
16.4b 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 No 16.4c 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 Yes No 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 Image upload	10.48	is the linal plice shown the same as the c	ne provided militally on the supplier's website/ app?	Go to 16.4	c	🖊 Ple	ease comment
16.4c Is the linal price shown on the supplier's website/app the same as the one provided on the results page of the comparison website/app? Go to 17.0a 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 Image upload	16.4b				Image	upload	
results page of the comparison website/app? Go to 17.0a Please comment 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 Image upload	46.4-	Is the final price shown on the supplier's	vebsite/app the same as the one provided on the	Yes			No
16.4d supplier's website/app and the one provided on the results page of the comparisonImage upload	10.4C	results page of the comparison website/a	pp?	Go to 17.0	a	🖊 Ple	ease comment
woostorapp.	16.4d		-		Image	upload	

		additional fees/ charges	Yes	No
16.4e	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
16.4f	Is the price advertised as being the best p	price?	Yes / Please comment	No
		ote that is ranked first (unless already chosen as your most attractive choice)) by clicking through to the prov		or the quote ranked
Section	17 - Hotel comparison results – Provide	or 2 – Revisit 2		
17.0a	What is the name of the provider you hav	re selected?	🔎 Ple	ase state
17.0b		ler (e.g. have you previously joined a membership r to qualify for discounts or other rewards?)	Yes	No
17.0c	Please upload an image of the provider q	uote.	lmag	e upload
		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
	Does the result shown by the provider	Recommendation / rating from site	Yes	No
17.1	in terms of the following features match what the comparison website/ app	Review scores / ratings	Yes	No
	offered?	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
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	No

17.3	Does the site present only the quote you quotes?	Just the quote I selected Go to 17.4	Additional quotes		
17.3a	17.3a How many new quotes are presented?			1 2 3+	
17.3b	Please upload an image of any additiona	I quotes on the results page.	Image	e upload	
Now foll	l lowing the process up to the point of purcha	ase			
17.4	Is the quote still available for you under to / "breakfast included")?	he same conditions (for example "free cancellation"	Yes	No	
17.4a	Is the final price shown the same as the o	Yes Go to 17.4c	No		
17.4b	Please upload an image showing any dif on the supplier's website/app	ference between the initial and final price provided	Image upload		
17.4c	Is the final price shown on the supplier's results page of the comparison website/a	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		
		additional fees/ charges	Yes	No	
17.4e	Is the difference in price due to either	additional products/ services that have to be purchased	Yes	No	
17.4e	of the following		Yes ✓ Please comment	No	
17.4f	Is the price advertised as being the best	price?	Yes ≁ Please comment	No	
second	quote is already chosen as your second ch	te that is ranked second (unless already chosen as you oice)) by clicking through to the provider's website/app		quote ranked third (if the	
	n 18 - Hotel comparison results – Provide				
18.0a	What is the name of the provider you hav		<i>▶</i> Plea	ase state	
	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?)			1	
18.0b			Yes	No	

		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
	Does the result shown by the provider	Recommendation / rating from site	Yes		No
18.1	in terms of the following features match what the comparison website/ app	Review scores / ratings	Yes		No
	offered?	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	9	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 quotes?	selected on the comparison site/app or additional	Just the quote I selected		Additional quotes
			Go to 18.4		Please comment
				1	
18.3a	How many new quotes are presented?			2	
				3+	
18.3b	Please upload an image of any additiona	quotes on the results page.	In	nage up	load
Now foll	lowing the process up to the point of purcha	se		,	
18.4	Is the quote still available for you under the same conditions (for example "free cancellation"		Yes		No
	/ "breakfast included")?				Please comment
18.4a	18.4a Is the final price shown the same as the one provided initially on the supplier's website/ app?		Yes		No
			Go to 18.4c		/
18.4b	Please upload an image showing any dift on the supplier's website/app	erence between the initial and final price provided	In	nage upi	load
	I				

18.4c	Is the final price shown on the supplier's we results page of the comparison website/app	Yes Go to 20.0	No		
18.4d	Please upload an image showing any differ supplier's website/app and the one provided website/app	Image upload			
		additional fees/ charges	Yes	No	
18.4e	Is the difference in price due to either	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 pri	Yes ≁ Please comment	Νο		
			Go to 20.0	Go to 20.0	
	n 19 – Hotel comparison results – Direct pu T taken to the providers website)	rchase – Revisit 2 (This is a purchase that is ma	de on the Comparison I	Website/App and you	
19.0a	What is the name of the provider you have	selected?			
19.0b	Are you already a customer of this provider scheme operated by the provider in order to	Yes	No		
19.0c	Please upload an image of the provider que	ote.	Image upload		
Now fol	lowing the process up to the point of purchase	·	I		
19.4	Is the quote still available for you under the / "breakfast included")?	Yes	No Please comment		
			Yes	No	
19.4a	Is the final price shown the same as the one	e provided on the results page?	Go to 20.0		
		additional fees/ charges	Yes	No	
19.4b	Is the difference in price due to either of the	additional products/ services that have to be purchased	Yes	No	
	following	other	Yes ✓ Please comment	No	
19.4d	d Please upload an image showing any differences between the initial and final price on the comparison website/app.		upload		

