



# Consumer research into use of fixed and mobile internet

Research Document

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## Section 1

# Introduction

We commissioned survey research amongst residential and business consumers as part of our wholesale broadband access market review. The objectives of the research were:

- To understand consumer attitudes towards mobile broadband and speed of service by measuring satisfaction and attitudes towards substitutability between services, as well as willingness to pay for higher speed services.
- To provide evidence to inform market definition analysis. For example, by assessing potential switching behaviour if consumers were faced with a “small but significant non-transitory increase in price” (SSNIP).

This report summarises the findings from the two surveys.

## Section 2

# Methodology

### Residential consumer research

We commissioned Ipsos MORI to include our survey questions on their face to face CAPI (computer assisted personal interviewing) omnibus survey. The omnibus survey interviewed a representative sample of 1,966 adults aged 15+ in Great Britain.

Interviews were conducted at approximately 145 sampling points randomly selected across Great Britain.

Quotas were set to ensure the sample was representative and any sample profile imbalances were corrected at the analysis stage through weighting.

The survey took place between 18 September 2009 and 24 September 2009.

### Business consumer research

We commissioned Saville Rossiter Base to conduct a survey amongst telecoms decision makers in UK businesses with five employees or more. 1,000 telephone interviews were conducted in total.

Quotas were set to ensure our sample was representative of UK businesses in terms of size and sector. Larger businesses were deliberately over-represented in the sample to allow us to examine a robust sample of this group. The responses from larger businesses were subsequently down-weighted.

### Notes and definitions

Below each chart in the report a “Base” is defined. This describes the type of respondents who answered the question. The number of respondents (n) who answered the question is also indicated.

The following terms are used to describe groups of respondents in the charts in this report:

**Mobile broadband dongle:** Anyone with “mobile broadband through a mobile network – connecting a PC or a laptop to the internet with a USB stick or dingle” (and have confirmed that this is not a Wi-Fi network connection).

**Mobile internet via PDA:** Anyone with “Mobile internet connection using a Blackberry, i-phone, PDA or similar advanced mobile phone like device that give you full access to all websites”.

**All mobile internet:** Anyone with “mobile broadband through a mobile network – connecting a PC or laptop to the internet with a USB stick or dongle” and/or “Mobile internet connection using a Blackberry, i-phone, PDA or similar advanced mobile phone like device that gives you full access to all websites” (and have confirmed that this is not a W-Fi network connection).

**SME:** Small or Medium enterprises with between 5 and 249 employees across all UK sites.

**Large businesses:** Organisations with 250 or more employees across all UK sites.

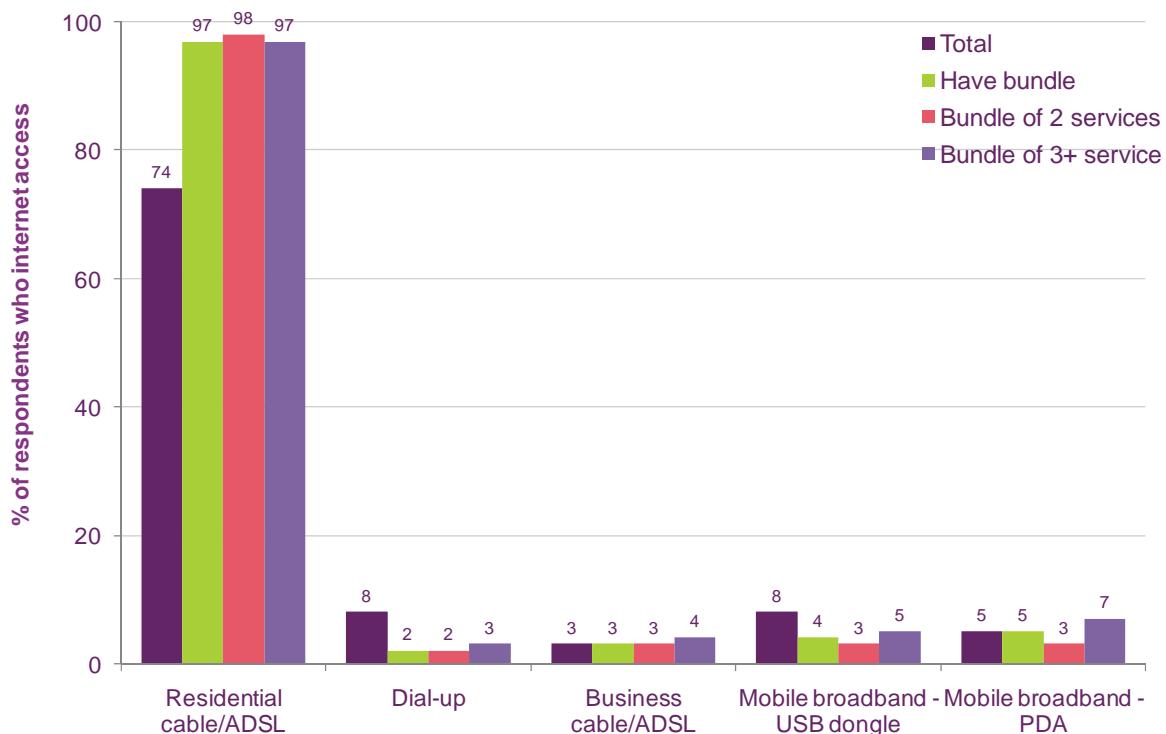
## Section 3

# Residential consumers

### Methods of internet access

Nearly three quarters (74%) of residential customers primarily access the internet via broadband, with a small proportion (8%) still using dial-up access. Customers who have bundled services tend to have their broadband access as part of the bundle. Three per cent of residential customers purchase business cable/ADSL packages.

**Figure 3.1: Residential methods of internet access**



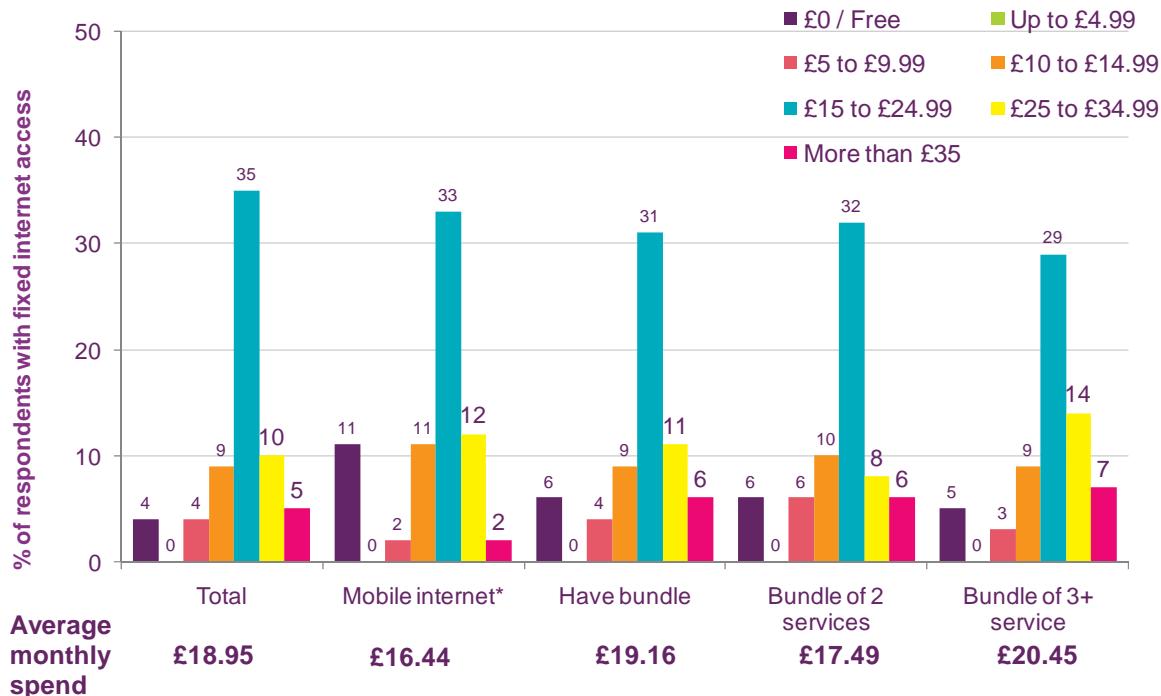
Note: Respondents who said "Other" or "Don't know" are not shown.

Question. Which of these methods do you use to connect to the internet?

Base: All who have access to the internet ( $n = 1,356$ . 723 Have bundle, 383 Have bundle of 2 services, 320 Have bundle of 3 or more services).

When asked, (and after prompting to pre-coded bands) around two-thirds (67%) of fixed broadband subscribers were able to provide an estimate of their monthly spend on broadband. Amongst those who were able to give a precise estimate, the average claimed monthly spend on fixed broadband was £18.95. This figure should be treated with caution as it is based on respondents' memory and in many cases broadband will be part of a 'bundle' of services so it might have been difficult for many to provide an accurate estimate.

**Figure 3.2: Monthly spend on fixed internet access by residential customers**



\*Caution: Low base size, treat as indicative only

Note: Respondents who said "Don't know" (33%) are not shown.

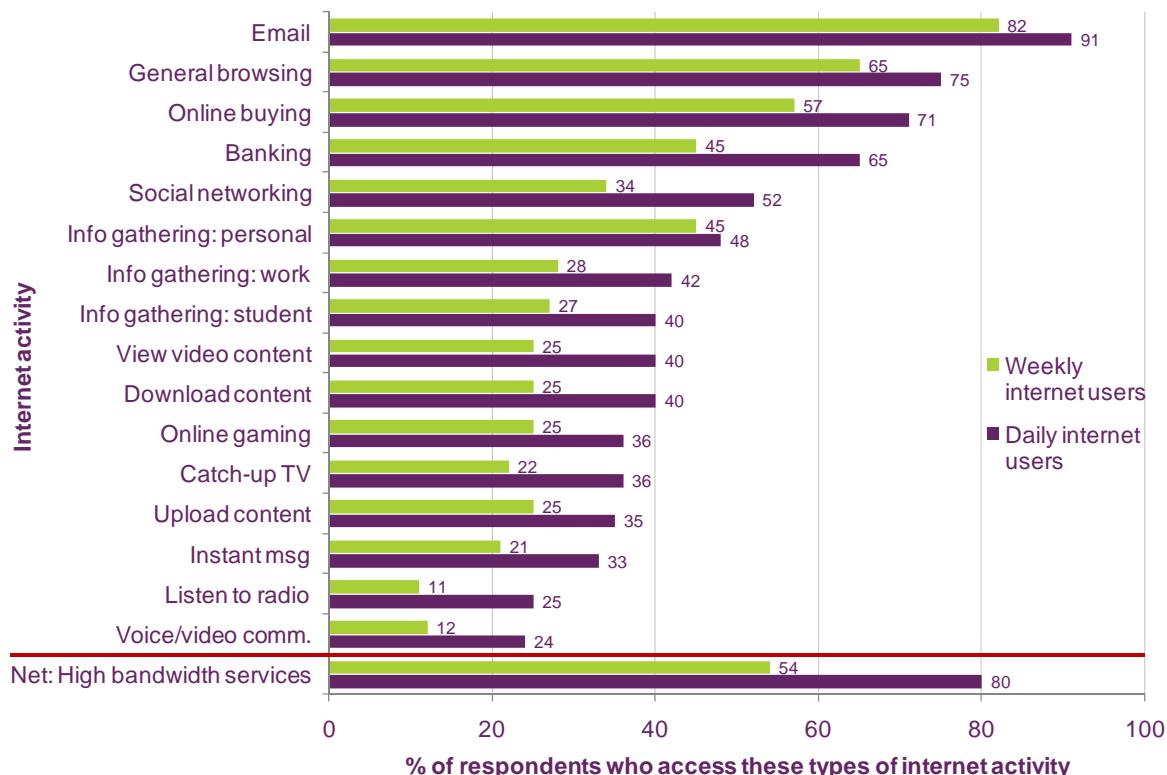
Question. Approximately how much would you estimate your household pays each month for your fixed line internet service at home? Please exclude any landline phone or digital TV charges.

Base: All who have fixed broadband ( $n = 1,038$ . 59 Mobile internet, 723 Have bundle, 383 Have bundle of 2 services, 320 Have bundle of 3 or more services).

## Consumers' use of internet

Residential consumers use the internet for a variety of different activities, many of which require relatively high bandwidth connections.

**Figure 3.3: Household use of internet**



*Question. Which, if any of these do you or members of your household use the internet for whilst at home?*

*Base: All who have broadband and use the internet daily (n = 836), All who have broadband and use the internet weekly (n = 174)*

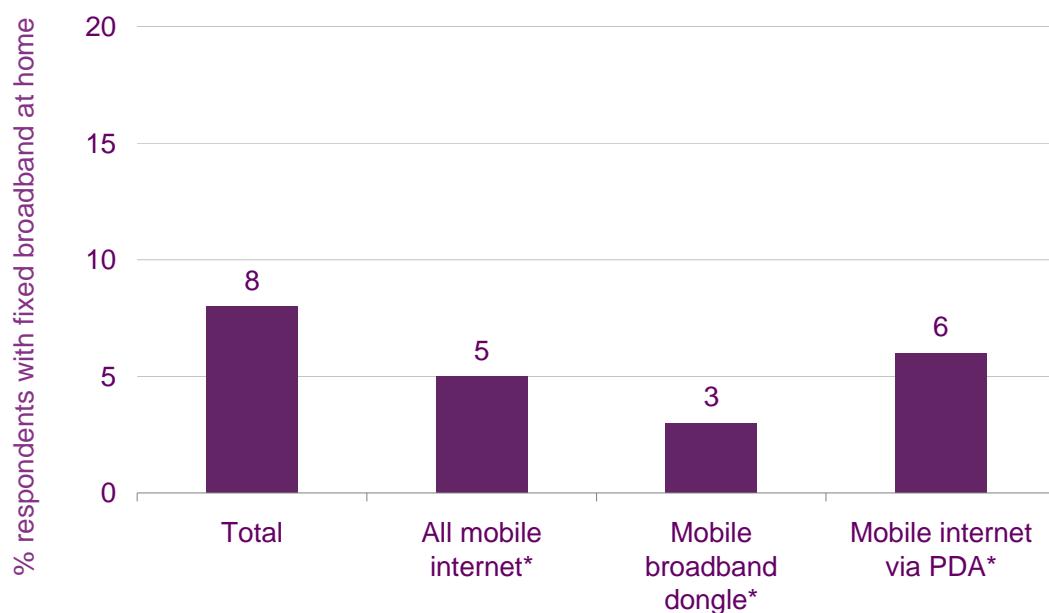
*Note: Activities mentioned by fewer than 20% of the sample are not shown on this chart. The net line "high bandwidth services" is made up of the following responses: Playing games online/interactively, Communicating via voice or video calls using services such as Skype, Downloading music files, movies or video clips, Watching live TV programmes, Watching catch-up TV (such as BBC i-player, Sky Player, ITV Player), Watching news programmes, Watching video clips/webcasts (e.g. YouTube or Big Brother)*

## Fixed broadband service

### Likelihood to retain fixed broadband service

In order to assess the potential impact of mobile internet services on fixed broadband use our survey asked UK adults whether they intended to cancel their fixed broadband service in the next six months. Amongst UK adults who have a fixed broadband connection, 8% said that they were very or fairly likely to cancel their service within the next six months. Those who also had a mobile internet service were marginally less likely to say they would cancel their broadband service (although the sample size of those with mobile internet was relatively small, so this finding should be treated with caution).

**Figure 3.4: Likelihood to cancel fixed broadband service in next six months**



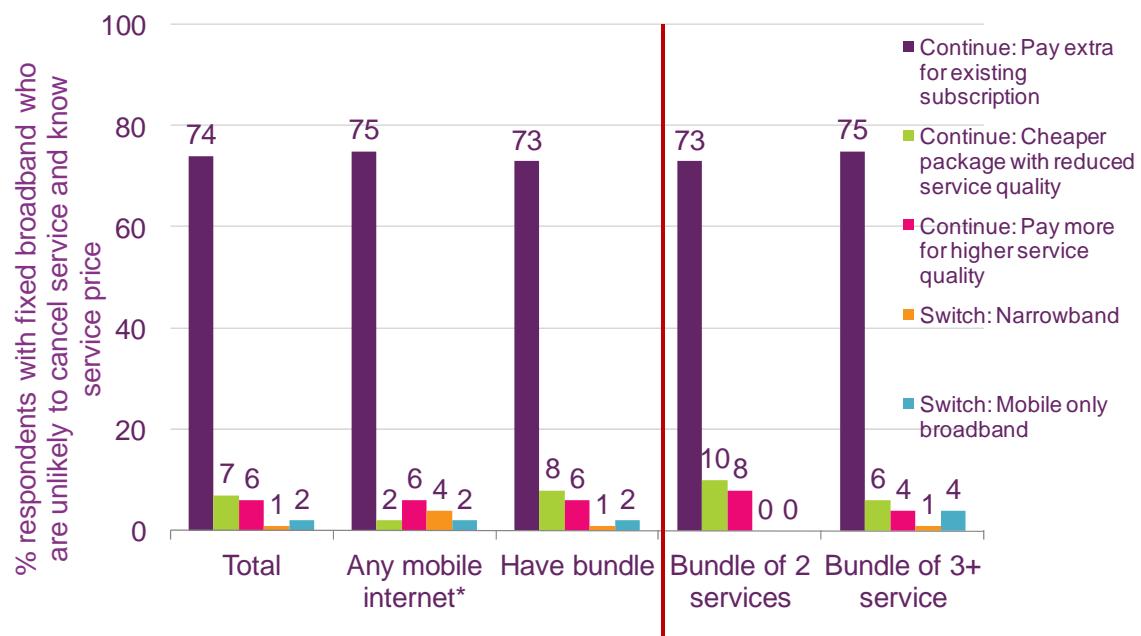
\*Caution: Low base size, treat as indicative only

*Question: In the next six months, how likely or unlikely are you to cancel your fixed broadband service?*

*Base: All who have fixed broadband (n = 1038 Total, 59 Any mobile internet, 29 Mobile broadband dongle, 38 Mobile internet via PDA)*

Amongst fixed broadband subscribers who knew how much they paid for their service, three-quarters (74%) said that if prices increased by 10% they would continue with their existing service and pay the extra amount. A minority (2%) said that they would switch to mobile internet. Responses were similar amongst those with a mobile internet connection and those who purchased services in a bundle.

**Figure 3.5: Likely action taken as result of 10% increase in price of fixed broadband (based on those who know how much they pay)**



\*Caution: Low base size, treat as indicative only

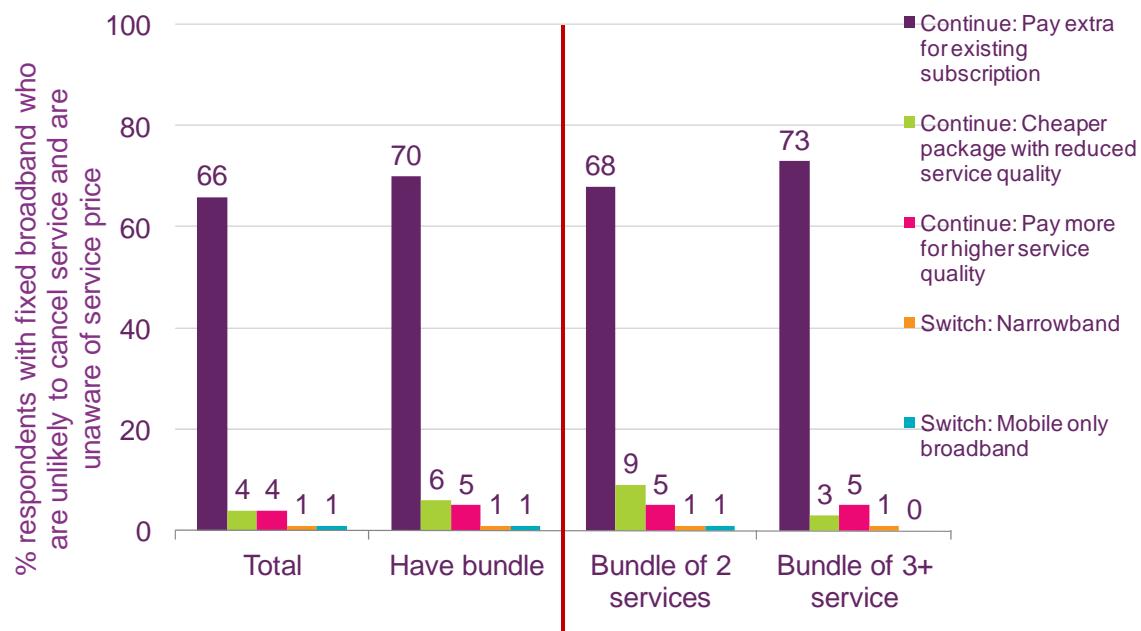
Note: 6% answered 'don't know' and other responses, such as 'stop using the internet' were given by a small minority of respondents.

**Question:** If the price of all fixed broadband packages of similar quality to yours from all suppliers increased 10%, which of these actions would you be most likely to choose?

**Base:** All who have fixed broadband who are unlikely to switch to mobile only service and who are able to give estimate of cost of broadband subscription ( $n = 643$  Total, 40 Any mobile internet, 454 Have bundle, 246 Bundle of 2 services, 194 Bundle of 3+ services).

Amongst fixed broadband subscribers who did not know how much they paid for their service, two-thirds (66%) said that if prices increased by £2 per month they would continue with their existing service and pay the extra amount. A minority (1%) said that they would switch to mobile internet. Nearly a quarter (23%) said that they didn't know how they would react. Those who purchased their broadband service in a bundle appear slightly more likely to be willing to accept the price increase; however this difference is within the survey's error margins.

