

## **OFCOM CONSUMER UNDERSTANDING OF BROADBAND TERMINOLOGY – 26505 DRAFT V5 FINAL: UPDATES FOLLOWING TESTING**

### **NOTE TO SCRIPTER:**

- **Do not show question numbers on html questionnaire**
- **Do not show section headings**
- **Include back and next buttons on each page**
- **Ask all screening questions (QA1 to QB2) before closing those that don't qualify**
- **Include percentage completion display**

### **ONLINE INVITATION**

Panel provider will send invitation to their panellists. Within the invitation is an indication of the subject matter – i.e. study relating to communications services they use.

### **INTRODUCTION**

This study is being conducted for Ofcom, the regulator for the UK communications industry. Ofcom is very interested in hearing your views on the communications services your household uses. The interview will last up to 15 minutes.

### **INITIAL SCREENING**

**First of all, we'd like to ask you a few questions about yourself, just to make sure we are surveying a good cross section of the population. These are only to help analyse the results at a broad level and will not be used to identify you in any way.**

**ASK ALL**

QA1 Which of the following services do you/your household have?

Please select all that apply. MULTICODE.

- |   |   |
|---|---|
| Mobile phone service  | 1 |
| Landline phone (i.e. home phone) or line rental                   | 2 |
| Fixed broadband internet  | 3 |
| Pay TV service (via a cable, satellite or a broadband connection) | 4 |
| None of these (SINGLE CODE)                                       | 5 |

**ASK ALL**

QA2 Which, if any, of the following services are you solely or jointly responsible for deciding which provider to use?

Please select all that apply. MULTI CODE.

- |   |   |
|---|---|
| Mobile phone service  | 1 |
| Landline phone (i.e. home phone) or line rental                   | 2 |
| Fixed broadband internet  | 3 |
| Pay TV service (via a cable, satellite or a broadband connection) | 4 |
| None of these (SINGLE CODE)                                       | 5 |
| Don't know (SINGLE CODE)  | 6 |

**MUST BE FIXED BROADBAND DECISION-MAKER (QA2/3). IF NOT CLOSE.**

**ASK ALL**

QB1 Which of the following are you...?

Please select one. SINGLE CODE.

- |   |   |   |
|---|---|---|
| Man   | 1 |   |
| Woman   | 2 |   |
| Non-binary                                      |   | 3 |
| Prefer to use another own term (please type in) | 4 |   |
| Prefer not to say                               |   | 5 |

**ASK ALL**

QB2 What is your age?

Please type in.

SCRIPTER PLEASE CODE TO THE FOLLOWING AGE BANDS

- |         |   |
|---------|---|
| 16 - 17 | 1 |
| 18 - 24 | 2 |
| 25 - 34 | 3 |
| 35 - 44 | 4 |
| 45 - 54 | 5 |
| 55 - 64 | 6 |
| 65 - 74 | 7 |
| 75 - 84 | 8 |
| 85+     | 9 |

**RESPONDENTS AGED 15 OR UNDER TO BE SCREENED OUT.  
SCREENER TO BE PLACED BEFORE QB3.**

**ASK ALL**

QB3 Which of the following best describes the main income earner in your household?

Please note:

1. If you live in a household with others, but have separate finances, do not include them in this question. Only consider those who have shared incomes/ outgoings.
2. If the main income earner has been unemployed for less than 6 months, don't answer 'unemployed', but think back to the last job before that.
3. If they're retired and receiving a pension from employment as well as a state pension, **please think back to the last job before retirement.**

Please select one. SINGLE CODE.

SCRIPTER: DO NOT DISPLAY GRADE IN SURVEY

Very senior management; top level civil servant or professional (e.g. surgeon; partner in a law firm; regional bank manager; board director of medium/ large firm) <b>[A]</b> .....	1
Senior or middle management in large organisation; owner of small business; principal officer in civil service/ local government <b>[B]</b> .....	2
Junior management or professional; or administrative (e.g. most office workers; accounts clerk; secretary; police sergeant) <b>[C1]</b> .....	3
Skilled manual worker (e.g.; plumber; electrician) <b>[C2]</b> .....	4
Manual worker (e.g. lorry driver; labourer; hotel porter) <b>[D]</b> .....	5
Casual worker without regular income; or unemployed for 6 months or longer <b>[E]</b> .....	6
Retired and <b>only</b> receiving a state pension (i.e. not receiving a private pension) <b>[E]</b> .....	7
Housewife/ house husband/ looking after family <b>[E]</b> .....	8
Student <b>[C1]</b> .....	9

**ASK ALL**

QB4 Whereabouts in the UK do you live?