18.4f	Is the price advertised as being the best price?	Yes ≁ Please comment	No			
Section	20 – Summary of Assessment					
Thank y	ou 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.	1				

Questionnaire – Flights

DCT Mystery Shopping Main Wave – Flights 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

								Within th	ne last m	onth
								Within the	e last 3 r	nonths
						Within the	e last 6 r	nonths		
0-0	When did you last use a comparison website/app before this M	ystery Shop	ping e	xercis	e?			Within the	e last 9 r	nonths
								Within	the last <u>y</u>	year
								l do	n't know	/
								I	Never	
									A lot	
0-0a	How much experience do you have using comparison websites	/apps?						:	Some	
		1						No e	xperiend	ce
0-1	Date of your first visit – Record date in full. Use leading zeros					DD/M	M/YYYY			
0-2	What day of the week are you conducting your assessment?	Mon	Tu	е	Wed	Т	ĥu	Fri	Sat	Sun
0-3	In what time bracket are you carrying out the assessment?	Mornin	g	L	unch-time	e	Afternoon Eveni		Evening	
		09:00-11	:29	1.	1:30-14:2	9	14:3	14:30-17:00		:01-19:29
0-4	What time are you starting your assessment? – Use 24- hour clock e.g. 15:05					HF	I:MM			
0-5	Are you completing this assessment using a web browser or an app?		Web	Brow	ser		Арр		Арр	
0-5a	What device are you using to conduct your comparison	Laptop		Deskto	DP PC	Tab	et	Smartpho	ne	Other
	website/app assessment?	Laptop			,p 1 0		olet Smartphone			 Please comment
0-5b	Which browser are you using to complete your assessment?	Internet		Goo		Firef	ох	N/A – Use		Other
		Explorer Chrome			an App		comment			
0-5c								l have cl	eaned n	ny cookies
	Please refer to your briefing notes on how to do this									
0-6	Which Scenario are you assessing?								enario 1	
								Sc	enario 2	

					Scenario 3		
					Scenario 5		
					Scenario 6		
0-7	Which sector are you assessing?				Flights		
			1	DCT1			
			2	DCT2			
			3	DCT3			
			4	DCT4			
			5	DCT5			
			6	DCT6			
	Which comparison website/app for flights are you assessing? This must match your Coversheet.		7	DCT7			
0-8a			8	DCT8			
			9	DCT9			
			10	DCT10			
				DCT11			
			12	DCT12			
			13	DCT13			
			14	DCT14			
			15	DCT15			
Section	1 - Flight comparison website/app detai	ls		I			
1.0	Please confirm that you HAVE NOT used	I this comparison website/app before	used this this bet		I have used this before Go to End	l don't remember Go to End	
1.0a	Please upload an image of the website/a	pp homepage that you are visiting.		In	nage upload		
When us	sing your Flight scenario to get a compariso	on					
		Arrival/Airport of arrival		Yes		No	
1.1	Are you asked to enter the following	Baggage requirements		Yes		No	
	details?	Cabin class		Yes		No	

Please upload an image showing where y Do you have any further images to upload Please upload an image showing where y to see the results of your comparison	you are asked to provide details relating to Q1.1 d relating to Q1.1? you are asked to provide details relating to Q1.1 the quotes on the results page, how many pages	Yes	Go to 2.0 upload No Go to 2.0 upload
Please upload an image showing where y Do you have any further images to upload Please upload an image showing where y to see the results of your comparison	you are asked to provide details relating to Q1.1	Image Yes	upload No Go to 2.0
Please upload an image showing where y Do you have any further images to upload Please upload an image showing where y	you are asked to provide details relating to Q1.1	Image Yes	upload No Go to 2.0
Please upload an image showing where y Do you have any further images to upload	you are asked to provide details relating to Q1.1	Image Yes	upload No Go to 2.0
Please upload an image showing where y	you are asked to provide details relating to Q1.1	Image	upload No
	-		
Do you have any further images to upload	d relating to Q1.1?	Yes	Go to 2.0
		No	
Please upload an image showing where y	you are asked to provide details relating to Q1.1	Image upload	
Do you have any further images to upload	Yes	No Go to 2.0	
Please upload an image showing where y	you are asked to provide details relating to Q1.1	Image upload	
Do you have any further images to upload	No Yes Go to 2.0		
Please upload an image showing where y	you are asked to provide details relating to Q1.1?	Image	upload
Are you asked to provide details at Q1.1?		Yes	No Go to 2.0
	Other	Yes Please comment≁	No
	Return / one way / multi city	Yes	No
	Number of travellers	Yes	No
	Number of stops (none/1 stop/ 2 stops or more)	Yes	No
	Departure/Airport of departure	Yes	No
	Date of departure	Yes	No
	Please upload an image showing where y Do you have any further images to upload Please upload an image showing where y Do you have any further images to upload	Departure/Airport of departure Number of stops (none/1 stop/ 2 stops or more) Number of travellers Return / one way / multi city Other	Date of departure Yes Departure/Airport of departure Yes Number of stops (none/1 stop/2 stops or more) Yes Number of travellers Yes Return / one way / multi city Yes Other Yes Please comment Yes Please upload an image showing where you are asked to provide details relating to Q1.1? Image Do you have any further images to upload relating to Q1.1? Yes Please upload an image showing where you are asked to provide details relating to Q1.1 Image Do you have any further images to upload relating to Q1.1? Yes Please upload an image showing where you are asked to provide details relating to Q1.1 Image Do you have any further images to upload relating to Q1.1? Yes Please upload an image showing where you are asked to provide details relating to Q1.1 Image Do you have any further images to upload relating to Q1.1? Yes Please upload an image showing where you are asked to provide details relating to Q1.1 Image