**Figure 3.6: Likely action taken as result of £2 increase in price of fixed broadband (based on those who do not know how much they pay).**



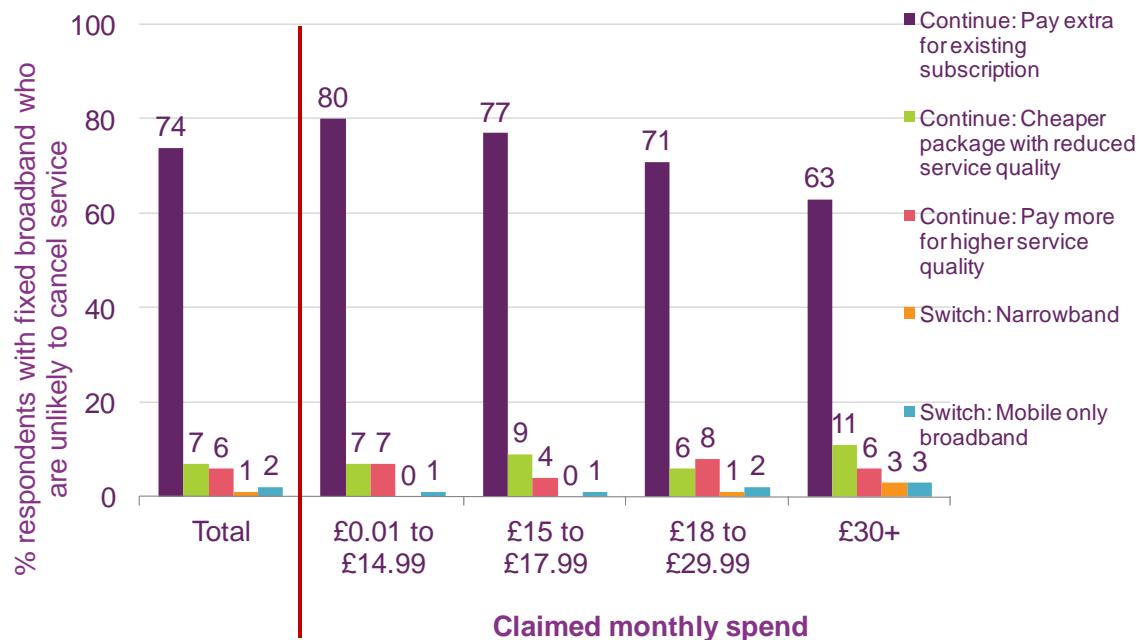
Note: 23% answered 'don't know' and other responses, such as 'stop using the internet' were given by a small minority of respondents.

**Question:** If the price of all packages that include broadband of similar quality to yours from all suppliers increased by about £2 per month, which of these would you be most likely to choose?

**Base:** All who have fixed broadband who are unlikely to switch to mobile only service and who are unable to give estimate of cost of broadband subscription ( $n = 313$  Total, 213 Have bundle, 104 Bundle of 2 services, 104 Bundle of 3+ services)

Stated intended response to a price increase appeared to be slightly different among higher spending broadband subscribers, who appeared to be more sensitive to the price increase and hence more likely to react with a change in behaviour.

**Figure 3.7: Likely action taken as result of 10% increase in price of fixed broadband (based on those who know how much they pay) – by spend**

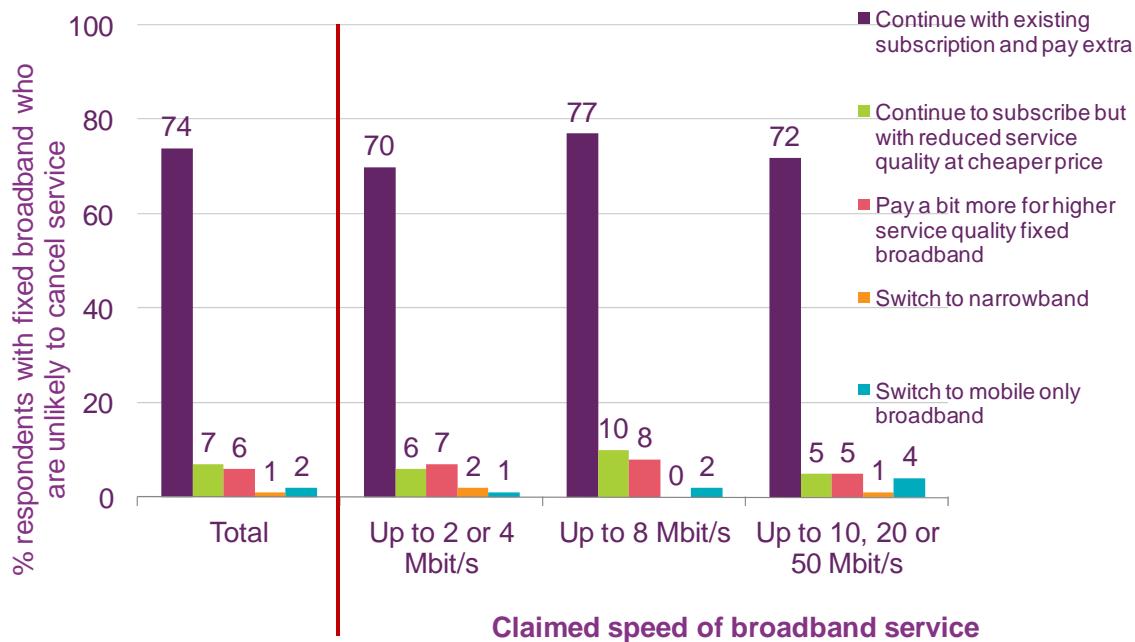


*Question: If the price of all fixed broadband packages of similar quality to yours from all suppliers increased 10%, which of these actions would you be most likely to choose?*

*Base: All who have fixed broadband who are unlikely to switch to mobile only service and who are able to give estimate of cost of broadband subscription (n = 643 Total, 145 £0.01-£14.99, 146 £15-£17.99, 217 £18-£29.99, £30+)*

The same was true when the data is split by connection speed, with those on higher speed connections more appearing more likely to react to a price increase.

**Figure 3.8: Likely action taken as result of 10% increase in price of fixed broadband (based on those who know how much they pay) – by connection speed**

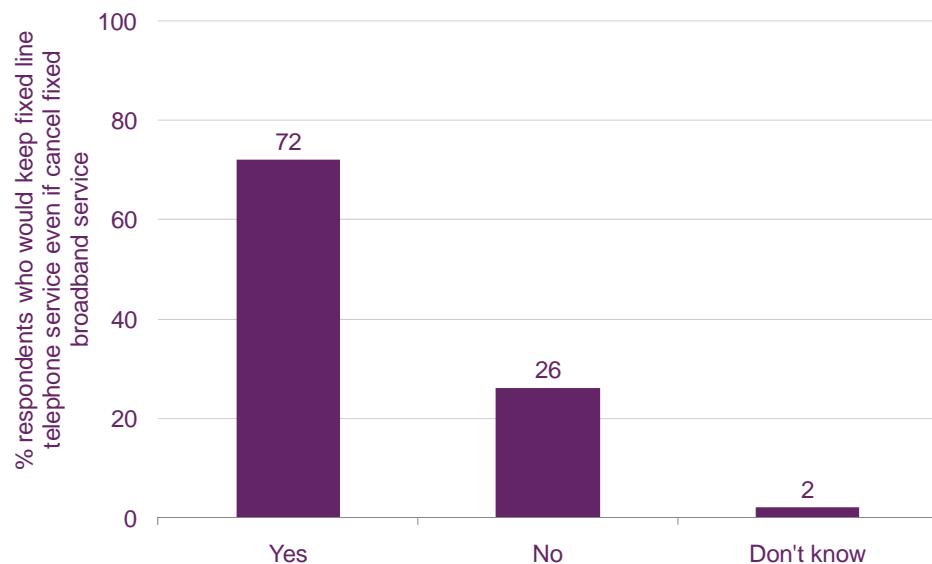


*Question: If the price of all fixed broadband packages of similar quality to yours from all suppliers increased 10%, which of these actions would you be most likely to choose?*

*Base: All who have fixed broadband who are unlikely to switch to mobile only service and who are able to give estimate of cost of broadband subscription (n = 643 Total, 103 Up to 2 or 4 Mbit/s, 159 Up to 8 Mbit/s, 134 Up to 10, 20 or 50 Mbit/s)*

Amongst the relatively small number of fixed broadband subscribers who said they would switch to a mobile internet service in the event of a 10%/ £2 per month price increase, 72% said that they would keep their fixed line phone service and 26% said they would not keep it.

**Figure 3.9: Likelihood to keep landline phone service among those who would switch to mobile internet or cancel their fixed broadband service**



\*Caution: Low base size, treat as indicative only

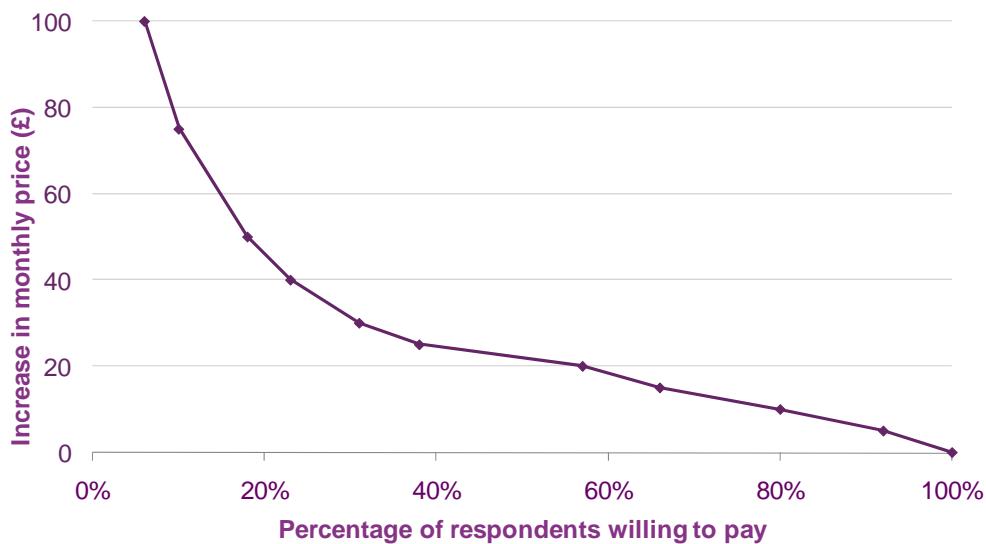
*Question: And would you keep your landline phone service.*

*Base: All who would switch to a mobile broadband service or cancel their fixed broadband service and who have a landline (n = 40)*

### Willingness to pay for fixed broadband service

When asked, the majority of fixed broadband subscribers said that they would be willing to pay more for their broadband service if they had to (if the prices of all providers went up). About 80% said they would pay an extra £10 per month and a small minority would pay in excess of an extra £50 per month.

**Figure 3.10: How much extra people are prepared to pay for home broadband**



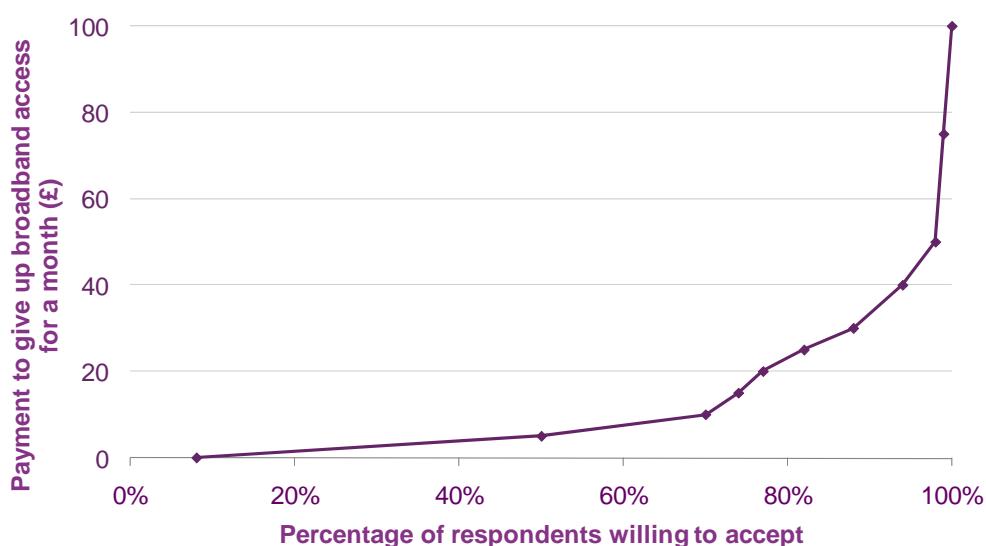
Note: Results for the 24% of respondents who answered 'don't know' are not shown.

Question: If the price of home broadband from all providers were to keep increasing, how much would the monthly price have to increase by before you gave up broadband completely?

Base: All who have fixed broadband ( $n = 1038$ )

When asked how much their ISP would have to pay them to give up their broadband service for one month about 70% said that they would accept a £10 payment.

**Figure 3.11: How much ISP would have to pay subscriber to persuade them to give up their broadband service for one month**



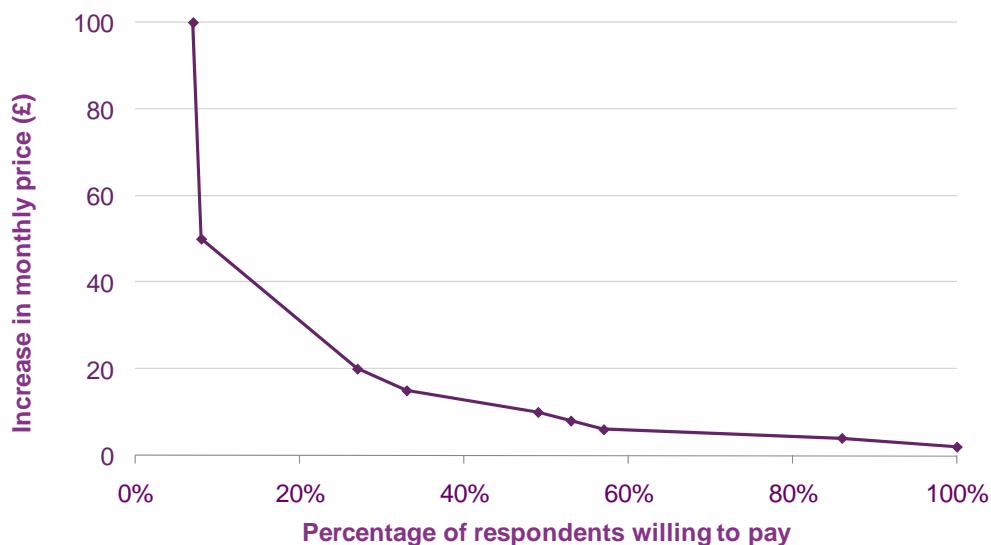
Note: Results for the 19% of respondents who answered 'don't know' are not shown.

Question: If your ISP wanted to carry out some maintenance and to do this they asked you to go without internet at home for one month, how much money would they have to pay you to persuade you to agree to this?

Base: All who have fixed broadband ( $n = 1038$ )

About half of all fixed broadband subscribers said that they would be willing to pay an extra £10 per month to double their current broadband connection speed.

**Figure 3.12: How much extra people are prepared to pay to double their current broadband speed**



*Note: Results excludes 38% 'not interested in higher speeds', 22% 'none of these' and 16% 'don't know'*

*Question: How much extra would you be prepared to pay a month in addition to your current subscription to double your current broadband speed (and download limit)?*

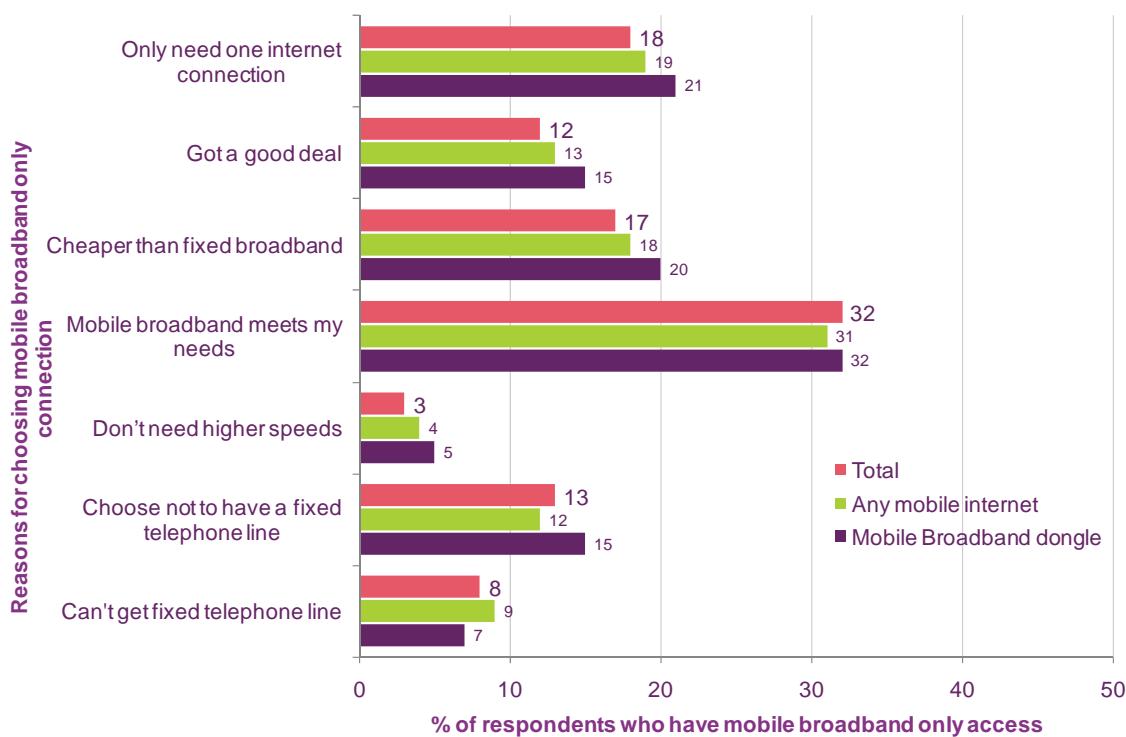
*Base: All with fixed broadband who know their connection speed and amount they pay each month (n = 1038).*

## Mobile internet

### Reasons for using a mobile internet service only

Our survey found that 5% of UK adults had a mobile internet service, but did not have a fixed broadband service at home. These consumers gave a variety of reasons for choosing to have mobile internet only, with a third of them (32%) saying that mobile broadband met their needs and almost one in five (18%) saying that they only needed one connection.

**Figure 3.13: Reasons for choosing to have mobile internet only**

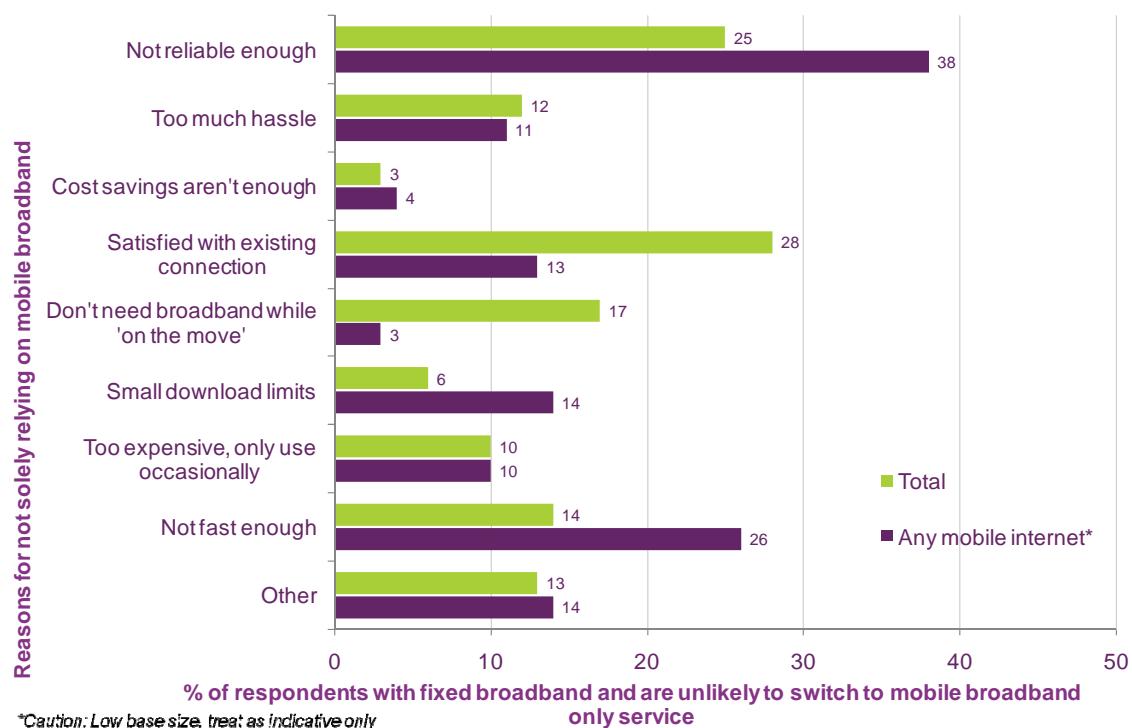


Question. Why did you choose to have mobile broadband only?

Base: All who have mobile broadband only ( $n = 88$  Total, 74 Any mobile internet, 60 Mobile broadband dongle) Note that the base size for "Any mobile internet" is slightly lower than the total base size, as a small number of respondents who could not confirm that they were not using wi-fi have been filtered out of this group.

### Reasons not to rely on a mobile internet service only

Those who had a fixed broadband service and were unlikely to switch to mobile broadband only gave a variety of reasons for this. Amongst all fixed broadband users the most frequently mentioned reason was satisfaction with the existing connection. Amongst those who also had a mobile internet service there were more concerns about the quality of service that might be achieved with mobile broadband; 38% said it would not be reliable enough and 26% said it would not be fast enough.

**Figure 3.14: Reasons why wouldn't rely solely on mobile broadband**

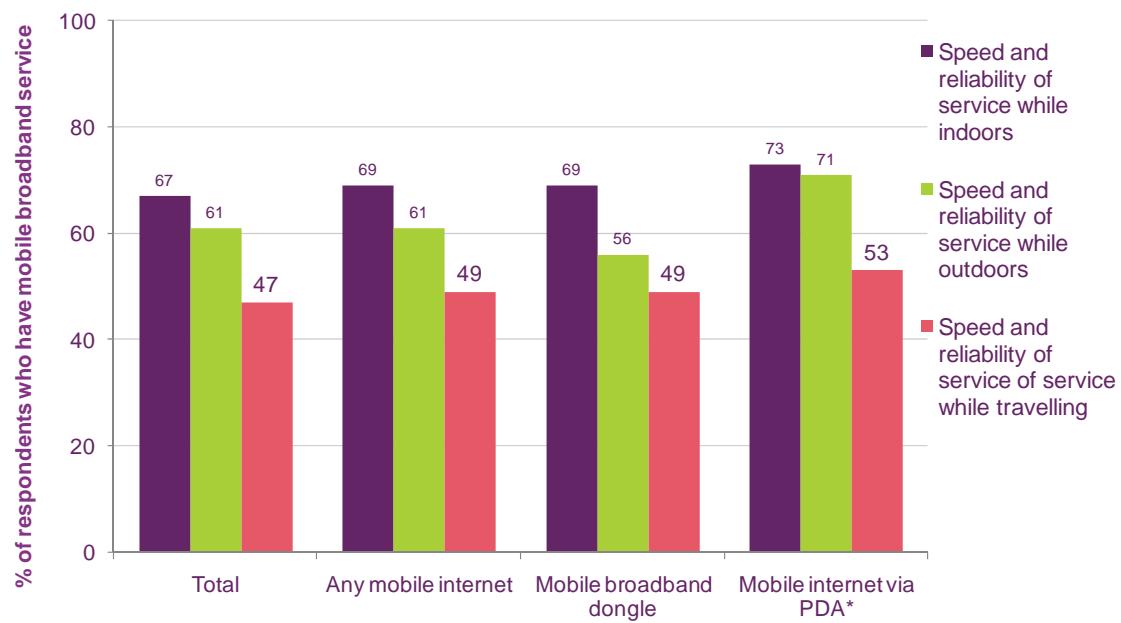
**Question.** Why wouldn't/don't you rely solely on mobile broadband?