Please select one. SINGLE CODE.

North East England	1
North West England	2
Yorkshire and the Humber	3
East Midlands	4
West Midlands	5
East of England	6
London	7
South East England	8
South West England	9
Wales	10
Scotland	11
Northern Ireland	12
Don't know	13
Refused	14

### Intro to section C

The next few questions are about your household's fixed broadband service. If you have more than one provider, please think about the one you consider to be your main service.

#### ASK ALL WITH FIXED BROADBAND (QA1/3)

QC1 Which provider does your household currently use for its fixed broadband service?  
Please say which company you pay for this service.

Please select one. SINGLE CODE.

BT	1
EE	2
Plusnet	3
Sky	4
TalkTalk	5
Virgin Media	6
Vodafone	7
Other (please type in)	8
Don't know/don't recall	9

#### ASK ALL WITH FIXED BROADBAND (QA1/3)

QC2 Do you take any other services bundled together in a package from the same provider as your fixed broadband service?

If yes, please select the services bundled with your broadband below.

SHOW AS HOVER OVER TEXT FOR 'BUNDLED' A bundle is when you purchase two or more of your telephone, internet or other communications services from the same provider, either on the same contract or on contracts that are linked. For example, the contracts may be linked because the provider requires you to purchase one service to receive the other, or because you receive a discount for purchasing them together. If the bundle includes a mobile service, you may also be required to pay the remaining balance of any mobile phone handset costs in full if you decide to end the mobile service contract.

Please select all that apply. MULTICODE.

- Mobile phone service 1
- Landline phone (i.e. home phone) or line rental 2
- Pay TV service (via a cable, satellite or a broadband connection) 3
- Do not bundle any other services with fixed broadband (SINGLE CODE) 4

**ASK ALL WITH FIXED BROADBAND (QA1/3)**

QC3 How long have you been on your current fixed broadband deal?

This could have started when you changed your provider or when you first got broadband or when you re-contracted with your current provider, either continuing the deal you had before or upgrading or downgrading your service.

Please select one. SINGLE CODE.

Up to 6 months
7 to 12 months
13 to 18 months
1.5 years to 2 years
More than 2 years, up to 3 years
More than 3 years
Don't know/ can't remember

**ASK ALL WITH FIXED BROADBAND (QA1/3)**

QC4 Which one of these best describes your current thinking about your fixed broadband service?

Are you...

Please select one. SINGLE CODE

Currently looking for a new deal	1
Planning to look for a new deal	2
Not currently looking or planning to look for a new deal	3
Don't know	4

**ASK ALL WITH FIXED BROADBAND (QA1/3)**

QC5 Which of the following best describes how you signed up to your current fixed broadband provider?

Please select one. SINGLE CODE. RANDOMISE CODES 1-6.

Switched from a different provider	1
First broadband service I've had	2
Upgraded with my existing provider	3
Renewed on the same deal with my existing provider	4
Downgraded service with my existing provider	5
Moved house and previous provider was not available	6
Other (please type in)	7
Don't know	8

**ASK ALL**

QD2 Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services. For each statement please indicate how much you agree or disagree...

Please select one answer for each.

SINGLE CODE FOR EACH STATEMENT. ROTATE ORDER OF STATEMENTS AND REVERSE ORDER OF RESPONSE SCALE.

	Agree strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree strongly
I try to keep up with technology	1	2	3	4	5
My friends tend to come to me if they have questions about technology	1	2	3	4	5
I'm as knowledgeable about these technologies as the next person	1	2	3	4	5
I understand the different options for broadband services in the market	1	2	3	4	5
I'm confident comparing the costs of the various broadband deals available in the market	1	2	3	4	5

**We're now going to ask you about your understanding of some different types of broadband technology.**

**ASK ALL**

QE1 How well do you think you understand what each of these phrases means, i.e. do you know what it would indicate about the service's attributes and characteristics?

Please select one answer for each.

SINGLE CODE FOR EACH TECHNOLOGY. ROTATE ORDER OF TECHNOLOGY AND REVERSE ORDER OF RESPONSE SCALE.