			Within we	ebsite/app	
			Go to	2.0ca	
2.0b	Are the results shown within the comparis	son website/app or have you received them via an	Via Email		
2.00	email?		Ot	her	
			🖍 Please	comment	
		Go to	2.0ca		
			A list/table	e of results	
2.0c	If you have received an email, how are th	a regulta provided?	Links to	a website	
2.00	If you have received an email, now are th	e results provided ?	Ot	her	
			🖍 Pleas	e specify	
2.0ca		ge as you first see it, and capture the top 10 quotes. vn and take multiple screenshots to capture the first	Image	upload	
	If your results are only displayed in an en	nail, please take a screenshot of the email.			
2.0d	Do you have any further images to upload	d relating to Q2 0cc2	Yes	No	
2.00	Do you have any further images to upload	i relating to Q2.0Ca?		Go to 2.1	
2.0da	Please upload an image of the results pa	ge as you first see it.	Image upload		
2.0e	Do you have any further images to upload	d relating to Q2.0ca?	Yes	No Go to 2.1	
2.0ea	Please upload an image of the results pa	ge as you first see it.	Image upload		
2.0f	Do you have any further images to upload	d relating to Q2.0ca?	Yes	No Go to 2.1	
2.0fa	Please upload an image of the results pa	ge as you first see it.	Image	upload	
				No	
2.0g	Do you have any further images to upload relating to Q2.0ca?		Yes	Go to 2.1	
2.0ga	Please upload an image of the results page as you first see it.		Image	upload	
	Looking at the first quete presented	Price	Yes	No	
2.1	Looking at the first quote presented based on your scenario and the initial		£0000.00	NO.	
	ranking on the results page, what of the following information is provided?	Airports to fly from / to	Yes	No	
			Please specify	INU	

		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 information you have provided?	supplier quotes have been listed based on the	Yes	No Go to 2.2c
2.2b	How many quotes are you told have been	n listed overall?	🖋 Please sp	ecify number
		Price	Yes Go to 2.2d	No
2.2c	In what ranked order are the quotes first displayed?	Airline alliance	Yes Go to 2.2d	No
2.20	Please select one option from the following list.	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) Name of airline Number of stops (none/1 stop /2 stops or more) Same airport of outbound /inbound flight	Yes Go to 2.2d Yes Go to 2.2d Yes Go to 2.2d Yes Go to 2.2d	No No No
		Other	Yes ✔ Please comment	No
2.2d	How clear is the order in which the quote E.g. Is there any visible information relat	Very clear Fairly clear Fairly unclear Very unclear		
2.3	Is it possible to re-order the results?	Yes	No Go to 2.5	
		Price	Yes	No
		Airline alliance	Yes	No
		Airport to fly from/to	Yes	No
		Departure time (outbound/inbound)	Yes	No
	What other options are available to	Journey duration (outbound/inbound)	Yes	No
2.3a	change the ordering?	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 by price (lowest to highest)	Ne	ext	
	Please click Next to confirm that you have	ve done this.		
	If the results are not already ordered by by price (lowest to highest)	Airport to fly from/to Departure time (outbound/inbound) Journey duration (outbound/inbound) Name of airline Number of stops (none/1 stop /2 stops or more) Same airport of outbound /inbound flight Cabin Class Other price (lowest to highest) please re-order your results	Yes Yes Yes Yes Yes Yes Yes Yes Yes Please comment	No No No No No No

2.4b	What is the first quote based on your r	£000	00.00		
2.5	Is it possible to filter the supplier quote E.g. Can the results be filtered by thos	s based on specific factors relating to the quote? e that offer "Direct Flights"?	Yes	No Go to 2.7	
		Price	Yes	No	
		Airline alliance	Yes	No	
		Airport to fly from/to	Yes	No	
		Departure time (outbound/inbound)	Yes	No	
	Can the results be filtered by the	Journey duration (outbound/inbound)	Yes	No	
2.6	following	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		
2.00	I.e. can you filter by both name of airlir	ne 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	
2.7		pp can you see an explanation of technical terms:	165	Go to 2.9	
		Price	Yes	No	
		Airports to fly from / to	Yes	No	
		Baggage allowance	Yes	No	
		Cabin class	Yes	No	
	Whilst using the comparison	Departure time (outbound / return)	Yes	No	
2.7a	website/app can you see an	Direct / with changes / number of stops	Yes	No	
	explanation of the following features?	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	