**Base:** All who have fixed broadband and are unlikely to switch to mobile only service ( $n = 908$  Total, 55 Any mobile internet) \*Caution: Low base size, treat as indicative only

### Satisfaction with mobile internet service

Consumers with a mobile internet service were asked about their satisfaction with the speed and reliability of the service in different situations. Two-thirds (67%) said that they were satisfied with the speed and reliability when indoors, however satisfaction was lower outdoors (61%) and lower still while travelling (47%). Satisfaction appeared to be higher amongst those who used a Smartphone or PDA to access the internet.

**Figure 3.15: Satisfaction with speed and reliability of mobile broadband in different situations**



\* Caution low base size, treat as indicative only

Note that the base size for "Any mobile internet" is slightly lower than the total base size, as a small number of respondents who could not confirm that they were not using wi-fi have been filtered out of this group.

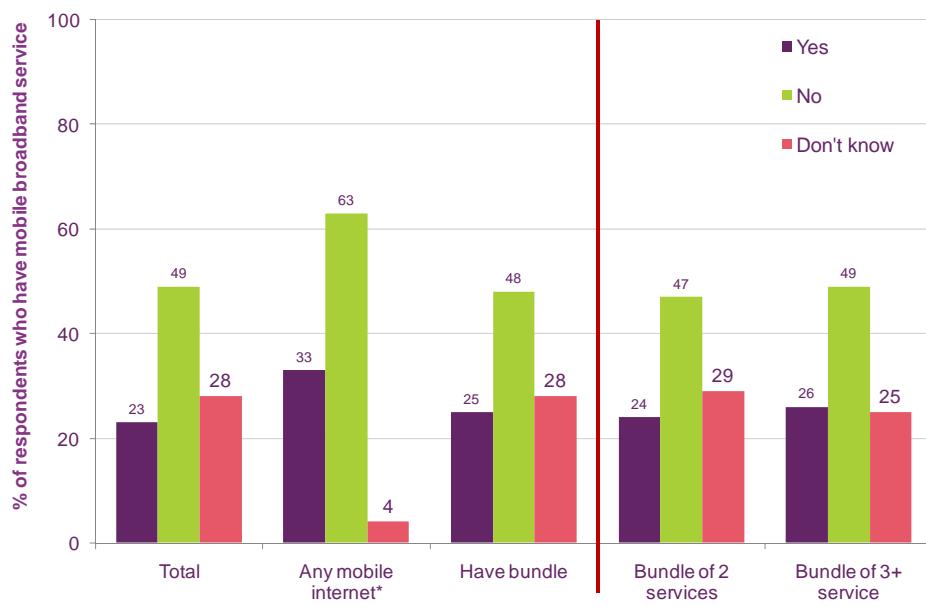
Question: Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for each of the following...?

Base: All those who have mobile broadband ( $n = 150$  Total, 133 All mobile internet, 89 Mobile broadband dongle, 54 Mobile internet via PDA).

## Do consumers think mobile broadband is an alternative to fixed broadband?

A minority of fixed broadband subscribers (23%) thought that mobile broadband services currently available were a realistic alternative to fixed broadband services. Half (49%) said that they were not a realistic alternative. Amongst those who had a mobile internet connection a greater proportion expressed a opinion one way or the other, with 63% of this group saying it was not an alternative.

**Figure 3.16: Whether mobile broadband is realistic alternative to fixed line broadband**



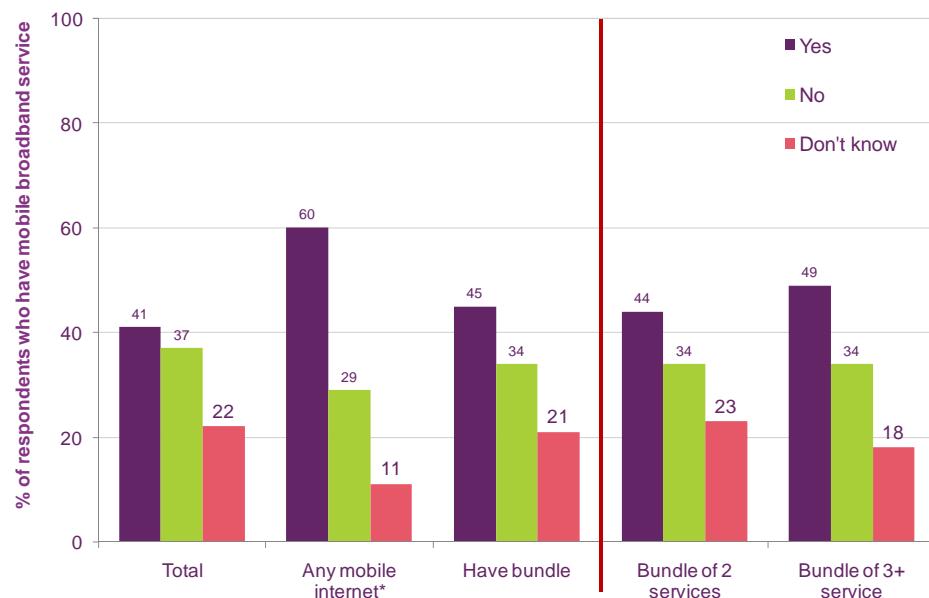
\* Caution low base size, treat as indicative only

Question: *Do you think that mobile broadband services currently available on the market are a realistic alternative to fixed broadband connections?*

Base: All who have fixed broadband ( $n = 1038$  Total, 59 Any mobile internet, 723 Have bundle, 383 Bundle of 2 services, 320 Bundle of 3+ services)

If the speeds and reliability of mobile broadband service improved to match fixed broadband services, a greater proportion of fixed broadband users would consider it a realistic alternative. Four in ten (41%) fixed broadband subscribers thought that mobile broadband services would be a realistic alternative to fixed broadband services if speeds and reliability improved. Just over a third (37%) said that it would still not be a realistic alternative.

**Figure 3.17: Whether mobile broadband would be realistic alternative to fixed line broadband if speeds and reliability improved**



\* Caution low base size, treat as indicative only

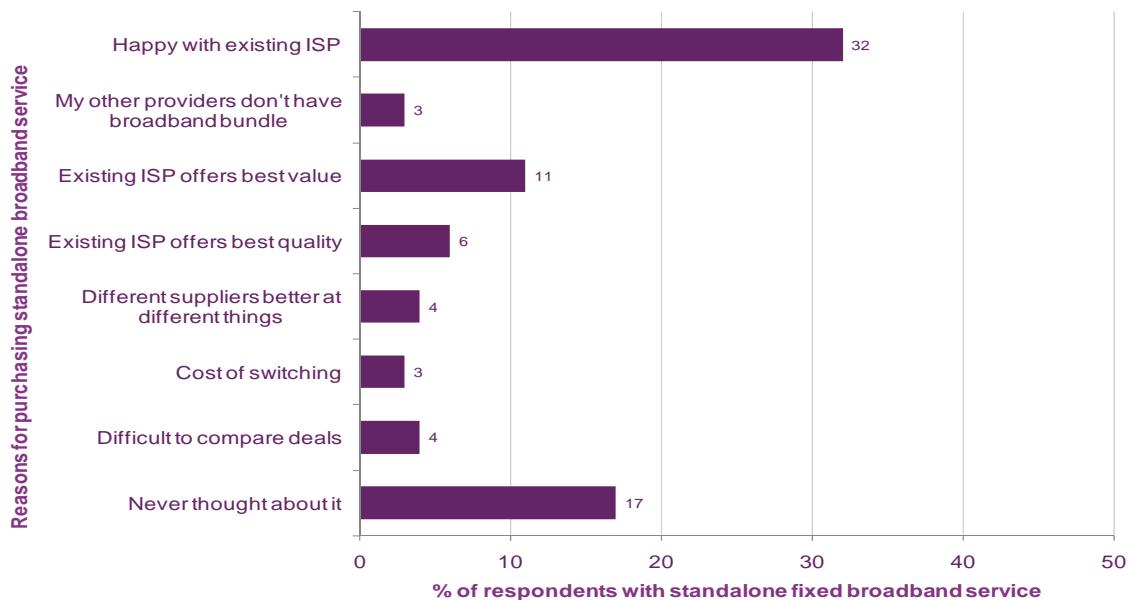
Question: If mobile broadband speeds and reliability improved to match fixed line broadband connections would you think that mobile broadband services were a realistic alternative to fixed line broadband connections?

Base: All who have fixed broadband ( $n = 1038$  Total, 59 Any mobile internet, 723 Have bundle, 383 Bundle of 2 services, 320 Bundle of 3+ services)

## Purchasing in bundles

Many consumers now purchase fixed broadband services in packages or ‘bundles’ with digital TV and/or landline phone services from the same supplier. Fixed broadband users who do not purchase in a bundle gave several reasons for this, with the most frequently mentioned reasons being ‘happy with existing ISP’ (32%) and having ‘never thought about it’ (17%).

**Figure 3.18: Reasons why haven’t chosen to purchase in a package**

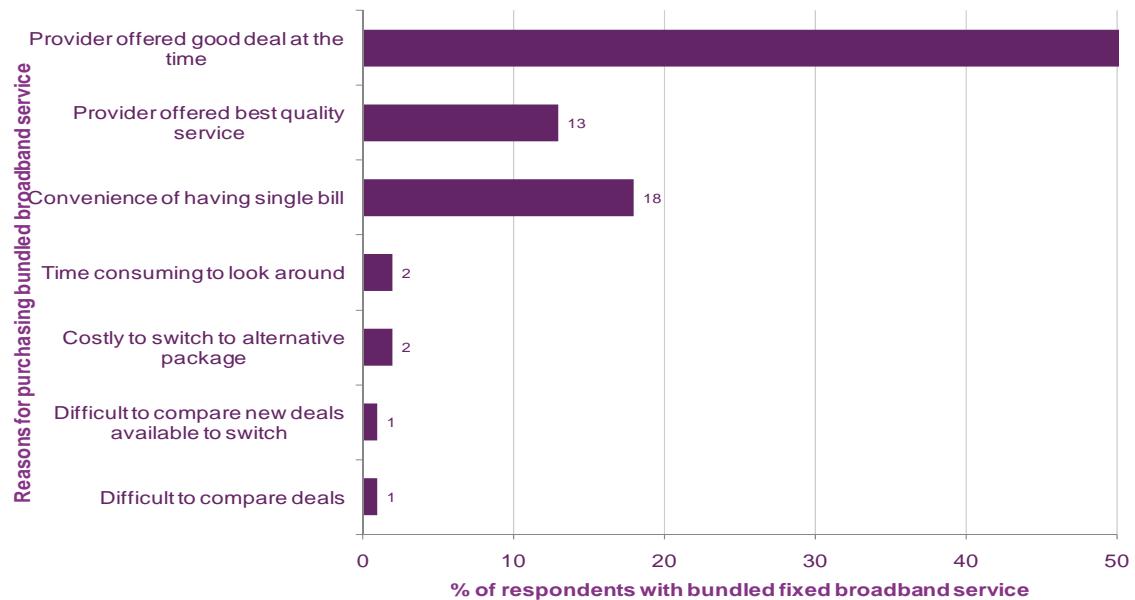


Question: *Why haven’t you chosen to purchase your internet access in a deal or package from one single service provider along with a phone and/or TV service?*

Base: All who have fixed broadband not part of a bundle (n = 271)

Amongst those who purchase fixed broadband in a bundle with other services, 61% said that this was because their provider offered a good deal. One in five (18%) cited the convenience of having a single bill.

**Figure 3.19: Reasons why chosen to purchase internet as part of a package**



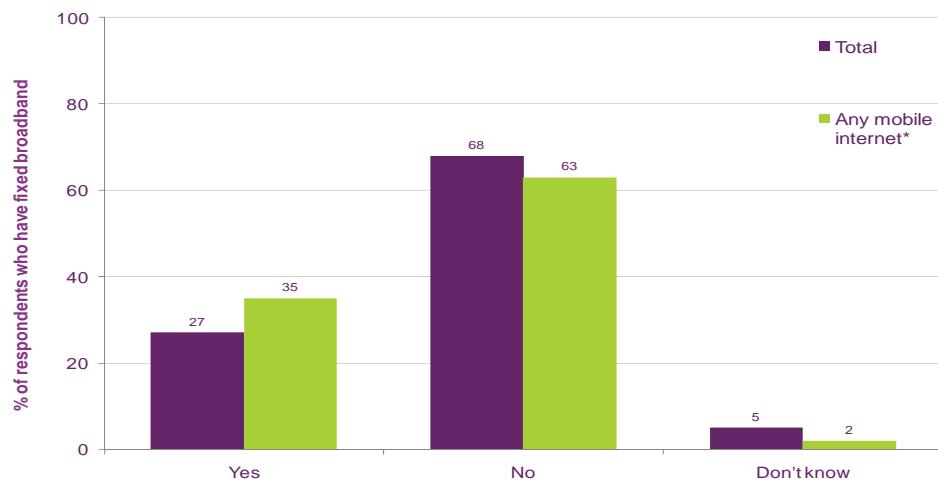
*Question: Why have you chosen to purchase your home internet access in a deal or package from the same provider as your...service?*

*Base: All who have fixed broadband as part of a bundle (n = 723)*

## Switching broadband providers

The majority of fixed broadband customers said that they had never switched broadband ISP, although a quarter (27%) had done so. The proportion of those who had switched ISP was a little higher amongst those who also had a mobile internet connection (35%), however this finding should be treated with caution due to the small sample size of those with mobile internet.

**Figure 3.20: Whether ever switched home broadband ISP**



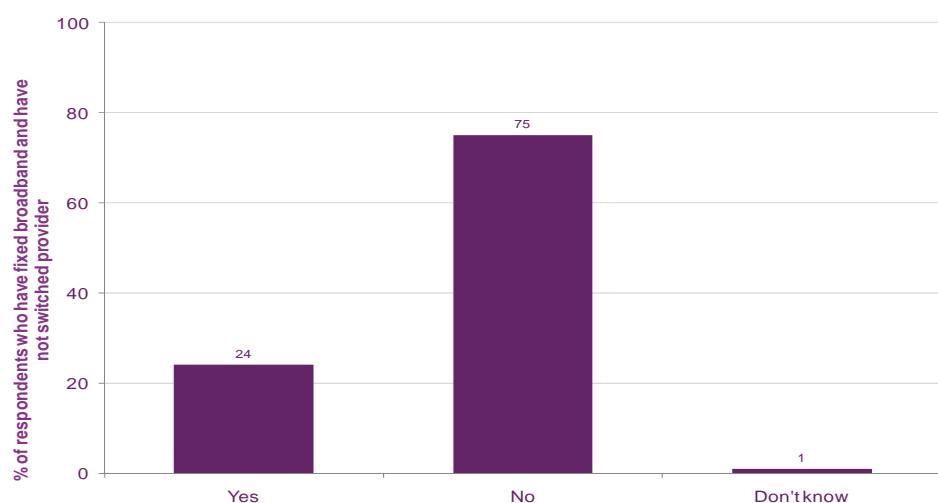
\* Caution low base size, treat as indicative only

Question: Apart from when you have moved house have you or your household ever changed your home broadband internet service provider?

Base: All who have fixed broadband ( $n = 1038$  Total, 59 Any mobile internet)

Amongst those who had not switched their home broadband ISP three quarters (75%) said that they had never considered doing so.

**Figure 3.21: Whether ever considered switching home broadband ISP**

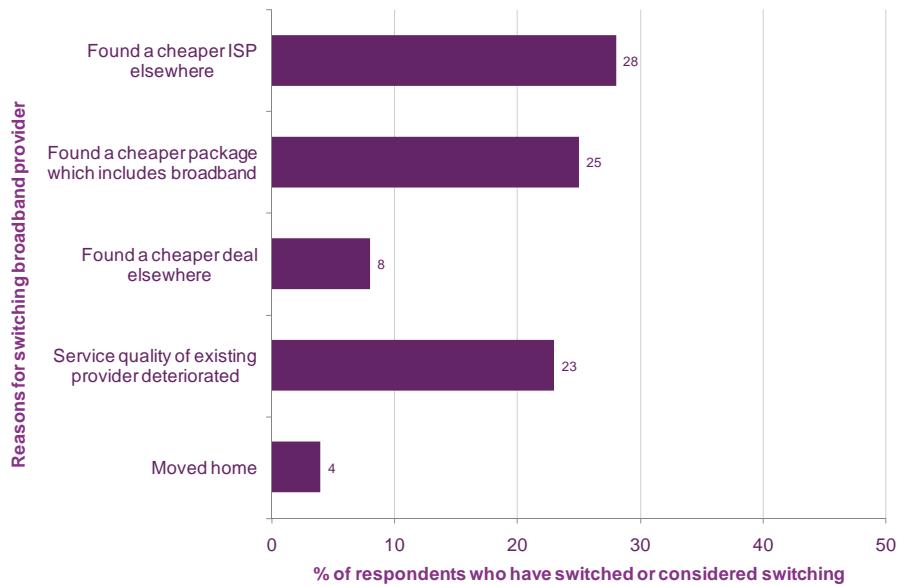


Question: Have you ever considered switching your home broadband internet service provider?

Base: All with fixed broadband who have not switched ISP ( $n = 717$ )

The main reasons given for switching (or considering switching) ISP were related to cost and poor quality service.

**Figure 3.22: Reasons why switched or considered switching**

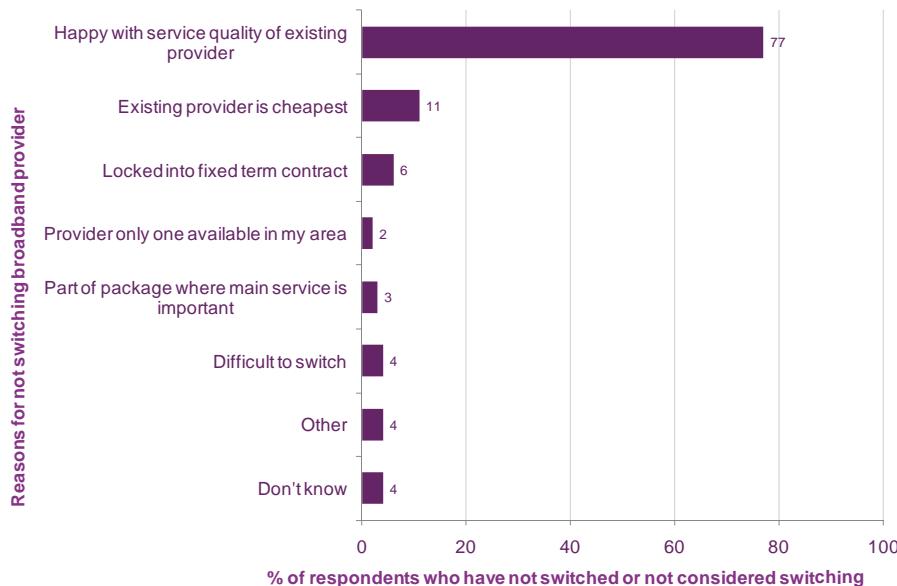


*Question: What was the reason why you switched or were considering switching?*

*Base: All with fixed broadband who switched or considered switching broadband ISP (n = 425)*

The main reason for not having switched or considered switching ISP was being happy with the service quality of the existing supplier – mentioned by 77%

**Figure 3.23: Reasons why not switched or considered switching**



*Question: Why have you not switched or considered switching broadband ISP?*

*Base: All with fixed broadband who have not switched or considered switching broadband ISP (n = 557)*

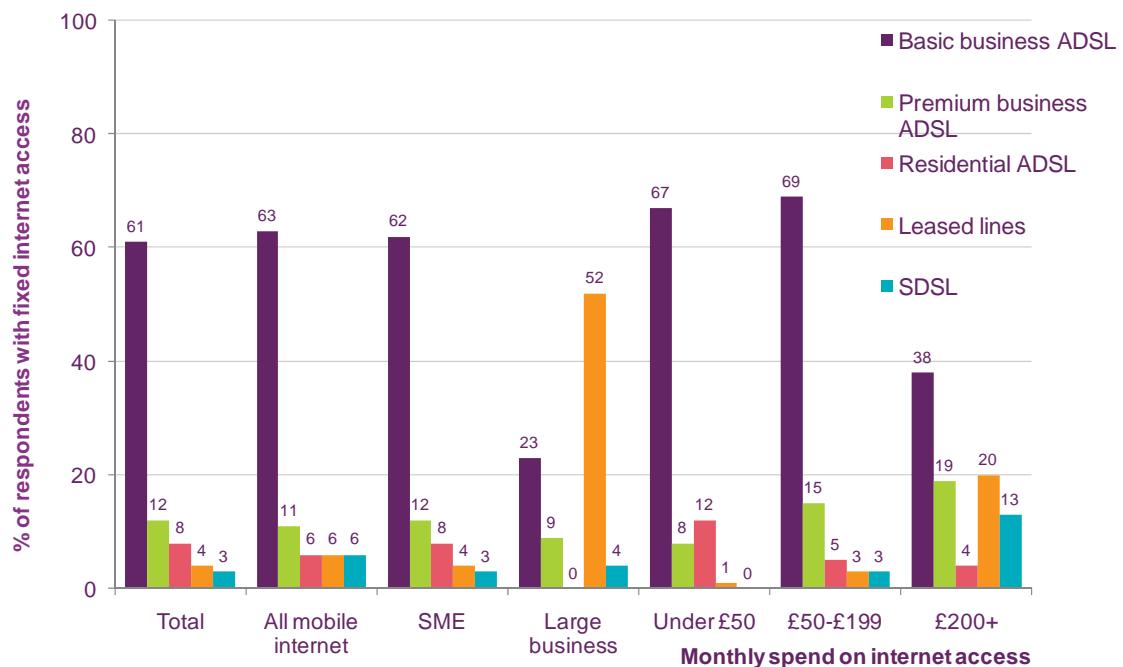
## Section 4

# Business consumers

### Methods of internet access

The majority (73%) of businesses access the internet using business ADSL packages, of which 12% purchase a “premium” business package with enhanced or managed IT solutions (such as engineer visits, web hosting, resilient back-up options, managed internet access etc). Some businesses (8%), particularly amongst the small and medium enterprises (SMEs) opt for residential ADSL broadband packages. The majority of large businesses with more than 250 employees opt for symmetric broadband services, 52% for leased lines and 4% for SDSL packages.