	Understand completely	Understand somewhat	Understand a little	Don't understand at all/Have not heard of previously
ADSL	1	2	3	4
Copper broadband	1	2	3	4
Cable broadband	1	2	3	4
Fibre	1	2	3	4
Part fibre	1	2	3	4
Full fibre	1	2	3	4
Fibre to the cabinet (FTTC)	1	2	3	4
Fibre to the premises (FTTP)	1	2	3	4



**Intro to section F**

**On the following screens we will show you detailed descriptions of different types of broadband technology. Please read each one carefully before continuing.**

**SHOW QF1a-d TO ALL. SHOW ONE DESCRIPTION PER SCREEN.**

QF1a

**Copper broadband, also known as ADSL**

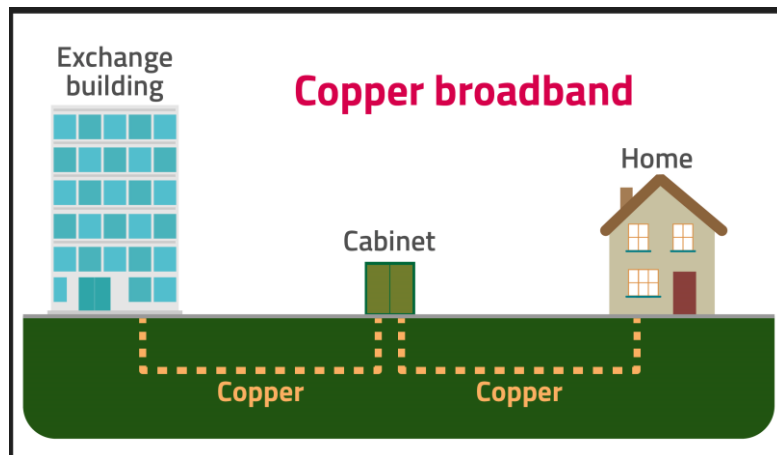
Copper broadband connects from a local telephone exchange usually to a street cabinet\* and then to the customer's home on a traditional copper phone line.

Broadband speeds in the home can decrease as distance from the exchange increases.

The service can also be affected by poor weather and can be more prone to faults.

Copper broadband may not be fast enough for a household where lots of people are using the internet heavily at the same time.

*\*A street cabinet box that is normally only a few hundred metres from the customer's home*



QF1b

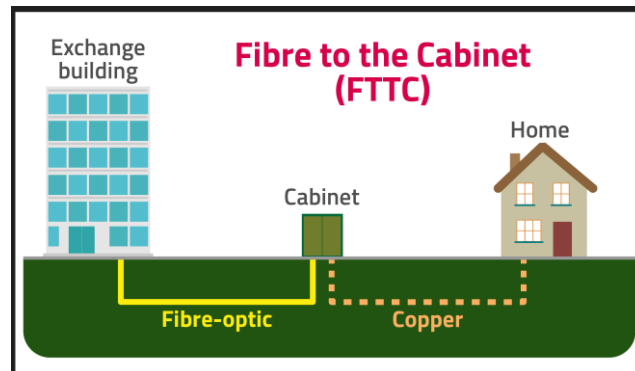
**Fibre-to-the-cabinet**  
**(FTTC), also known as part-fibre**

Fibre-to-the-cabinet has a fibre-optic connection (using thin glass 'fibre' threads) from the local telephone exchange to the street cabinet.

The final connection from the street cabinet to the customer is usually over a copper wire telephone line.

This means that broadband speeds may decrease the further the customer's home is from the street cabinet.

Fibre-to-the-cabinet is often faster than copper broadband, but slower than a full fibre connection.



QF1c

### Cable broadband

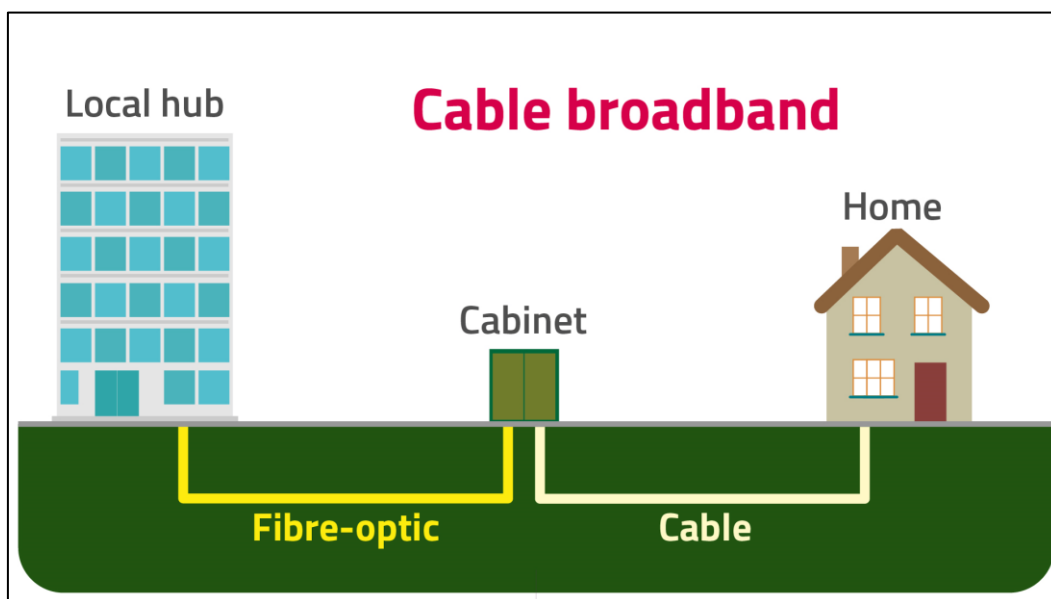
Cable broadband has a fibre-optic connection from a local hub to the street cabinet.