2.8a	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	
		Very	Easy	
2.12	How easy is it to search using the comparison website/app you are assessing?	Quite Easy		
2.12		Quite	Difficult	
		Very [Difficult	
Now sel	ect the quote that is most attractive to you. This may take you to the airline/provider's own website	e/ 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?	🖍 Plea	se 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/pro	vider quote.	Image upload			
		Price	Yes		No	
		Airports to fly from / to	Yes		No	
		Baggage allowance	Yes			No
		Cabin class	Yes			No
	Does the result shown by the	Departure time (outbound / return)	Yes			No
3.1	airline/provider in terms of the following	Direct / with changes / number of stops	Yes			No
	features match what was specified on the comparison website/ app?	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	Ν	lo	NA
3.2a	Is any additional information required?		Yes No ✓ Please list		No	
3.3	Does the site present only the quote you quotes?	selected on the comparison site/app or additional	Just the quo selected			tional quotes
			Go to 3.4	4		
					1	
3.3a	How many new quotes are presented?		2			
				3	}+	
3.3b	Please upload an image of any additiona	l quotes on the results page.		Image	upload	
Now fol	lowing the process up to the point of purcha					
3.4	Is the quote still available for you?		Yes	-		No
v. 7	i.e. can you purchase the product/ service	e presented in the quote?	103		🖍 Ple	ase comment
3.4a	Is the final price shown the same as the o website/ app?	one provided initially on the airline/provider's	Yes Go to 3.4	c	🖍 Ple	No ase comment
3.4b	Please upload an image showing any difference between the initial and final price provided Image upload 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
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
		additional fees/ charges (e.g. for payment processing)	Yes	No
3.4e	Is the difference in price due to either of the following	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
second	(if the first quote is already chosen as your	ote that is ranked first (unless already chosen as your most attractive choice)) by clicking through to the airlin		
Section	n 4 - Flight comparison results – Provide		1	
4.0a	What is the name of the airline/provider y	vou have selected?	Plea	se state
4.0b		/provider (e.g. Have you previously joined a line/ provider in order to qualify for discounts or	Yes	No
4.0c	Please upload an image of the airline/pro	vider quote.	Image	upload
		Price	Yes	No
		Airports to fly from / to	Yes	No
		Baggage allowance	Yes	No
		Cabin class	Yes	No
		Departure time (outbound / return)	Yes	No
	Does the result shown by the	Direct / with changes / number of stops	Yes	No
4.1	airline/provider in terms of the following features match what was specified on	Name of airline	Yes	No
	the comparison website/ app?	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			
			Vos			
4.2a	Is any additional information required?		Yes Please	No		
4.3	Does the site present only the quote you quotes?	selected on the comparison/app or additional	Just the quo selected Go to 4.		Additional quotes	
				1		
4.3a	How many new quotes are presented?			2		
4.00	now many new quotes are presented:		3+			
4.3b	Please upload an image of any additiona	al quotes on the results page.	Image upload			
Now fol	lowing the process up to the point of purcha	ase				
	Is the quote still available for you?				No	
4.4	i.e. Can you purchase the product/ servic	ce presented in the quote?	Yes 🖍 Please co		Please comme	ənt
4.4a	Is the final price shown the same as the	one provided initially on the airline/provider's	Yes		No	
4.4a	website/ app?		Go to 4.4	lc 🖌	Please commer	
4.4b	Please upload an image showing any dif on the airline/provider's website/app	ference between the initial and final price provided	Image upload		load	
4.4c	Is the final price shown on the airline/pro	vider's website/app the same as the one provided	Yes		No	
	on the results page of the comparison we	ebsite/app?	Go to 5.0	Da 🍡	Please comme	ent
4.4d		ference between the final price shown on the e provided on the results page of the comparison		lmage up	load	
		additional fees/ charges (eg for payment processing)	Yes		No	
4.4e	Is the difference in price due to either of the following	additional features or upgrades that have to be purchased to meet the specification (eg checked in luggage)	Yes		No	
			Yes			
		other	Please comment	-	No	
		ranked second (unless already chosen as your second) by clicking through to the airline/provider's website/ap		ffer ranked	third (if the secon	d
Section	1 5 - Flight comparison results – Provide	r 3				
5.0a	What is the name of the airline/provider y	you have selected?		🖋 Please	state	
	1		1			

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?)				No	
5.0c	Please upload an image of the airline/pro	vider quote.	Image upload			
		Price	Yes		No	
		Airports to fly from / to	Yes		No	
		Baggage allowance	Yes		No	
		Cabin class	Yes		No	
	Does the result shown by the	Departure time (outbound / return)	Yes		No	
5.1	airline/provider in terms of the following	Direct / with changes / number of stops	Yes		No	
	features match what was specified on the comparison website/ app?	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 quotes?	selected on the comparison site/app or additional	Just the quote I selected		Additional quotes	
			Go to 5.4	4	r lease comment	
			1			
5.3a	How many new quotes are presented?	How many new quotes are presented?		2		
			3+			
5.3b	Please upload an image of any additional	quotes on the results page.		Image upl	oad	
Now foll	lowing the process up to the point of purcha	se				
5.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes		No	
a.4			103	1	Please comment	
J.4	i.e. can you purchase the product/ service	e presented in the quote?			Please comment	
5.4 5.4a		e presented in the quote?	Yes		Please comment	