**Figure 4.1: Methods of internet access by businesses**



Note: Other responses were given by small percentages of the sample.

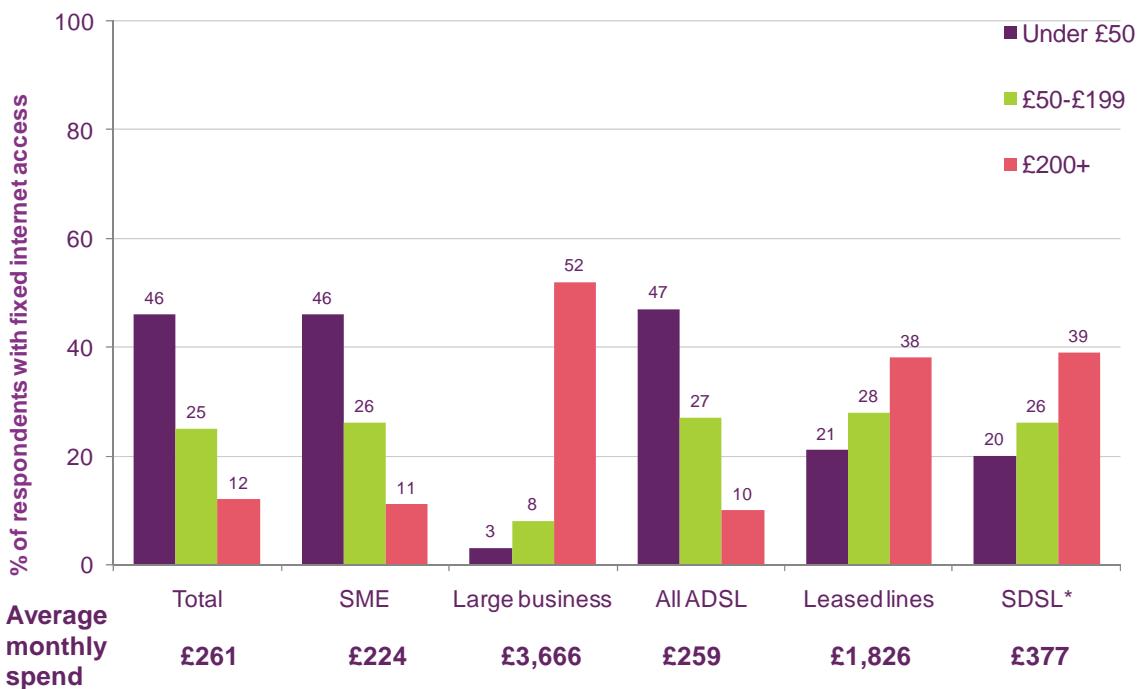
Respondents who said “Don’t know” have been excluded from the base.

Question. Which of these fixed broadband packages is your business on?

Base: All businesses who have fixed internet ( $n = 926$  Total, 236 Any mobile internet, 734 SME, 192 Large business, 322 Under £50 fixed internet monthly spend, 206 £50-£199 fixed internet monthly spend, 193 £200+ fixed internet monthly spend)

In aggregate, businesses spend around £260 per month on fixed internet access. This figure should be treated with caution as it is based on respondents' memory and excludes 17% of respondents who did not provide an estimate. Based on those who did, businesses' spending varies depending on the size of the company and on the connection method. Large businesses, who tend to purchase dedicated access in the form of leased lines, have average spending of over £3,000 a month. This compares against an average of £224 per month spent by SMEs, who tend to purchase ADSL packages.

**Figure 4.1: Average monthly spend by businesses (excluding VAT)**



\*Caution: Base size less than 100

Note: Respondents who said "Don't know / Did not wish to disclose" (17%) are not shown.

Question. Please can you tell me how much your organisation spends on fixed internet services in a typical month, excluding support and other services, and excluding VAT?

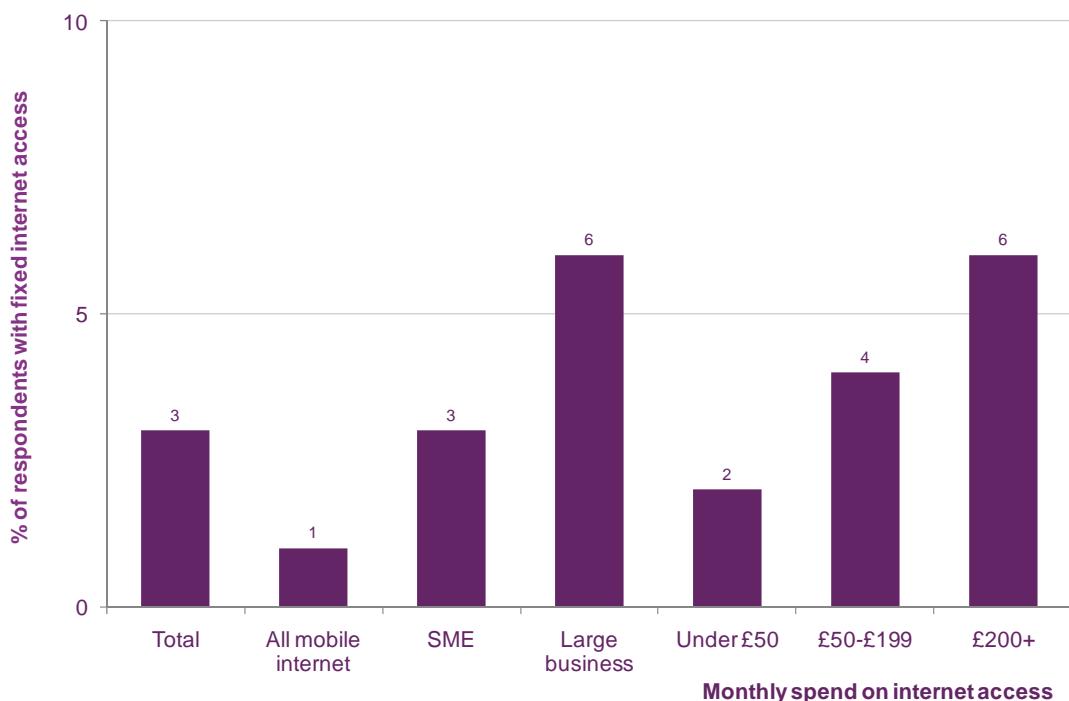
Base: All businesses who have fixed internet ( $n = 969$  Total, 241 Any mobile internet, 772 SME, 197 Large business, 645 All ADSL, 187 Leased lines, 63 SDSL).

## Fixed broadband service

### Likelihood to retain fixed broadband service

A small minority (3%) of businesses with a fixed internet connection said that they are likely to cancel their fixed broadband service and rely solely on mobile broadband in the next six months. Larger businesses and those with higher monthly spend on internet appear slightly more likely on average to say that they will do this.

**Figure 4.1: Likelihood to cancel fixed broadband service and rely on/ replace with a mobile internet only service in next six months**



Question. In the next six months, how likely or unlikely are you to cancel your fixed internet service and rely on/ replace it with only a mobile internet service?

Base: All businesses who have fixed internet ( $n = 969$  Total, 241 Any mobile internet, 772 SME, 197 Large business, 344 Under £50 fixed internet monthly spend, 217 £50-£199 fixed internet monthly spend, 194 £200+ fixed internet monthly spend)

Amongst businesses that were unlikely to switch to a mobile-only service 68% said that they would continue with their existing subscription and pay the extra if prices from all suppliers were to increase by £10 per month.

**Figure 4.2: Likely action taken as result of 10% increase in price of fixed internet**



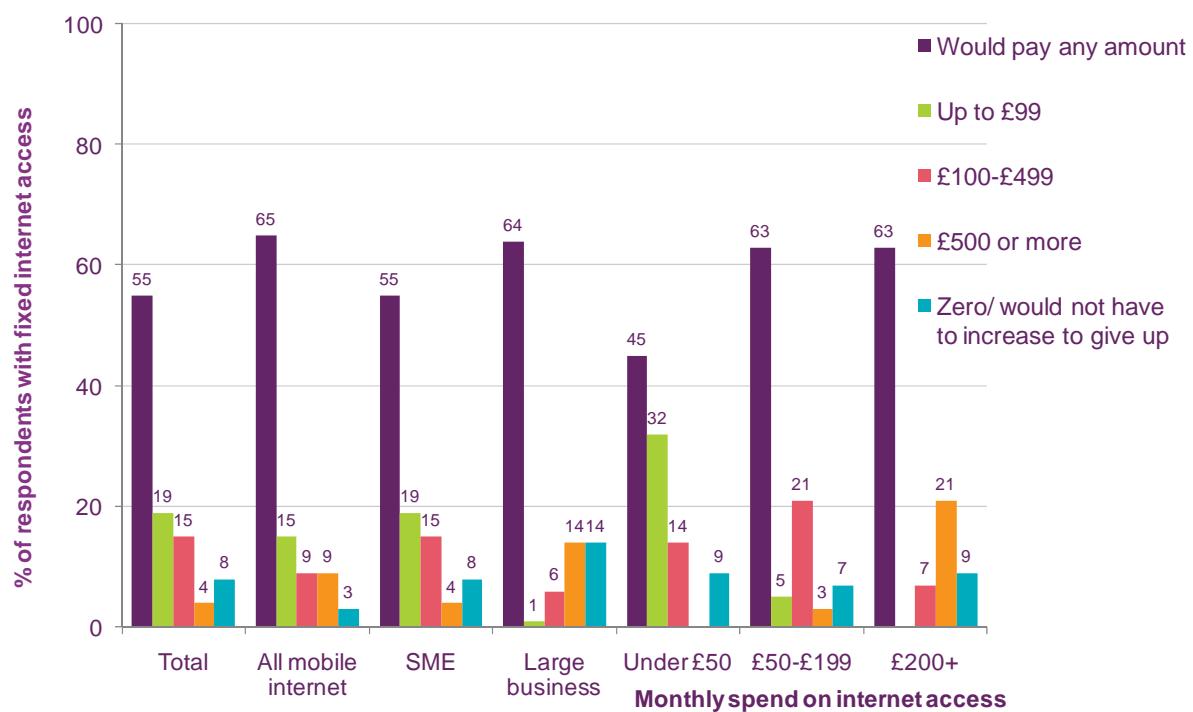
*Note: The most frequently given responses are shown – other responses were given by small percentages of the sample. "Don't knows" are not shown*

*Question. If the price of all fixed internet packages of similar quality to yours from all suppliers increased by 10% per month, which of these actions would your business be most likely to choose?*

*Base: All businesses who have fixed internet who are unlikely to switch to a mobile only service (n = 934 Total, 235 Any mobile internet, 741 SME, 193 Large business, 335 Under £50 fixed internet monthly spend, 208 £50-£199 fixed internet monthly spend, 186 £200+ fixed internet monthly spend).*

Over half of all businesses claimed that if the price of fixed internet from all providers were to increase they would pay any amount in order to keep an internet connection. This response is indicative of the critical importance of an internet connection to many businesses. Those with a mobile internet connection were more likely than average to say that they would be willing to pay any amount to keep their fixed internet connection, perhaps reflecting the importance of internet to their business.

**Figure 4.3: How much extra people are prepared to pay for business internet**



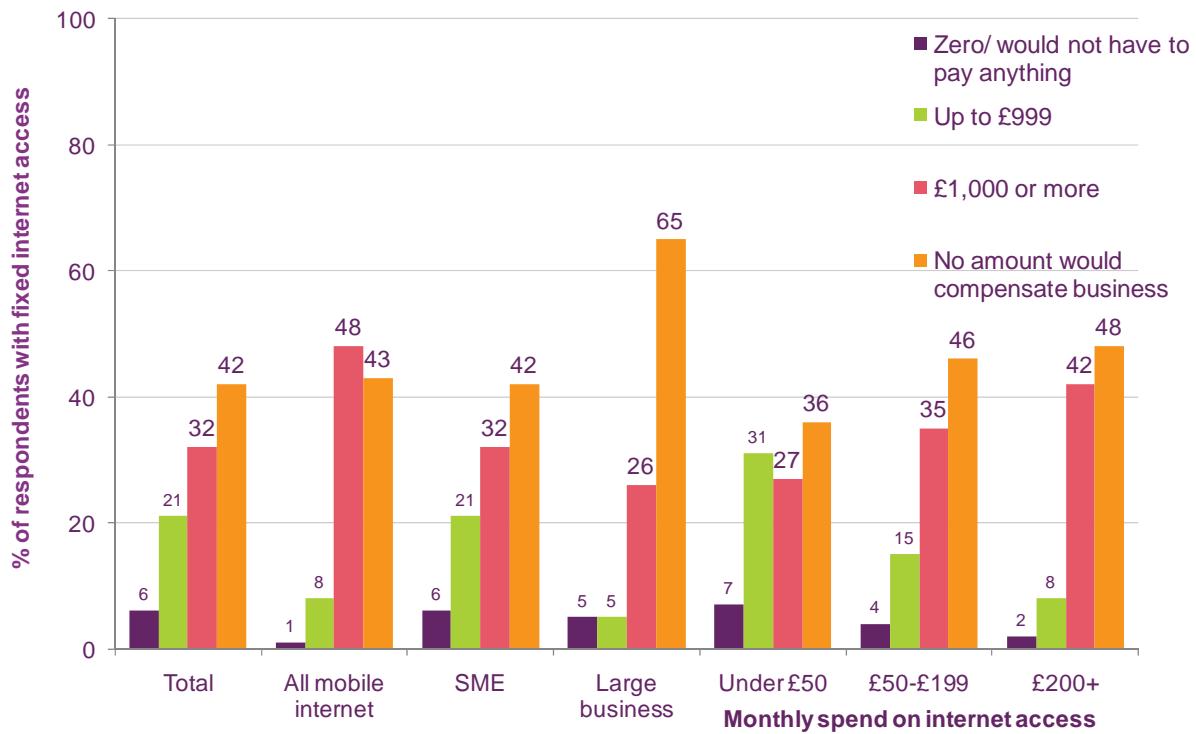
Note: Respondents who said "Don't know" have been excluded from the base.

Question. If the price of fixed internet for all providers were to keep increasing, how much would the monthly price have to increase to before your business would give up internet completely?

Base: All businesses who have fixed internet (n = 969 Total, 241 Any mobile internet, 772 SME, 197 Large business, 344 Under £50 fixed internet monthly spend, 217 £50-£199 fixed internet monthly spend, 194 £200+ fixed internet monthly spend).

Similarly 42% of businesses claimed that no amount of money could compensate them for the loss of a fixed internet service for one month.

**Figure 4.4: How much ISP would have to pay business to persuade them to give up their fixed internet service for one month**



Note: Respondents who said "Don't know" have been excluded from the base.

Question. If your fixed ISP wanted to carry out some maintenance and to do this they asked your business to go without internet for one month, how much money would they have to pay you to persuade your business to agree to this?

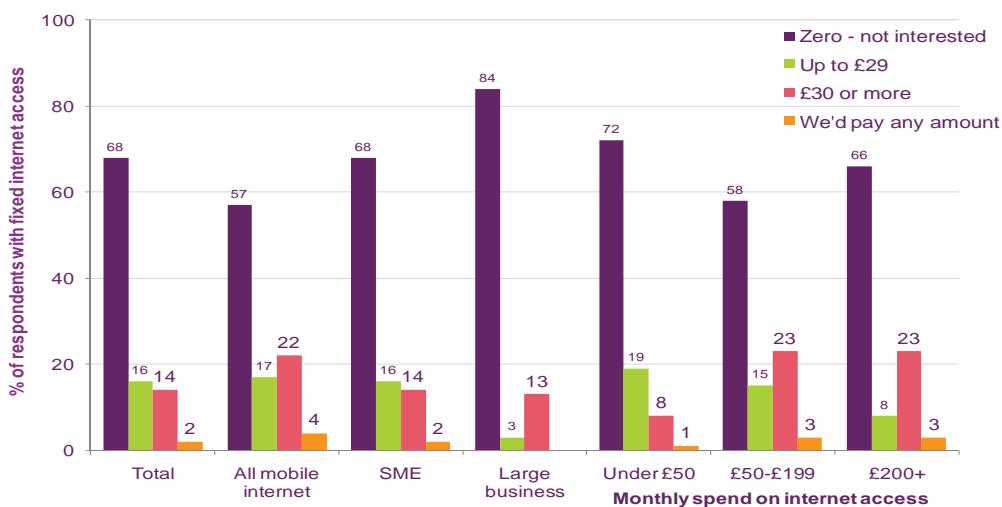
Base: All businesses who have fixed internet ( $n = 969$  Total, 241 Any mobile internet, 772 SME, 197 Large business, 344 Under £50 fixed internet monthly spend, 217 £50-£199 fixed internet monthly spend, 194 £200+ fixed internet monthly spend).

We asked businesses how much they would be willing to pay to upgrade to SDSL and leased lines services. The current actual price differentials between these services and standard ADSL services can be quite substantial<sup>1</sup>, so businesses knowledge of this price difference may have influenced their response to the question.

The majority (68%) of businesses that had an ADSL fixed broadband connection were not interested in upgrading to an SDSL service (and hence were not willing to pay for one). The remaining third were willing to pay extra for an SDSL service, with 2% saying that they would pay any amount.

<sup>1</sup> For example BT's business ADSL packages range from £12.50 to £30 a month, whereas its SDSL packages start from £170 per month to £345 per month. Leased lines prices can be significantly higher depending on bandwidth and distance from the exchange.

**Figure 4.5: How much extra business would pay per month to upgrade current subscription to an SDSL service**



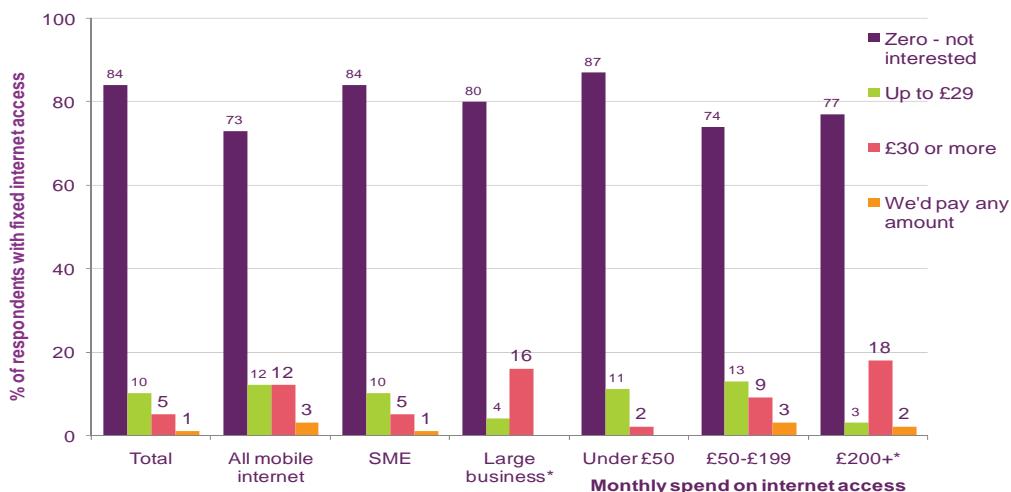
Note: Respondents who said "Don't know" have been excluded from the base.

Question. How much extra would your organisation be prepared to pay per month in addition to your current subscription to upgrade to an SDSL service?

Base: All businesses who have fixed internet, excluding those with SDSL (n = 871 Total, 208 Any mobile internet, 694 SME, 177 Large business, 314 Under £50 fixed internet monthly spend, 196 £50-£199 fixed internet monthly spend, 166 £200+ fixed internet monthly spend)

A larger majority (84%) of businesses that have an ADSL fixed broadband connection were not interested in upgrading to leased line service (and hence are not willing to pay for one). The remaining 16% were willing to pay extra for a Leased Line service, with 1% saying that they would pay any amount.

**Figure 4.6: How much extra business would pay per month to upgrade current subscription to a leased line service**



\*Caution: Base size less than 100

Note: Respondents who said "Don't know" have been excluded from the base.

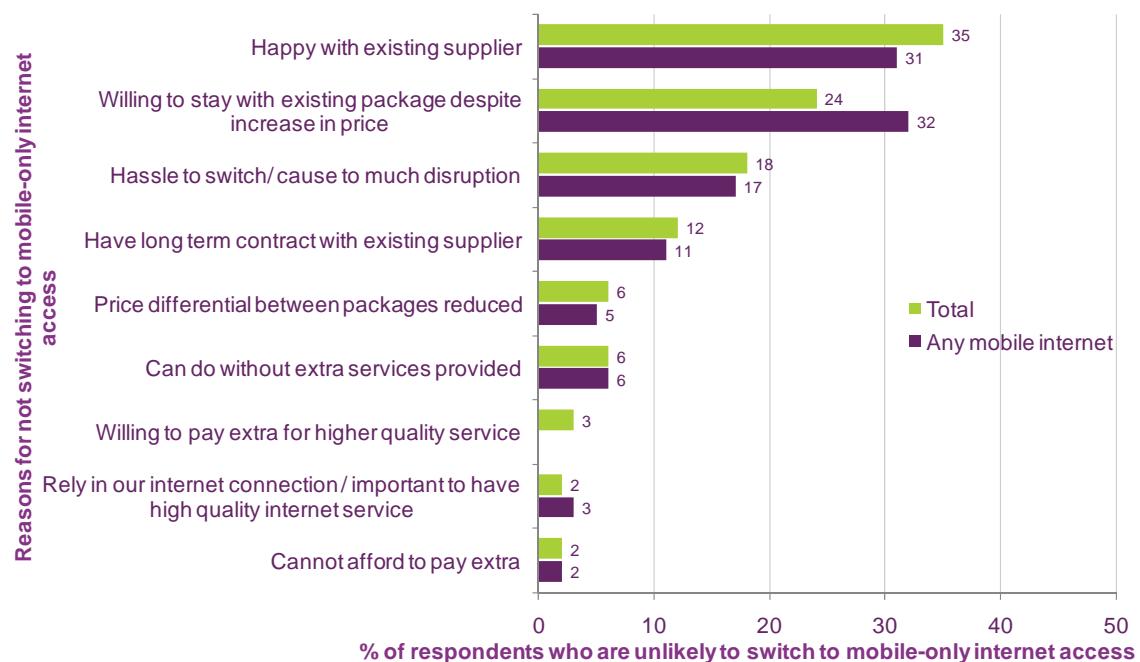
Question. How much extra would your organisation be prepared to pay per month in addition to your current subscription to upgrade to a leased line service?

