

Mobile Consumer Survey

Invitation to comment on consumer survey draft questionnaire

1. As part of its investigation into smartphone users' preferences and uses of apps, the Competition and Markets Authority (CMA) intends to conduct a quantitative survey of UK consumers who own a smartphone.
2. The central objective of the survey is to improve our understanding of:
 - consumer purchasing behaviour in the UK smartphone market;
 - switching between smartphone brands and operating systems;
 - consumer behaviour in using apps; and
 - consumer behaviour in conducting online search activities.
3. A particular area of interest is to investigate the switching of operating systems (from iOS (Apple) to Android and from Android to iOS). We wish to investigate both the level of switching and the experiences of those who have switched.
4. It is proposed that the survey will be conducted using a 'push-to-web' method. A random and representative sample of around 3,000 UK households will be recruited by letter, and a single smartphone owner (16+) from each household will be invited to fill in an online questionnaire
5. The households will be recruited using the Postcode Address File (PAF) as the sample frame. The PAF is thought to include over 98% of the population living in private residential accommodation. They will be recruited by letter and a reminder letter will be sent to non-responding households.
6. The PAF will be explicitly stratified using deciles of the Index of Multiple Deprivation (IMD) as strata. Those in the most deprived stratum will have a slightly higher probability of selection. This is to compensate for anticipated lower response rates from more deprived areas that we usually observe in push-to-web surveys.
7. The questionnaire will be cognitively tested. Each participant will be interviewed on aspects of the survey that are relevant to them, focusing on the more complex survey questions that we want to ensure are working as intended and fully understood by participants. Any adjustments required to aid respondent comprehension will be made to the questionnaire following this process. We expect the survey to be around 15 minutes in length. We envisage that the survey will include a pilot/soft launch, after which we will pause and confirm that the survey is working as expected.
8. Fieldwork is expected to last between three and four three weeks. Once fieldwork is completed, data will be weighted if necessary to ensure it is representative of the underlying population with respect to demographic characteristics.
9. Full methodological detail including the final approach to any weighting of the data will be set out in the technical report which will be published alongside the research report.
10. We now welcome comments on the draft questionnaire to be used in the proposed survey.

11. The draft questionnaire may be found on the [Apple's](#) and [Google's](#) investigation case page.
12. The questionnaire may be revised ahead of fieldwork, to reflect comments received and/or our own development of the questions and the testing process outlined above.
13. In accordance with the tight timetable which is necessary for this work, the deadline for comments is 11.59pm on Tuesday 28 January 2025. All comments should be addressed to mobilesms@cma.gov.uk.