5.4b	Please upload an image showing any dif on the airline/provider's website/app	Image	upload	
5.4c	Is the final price shown on the airline/pro on the results page of the comparison we	vider's website/app the same as the one provided ebsite/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
		additional fees/ charges (eg for payment processing)	Yes	No
5.4e	Is the difference in price due to either	additional features or upgrades that have to be purchased to meet the specification (eg checked in luggage)	Yes	No
	of the following	other	Yes ✓ Please comment Go to 7.1	No Go to 7.1
	to the providers website) What is the name of the airline/provider	urchase (This is a purchase that is made on the Con		p and you are NOT
6.0b		/provider (e.g. Have you previously joined a line/ provider in order to qualify for discounts or other	Yes	No
6.0c	Please upload an image of the airline/provider quote.		Image upload	
Now fol	Please upload an image of the airline/pro	vider quote.	Image	
	Please upload an image of the airline/pro	-	Image	
6.1		ase	Image Yes	
6.1 6.1a	llowing the process up to the point of purcha	e presented in the quote?		No Please
	llowing the process up to the point of purcha Is the quote still available for you? i.e. can you purchase the product/ servic	e presented in the quote? Done provided on the results page? additional fees/ charges (eg for payment processing)	Yes	e upload No Please comment No Please

		other	Yes ✓ Please comment	No
6.1c	Please upload an image showing any differen comparison website/app.	ces between the initial and final price on the	Image upload	
Section	7 – Assessment Details		I	
7.1	Were you able to fully complete your comparie your coversheet? If No, please explain what happened.	son website/ app assessment as described on	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 she	ould NOT delete your cookies at this stage, p	lease keep them for this second assessment.		
8.0a	Does the comparison website/app ask you to again?	input all of your details and your scenario	Yes	No Go to 8.0c
8.0b	Please make sure and confirm that you have coversheet/ original search. Please refer to your coversheet for reference.	entered exactly the same details as per your	l confirm	
8.0c	Please make sure and confirm that all of the s coversheet/ original search. Please refer to your coversheet for reference.	aved details are exactly the same as per your	l confirm	
Section	9 - Flight comparison results - Revisit 1			
9.0	From leaving the homepage to receiving the c are there? Please do not include the homepage in this m		✓ Please confirm number	
9.0a	Overall, how long did it take you to go through receiving the quotes on the results page?	all these pages from leaving the homepage to	HH:N	IM:SS
				ebsite/app 9.0ca
	Are the results shown within the comparison v	vebsite/app or have you received them via an	Via	Email
9.0b	email?		Ot	her
			🖍 Please	comment
			Go to	9.0ca
9.0c	If you have received an email, how are the res	sults provided?	A list/table	e of results
			1	