Base: All businesses who have fixed internet, excluding those with a leased line (n = 747 Total, 158 Any mobile internet, 677 SME, 70 Large business, 311 Under £50 fixed internet monthly spend, 190 £50-£199 fixed internet monthly spend, 87 £200+ fixed internet monthly spend)

## Mobile internet

The most frequently given reasons by businesses for not switching from fixed internet to mobile internet in the event of a price increase were that they were happy with their existing supplier (35%) and that they were willing to stay with their existing package despite the increase in price.

**Figure 4.7: Reasons why wouldn't switch from fixed internet to mobile-only internet access**



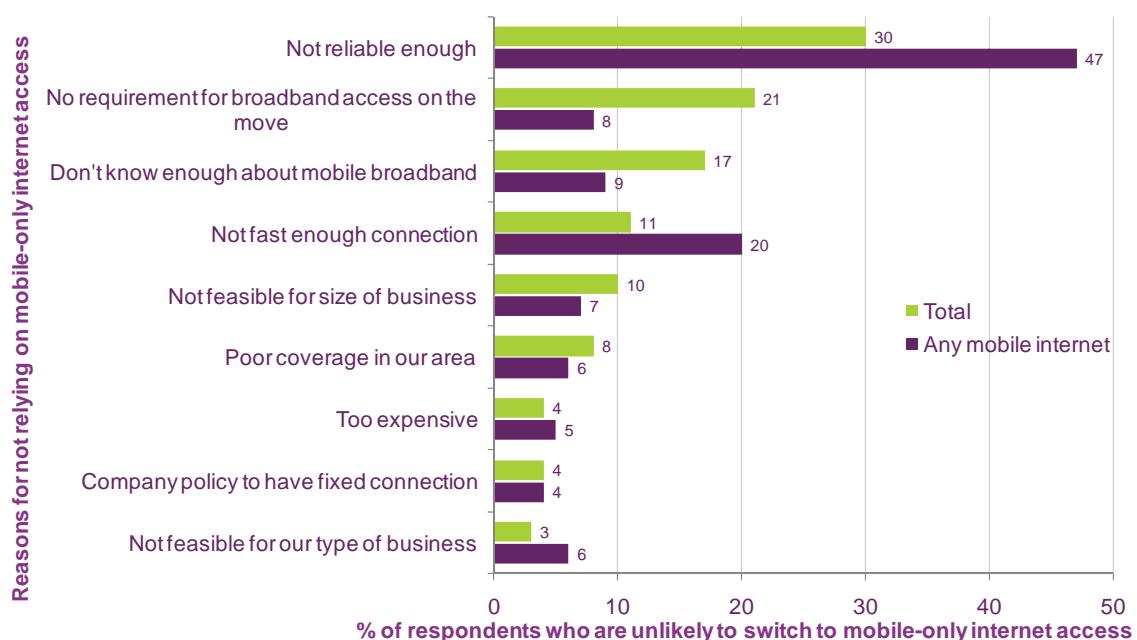
Note: Respondents who said "Don't know" have been excluded from the base.

Question. Why would you [not switch]?

Base: All businesses who state a reason why they are not likely to switch from fixed internet to a mobile internet only service (n = 865 Total, 224 Any mobile internet) Note: Responses from 2% or more are shown – other responses were given by small %s of the sample.

## Business views on the prospect of relying on mobile internet

Businesses that were not willing to rely solely on mobile broadband were most likely to say that this was because the service was not reliable enough (30%), that there was no requirement for broadband access on the move (21%) or that they do not know enough about mobile broadband (17%). Businesses who already have mobile internet services appeared to be more concerned about the service quality, with 47% saying that it was not reliable enough and one in five saying that mobile broadband connections are not fast enough.

**Figure 4.8: Reasons why wouldn't rely solely on mobile broadband**

*Note: Responses from 3% or more are shown – other responses were given by small percentages of the sample.  
Respondents who said “Don’t know” have been excluded from the base.*

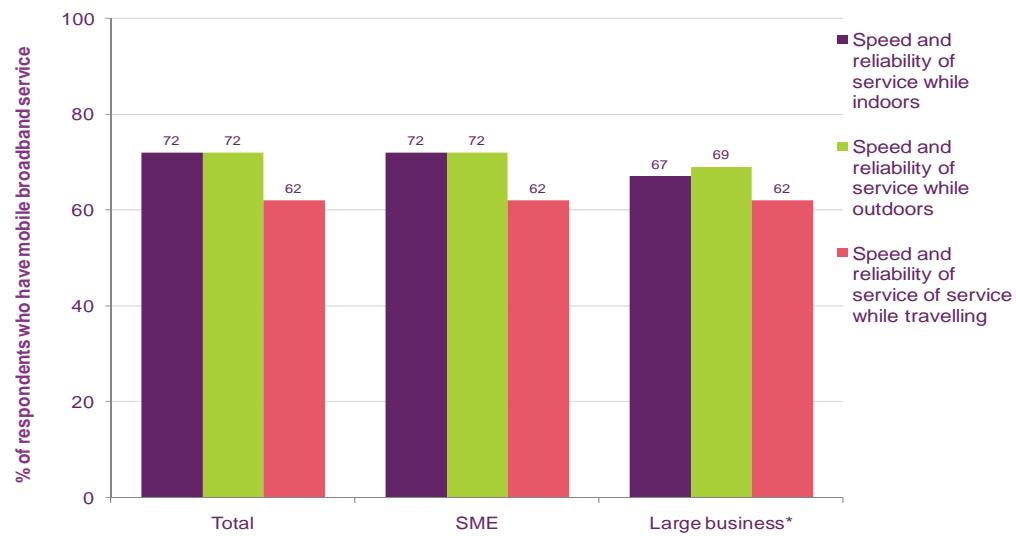
*Question. Why wouldn't you solely rely on mobile broadband?*

*Base: All businesses who have fixed internet and are unlikely to switch to mobile only service (n = 924 Total, 231 Any mobile internet) Note: Responses from 3% or more are shown – other responses were given by small %s of the sample “Don’t knows” are not shown.*

## Satisfaction with mobile broadband

Nearly three-quarters (72%) of businesses who had mobile broadband were satisfied with the speed and reliability of the service while indoors or outdoors and a lower proportion (62%) were satisfied with the speed and reliability when travelling.

**Figure 4.9: Satisfaction with speed and reliability of mobile broadband**



\* Caution: Base size less than 100, treat as indicative only

Question. Thinking about your mobile broadband internet service, how satisfied would you say your employees are with your business' main mobile broadband supplier for each of the following....?

Base: All businesses who have mobile broadband (n = 253 Total, 167 SME, 86 Large business)

One in five (21%) businesses said that they thought mobile broadband was a realistic alternative to fixed broadband. Amongst businesses that had a mobile internet connection this proportion was higher (37%). Large businesses were the least likely to say that they thought mobile broadband was a realistic alternative to fixed, with 89% saying that it is not.

**Figure 4.10: Whether mobile broadband is a realistic alternative to fixed line broadband**



Question. Do you think that mobile broadband services current available on the market are a realistic alternative to fixed internet connections for your business?

Base: All business respondents (n = 1001 Total, 253 Any mobile internet, 801 SME, 200 Large business, 344 Under £50 fixed internet monthly spend, 217 £50-£199 fixed internet monthly spend, 194 £200+ fixed internet monthly spend)

If mobile broadband speeds and reliability matched fixed broadband levels, over half (54%) said that they thought mobile broadband became a realistic alternative to fixed broadband. Amongst businesses that had a mobile internet connection this proportion was even higher (70%).

**Figure 4.11: Whether mobile broadband would be realistic alternative to fixed line broadband if speeds and reliability improved**



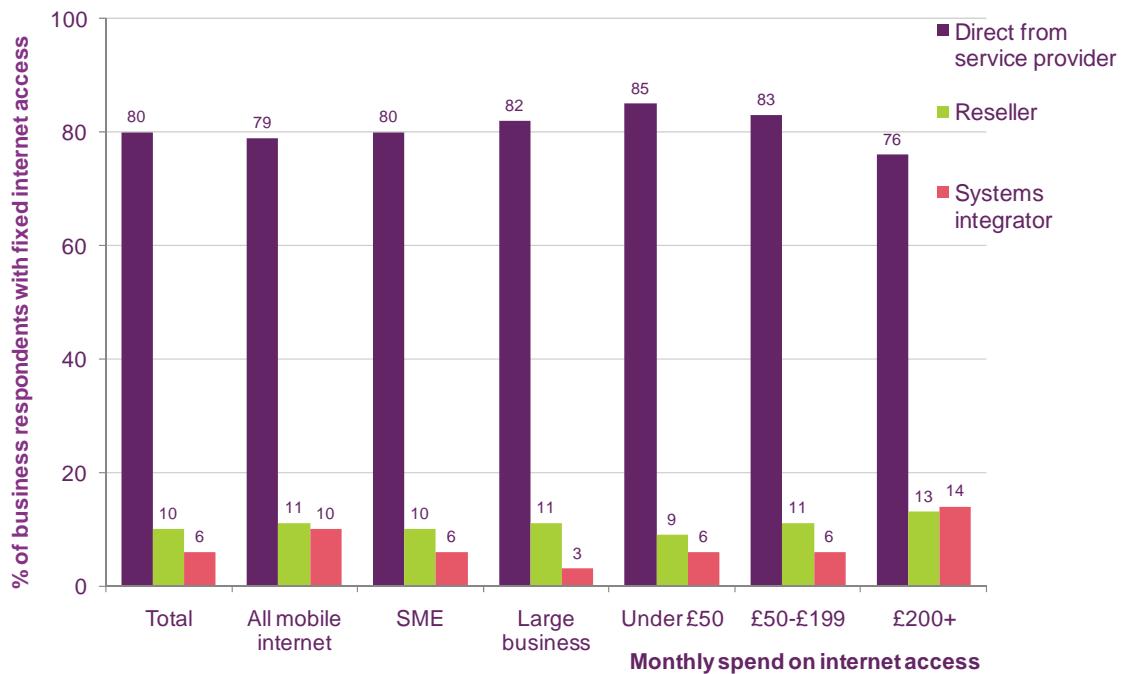
*Q16. If mobile broadband speeds and reliability improved to match fixed line broadband connections would you think mobile broadband services were a realistic alternative to fixed line connections for your business?*

Base: All businesses who do not have a mobile internet only service ( $n = 989$  Total, 241 Any mobile internet, 789 SME, 200 Large business, 344 Under £50 fixed internet monthly spend, 217 £50-£199 fixed internet monthly spend, 194 £200+ fixed internet monthly spend)

## Bundling and multi-sourcing

The majority (80%) of businesses purchase their internet access services directly for the service provider, one in ten purchase from reseller (i.e. a company selling an ISP's services on their behalf), and 6% from a systems integrator which sells services as part of a package or a bundle.

**Figure 4.12: Type of provider used to source internet access services**



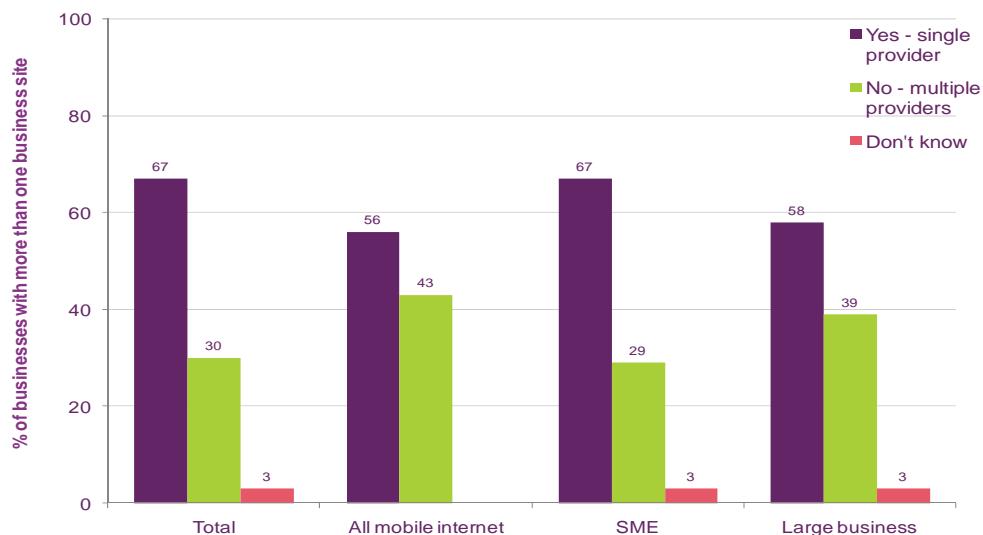
Note: Respondents (5%) who said "Don't know" have been excluded from the base.

Q17. Do you purchase your internet or data services from a reseller, or from a systems integrator, or direct from an internet service provider?

Base: All businesses ( $n = 1,001$  Total, 253 Any mobile internet, 200 SME, 801 Large business, 344 Monthly spend excluding VAT is under £50, 217 Monthly spend between £50 - £199, 194 Monthly spend £200+)

Two-thirds of businesses with more than one business site used a single provider for internet access across all of their sites.

**Figure 4.13: Whether use a single supplier to provide internet access across all business sites**

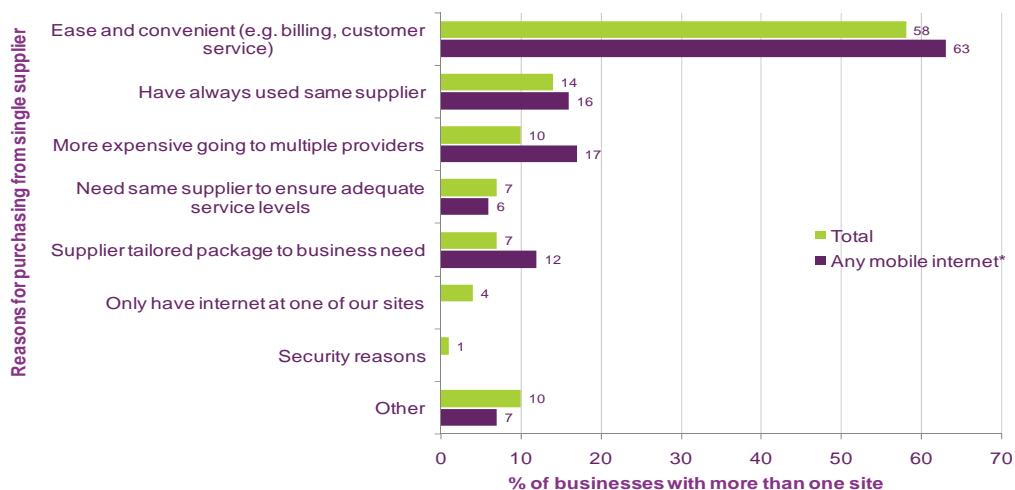


Q17. Do you use a single provider to provide internet access across all of your sites?

Base: All businesses who have more than one business site ( $n = 327$  Total, 113 Any mobile internet, 173 SME, 154 Large business)

The most frequently mentioned reason given for purchasing from the same internet provider across multiple sites was the ease and convenience of doing so (58%).

**Figure 4.14: Reasons why chosen to purchase internet from same supplier**



\*Caution: Low base size, treat as indicative only

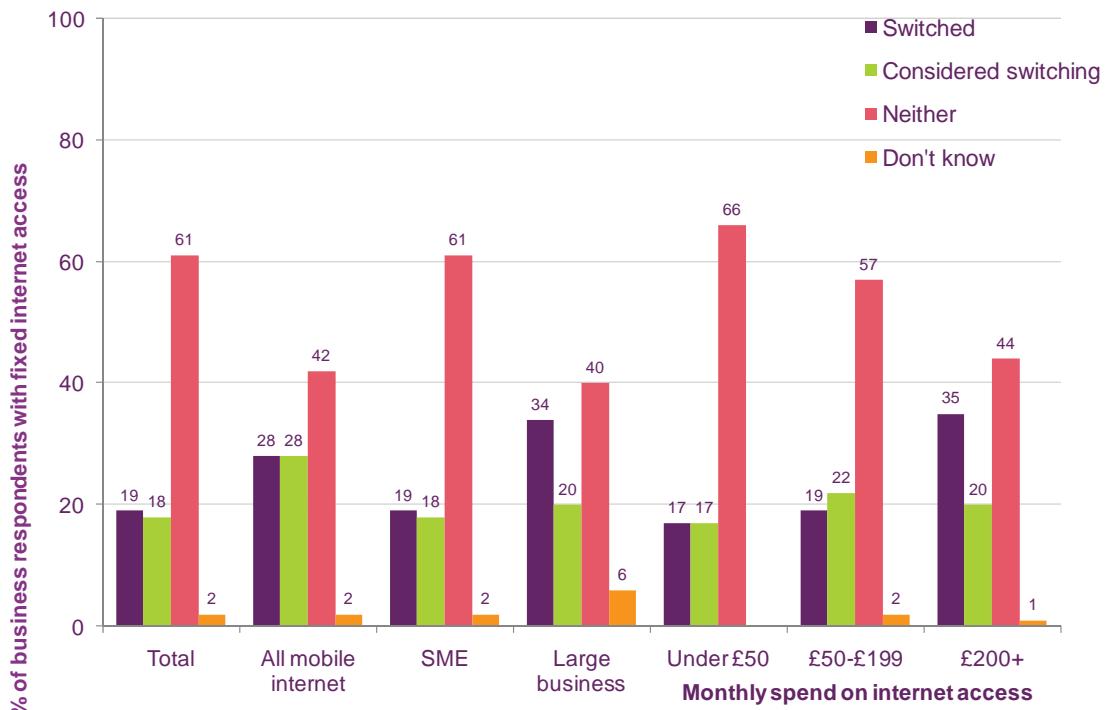
Question. What is the reason behind using the same supplier?

Base: All businesses who have more than one business site and use a single internet provider across all sites ( $n = 204$  Total, 57 Any mobile internet)

## Switching

One in five (19%) businesses with fixed internet said that they had switched their ISP in the last three years and an additional one in five (18%) said that they had considered switching. Larger, high spending businesses and those with mobile internet were the most likely to have switched supplier.

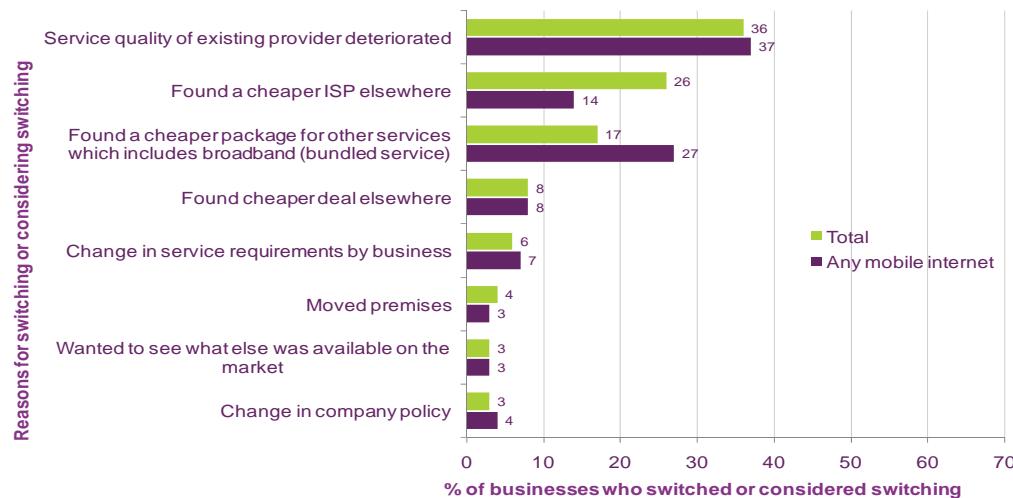
**Figure 4.15: Whether switched or considered switching business ISP in last 3 years**



Question. Has your business changed your fixed Internet Service Provider in the last 3 years?/ Has your business considered switching your fixed Internet Service Provider in the last 3 years?

Base: All businesses who have fixed internet ( $n = 969$  Total, 241 Any mobile internet, 772 SME, 197 Large business, 344 Under £50 fixed internet monthly spend, 217 £50-£199 fixed internet monthly spend, 194 £200+ fixed internet monthly spend)

The main reason that businesses switched or considering switching ISP was due to a deterioration of the service quality of existing providers.

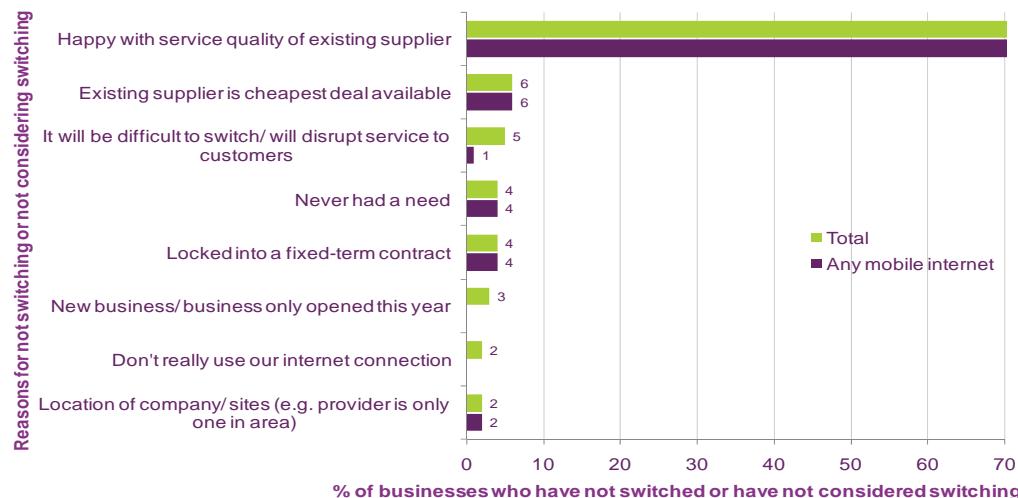
**Figure 4.16: Reasons why switched or considered switching**

Note: Respondents who said "Don't know" have been excluded from the base.