The final connection from the street cabinet to the customer is over a type of cable (made up of a copper core, metal sleeve and plastic covering).

It can provide a better-quality broadband connection compared to copper broadband.

Generally, distance from the exchange to the home does not affect speed, but in some local areas, cable broadband can become busy and speeds can slow at certain times of day.

A cable connection often carries TV signals as well as broadband to the customer's home. Cable broadband can deliver much higher speeds compared to copper broadband and fibre-to-the-cabinet.



QF1d

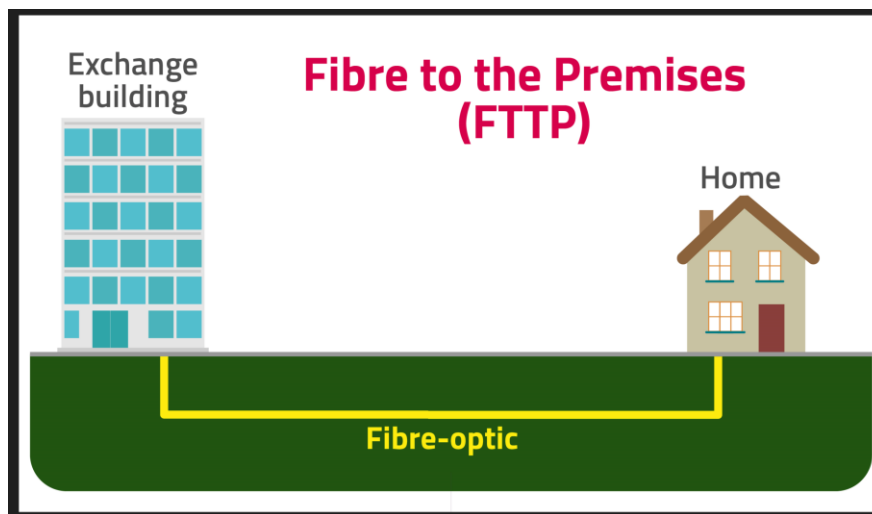
**Fibre-to-the-premises**  
**(FTTP), also known as full-fibre**

Fibre-to-the-premises has a fibre-optic connection all the way from the local exchange to the customer's home.

Fibre-to-the-premises is able to deliver similar maximum speeds to cable broadband.

Generally, distance from the exchange to the home does not affect speed.

Fibre-to-the-premises is less prone to faults and is not usually affected by poor weather. This makes it the most reliable technology to deliver broadband.



**ASK ALL INDIVIDUALLY AFTER THE DESCRIPTION OF EACH SERVICE**

QG1 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Please select one answer.

SINGLE CODE. REVERSE ORDER OF RESPONSE SCALE.

	Exactly/ Almost exactly matches	Closely matches	Didn't match very much	Does not match at all
Copper broadband	1	2	3	4
Fibre to the cabinet (FTTC)	1	2	3	4
Cable broadband	1	2	3	4
Fibre to the premises (FTTP)	1	2	3	4

**ASK FOR EACH TECHNOLOGY FOR WHICH UNDERSTANDING DID NOT MATCH VERY MUCH OR AT ALL (QG1/3-4)**

QG2 You said your understanding of the phrase **[INSERT TECHNOLOGY FROM QG1] [INSERT RESPONSE 3 OR 4 FROM QG1]**. Please can you explain the ways in which it did not match with what you thought it meant beforehand?

Please be as specific as possible about what you had thought it meant, and what was different or new to you from the description.

Please type in.

OPEN END.

## Intro to section H

On the following screens, we would like to ask for your views on the specific information you would find useful in the course of deciding on a fixed broadband service for your household, e.g. in an advertisement, a provider's website, in the terms and conditions, at the point of sale, third party information etc.

You are going to be shown a series of screens, each with a set of three different elements. For each set we would like you to select the one which would be most useful to you, and which would be least useful.

You will see that some elements are repeated in the questions, that's OK they are just shown in different combinations.

Please think carefully about which of the different elements we show would be most useful to you.