			Links to a	a website	
			Oti	her	
			🖍 Please	e specify	
9.0ca	Be aware that you may need to scroll down 10 quotes.	ige as you first see it, and capture the top 10 quotes. wn and take multiple screenshots to capture the first nail, please take a screenshot of the email.	Image	upload	
9.0d	Do you have any further images to uploa		Yes	No Go to 9.1	
9.0da	Please upload an image of the results pa	ige as you first see it.	Image upload		
9.0e	Do you have any further images to uploa	d relating to Q9.0ca?	Yes	No Go to 9.1	
9.0ea	Please upload an image of the results pa	ige as you first see it.	Image	upload	
9.0f	Do you have any further images to uploa	a have any further images to upload relating to Q9.0ca?		No Go to 9.1	
9.0fa	Please upload an image of the results pa	ge as you first see it.	Image upload		
9.0g	Do you have any further images to uploa	d relating to Q9.0ca?	Yes	No Go to 9.1	
9.0ga	Please upload an image of the results pa	ige as you first see it.	Image	upload	
		Price	Yes £0000.00	No	
		Airports to fly from / to	Yes ✔ Please specify	No	
9.1	Looking at the first quote presented based on your scenario and the initial	Baggage allowance	Yes ✔ Please specify	No	
	ranking on the results page, what of the following information is provided?	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	
9.2a	Does the results page tell you how many information you have provided?	Yes	No Go to 9.4a		
9.2b	How many quotes are you told have beer	listed overall?	Please specify number		
9.4a	If the results are not already ordered by p by price (lowest to highest) Please click Next to confirm that you have	Next			
9.4b	What is the first quote based on your re-c	rdering on the results page?	£0000.00		
9.5	Do you notice any recommended, "featur comparison website/app?	ed" or "paid for results" on the results page of the	Yes ✔ Please comment	No Go to 9.6	
9.5a	Are the "featured" or "paid for results" clea	arly labelled as such?	Yes	No	
9.7	Can you find the offer that matches your preserved to your coversheet for your source the second sec		Yes	No ✔ Please comment	
			Very	Easy	
9.8	How easy is it to easy the server	ricen webeite/enn veu ere essession?	Quite Easy		
3.0	How easy is it to search using the compa	nson wensiterapp you are assessifig?	Quite	Difficult	
			Very [Difficult	
Now sel	ect 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 the have to purchase the product/ service on	rough to the airline/provider's website/app or do you 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	e main features of the quotes selected?	Yes ✔ Pleas commer			No
Section	n 10 - Flight comparison results – Provide	er 1 - Revisit 1				
10.0a	What is the name of the airline/provider y	rou have selected?		🖋 Plea	se state	
10.0b		/provider (e.g. Have you previously joined a ine/ provider in order to qualify for discounts or	Yes No			No
10.0c	Please upload an image of the airline/pro	vider quote.	Image upload			
		Price	Yes		No	
	Does the result shown by the	Airports to fly from / to	Yes		No	
		Baggage allowance	Yes		No	
		Cabin class	Yes		No	
		Departure time (outbound / return)	Yes		No	
10.1	airline/provider in terms of the following	Direct / with changes / number of stops	Yes			No
	features match what was specified on the comparison website/ app?	Name of airline	Yes		No	
		No of bookings required	Yes		No	
		Number of travellers	Yes		No	
		Journey duration (outbound/inbound)	Yes			No
		Other	Yes 🖍 Plea commen			No
10.2	Has the airline/provider saved all of your	details entered on the comparison website/app?	Yes	Ν	lo	NA
10.2a	Is any additional information required?		Yes ✔ Please	list		No
10.3	Does the site present only the quote you quotes?	selected on the comparison site/app or additional	Just the quo selected Go to 10	I		tional quotes ase 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 foll	lowing the process up to the point of purcha	se		
10.4	Is the quote still available for you?		Yes	No
10.4	i.e. can you purchase the product/ service	e presented in the quote?	103	Please comment
10.4a	Is the final price shown the same as the c website/ app?	one provided initially on the airline/provider's	Yes Go to 10.4c	No
10.4b	Please upload an image showing any diff on the airline/provider's website/app	erence between the initial and final price provided	Image upload	
	Is the final price shown on the airline/prov	ider's website/app the same as the one provided	Yes	No
10.4c	on the results page of the comparison we	bsite/app?	Go to 11.0a	Please comment
10.4d		erence between the final price shown on the provided on the results page of the comparison	Image upload	
	Is the difference in price due to either of the following	additional fees/ charges (e.g. for payment processing)	Yes	No
10.4e		additional features or upgrades that have to be purchased to meet the specification (e.g. checked in luggage)	Yes	No
			Yes	
		other	Please comment	No
second		ote that is ranked first (unless already chosen as your ur most attractive choice)) by clicking through to the ai		
11.0a	What is the name of the airline/provider y		🖌 Plea	ise state
11.0b		provider (e.g. Have you previously joined a ine/ provider in order to qualify for discounts or	Yes	No
11.0c	Please upload an image of the airline/pro	vider quote.	Image	upload
	Does the result shown by the	Price	Yes	No
11.1	airline/provider in terms of the following features match what was specified on	Airports to fly from / to	Yes	No
	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 🖋 Plea commen			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		No	
			🖍 Please list			
11.3	Does the site present only the quote you selected on the website/app or additional quotes?		Just the quote I selected		Additional quotes	
			Go to 11.4		Please comment	
			1			
11.3a	How many new quotes are presented?		2			
			3+			
11.3b	Please upload an image of any additiona	l quotes on the results page.		Image up	oload	
Now foll	lowing the process up to the point of purcha	se				
11.4	Is the quote still available for you?		Yes			No
	i.e. can you purchase the product/ service presented in the quote?		100		🖋 Please comment	
	Is the final price shown the same as the one provided initially on the airline/provider's					
11.4a		one provided initially on the airline/provider's	Yes			No
11.4a	Is the final price shown the same as the own website/ app?	one provided initially on the airline/provider's	Yes Go to 11.4	4 c	🖍 Plea	No se comment
11.4a 11.4b	website/ app?	one provided initially on the airline/provider's ference between the initial and final price provided		4c		
11.4b	website/ app? Please upload an image showing any dif on the airline/provider's website/app					
	website/ app? Please upload an image showing any dif on the airline/provider's website/app	ference between the initial and final price provided vider's website/app the same as the one provided	Go to 11.4	Image up	bload	se comment
11.4b	website/ app? Please upload an image showing any dif on the airline/provider's website/app Is the final price shown on the airline/pro- on the results page of the comparison we Please upload an image showing any dif	ference between the initial and final price provided vider's website/app the same as the one provided	Go to 11.4 Yes	Image up	oload / Plea	se comment

11.4e	Is the difference in price due to either of the following	 additional fees/ charges (e.g. for payment processing) 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	
		e that is ranked second (unless already chosen as you bice)) by clicking through to the airline/provider's webs		e quote ranke	d third (if the	
Section	12 - Flight comparison results – Provide	er 3 – Revisit 1				
12.0a	What is the name of the airline/provider y	ou have selected?	/ P	ease state		
12.0b		provider (e.g. Have you previously joined a ine/ provider in order to qualify for discounts or	Yes		No	
12.0c	Please upload an image of the airline/pro	vider quote.	Ima	ge upload		
		Price	Yes		No	
		Airports to fly from / to	Yes		No	
		Baggage allowance	Yes		No	
		Cabin class	Yes		No	
	Does the result shown by the	Departure time (outbound / return)	Yes		No	
12.1	airline/provider in terms of the following	Direct / with changes / number of stops	Yes		No	
	features match what was specified on the comparison website/ app?	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 quotes?	selected on the comparison site/app or additional	Just the quote I selected Go to 12.4		onal quotes se comment	