**Question. What was the reason why your business switched/ considered switching?**

**Base:** All businesses with fixed broadband who switched or considered switching their fixed ISP in last 3 years ( $n = 407$  Total, 139 Any mobile internet). Note: Responses from 3% or more are shown – other responses were given by small %s of the sample. "Don't knows" are not shown.

The main reason that businesses had not switched or considering switching ISP was being happy with the service quality of the existing supplier (77%).

**Figure 4.17: Reasons why not switched or considered switching**

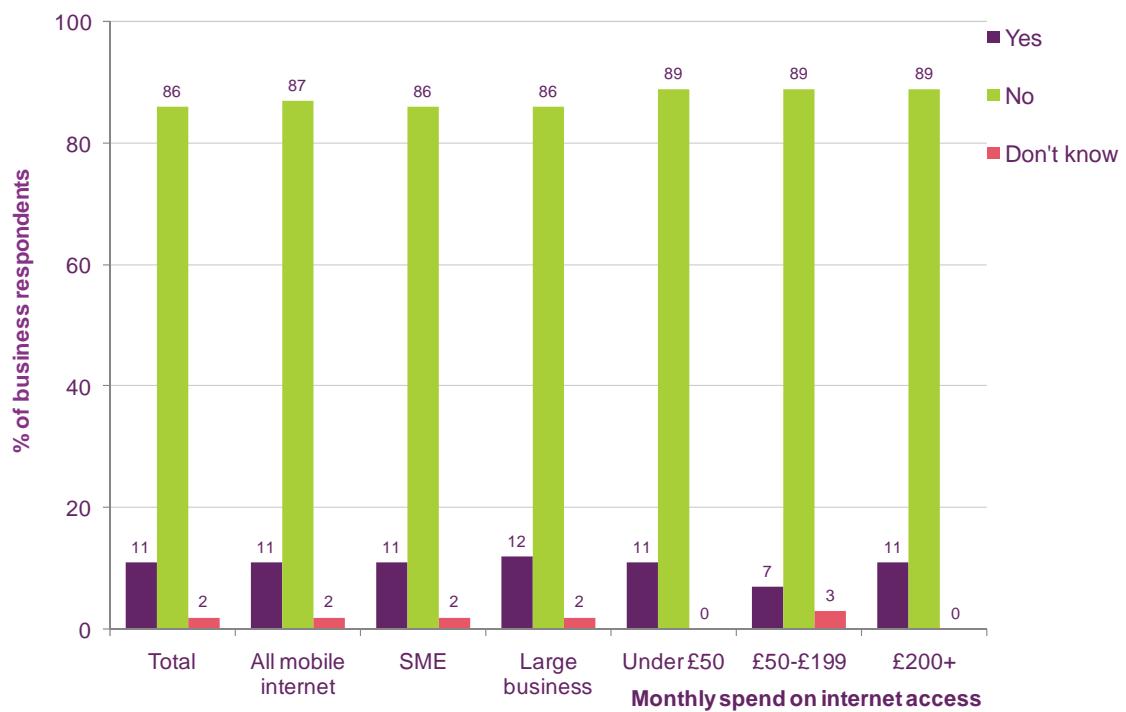
Note: Respondents who said "Don't know" have been excluded from the base.

**Question. Why has your business not switched or considered switching?**

**Base:** All businesses with fixed broadband who have not switched or considered switching their fixed ISP in last 3 years ( $n = 562$  Total, 102 Any mobile internet). Note: Responses from 2% or more are shown – other responses were given by small %s of the sample. "Don't knows" are not shown.

One in ten (11%) businesses had changed the way they connect to the internet in the last three years. The proportion who had done so was similar amongst businesses of different sizes and spend level.

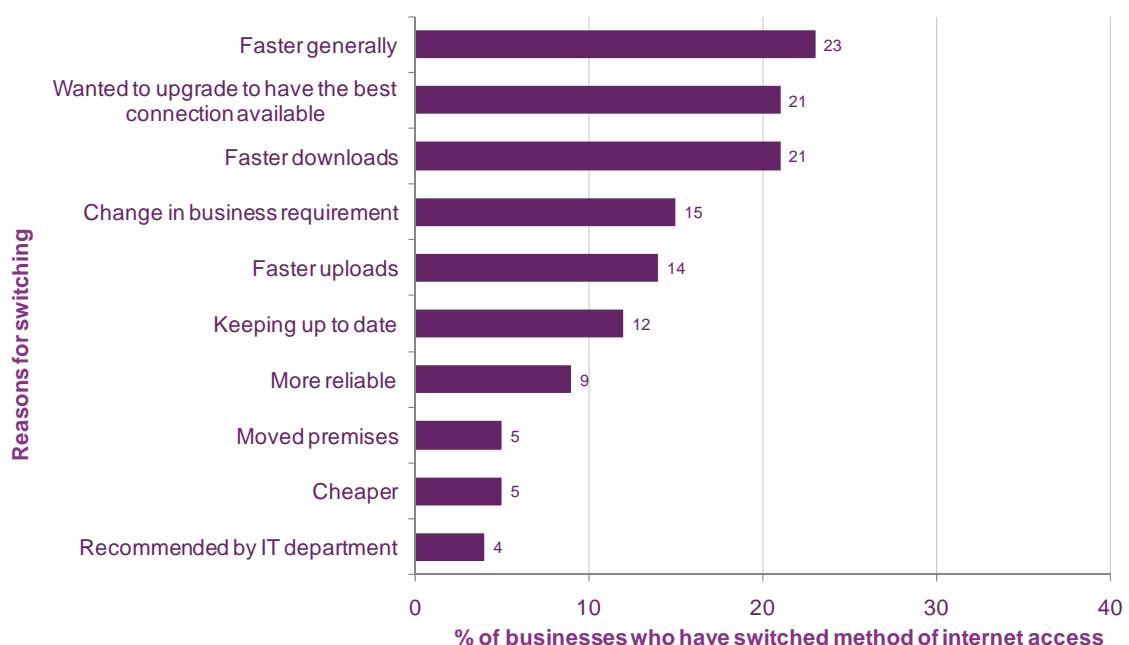
**Figure 4.18: Whether changed method by which business connects to the internet in the last 3 years**



*Question. In the last 3 years has your business changed the method by which you connect to the internet?*

*Base: All business respondents (n = 1001 Total, 253 Any mobile internet, 801 SME, 200 Large business, 344 Under £50 fixed internet monthly spend, 217 £50-£199 fixed internet monthly spend, 194 £200+ fixed internet monthly spend)*

Faster and better connections were the main reasons given by businesses for having changed connection method.

**Figure 4.19: Reasons why changed business internet connection method**

*Note: Responses from 4% or more are shown – other responses were given by small percentage of the sample.  
“Don’t knows” are not shown.*

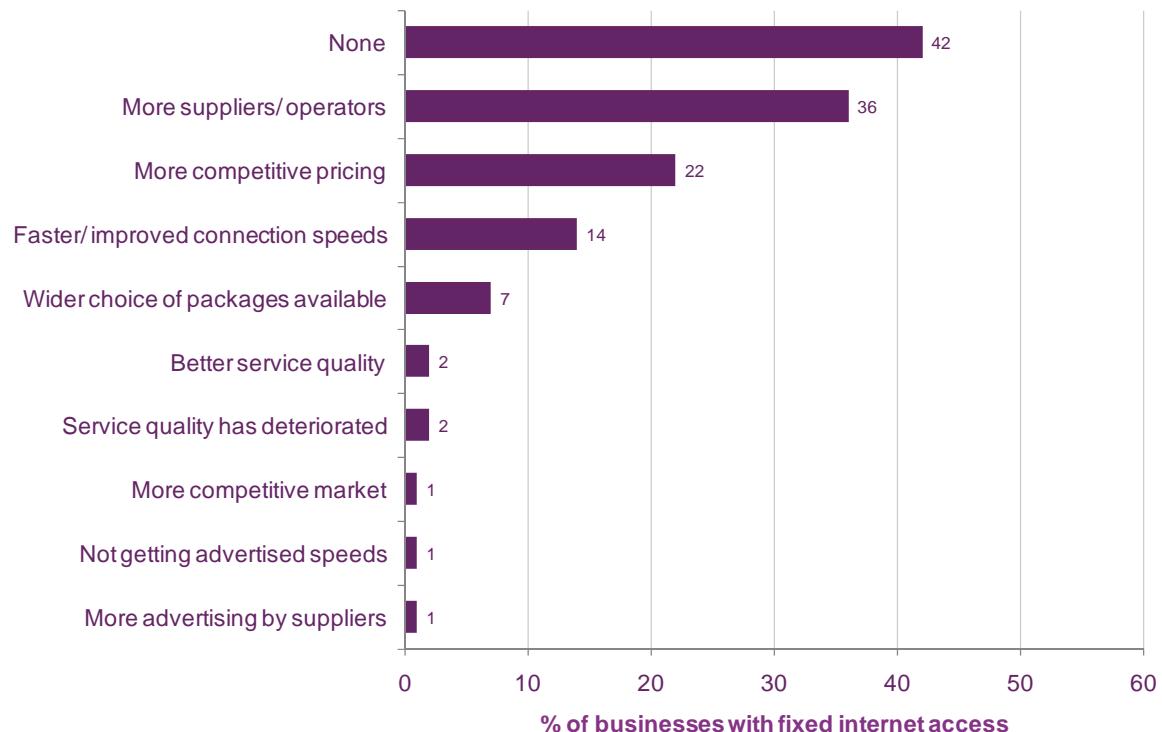
*Question. What was the reason behind the change?*

*Base: All businesses who have changed the method by which connect to the internet last 3 years (n = 114)*

## Changes noticed in the broadband market

In the last two years, businesses with a fixed internet connection have noticed some changes in the broadband market. Over a third (36%) noticed that there were more suppliers and one in five (22%) said that they had noticed that pricing was more competitive.

**Figure 4.20: Changes noticed in the broadband market in the last two years**



*Question. Have you noticed any changes in the broadband market in the last two years....?*

*Base: All businesses who have a fixed internet connection (n = 969)*

## Annex 1

# Residential consumer research questionnaire

## CAPIBUS WEEK 37 – HP MODULE

(SAMPLE = ALL ADULTS AGED 15+)

Moving on now....

### ASK ALL

**HP01 Do you or does anyone in your household have access to the Internet/ Worldwide Web at HOME (via any device, e.g. PC, mobile phone etc)?**

INTERVIEWER: IF YES, ASK: And do you personally use the Internet at home?

DO NOT READ OUT

Yes – have access and personally use at home

Yes – have access but don't personally use at home

No do not have access at home

(SP allow DK)

**HP02 Can I check if you have any of the following services?**

READ OUT

Landline phone

Mobile phone

Digital TV service with additional channels you pay to receive

No, none of these

(MP, but 'No, none of these' should be SP)

### ASK ALL WITH ACCESS TO THE INTERNET IN ANY LOCATION (HP01 codes 1 or 2)

SHOWCARD HP03

**HP03 Which of these methods do you use to connect to the Internet? Please just read out the letter or letters that apply.**

A – Ordinary phone line at home – dialup access

B – ISDN line – mid speed access, allows you to make voice calls at the same time as using the internet

C – Fixed Broadband through a phone line or cable service at home– always on, high speed access, allows you to make voice calls at the same time as using the internet. (Interviewer note: those with wireless home networks (Wi-fi) should be included in this code)

D – Mobile broadband through a mobile network – connecting a PC or a laptop to the internet with a USB stick or dongle

E Mobile internet connection using a Blackberry, i-phone, PDA or similar advanced mobile phone like device that gives you full access to all websites

F – Fixed Broadband at home but on a business package

G – I don't have my own internet connection but I use one at work, someone else's home, the library or somewhere else

Other (Specify)

(MP allow DK)

[Computing: set up dummy for summary codings for summary line analysis of HP03 in tabs]:

ANY BROADBAND: CODES C, D, E, F

NARROWBAND: Codes A, B

FIXED BROADBAND AT HOME: Codes C, F

MOBILE BROADBAND ACCESSED VIA PC or LAPTOP: Code D

MOBILE BROADBAND/ INTERNET VIA A HANDHELD DEVICE: Code E

MOBILE BROADBAND: CODE D, E

NO PERSONAL INTERNET ACCESS/ UNKNOWN: (Other or DK)

### **ASK ALL WITH MOBILE BROADBAND THROUGH A MOBILE NETWORK (HP03 Code D)**

**HP03b Can I just double check that your mobile broadband connection uses a mobile phone network to connect?**

**This is not the same thing as a Wi-fi wireless home network which uses a wireless router and only works in your home.**

(SP, allow DK)

Yes – it is a mobile broadband connection using a mobile phone network

No

### **ASK ALL BROADBAND (i.e. FIXED ONLY, FIXED & MOBILE, MOBILE ONLY) OWNERS (HP03, codes C, D, E, F)**

SHOWCARD HP04 (REVERSED)

**HP04 Which, if any, of these do you or members of your household use the Internet for whilst at home?**

#### **CODE NULL FOR NONE OF THESE**

Playing games online/ interactively

Purchasing goods/services/ tickets etc

Banking

Real time gambling/trading/ auctions

Sending and receiving e-mail

Communicating via instant messaging, SMS messaging, chat rooms,

Communicating via voice or video calls using services such as Skype

General surfing/browsing the Internet

Finding/downloading information for work/business

Remotely logging into my work network

Finding/downloading information for school/ college/university/ homework

Finding/downloading information for personal reasons e.g. information, news, weather

Downloading music files, movies or video clips

Watching live TV programmes

Watching catch-up TV (such as BBC iplayer, Skyplayer, ITV player)

Listening to the radio

Watch news programmes

Watching video clips/webcasts (e.g., YouTube or Big Brother)

Using social networking sites (such as My Space, Facebook or Bebo)

Uploading/ adding content to the Internet (e.g. photos, videos)

Other (Specify)

(MP allow DK and NULL)

**ASK ALL OWNERS WITH FIXED BROADBAND (i.e. FIXED ONLY, FIXED & MOBILE)  
(HP03, Codes C or F)**

**HP05**

**Do you currently get your fixed broadband internet service as a part of a package with other services from the same company (e.g. landline phone, mobile phone, TV service)?**

Yes

No

(SP allow DK)

**ASK ALL OWNERS WITH FIXED BROADBAND AS PART OF BUNDLE (HP05, code 1)**

SHOWCARD HP06A

**HP06a What other services are in your broadband package?**

CODE NULL FOR NOTHING

Landline telephone

Mobile phone service

TV service with additional channels you pay to receive

Mobile broadband via a USB stick or dongle

Something else (specify)

(MP allow NULL)

**ASK ALL OWNERS WITH FIXED BROADBAND AS PART OF BUNDLE (HP05, code 1)**

SHOWCARD HP06B

**HP06b Which ONE of these services is most important to you?**

(COMPUTING: LIST SHOULD COMPRIZE ALL CODES MENTIONED AT HP06A + 'FIXED BROADBAND' (AS SHOWN BELOW), ALLOW RESPONDENT TO CHOOSE ONE SERVICE MENTIONED AT 6A (+ FIXED BROADBAND)

Landline telephone

Mobile phone service

TV service with additional channels you pay to receive

Mobile broadband via a USB stick or dongle

Fixed Broadband

Something else (specify)

(SP)

**ASK ALL OWNERS WITH FIXED BROADBAND (i.e. FIXED ONLY, FIXED & MOBILE)  
(HP03, Codes C or F)**

**HP07 What is the maximum broadband speed for the (fixed broadband) package you are on?**

DO NOT PROMPT

up to 2Mbps

up to 4Mbps

up to 8Mbps

up to 10Mbps

up to 20Mbps

up to 50Mbps

(SP allow DK)

**ASK ALL OWNERS OF FIXED BROADBAND (i.e. FIXED ONLY, FIXED & MOBILE)  
(HP03, CODES C or F)**

**HP08 Approximately how much would you estimate your household pays each MONTH for your fixed line Internet service at home? Please EXCLUDE any landline phone or digital TV charges.**

INTERVIEWER NOTE: IF ALSO USE MOBILE BROADBAND PLEASE EXCLUDE THE COST OF THIS MOBILE BROADBAND SERVICE HERE.

RECORD AMOUNT IN POUNDS TO NEAREST POUND. CODE '0' IF FREE

(NUMERIC, ALLOW DK, 0-999)

COMPUTING: IF DK AT HP08 THEN ASK HP08B

SHOWCARD HP08B

HP08b Which of the following comes closest to your household's spend?

INTERVIEWER: READ OUT IF NECESSARY: That is each MONTH for your fixed line Internet service at home? Please EXCLUDE any landline phone or digital TV charges.

0/ Free

Up to 4 pounds 99

5 pounds – 9 pounds 99

10 pounds – 14 pounds 99

15 pounds – 17 pounds 99

18 pounds - 24 pounds 99

25 pounds - 29 pounds 99

30 pounds - 34 pounds 99

35 pounds - 39 pounds 99

40 pounds or over

Don't know – pay as part of package e.g. digital TV or landline phone

(SP allow DK)

**ASK ALL OWNERS WITH FIXED BROADBAND (IE FIXED ONLY, FIXED & MOBILE)  
(HP03, Codes C or F)**

**HP09 In the next 6 months, how likely or unlikely are you to cancel your fixed broadband service and replace it with/ rely\* on only a mobile broadband service?**

(Computing: edit text "replace it with" if not mobile internet to "rely on" if currently have mobile broadband]

READ OUT

Very likely

Fairly likely

Neither likely nor unlikely

Fairly unlikely

Very unlikely

(SP allow DK)

**ASK HP10A OF ALL OWNERS WITH FIXED BROADBAND WHO ARE UNLIKELY TO SWITCH TO MOBILE BROADBAND ONLY SERVICE (AND WHO ARE ABLE TO GIVE A PRECISE ESTIMATE OF THE COST OF BROADBAND SUBSCRIPTION AT HP08 (i.e. HP09, codes 3,4,5, or DK, AND AMOUNT GIVEN AT HP08))**

SHOWCARD HP10a

**HP10a If the price of all fixed broadband packages of similar quality to yours from all suppliers (e.g. Virgin Media, , BT, Talk Talk, Sky) increased by 10% to about..... \*(COMPUTING edit text) per month, which of these actions would you be most likely to choose?**

(COMPUTING: PLEASE INSERT HERE AMOUNT STATED AT HP08 DIVIDED BY 10.  
COMPUTING – NEED TO SET UP DUMMY)

Continue with my existing subscription and pay the extra

Continue to subscribe to fixed broadband but go for a reduced service quality at a cheaper price, reduced speed, reduced download limit)

Pay a bit more for higher service quality fixed broadband (e.g. speed, download limit)

Switch to narrowband (dial-up 56kbit/s)

Switch to mobile only broadband

Cancel my fixed internet subscription and use the internet somewhere else (work, library, friend's house etc)

Stop using the internet – NOT ON SHOWCARD

Switch to an alternative means of access the internet e.g. satellite access, fixed wireless access NOT ON SHOWCARD

(SP allow DK)

**ASK HP10B OF ALL OWNERS WITH FIXED BROADBAND WHO ARE UNLIKELY TO SWITCH TO MOBILE BROADBAND ONLY SERVICE (AND WHO ARE UNABLE TO GIVE A PRECISE ESTIMATE OF THE COST OF BROADBAND SUBSCRIPTION AT HP08 (i.e. HP09, codes 3,4,5, or DK, AND DK AT HP08))**

SHOWCARD HP10b

**HP10b If the price of all packages that include broadband of similar quality to yours from all suppliers (e.g Virgin Media, BT, Talk Talk, Sky) increased by about 2 pounds per month, which of these actions would you be most likely to choose?**

Continue with my existing subscription and pay the extra

Continue to subscribe to fixed broadband but go for a reduced service quality at a cheaper price (reduced speed, reduced download limit)

Pay a bit more for higher service quality fixed broadband (e.g. speed, download limit)

Switch to narrowband (dial-up 56kbit/s)

Switch to mobile only broadband

Cancel my fixed internet subscription and use the internet somewhere else (work, library, friend's house etc)

Stop using the internet – NOT ON SHOWCARD

Switch to an alternative means of access the internet e.g. satellite access, fixed wireless access NOT ON SHOWCARD

(SP allow DK)

**ASK TO ALL who would switch to a mobile broadband service or cancel their fixed broadband service AND who have a landline phone (Code 5, 6, 7 or 8 AT HP10a OR HP10b, AND Code 1 at HP02)**

**HP10c And would you keep your landline phone service?**

Yes

No

(SP allow DK)

**ASK ALL MOBILE BROADBAND ONLY OWNERS (HP03 CODE D OR E, BUT NOT CODE C OR F)**

**HP11 Why did you choose to have mobile broadband only?**

DO NOT PROMPT

Can't get fixed telephone line where I live

Choose not to have a fixed telephone line

Don't need higher speeds fixed internet access can offer

Mobile broadband meets my needs

Mobile broadband is cheaper than fixed broadband

I got a good deal (e.g. with free music, free downloads or free laptop)

I only need one internet connection and I thought mobile broadband would best meet my needs

Other (specify)

(MP)

**ASK ALL OWNERS OF FIXED BROADBAND (FIXED ONLY, FIXED & MOBILE) WHO ARE UNLIKELY TO SWITCH FROM FIXED TO MOBILE (i.e. ARE NEITHER LIKELY NOR UNLIKELY, FAIRLY UNLIKELY OR VERY UNLIKELY TO SWITCH TO MOBILE BROADBAND ONLY SERVICE) (HP09 Codes 3,4,5)**

**HP 12 Why wouldn't/ don't you rely solely on mobile broadband?**

DO NOT PROMPT

Not reliable enough connection

Not fast enough connection

Mobile broadband is too expensive – only use occasionally

Small download limits

Don't need a broadband service while 'on the move'

I'm satisfied with my existing connection – no need to change

Potential cost savings aren't enough

Too much hassle

Other (specify)

(MP)

**ASK ALL MOBILE BROADBAND (i.e. FIXED & MOBILE, MOBILE ONLY) OWNERS  
(CODE D, E AT HP03)**

Showcard HP13

**HP13 Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for each of the following?**

The speed and reliability of your service while indoors  
The speed and reliability of your service while outdoors  
The speed and reliability of your service while travelling outdoors