## ASK ALL

MAX DIFF EXERCISE

QH1.MAX

Below are some different types of information you could have about a broadband service. We would like to understand how useful information about each of these would be to you in the course of deciding on a fixed broadband service.

Please indicate which would be most useful to you and which would be least useful to you from amongst these three elements. You can only select one most useful and one least useful.

Element 1	Element 2	Element 3
-----------	-----------	-----------

TBC (number) screens with 3 items per screen

- Download speed, i.e. how fast data can travel from the internet to your computer or other device
- Upload speed, i.e. how fast data can travel from your computer or other device to the internet
- Reliability, i.e. the degree to which the service operates without faults or interruptions
- Monthly cost, i.e. the ongoing cost per month to receive the service
- Cost of equipment/installation, i.e. any initial cost of setting up your service including your router, engineer visits etc.
- Contract length, i.e. the minimum length of time you agree to pay for the service
- Other services included in the deal (e.g. TV, landline)
- Suitability for your household's needs (e.g. number of devices that can connect at the same time)
- An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)
- A detailed description indicating on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)

**ASK ALL**

QH2 Now please use the following scale to say **how** useful information about each item would be when deciding on a broadband service.

Please select one answer for each.

SINGLE CODE FOR EACH ITEM. REVERSE ORDER OF RESPONSE SCALE.

	Not at all useful	Not very useful	Somewhat useful	Very useful
Download speed, i.e. how fast data can travel from the internet to your computer or other device	1	2	3	4
Upload speed, i.e. how fast data can travel from your computer or other device to the internet	1	2	3	4
Reliability, i.e. the degree to which the service operates without faults or interruptions	1	2	3	4
Monthly cost, i.e. the ongoing cost per month to receive the service	1	2	3	4
Cost of equipment/installation, i.e. any initial cost of setting up your service including your router, engineer visits etc.	1	2	3	4
Contract length, i.e. the minimum length of time you agree to pay for the service	1	2	3	4
Other services included in the deal (e.g. TV, landline)	1	2	3	4
Suitability for your household's needs (e.g. number of devices that can connect at the same time)	1	2	3	4
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	1	2	3	4
A detailed description indicating on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	1	2	3	4

**ASK ALL**

QI1 Where in the process of deciding on a fixed broadband service would [ELEMENT] be useful to you?

Please select all that apply for each element. ROTATE ORDER OF STAGES BETWEEN INTERVIEWS, FIX CODES 7-9 AT BOTTOM OF LIST. MULTICODE.

**ASK ALL WHO DID NOT ANSWER NOT USEFUL OR DON'T KNOW AT QI1 (CODES 8/9)**

QI2 And at which **one** stage would it be most useful to have this information?

Please select one.

SINGLE CODE. ONLY SHOW RESPONSES SELECTED AT QI1.

**ELEMENTS:**

- An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)
- A detailed description indicating the characteristics of the service

	QI1	QI2 (s/c)
In ads	1	1
On a provider's website	2	2
In third party information, e.g. comparison sites, reviews etc.	3	3
In the terms and conditions	4	4
At the point of purchase	5	5
On a provider's printed material	6	6
Elsewhere (please type in)	7	7
It would not be useful anywhere in the process	8	8
Don't know/not sure	9	9



**DEMOGRAPHICS:**

**We'd just like to ask a few final questions about you. Again, these will only be used to help analyse the results at a broad level – this data will not be used to identify you in any way.**

**ASK ALL WITH FIXED BROADBAND (QA1/3)**

QK1 Which of these fixed broadband services does your household have?

Again, please think about the one you consider to be your main service.

Please select one. SINGLE CODE.

- Copper broadband (ADSL) .....1
- Fibre to the cabinet (FTTC).....2
- Cable broadband.....3
- Fibre to the premises (FTTP) .....4
- Don't know.....5

**ASK ALL**

QK2 Are there any children under 18 in your household?

Please include yourself if you are under 18.

Please select one. SINGLE CODE.

- Yes
- No
- Prefer not to say

**ASK ALL**

QK3 Could you please enter your full postcode in the text box provided below?

Please type in.

Example: AA12 3DW

Postcode: \_\_\_\_\_

Prefer not to say

**ASK ALL FOR PILOT LAUNCH ONLY**

QQ Finally, thinking about the survey overall, what if anything, do you think would have made it easier to understand?

Was there any specific language that you think could have been made clearer?

Please type in.

OPEN END.

**ASK ALL**

QREC If we have any queries arising from this research, may we contact you to ask you some further questions?

SINGLE CODE

1. Yes
2. No

**Thank you very much for taking the time to complete this interview - we really appreciate your input.**