				1
12.3a	How many new quotes are presented?			2
			3+	
12.3b	Please upload an image of any additiona	al quotes on the results page.	Image	upload
Now foll	lowing the process up to the point of purcha	ase		
12.4	Is the quote still available for you? i.e. can you purchase the product/ service presented in the quote?		Yes	No
	i.e. can you purchase the product/ servic	e presented in the quote?	100	Please comment
12.4a	Is the final price shown the same as the	one provided initially on the airline/provider's	Yes	No
-	website/ app?		Go to 12.4c	Please comment
12.4b	Please upload an image showing any dit on the airline/provider's website/app	ference between the initial and final price provided	Image	upload
12.4c	Is the final price shown on the airline/pro	vider's website/app the same as the one provided	Yes	No
12.46	on the results page of the comparison w	ebsite/app?	Go to 13.0a	Please comment
12.4d		ference between the final price shown on the e provided on the results page of the comparison	Image upload	
	Is the difference in price due to either	additional fees/ charges (eg for payment processing)	Yes	No
12.4e		additional features or upgrades that have to be purchased to meet the specification (eg checked in luggage)	Yes	No
12.40	of the following		Yes	
		other	Please comment	No 14.a.1
			Go to 14.a	
	1 13 - Flight comparison results – Direct NOT taken to the providers website)	purchase – Revisit 1 (This is a purchase that is mad	e on the Comparison	Website/App and
13.0a	What is the name of the airline/provider	you have selected?	Please	e comment
13.0b		/provider (e.g. Have you previously joined a line/ provider in order to qualify for discounts or other	Yes	No
13.0c	Please upload an image of the airline/pro	ovider quote.	Image	e upload
Now foll	l lowing the process up to the point of purch	ase		

	[
13.4	Is the quote still available for you? i.e. can you purchase the product/ service pre	sented in the quote?	Yes	No Please comment
13.4a	Is the final price shown the same as the one p	rovided on the results page?	Yes Go To 14.0a	No Please comment
		additional fees/ charges (e.g. for payment processing)	Yes	No
13.4b	Is the difference in price due to either of the following	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 differen comparison website/app.	ces between the initial and final price on the	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 F	URTHER.	
14.b	Please confirm that you have deleted your coo	okies before proceeding.	l cor	ıfirm
14.c	Does the comparison website/app ask you to again?	input all of your details and your scenario	Yes	No Go to 14.0e
14.0 d	Please make sure and confirm that you have coversheet/ original search. Please refer to your coversheet for reference.	entered exactly the same details as per your	l cor	ıfirm
14.0 e	Please make sure and confirm that all of the s coversheet/ original search.	aved details are exactly the same as per your	l cor	ıfirm
Section	Please refer to your coversheet for reference.			
Section	15 - Flight comparison results - Revisit 2			
15.0	From leaving the homepage to receiving the q are there?			nfirm number
	Please do not include the homepage in this m	easurement.		

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:N	IM:SS
		Within we	ebsite/app
		Go to	15.0ca
15.0b	Are the results shown within the comparison website/app or have you received them via an	Via Email	
10.00	email?	Ot	her
		🖍 Please	comment
		Go to	15.0ca
		A list/table	e of results
15.0c	If you have received an email, how are the results provided?	Links to	a website
		Ot	her
		🖋 Pleas	e 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.	Image upload	
	If your results are only displayed in an email, please take a screenshot of the email.		
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
15.0f	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

		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
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?	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 information you have provided?	supplier quotes have been listed based on the	Yes	No Go to 15.2c
15.2b	How many quotes are you told have bee	n listed overall?	✓ Please sp	ecify number
			Very	clear
	How clear is the order in which the quote	s provided are shown?	Fairly	clear
15.2c	E.g. Is there any visible information relati	ng to this on the results page?	Fairly	unclear
			Very u	Inclear

15.4a	If the results are not already ordered by p by price (lowest to highest) Please click Next to confirm that you have	rice (lowest to highest) please re-order your results e done this.	Next	
15.4b	What is the first quote based on your re-c If there is more than 1 page of quotes onl		£000	00.00
15.5	Do you notice any recommended, "featur comparison website/app?	ed" or "paid for results" on the results page of the	Yes ✓ Please comment	No Go to 15.7
15.5a	Are the recommended, "featured" or "paid	for results" clearly labelled as such?	Yes	No
15.7	Can you find the quote that matches your Please refer to your coversheet for your s		Yes ✔ Please comment	No
15.8	How easy is it to search using the compa	rison website/app you are assessing?	Very Easy Quite Easy Quite Difficult	
Now sel	ect the quote that is most attractive to you.	This may take you to the providers own website/ app.	Very [Difficult
15.9	Why is this quote the most attractive to yo	bu?	🖋 Plea	se state
15.10	When you select the quote, do you go thr have to purchase the product/ service on	rough to the airline/provider's website/app or do you the comparison website/app?	Go through to airline/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 - Flight comparison results – Provide	er 1 - Revisit 2		
16.0a	What is the name of the airline/provider y	ou have selected?	🖍 Plea	se state
16.0b		provider (e.g. Have you previously joined a ine/ provider in order to qualify for discounts or	Yes	No
16.0c	Please upload an image of the airline/pro	vider quote.	Image	upload
16.1	Does the result shown by the	Price	Yes	No
	airline/provider in terms of the following	Airports to fly from / to	Yes	No