**Scale**

Very satisfied  
Fairly satisfied  
Neither satisfied nor dissatisfied  
Fairly dissatisfied  
Very dissatisfied  
(SP allow DK)

**ASK ALL BROADBAND SUBSCRIBERS (HP03 codes C, F)**

**HP23 Do you think that mobile broadband services currently available on the market are a realistic alternative to fixed line broadband connections?**

Yes  
No  
(SP allow DK)

**ASK ALL BROADBAND SUBSCRIBERS (HP03 codes C, F)**

**HP24 If mobile broadband speeds and reliability improved to match fixed line broadband connections would you think that mobile broadband services were a realistic alternative to fixed line broadband connections?**

Yes  
No  
(SP allow DK)

**ASK ALL OWNERS WITH FIXED BROADBAND WHO DON'T HAVE BROADBAND AS PART OF A BUNDLE (HP05, CODE 2)**

**HP14 Why haven't you chosen to purchase your internet access in a deal or package from one single service provider along with a phone and/ or TV service?**

Always used this ISP / happy with existing ISP  
My other service providers don't have a broadband bundle  
Existing ISP offers best value  
Existing ISP offers best quality  
Different suppliers are better at different things  
Cost of switching from other ISPs  
Difficult to compare the different deals around  
Never thought about it  
I plan to in the next 12 months  
Not interested in switching/ too much hassle  
Didn't know that you could purchase in this way  
Prefer to have separate suppliers for separate services  
Other (specify)  
(MP allow DK)

**ASK ALL OWNERS WITH FIXED BROADBAND WHO HAVE BROADBAND AS PART OF A BUNDLE (HP05, CODE 1)**

**HP15 Why have you chosen to purchase your home internet access in a deal or package from the same provider as your [computing: edit text to show response at HP06a] service?**

INTERVIEWER: DO NOT PROMPT

Service provider offered a good deal at the time  
Service provider offered best quality service  
Convenience of having a single bill for all my services  
Time consuming to look around for new deals  
Costly to switch to alternative packages  
Difficult to compare new deals available to switch  
Difficult to compare the different deals around  
Haven't thought about switching again  
It is good value to buy from the same provider  
Recommendation from a friend/ family member  
I was attracted to the package because of the TV service  
I was attracted to the package because of the phone service  
Other (specify)  
(MP allow DK)

**ASK OWNERS WITH FIXED BROADBAND WHO HAVE BROADBAND AS PART OF A BUNDLE (HP05, Code 1)**

**SHOWCARD HP16**

**HP16 Which supplier do you use for this package of services?**

AOL  
BT  
Be  
Equitalk  
Orange  
Pipex  
Plusnet  
Sky  
Smallworld  
Talk Talk/ Carphone Warehouse  
Tesco  
Tiscali/ Homechoice  
Toucan  
Virgin Media (NTL/ Telewest)  
Vodafone  
Other (specify)  
(SP allow DK)

**ASK ALL OWNERS WITH FIXED BROADBAND (HP03, Codes C OR F)**

**HP17 Apart from when you have moved house have you or your household ever changed your home broadband Internet Service Provider?**

Yes  
No  
(SP allow DK)

**ASK ALL OWNERS WITH FIXED BROADBAND WHO HAVE NOT SWITCHED ISP  
(HP17, Code 2)**

**HP18 Have you ever considered switching your home broadband Internet Service Provider?**

Yes

No

(SP allow DK)

**ASK ALL OWNERS WITH FIXED BROADBAND WHO SWITCHED OR CONSIDERED  
SWITCHING BROADBAND ISP (i.e. HP17, CODE 1 or HP18 Code 1)**

**HP19 What was the reason why you switched or were considering switching?**

INTERVIEWER NOTE: IF INTERVIEWEE ANSWERS THAT THEY FOUND A CHEAPER DEAL ELSEWHERE, PLEASE CLARIFY WHETHER THIS IS A CHEAPER ISP (BROADBAND ONLY) OR A CHEAPER PACKAGE DEAL

DO NOT PROMPT

Found a cheaper ISP elsewhere

Found a cheaper package for other services which also includes broadband (bundled service)

Found a cheaper deal elsewhere (not able to specify whether it was a bundle of services or not)

Service quality (ability to contact customer services, reliability, speed, download limit) of existing provider deteriorated

Moved home

Better package elsewhere (broadband only or bundled service)

Other (specify)

(MP allow DK)

**ASK ALL OWNERS WITH FIXED BROADBAND WHO HAVE NOT SWITCHED AND ARE  
NOT CONSIDERING SWITCHING BROADBAND ISP (HP18, code 2)**

**HP20 Why have you not switched or considered switching?**

DO NOT PROMPT

Happy with service quality of existing provider

Existing provider is cheapest available that I found

Locked into a fixed-term contract

Provider is the only one available for my area

Part of a package of services where the main service is important to me

It will be difficult to switch/ switching will disrupt my service

Other (please specify)

(MP)

**ASK ALL OWNERS WITH FIXED BROADBAND (HP03, codes C or F)**

**(Computing: ASK HP21a IF ON VERSION 1 AND HP21b IF ON VERSION 2, SO no  
respondent is asked both questions)**

**HP21a You said that you pay..... (*computing edit to show amount at HP08*) per month for  
your broadband service.**

If the price of home broadband from all providers were to keep increasing, how much would the monthly price have to **INCREASE BY** before you give up broadband completely?

DO NOT PROMPT

(Numeric, allow 0-9999, allow DK)

**HP21b If your internet service provider wanted to carry out some maintenance and to do this they asked you to go without internet at home for one month, how much money would they have to pay you persuade you to agree to this?**

DO NOT PROMPT

(Numeric, allow 0-9999, allow DK)

**IF DK AT 21A OR 21B, ASK HP21C**

HP21C SHOWCARD HP21C

**Which of these bands, if any, best describes roughly how much it would have to be?**

Zero/ NOTHING

Up to 4 pounds 99

5 pounds to 9 pounds 99

10 pounds to 14 pounds 99

15 pounds to 19 pounds 99

20 pounds to 24 pounds 99

25 pounds to 29 pounds 99

30 pounds to 39 pounds 99

40 pounds -49 pounds 99

50 pounds -74 pounds 99

75 pounds -99 pounds 99

100 pounds -149 pounds 99

150 pounds -199 pounds 99

200 pounds -299 pounds 99

300 pounds -399 pounds 99

400 pounds -499 pounds 99

500 pounds -999 pounds 99

1000 pounds -1999 pounds 99

2000 pounds + per month

I'd pay any amount/ No amount would compensate me

(SP allow DK)

**ASK ALL FIXED BROADBAND OWNERS WHO KNOW THEIR CONNECTION SPEED AND THE AMOUNT THEY ARE PAYING PER MONTH ( (HP07 CODES 1-6) AND ( amount given at HP08 or 8b)**

**HP22 You said that your current broadband service has a connection speed of .....(computing: edit text from HP07) and that you pay ..... (computing: edit text from HP08) per month for your service. How much extra would you be prepared to pay a month in addition to your current subscription to double your current broadband speed (and download limit)?**

INTERVIEWER: CODE ZERO IF RESPONDENT IS NOT INTERESTED IN HIGHER SPEED BROADBAND

(Numeric, allow 1-999, DK and NULL)

IF CODE DK AT HP22 THEN ASK

SHOWCARD HP22b

**HP22b Which of these best describes how much extra, if any, you're prepared to pay?**

I'm not interested in higher speed broadband

Up to 1 pound 99

2 pounds to 3 pounds 99

4 pounds to 5 pounds 99

6 pounds to 7 pounds 99

8 pounds to 9 pounds 99

10 pounds to 14 pounds 99

15 pounds to 19 pounds 99

20 pounds to 49 pounds 99

50+ pounds +

(SP allow DK)

**CLOSE**

## Annex 2

# Business consumer research questionnaire

---

## INTRODUCTION

.INTR1..

ASK TO SPEAK TO PERSON WHO HAS PRIMARY RESPONSIBILITY (SOLEY OR JOINTLY) FOR I.T. AND INTERNET SERVICES? IF THEY HAVE A DEDICATED I.T. MANAGER/ DIRECTOR SPEAK TO THEM. (NAMED CONTACT IS "THE ANSWER TO CONT")

Good morning/ afternoon, my name is ... from Saville Rossiter-Base Research. I'm calling on behalf of Ofcom, the regulator for communications industries in the UK. Ofcom require research to provide them with up-to-date knowledge on how businesses make purchase decisions in relation to internet and data services. We would appreciate some of your time to contribute to this important study. Would it be OK to start?

### 1) CODE 1 TO CONTINUE

---

## INTRODUCTION

.intr2..

IF NECESSARY:

- The interview will take around 15-20 minutes, depending on your responses
- We would like to reassure you that your answers will be held in the strictest confidence. We would like to reassure you that this is a genuine piece of market research. No-one will try to sell you anything as a direct result of this research and the project is not designed to test your knowledge but to gauge your opinions and understand how you make decisions. Your open and honest views are incredibly important in helping Ofcom to understand how businesses make decisions about internet and data services.
- We got your company name and telephone number from Experian, a commercial database of businesses in the UK. We are interested in speaking to people responsible for I.T. and telecoms across a wide range of businesses.
- If you would like to check our credentials, you can call the Market Research Society, free of charge, on 0500 39 69 99
- If you would like to verify that this is a legitimate piece of research we can email or fax you a letter that Ofcom have written for this purpose.

### 1) CODE 1 TO CONTINUE

---

## INTRODUCTION

.S1..

SAY TO ALL:

The study requires us to ensure that we interview a broad range of UK businesses so the first few questions about your organisation are purely

to ensure that we get a true cross-section of UK industry.

1) CODE 1 TO CONTINUE

---

SCREENING QUESTION

.iS1a..

Firstly, including yourself, how many people does your business currently employ in the UK either full or part time across all sites?

ENTER NUMBER OF EMPLOYEES

- 1) Answer given (Type in at next screen)  
0) DK/NA

SKIP TO S1B IF IS1A IS NOT CODED 1  
OTHERWISE SKIP TO D1

---

SCREENING QUESTION

.S1b..

Which of the following size bands does your business fall into?

READ OUT

SINGLE CODE

- 1) Up to 4  
2) 5-9  
3) 10-19  
4) 20-49  
5) 50-99  
6) 100-249  
7) 250-299  
8) 300-499  
9) 500+  
0) DO NOT READ OUT Don't know

.d1..

SKIP TO S2 IF 5 OR MORE EMPLOYEES  
OTHERWISE ASK SF1

---

CLOSE IF UNDER 5 EMPLOYEES

.sf1..

Thank you very much for your help, but unfortunately we have been asked to speak with organisations that have at least 5 employees.

1) CODE 1 TO SEND TO DATA

CLOSE

---

SCREENING QUESTION

.S2..

Is your company connected to the Internet (at your company premises or when employees are on-the-move)?

SINGLE CODE

- 1) Yes  
2) No  
0) Don't know

SKIP TO S3 IF S2 IS CODED 1  
OTHERWISE ASK SF2

---

CLOSE IF NO INTERNET CONNECTION

.sf2..

Thank you very much for your help, but unfortunately we need to speak with organisations connected to the internet.

1) CODE 1 TO SEND TO DATA

CLOSE

---

#### SCREENING QUESTION

.S3..

Which of the following best describes the level of control your organisation has when it comes to purchasing internet and data services and relevant support services?

READ OUT AND SINGLE CODE

- 1) Full autonomy, we hold our own budget and can decide how to use it
- 2) Partial autonomy, we have an input but not a complete say
- 3) We implement decisions that are made at a higher level

SKIP TO SF3 IF S3 IS CODED 3  
OTHERWISE ASK S4

---

#### SCREENING QUESTION

.S4..

And which of the following best describes the responsibility you personally have for making purchasing decisions relating to these communications services?

READ OUT AND SINGLE CODE

- 1) I am solely responsible
- 2) I am jointly responsible with somebody else
- 3) Someone else has primary responsibility at this address - ASK TO BE TRANSFERRED TO THIS PERSON
- 4) Someone else has primary responsibility but is NOT based at this address

GO BACK TO INTR1 IF S4 IS CODED 3  
SKIP TO SF3 IF S4 IS CODED 4  
OTHERWISE ASK S5A

---

#### One Answer Allowed

.S5a..

Would you describe your organisation as operating within the private sector, the public sector (so funded by government) or the third sector (the voluntary sector, so including charities, NGOs, quangos, not for profit organisations etc.)?

SINGLE CODE

- 1) Private sector (privately owned or owned by shareholders)
- 2) Public sector (funded by government)
- 3) Third sector (voluntary, charities, NGOs, quangos, not for profit)

---

#### One Answer Allowed

.S5c..

Would any of the following be an accurate description of your organisation's main function?

READ OUT AND SINGLE CODE

- 1) Advertising/ PR/ new media
- 2) Marketing or market research
- 3) Network or service provider, re-seller of telecoms or IT
- 4) Other I.T. or telecoms services
- 5) None of these

SKIP TO S6 IF S5C IS NOT CODED 3  
OTHERWISE ASK SF3

---

CLOSE IF NO AUTONOMY  
CLOSE IF NOT RESPONSIBLE FOR PURCHASING DECISIONS

CLOSE IF NETWORKS OR SERVICE PROVIDER OR RE-SELLER OF TELECOMS OR IT  
.sf3..

Thank you very much for your help, but unfortunately your organisation  
does not qualify for the research on this occasion.

1) CODE 1 TO SEND TO DATA

CLOSE

---

ASK ALL

.S6..

Could I please confirm your exact job title?

SINGLE CODE

- 1) Owner/ Proprietor
- 2) Partner/ Managing Partner
- 3) Chief Executive Officer
- 4) Chief Finance Director/ Finance Director
- 5) Chief Operations Director/ Operations Director
- 6) Managing Director
- 7) IT/ Telecoms Director/ Manager
- 8) Other senior manager
- 9) PA/ Office manager
- 10) Director
- 17) Other (type in at next screen)

---

ASK ALL

.S7a..

How many sites in the UK does your business have?

READ OUT IF NECESSARY

- 1) 1
- 2) 2-5
- 3) 6-10
- 4) More than 10
- 0) DO NOT READ OUT Don't know

ASK S7B IF S7A IS CODED 1  
SKIP TO S7C IF S7A IS CODED 2-4  
OTHERWISE SKIP TO PS8

---

ASK ALL WITH 1 SITE AT S7A

.S7b..

Which one of these describes where the site is in the UK? Is it...

READ OUT AND SINGLE CODE

IF NECESSARY: By rural area I mean a small town or village where fewer than 10,000 people live.

- 1) In an urban area
- 2) In a rural area

SKIP TO S8A

---

ASK ALL WITH 2+ SITES AT S7A

.S7c..

Which one of these describes how the sites are spread out across the UK?

READ OUT AND SINGLE CODE

IF NECESSARY: By rural area I mean a small town or village where fewer than 10,000 people live.

- 1) All sites are in the same urban area
- 2) All sites are in the same rural area
- 3) All sites are across a number of urban areas
- 4) All sites are across a number of rural areas
- 5) Sites are across a mix of urban and rural areas

0) Don't know

---

ASK ALL

.S8a..

Can we just confirm that the postcode of your office/ Head Office is (POSTCODE)?

- 1) Yes
  - 2) No – TYPE IN CORRECT POSTCODE
- 

ASK ALL

.Q1..

You said earlier that your company is connected to the internet - at company premises or when employees are on the move.

By which of the following means does your organisation currently connect to the Internet?

READ OUT AND CODE ALL MENTIONED

- 1) Dial up/ ISDN
  - 2) Broadband via cable modem (such as from Virgin Media)
  - 3) Broadband via ADSL (asymmetric - faster download than upload speeds)
  - 4) Broadband via SDSL (symmetric - similar download and upload speeds)
  - 5) Broadband via satellite or fixed wireless (using radio links from an aerial, not a telephone line or cable network)
  - 6) Leased line (sometimes known as a private circuit or data line, and used to connect different locations)
  - 7) Mobile broadband through a mobile network (connecting a PC or a laptop to the internet with a USB stick or dongle)
  - 8) Mobile internet connection using a Blackberry, i-phone, PDA or similar advanced mobile phone-like device that gives you full access to all websites
  - 9) Other (type in at next screen)
  - 0) DO NOT READ OUT Don't know
- 

.D2A..

ASK IQ2A IF Q1 IS CODED 1-6,9  
OTHERWISE SKIP TO D3

---

ASK ALL WITH A FIXED INTERNET CONNECTION AT Q1

.iQ2a..

Please can you tell me how much your organisation spends on fixed internet services in a typical month, excluding support and other services, and excluding VAT?

IF NECESSARY - By fixed I mean the internet service you received via a line or cable rather than a mobile signal.

- 1) Answer given (Type in at next screen)
- 0) DK/NA

SKIP TO Q2B IF IQ2A IS NOT CODED 1  
OTHERWISE SKIP TO D3

---

---

**ASK IF UNSURE AT IQ2A**

.Q2b..

Which the following describes how much your organisation spends on fixed internet services in a typical month, excluding support and other services, and excluding VAT?

IF NECESSARY - By fixed I mean the internet service you received via a line or cable rather than a mobile signal.

SINGLE CODE

- 1) Up to £49
- 2) £50-£99
- 3) £100-£149
- 4) £150-£199
- 5) £200-£299
- 6) £300-£399
- 7) £400-£499
- 8) £500-£599
- 9) £600-£999
- 10) £1,000-£1,999
- 11) £2,000-£2,999
- 12) £3,000-£3,999
- 13) £4,000-£4,999
- 14) £10,000-£49,999
- 15) £50,000 or more
- 16) £5,000-£9,999
- 0) DO NOT READ OUT Don't know/refused

---

.d3..

**ASK Q3 IF Q1 IS CODED 7-8  
OTHERWISE SKIP TO Q5**

---

**ASK ALL WITH A MOBILE INTERNET CONNECTION AT Q1**

.Q3..

What kind of contract do you have for the mobile devices you provide for employees? Is it...

READ OUT CODES 1-3

MULTICODE OK FOR CODES 2-3

- 1) Mobile voice and data contract combined
- 2) Mobile data contract
- 3) Mobile voice contract
- 4) DO NOT READ OUT Do not have a contract
- 0) DO NOT READ OUT Don't know

---

**ASK IF UNSURE AT Q3**

.iQ4a..

Please can you tell me how much your organisation spends on (TYPE/S AT Q3) services in a typical month, excluding support and other services, and excluding VAT?

IF NECESSARY - By mobile I mean the internet service you received via a mobile signal rather than via a fixed line or cable.

- 1) Answer given (Type in at next screen)
- 0) DK/NA

**SKIP TO Q4B IF IQ4A IS NOT CODED 1  
OTHERWISE SKIP TO Q5**

---

---

**ASK ALL WITH A MOBILE INTERNET CONNECTION AT Q1**

.Q4b..

Which the following describes how much your organisation spends on "THE ANSWER TO P4" services in a typical month, excluding support and other services, and excluding VAT?

IF NECESSARY - By mobile I mean the internet service you received via a mobile signal rather than via a fixed line or cable.

READ OUT

SINGLE CODE

- 1) Up to £49
- 2) £50-£99
- 3) £100-£149
- 4) £150-£199
- 5) £200-£299
- 6) £300-£399
- 7) £400-£499
- 8) £500-£599
- 9) £600-£999
- 10) £1,000-£1,999
- 11) £2,000-£2,999
- 12) £3,000-£3,999
- 13) £4,000-£4,999
- 14) £10,000-£49,999
- 15) £50,000 or more
- 16) £5,000-£9,999
- 0) DO NOT READ OUT Don't know/refused

---

**ASK ALL**

.Q5..

Do you purchase your internet or data services from a reseller, or from a systems integrator or direct from an internet service provider?

MULTICODE OK FOR CODES 1-3

- 1) Reseller (a company selling on the provider's services on their behalf)
- 2) Systems integrator (a company selling the services as part of a package or bundle of services)
- 3) Direct (the company actually providing the service)
- 0) DO NOT READ OUT Don't know

SKIP TO D7 IF Q5 IS NOT CODED 2  
OTHERWISE ASK Q6

---

**ASK ALL USING A SYSTEMS INTEGRATOR AT Q5**

.Q6..

Which of these other services does your systems integrator supply you with?

READ OUT IF NECESSARY

MULTI CODE OK

- 1) Hosting (by this we mean your supplier provides storage and connectivity for your websites)
- 2) Managed service (by this we mean they deliver and manage network-based services, applications, and equipment to you)
- 3) IT services/ support
- 4) Web hosting
- 5) Website design/ maintenance
- 6) IT/ Telecoms consultancy
- 17) Other (type in at next screen)

---

.d7..

ASK Q7 IF Q1 IS CODED 1-6,9  
OTHERWISE SKIP TO D13

---

ASK ALL WITH A FIXED INTERNET CONNECTION AT Q1

.Q7..

What is the maximum bandwidth of your company's fixed internet service?

DO NOT READ OUT

SINGLE CODE

- 1) Up to 2Mbps (megabits per second/ meg)
- 2) Up to 4Mbps
- 3) Up to 8Mbps
- 4) Up to 10Mbps
- 5) Up to 20Mbps
- 6) Up to 50Mbps
- 7) Up to 100Mbps
- 8) Up to 500Mbps
- 9) Up to 1GBps (gigabits per second/ gig)
- 10) 1GBps +
- 0) Don't know

---

.d8..

SKIP TO Q9 IF Q1 IS NOT CODED 2-6  
OTHERWISE ASK Q8

---

ASK ALL WITH A FIXED BROADBAND CONNECTION AT Q1

.Q8..

Which of these fixed broadband packages is your business on?

READ OUT

SINGLE CODE

- 1) Residential ADSL package, e.g. broadband access either from an Internet Service Provider or as a bundle with residential communications services such as TV and phone
- 2) Basic business ADSL package - with faster download than upload speeds
- 3) Premium business ADSL package with enhanced or managed I.T. solutions (such as engineer visits, web hosting, resilient back-up options, managed internet access etc.)
- 4) SDSL package - with faster downloads and uploads
- 5) Leased lines - sometimes known as private circuits, used to connect different locations
- 9) Other (type in at next screen)
- 0) Don't know

---

.d9..

SKIP TO D12 IF Q1 IS NOT CODED 1-6,9  
OTHERWISE ASK Q9

---

ASK ALL WITH A FIXED INTERNET CONNECTION AT Q1

.Q9..