		1			
	features match what was specified on	Baggage allowance	Yes		No
	the comparison website/ app?	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	t	No
16.3	Does the site present only the quote you quotes?	selected on the comparison site/app or additional	Just the quote selected Go to 16.4	1	Additional quotes Please comment
16.3a	How many new quotes are presented?			1 2 3+	
16.3b	Please upload an image of any additiona	guotes on the results page.	In	nage uplo	ad
	owing the process up to the point of purcha				
16.4	Is the quote still available for you? i.e. can you purchase the product/ servic		Yes		No Please comment
16.4a	Is the final price shown the same as the website/ app?	one provided initially on the airline/provider's	Yes Go to 16.4c		No Please comment
16.4b	Please upload an image showing any dif on the airline/provider's website/app	ference between the initial and final price provided	In	nage uplo	bad
16.4c	Is the final price shown on the airline/pro on the results page of the comparison we	vider's website/app the same as the one provided ebsite/app?	Yes Go to 17.0a		No Please comment
16.4d		ference between the final price shown on the e provided on the results page of the comparison	In	nage uplo	bad

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

	1		1	
				1
17.3a	How many new quotes are presented?			2
			:	3+
17.3b	Please upload an image of any additiona	al quotes on the results page.	Image	upload
Now fol	lowing the process up to the point of purcha	ase		
17.4	Is the quote still available for you?		Yes	No
17.4	i.e. can you purchase the product/ servic	e presented in the quote?	165	Please comment
17.4a	Is the final price shown the same as the	one provided initially on the airline/provider's	Yes	No
17.4a	website/ app?			✓ 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
47.4.	Is the final price shown on the airline/pro	vider's website/app the same as the one provided	Yes	No
17.4c	on the results page of the comparison w	ebsite/app?	Go to 18.0a	Please comment
17.4d		ference between the final price shown on the e provided on the results page of the comparison	Image	upload
		additional fees/ charges (e.g. for payment processing)	Yes	No
17.4e	Is the difference in price due to either of the following	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
		te that is ranked second (unless already chosen as yo noice)) by clicking through to the airline/provider's webs	. ,	uote ranked third (if the
Section	n 18 - Flight comparison results – Provid	er 3 – Revisit 2		
18.0a	What is the name of the airline/provider	you have selected?	🖍 Plea	ise state
18.0b		/provider (e.g. Have you previously joined a line/ provider in order to qualify for discounts or	Yes	No
18.0c	Please upload an image of the airline/pro	ovider quote.	Image	upload
	Does the result shown by the	Price	Yes	No
18.1	Does the result shown by the	Airports to fly from / to	Yes	No

	footuroo motok what was an alfield an	Raggaga allowance	Yes			No
	features match what was specified on the comparison website/ app?	Baggage allowance				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 🖌 Plea commen			No
18.2	Has the airline/provider saved all of your	details entered on the comparison website/app?	Yes	N	0	NA
40.0-			Yes			
18.2a	Is any additional information required?		🖉 Please	list		No
18.3		selected on the comparison site/app or additional	Just the quo selected		Add	tional quotes
	quotes?		Go to 18.	Go to 18.4	Please comment	
				1		
18.3a	How many new quotes are presented?			2	2	
				3.	+	
18.3b	Please upload an image of any additiona	I quotes on the results page.		Image	upload	
Now foll	l owing the process up to the point of purcha	ase				
	Is the quote still available for you?					No
18.4	i.e. can you purchase the product/ servic	e presented in the quote?	Yes		🖍 Ple	ase comment
	Is the final price shown the same as the	one provided initially on the airline/provider's	Yes			No
18.4a	website/ app?		Go to 18.4	4c		P
18.4b	Please upload an image showing any dif on the airline/provider's website/app	ference between the initial and final price provided		Image	upload	
	Is the final price shown on the airline/pro	vider's website/app the same as the one provided	Yes			No
18.4c	on the results page of the comparison we	ebsite/app?	Go to 19.	0a		
18.4d		ference between the final price shown on the e provided on the results page of the comparison		Image	upload	

		additional fees/ charges (e.g. for payment processing)	Yes	No
18.4e	Is the difference in price due to either	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
			Go to 20.0	Go to 20.0
	19 - Flight comparison results – Direct pu Γ taken to the providers website)	rchase – Revisit 2 (This is a purchase that is mac	le on the Comparison V	Vebsite/App and you
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/pr membership scheme operated by the airline rewards?)	ovider (e.g. Have you previously joined a e/ provider in order to qualify for discounts or other	Yes	No
19.0c	Please upload an image of the airline/provid	der quote.	Image upload	
Now foll	owing 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	e provided on the results page?	Yes Go to 20.0	No ✔ Please comment
		additional fees/ charges (e.g. for payment processing)	Yes	No
19.4b	Is the difference in price due to either of the following	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 differ comparison website/app.	ences between the initial and final price on the	Image	upload

Thank you for taking time to complete this visit for us.				
20.0	0.0 What time did your assessment finish? – Use 24-hour clock e.g. 15:30 HH:MM		1M	
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	