In the next 6 months, how likely or unlikely is your business to cancel your FIXED internet service and (rely on/ replace it with) only a MOBILE internet service?

IF NECESSARY - By that I mean connecting to a PC or laptop to the internet through a mobile network using a USB stick or dongle, or using a mobile internet connection using an advanced mobile phone device.

READ OUT SCALE IF NECESSARY

SINGLE CODE

- 1) Very likely
- 2) Fairly likely
- 3) Neither likely nor unlikely

- 4) Fairly unlikely
- 5) Very unlikely
- 0) Don't know

SKIP TO D13 IF Q9 IS NOT CODED 3-5  
OTHERWISE ASK Q10

---

ASK ALL WITH A FIXED INTERNET CONNECTION AT Q1 WHO ARE NOT LIKELY TO  
SWITCH AT Q9

.Q10..

If the price of ALL fixed internet connection packages of similar quality to yours from ALL suppliers (e.g BT) increased by 10% per month, which of these actions would your business be most likely to choose?

(IF NECESSARY: For example, if a business spends £500 a month at the moment then this would increase to £550 per month)

READ OUT CODES 1-5

SINGLE CODE

- 1) Continue with your existing subscription and pay the extra
- 2) Continue to subscribe to fixed internet but go for a reduced service quality at a cheaper price (e.g. reduced speed, reduced download limit, reduced level of managed services)
- 3) Pay a bit more for higher service quality fixed internet service (e.g. speed, download limit)
- 4) Switch to narrowband (dial-up 56kbit/s)
- 5) Switch to mobile only broadband
- 6) DO NOT READ OUT Stop using the internet
- 7) DO NOT READ OUT Switch to an alternative means of accessing the internet (e.g. leased lines, SDSL, satellite access, fixed wireless access)
- 0) DO NOT READ OUT Don't know

SKIP TO D12 IF Q10 IS NOT CODED 1-7

---

ASK ALL ABLE TO RESPOND AT Q10

.Q11..

Why would you (RESPONSE GIVEN AT Q10)?

DO NOT READ OUT

MULTICODE OK

- 1) Have long term contract with existing supplier
- 2) Willing to stay with existing package despite increase in price
- 3) Can do without extra services provided
- 4) Price differential between packages reduced
- 5) Broadband access not crucial to our business operations
- 6) Happy with existing supplier
- 7) Too much hassle to switch supplier
- 21) Other (type in at next screen)

.D12..

SKIP TO D13 IF Q10 IS CODED 5  
OTHERWISE ASK Q12

---

ASK IF WOULD NOT SWITCH TO MOBILE ONLY BROADBAND AT Q10

.Q12..

Why wouldn't you solely rely on mobile broadband?

DO NOT READ OUT

MULTICODE OK

- 1) Not reliable enough connection
- 2) Not fast enough connection
- 3) Small download limits
- 4) Not feasible for the size of company
- 5) No requirement for broadband access on the move

- 6) Cannot be shared among users
  - 7) Don't know enough about mobile broadband
  - 8) Poor coverage in our area
  - 9) Too expensive
  - 10) Company policy to have fixed internet connections
  - 21) Other (type in at next screen)
- 

.d13..

ASK Q13 IF Q1 IS CODED 7-8 AND Q1 IS NOT CODED 1-6,9  
SKIP TO Q14 IF Q1 IS CODED 7-8  
OTHERWISE SKIP TO Q15

---

ASK ALL WHO ONLY HAVE A MOBILE INTERNET CONNECTION AT Q1

.Q13..

Why did your business choose to have mobile broadband only?

DO NOT READ OUT

MULTICODE OK

- 1) Can't get fixed telephone line where our office is
  - 2) Choose not to have a fixed telephone line
  - 3) Don't need higher speeds fixed internet access can offer
  - 4) Mobile broadband meets our needs
  - 5) Mobile broadband is cheaper than fixed broadband
  - 6) We don't have an office/ most staff are not office based
  - 7) Workforce move between offices a lot
  - 8) We only need one internet connection and I thought mobile broadband would best meet my needs
  - 21) Other (type in at next screen)
- 

ASK ALL WITH A MOBILE INTERNET CONNECTION AT Q1

.Q14..

Thinking about your mobile broadband internet service, how satisfied would you say your employees are with your business' main mobile broadband supplier for each of the following....

1) CODE 1 TO CONTINUE

---

ASK ALL WITH A MOBILE INTERNET CONNECTION AT Q1

.Q14a..

The speed and reliability of your service while INDOORS (anywhere inside a building, whether business premises or employees own homes)?

IF NECESSARY: Would you say your employees are...

- 1) Very satisfied
  - 2) Fairly satisfied
  - 3) Neither
  - 4) Fairly dissatisfied
  - 5) Very dissatisfied
  - 6) Don't know
  - 0) Not applicable
- 

ASK ALL WITH A MOBILE INTERNET CONNECTION AT Q1

.Q14b..

The speed and reliability of your service while OUTDOORS (not inside a building and not 'on the move')?

IF NECESSARY: Would you say your employees are...

- 1) Very satisfied
- 2) Fairly satisfied
- 3) Neither

- 4) Fairly dissatisfied
- 5) Very dissatisfied
- 6) Don't know
- 0) Not applicable

---

**ASK ALL WITH A MOBILE INTERNET CONNECTION AT Q1**

.Q14c..

The speed and reliability of your service while TRAVELLING OUTDOORS (when 'on the move' and not inside a building)?

IF NECESSARY: Would you say your employees are...

- 1) Very satisfied
- 2) Fairly satisfied
- 3) Neither
- 4) Fairly dissatisfied
- 5) Very dissatisfied
- 6) Don't know
- 0) Not applicable

---

**ASK ALL**

.Q15..

Do you think that mobile broadband services currently available on the market are a realistic alternative to fixed line internet connections for your business?

IF NECESSARY - By mobile broadband I mean connecting to a PC or laptop to the internet through a mobile network using a USB stick or dongle, or using a mobile internet connection using an advanced mobile phone device.

- 1) Yes
- 2) No
- 0) Don't know

.d16..

SKIP TO D17 IF Q1 IS CODED 7-8 AND Q1 IS NOT CODED 1-6,9  
OTHERWISE ASK Q16

---

**ASK ALL WHO DO NOT HAVE A MOBILE INTERNET ONLY SERVICE AT Q1**

.Q16..

If mobile broadband speeds and reliability improved to match fixed line broadband connections would you think that mobile broadband services were a realistic alternative to fixed line internet connections for your business?

IF NECESSARY - By mobile broadband I mean connecting to a PC or laptop to the internet through a mobile network using a USB stick or dongle, or using a mobile internet connection using an advanced mobile phone device.

- 1) Yes
- 2) No
- 0) Don't know

.d17..

SKIP TO D19 IF S7A IS CODED 1  
OTHERWISE ASK Q17

---

**ASK THOSE WITH 2+ SITES AT S7A**

.Q17..

Do you use a single provider to provide internet access across all of your sites?

DO NOT READ OUT  
SINGLE CODE

- 1) Yes - single provider for all sites

- 2) No - multiple providers depending on area  
0) Don't know

SKIP TO D19 IF Q17 IS NOT CODED 1  
OTHERWISE ASK Q18

---

ASK THOSE USING A SINGLE INTERNET PROVIDER AT Q17

.Q18..

What is the reason behind using the same provider?

DO NOT READ OUT

MULTICODE OK

- 1) More expensive going to multiple providers (e.g. less bargaining power)
- 2) Need same supplier to ensure adequate service levels
- 3) Have always used same supplier
- 4) Supplier tailored package to business need
- 5) Ease and convenience (e.g. billing, customer service)
- 6) Didn't know other suppliers were available
- 21) Other (type in at next screen)

---

.d19..

SKIP TO D20 IF Q5 IS NOT CODED 2  
OTHERWISE ASK Q19

---

ASK ALL USING A SYSTEMS INTEGRATOR AT Q5

.Q19..

You said earlier that your organisation purchases internet or data services from a systems integrator selling the services as part of a package or bundle or services...

Why have you chosen to purchase your internet access in a deal or package from the same provider as your (ANSWER/S GIVEN AT Q6) service(s)?

DO NOT READ OUT

MULTICODE OK

- 1) Communications provider offered a good deal at the time
- 2) We don't have I.T. expertise in house
- 3) Outsourcing is efficient/ meets our needs
- 4) Systems integrator offered best quality service
- 5) Convenience of having a single bill
- 6) Convenience of having a single customer contact for all services
- 7) Time consuming to look around for separate providers
- 8) Costly to switch to alternative packages from different providers
- 9) Difficult to compare new deals available
- 10) Haven't thought about switching again
- 11) It is good value to buy from the same provider
- 12) Recommendation
- 21) Other (type in at next screen)

---

.d20..

SKIP TO Q24 IF Q1 IS NOT CODED 1-6,9  
OTHERWISE ASK Q20

---

ASK ALL WITH A FIXED INTERNET CONNECTION AT Q1

.Q20..

Has your business changed your fixed Internet Service Provider in the last 3 years?

IF NECESSARY - By fixed I mean the internet service you received via a line or cable rather than a mobile signal.

SINGLE CODE

- 1) Yes
- 2) No

0) Don't know

SKIP TO Q22 IF Q20 IS CODED 1  
OTHERWISE ASK Q21

---

**ASK THOSE WHO HAVE NOT SWITCHED AT Q20**

.Q21..

Has your business considered switching your fixed Internet Service Provider in the last 3 years?

IF NECESSARY - By fixed I mean the internet service you received via a line or cable rather than a mobile signal.

SINGLE CODE

1) Yes

2) No

0) Don't know

SKIP TO Q23 IF Q21 IS NOT CODED 1  
OTHERWISE ASK Q22

---

**ASK THOSE WHO HAVE SWITCHED AT Q20 OR CONSIDERED SWITCHING AT Q21**

.Q22..

What was the reason why your business (switched/ considered switching)?

INTERVIEWER NOTE: If they found a cheaper deal elsewhere, please ask whether this is a cheaper ISP (internet access only) or a cheaper packaged deal (e.g. with hosting, managed service, I.T. services, etc.)

DO NOT READ OUT

MULTICODE OK

1) Found a cheaper ISP elsewhere

2) Found a cheaper package for other services which also includes broadband (bundled service)

3) Found a cheaper deal elsewhere (not able to specify whether it was a bundle of services or not)

4) Service quality (ability to contact customer services, reliability, speed, download limit) of existing provider deteriorated

5) Change in service requirement by business (e.g. upgrade to higher grade service such as from ADSL to SDSL, growth in office sites and existing provider does not have national presence, moving managed services in-house etc.)

6) Change in company policy (e.g. integrate company I.T. system to single source for all sites)

7) Moved premises

21) Other (type in at next screen)

0) Don't know

SKIP TO Q24

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**ASK THOSE WHO HAVE NOT SWITCHED AT Q20 AND NOT CONSIDERED SWITCHING AT  
Q21**

.Q23..

Why has your business NOT switched or considered switching?

DO NOT READ OUT

MULTICODE OK

- 1) Happy with service quality of existing provider
- 2) Existing provider is cheapest available that I found
- 3) Locked into a fixed-term contract
- 4) Location of company/sites (provider is the only one in area, only one with national presence, only one with presence where sites are located)
- 5) Part of a package of services (e.g. I.T. managed services) where the main service is important to me
- 6) It will be difficult to switch/ switching will disrupt my service to customers (can't afford to lose connection during transfer process)
- 7) Unsure of quality of service of alternative providers
- 8) Never had the need
- 9) Only had internet for a short time
- 10) New business/ business only opened this year
- 11) Don't really use our internet connection
- 21) Other (type in at next screen)
- 0) Don't know

---

**ASK ALL**

.Q24..

In the last 3 years has your business changed the method by which you connect to the internet?

INTERVIEWER NOTE: Businesses can change connection method without changing internet service provider. We are interested in a change in connection method - this does not include change in speed of existing connection.

- 1) Yes
- 2) No
- 0) Don't know

**SKIP TO Q27 IF Q24 IS NOT CODED 1  
OTHERWISE ASK Q25**

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**ASK ALL WHO HAVE CHANGED METHOD AT Q24**

.Q25..

You currently connect to the internet using (ANSWERS AT Q1)... How did you connect to the internet previously?

READ OUT THOSE ~NOT SHOWN~

MULTICODE OK

- 1) Dial up/ ISDN
- 2) Broadband via cable modem (such as from Virgin Media)
- 3) Broadband via ADSL (asymmetric - faster download than upload speeds)
- 4) Broadband via SDSL (symmetric - similar download and upload speeds)
- 5) Broadband via satellite or fixed wireless (using radio links from an aerial, not a telephone line or cable network)
- 6) Leased line (sometimes known as a private circuit or data line, and used to connect different locations)
- 7) Mobile broadband through a mobile network (connecting a PC or a laptop to the internet with a USB stick or dongle)
- 8) Mobile internet connection using a Blackberry, i-phone, PDA or similar advanced mobile phone-like device that gives you full access to all websites
- 9) Other (type in at next screen)
- 0) DO NOT READ OUT Don't know

---

**ASK ALL WHO HAVE CHANGED METHOD AT Q24**

.Q26..

What was the reason behind the change?

DO NOT READ OUT

MULTICODE OK

- 1) Change in business requirement (change in sites, change in connectivity requirement between sites)
- 2) Recommended by I.T. department
- 3) Keeping up to date
- 4) Wanted to upgrade to have the best connection available
- 5) Faster uploads
- 6) Faster downloads
- 7) Faster generally
- 8) Cheaper
- 9) More reliable
- 21) Other (type in at next screen)
- 0) Don't know

---

**ASK ALL**

.Q27..

What role would you say the internet plays in your business overall.

Would you say it is primarily....

READ OUT CODES 1-3

SINGLE CODE

- 1) A tool for basic communication and research, both internally and externally
- 2) An important way of making the business more efficient by doing things better, faster, cheaper
- 3) A vital means to drive the business forward and ensure competitive differentiation through such things as new product development, innovation and marketing
- 4) DO NOT READ OUT None of these
- 0) DO NOT READ OUT Don't Know

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.d28..

SKIP TO D30 IF Q1 IS NOT CODED 1-6,9  
ASK R28 IF IQ2A IS CODED 1  
ASK R28 IF Q2B IS CODED 1-15  
OTHERWISE SKIP TO IQ28

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**SAY TO THOSE WHO CAN ESTIMATE THEIR SPEND AT Q2A/Q2B**

.R28..

You said that your business pays (ANSWER AT Q2A/ Q2B) per month for your internet service.

- 1) CODE 1 TO CONTINUE

---

**ASK ALL WITH A FIXED INTERNET CONNECTION AT Q1**

.iQ28..

If the price of fixed internet from ALL providers were to keep increasing, how much would the monthly price have to increase to before your business would give up internet completely?

- 1) Answer given (Type in at next screen)
- 2) Zero/ would not have to increase to give up
- 3) We'd pay any amount/ would never give up the internet
- 0) DK/NA

SKIP TO Q28A IF IQ28 IS NOT CODED 1-3  
OTHERWISE SKIP TO IQ29

---

ASK IF UNSURE AT IQ28

.Q28a..

Which the following describes how much the monthly price of fixed internet from all providers would need to increase TO before your business would give up the internet completely?

READ OUT

SINGLE CODE

- 1) Zero/ would not have to increase to give up
- 2) Up to £49
- 3) £50-£99
- 4) £100-£149
- 5) £150-£199
- 6) £200-£299
- 7) £300-£399
- 8) £400-£499
- 9) £500-£599
- 10) £600-£999
- 11) £1,000-£1,999
- 12) £2,000-£2,999
- 13) £3,000-£3,999
- 14) £4,000-£4,999
- 15) £10,000-£49,999
- 16) £50,000 or more
- 17) We'd pay any amount/ would never give up the internet
- 18) £5,000-£9,999
- 0) DO NOT READ OUT Don't know/refused

---

ASK ALL WITH A FIXED INTERNET CONNECTION AT Q1

.iQ29..

If your fixed internet service provider wanted to carry out some maintenance and to do this they asked your business to GO WITHOUT internet for one month, how much money would they have to pay to persuade your business to agree to this?

- 1) Answer given (Type in at next screen)
- 2) Zero/ would not have to pay anything
- 3) No amount would compensate our business
- 0) DK/NA

SKIP TO Q29A IF IQ29 IS NOT CODED 1-3  
OTHERWISE SKIP TO D30

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ASK IF UNSURE AT IQ29

.Q29a..

Which of the following describes how much your internet service provider would need to pay to persuade your business to go without internet for one month?

READ OUT  
SINGLE CODE

- 1) Zero/ would not have to pay anything
- 2) Up to £49
- 3) £50-£99
- 4) £100-£149
- 5) £150-£199
- 6) £200-£299
- 7) £300-£399
- 8) £400-£499
- 9) £500-£599
- 10) £600-£999
- 11) £1,000-£1,999
- 12) £2,000-£2,999
- 13) £3,000-£3,999
- 14) £4,000-£4,999
- 15) £10,000-£49,999
- 16) £50,000 or more
- 17) No amount would compensate our business
- 18) £5,000-£9,999
- 0) Don't know

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.d30..

SKIP TO D31 IF Q1 IS CODED 4

SKIP TO D32 IF Q1 IS NOT CODED 2-6,9

ASK RIQ30 IF Q2A IS GREATER THAN 0 AND Q7 IS CODED 1-10

ASK RIQ30 IF Q2B IS CODED 1-13 AND Q7 IS CODED 1-10

OTHERWISE SKIP TO IQ30

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SAY TO THOSE ABLE TO ESTIMATE THEIR SPEND AT Q2A/ Q2B AND THEIR SPEED AT Q7  
.riQ30..

You said that your current broadband service has a connection speed of (ANSWER GIVEN AT Q7) and that you pay (ANSWER GIVEN AT Q2A/ Q2B) per month for your service.

1) CODE 1 TO CONTINUE

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ASK ALL WITH A FIXED INTERNET CONNECTION BUT NOT SDSL AT Q1

.iQ30..

How much EXTRA would your organisation be prepared to pay per month in addition to your current subscription to upgrade to an SDSL service?

IF NECESSARY: SDSL is a digital broadband technology which uses a standard telephone line to provide both high speed downloads and uploads. The most common type of broadband provides slower uploads compared to downloads.

- 1) Answer given (Type in at next screen)
- 2) Zero - not interested in higher speed broadband
- 3) We'd pay any amount
- 0) DK/NA

SKIP TO Q30A IF IQ30 IS NOT CODED 1-3  
OTHERWISE SKIP TO D31

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**ASK IF UNSURE AT IQ30**

.Q30a..

Which of the following describes how much EXTRA your organisation would be prepared to pay per month in addition to your current subscription to upgrade to an SDSL service?

READ OUT  
SINGLE CODE

- 1) Zero - not interested in higher speed broadband
  - 2) Up to £5
  - 3) £5-£9
  - 4) £10-£14
  - 5) £15-£19
  - 6) £20-£29
  - 7) £30-£39
  - 8) £40-£49
  - 9) £50-£59
  - 10) £60-£99
  - 11) £100-£199
  - 12) £200-£499
  - 13) £1,000-£4,999
  - 14) £5,000 or more
  - 15) We'd pay any amount
  - 16) £500-£999
  - 0) Don't know
- 

.d31..

SKIP TO D32 IF Q1 IS CODED 6  
OTHERWISE ASK IQ31

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**ASK ALL WITH A FIXED INTERNET CONNECTION BUT NOT LEASED LINE AT Q1**

.IQ31..

And how much EXTRA would your organisation be prepared to pay per month in addition to your current subscription to upgrade to a leased line service?

IF NECESSARY: A leased line, also known as a private circuit, is a fixed communication link between two points. Leased lines are often used by corporate customers to connect sites forming part of a data network (for example, a chain of shops or regional offices).

- 1) Answer given (Type in at next screen)
- 2) Zero - not interested in higher speed broadband
- 3) We'd pay any amount
- 0) DK/NA

SKIP TO Q31A IF IQ31 IS NOT CODED 1-3  
OTHERWISE SKIP TO D32

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**ASK IF UNSURE AT IQ31**

.Q31a..

Which of the following describes how much EXTRA your organisation would be prepared to pay per month in addition to current subscription to upgrade to a leased line?

READ OUT  
SINGLE CODE

- 1) Zero - not interested in higher speed broadband
  - 2) Up to £5
  - 3) £5-£9
  - 4) £10-£14
  - 5) £15-£19
  - 6) £20-£29
  - 7) £30-£39
  - 8) £40-£49
  - 9) £50-£59
  - 10) £60-£99
  - 11) £100-£199
  - 12) £200-£499
  - 13) £1,000-£4,999
  - 14) £5,000 or more
  - 15) We'd pay any amount
  - 16) £500-£999
  - 0) Don't know
- 

.d32..

**ASK Q32 IF Q1 IS CODED 1-6,9  
OTHERWISE SKIP TO CLOSE1**

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**ASK ALL WITH A FIXED INTERNET CONNECTION AT Q1**

.Q32..

Have you noticed any changes in the broadband market in the last two years - perhaps the number of operators you can choose from, the price, the quality, or anything else?

PROBE FULLY FOR DETAIL  
ENTER VERBATIM COMMENT

- 1) No, none
  - 2) More suppliers/ operators on the market
  - 3) Faster/ improved connection speeds
  - 4) More competitive pricing
  - 5) Wider choice of packages available
  - 21) Other (type in at next screen)
-

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BUSINESS CLASSIFICATION

SIC CLASSIFICATION

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BUSINESS CLASSIFICATION

SECTOR

- 1) Primary
  - 2) Utilities
  - 3) Manufacturing
  - 4) Construction
  - 5) Wholesale
  - 6) Retail
  - 7) Distribution/ Transport
  - 8) Leisure
  - 9) Financial Services
  - 10) Communications/ IT/ telecoms
  - 11) Other business activities
  - 12) Public admin. and services
  - 13) Other services
  - 14) Other
- 

BUSINESS CLASSIFICATION

SECTOR QUOTA

- 1) Agriculture, forestry & fishing
  - 2) Production
  - 3) Construction
  - 4) Motor trades
  - 5) Wholesale
  - 6) Retail
  - 7) Transport & storage
  - 8) Accommodation & food services
  - 9) Information & communication
  - 10) Finance & insurance
  - 11) Property
  - 12) Professional, scientific
  - 13) Business admin & support
  - 14) Public admin & defence
  - 15) Education
  - 16) Health
  - 17) Arts, entertainment, etc.
-