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●	3	1	QA1: Which of the following services do you/your household have?	Base: All respondents	1155
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●	5	2	QA2: Which, if any, of the following services are you solely or jointly responsible for deciding which provider to use?	Base: All respondents	1155
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●	16	6	QB4: Whereabouts in the UK do you live?	Base: All respondents	1155
●	17	6	QB4: Whereabouts in the UK do you live?	Base: All respondents	1155
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●	19	7	QC1: Which provider does your household currently use for its fixed broadband service? Please say which company you pay for this service.	Base: All with fixed broadband service	1123
●	20	7	QC1: Which provider does your household currently use for its fixed broadband service? Please say which company you pay for this service.	Base: All with fixed broadband service	1123
●	21	7	QC1: Which provider does your household currently use for its fixed broadband service? Please say which company you pay for this service.	Base: All with fixed broadband service	1123
●	22	8	QC2: Do you take any other services bundled together in a package from the same provider as your fixed broadband service?	Base: All with fixed broadband service	1123
●	23	8	QC2: Do you take any other services bundled together in a package from the same provider as your fixed broadband service?	Base: All with fixed broadband service	1123
●	24	8	QC2: Do you take any other services bundled together in a package from the same provider as your fixed broadband service?	Base: All with fixed broadband service	1123
●	25	9	QC3: How long have you been on your current fixed broadband deal?	Base: All with fixed broadband service	1123
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●	28	10	QC4: Which one of these best describes your current thinking about your fixed broadband service? Are you...	Base: All with fixed broadband service	1123
●	29	10	QC4: Which one of these best describes your current thinking about your fixed broadband service? Are you...	Base: All with fixed broadband service	1123
●	30	10	QC4: Which one of these best describes your current thinking about your fixed broadband service? Are you...	Base: All with fixed broadband service	1123
●	31	11	QC5: Which of the following best describes how you signed up to your current fixed broadband provider?	Base: All with fixed broadband service	1123
●	32	11	QC5: Which of the following best describes how you signed up to your current fixed broadband provider?	Base: All with fixed broadband service	1123
●	33	11	QC5: Which of the following best describes how you signed up to your current fixed broadband provider?	Base: All with fixed broadband service	1123
●	34	12	QD2(1): I try to keep up with technology 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...	Base: All respondents	1155
●	35	12	QD2(1): I try to keep up with technology 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...	Base: All respondents	1155

	Page	Table	Title	Base Description	Base
●	36	12	<p>QD2(1): I try to keep up with technology 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...</p>	Base: All respondents	1155
●	37	13	<p>QD2(2): My friends tend to come to me if they have questions about technology 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...</p>	Base: All respondents	1155
●	38	13	<p>QD2(2): My friends tend to come to me if they have questions about technology 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...</p>	Base: All respondents	1155
●	39	13	<p>QD2(2): My friends tend to come to me if they have questions about technology 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...</p>	Base: All respondents	1155
●	40	14	<p>QD2(3): I'm as knowledgeable about these technologies as the next person 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...</p>	Base: All respondents	1155

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●	41	14	<p>QD2(3): I'm as knowledgeable about these technologies as the next person 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...</p>	Base: All respondents	1155
●	42	14	<p>QD2(3): I'm as knowledgeable about these technologies as the next person 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...</p>	Base: All respondents	1155
●	43	15	<p>QD2(4): I understand the different options for broadband services in the market 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...</p>	Base: All respondents	1155
●	44	15	<p>QD2(4): I understand the different options for broadband services in the market 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...</p>	Base: All respondents	1155
●	45	15	<p>QD2(4): I understand the different options for broadband services in the market 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...</p>	Base: All respondents	1155

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●	46	16	<p>QD2(5): I'm confident comparing the costs of the various broadband deals available in the market</p> <p>Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.</p> <p>For each statement please indicate how much you agree or disagree...</p>	Base: All respondents	1155
●	47	16	<p>QD2(5): I'm confident comparing the costs of the various broadband deals available in the market</p> <p>Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.</p> <p>For each statement please indicate how much you agree or disagree...</p>	Base: All respondents	1155
●	48	16	<p>QD2(5): I'm confident comparing the costs of the various broadband deals available in the market</p> <p>Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.</p> <p>For each statement please indicate how much you agree or disagree...</p>	Base: All respondents	1155
●	49	17	<p>QD2: SUMMARY TABLE - AGREE STRONGLY</p> <p>Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.</p> <p>For each statement please indicate how much you agree or disagree...</p>	Base: All respondents	1155

	Page	Table	Title	Base Description	Base
●	50	17	<p>QD2: SUMMARY TABLE - AGREE STRONGLY</p> <p>Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.</p> <p>For each statement please indicate how much you agree or disagree...</p>	Base: All respondents	1155
●	51	17	<p>QD2: SUMMARY TABLE - AGREE STRONGLY</p> <p>Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.</p> <p>For each statement please indicate how much you agree or disagree...</p>	Base: All respondents	1155
●	52	18	<p>QD2: SUMMARY TABLE - NET AGREE</p> <p>Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.</p> <p>For each statement please indicate how much you agree or disagree...</p>	Base: All respondents	1155
●	53	18	<p>QD2: SUMMARY TABLE - NET AGREE</p> <p>Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.</p> <p>For each statement please indicate how much you agree or disagree...</p>	Base: All respondents	1155
●	54	18	<p>QD2: SUMMARY TABLE - NET AGREE</p> <p>Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.</p> <p>For each statement please indicate how much you agree or disagree...</p>	Base: All respondents	1155

	Page	Table	Title	Base Description	Base
●	55	19	<p>QD2: SUMMARY TABLE - DISAGREE STRONGLY</p> <p>Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.</p> <p>For each statement please indicate how much you agree or disagree...</p>	Base: All respondents	1155
●	56	19	<p>QD2: SUMMARY TABLE - DISAGREE STRONGLY</p> <p>Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.</p> <p>For each statement please indicate how much you agree or disagree...</p>	Base: All respondents	1155
●	57	19	<p>QD2: SUMMARY TABLE - DISAGREE STRONGLY</p> <p>Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.</p> <p>For each statement please indicate how much you agree or disagree...</p>	Base: All respondents	1155
●	58	20	<p>QD2: SUMMARY TABLE - NET DISAGREE</p> <p>Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.</p> <p>For each statement please indicate how much you agree or disagree...</p>	Base: All respondents	1155
●	59	20	<p>QD2: SUMMARY TABLE - NET DISAGREE</p> <p>Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.</p> <p>For each statement please indicate how much you agree or disagree...</p>	Base: All respondents	1155

	Page	Table	Title	Base Description	Base
●	60	20	<p>QD2: SUMMARY TABLE - NET DISAGREE</p> <p>Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.</p> <p>For each statement please indicate how much you agree or disagree...</p>	Base: All respondents	1155
	61	21	<p>QD2: SUMMARY TABLE</p> <p>Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.</p> <p>For each statement please indicate how much you agree or disagree...</p>	Base: All respondents	1155
●	62	22	<p>QE1(1): ADSL</p> <p>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?</p>	Base: All respondents	1155
●	63	22	<p>QE1(1): ADSL</p> <p>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?</p>	Base: All respondents	1155
●	64	22	<p>QE1(1): ADSL</p> <p>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?</p>	Base: All respondents	1155
●	65	23	<p>QE1(2): Copper broadband</p> <p>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?</p>	Base: All respondents	1155
●	66	23	<p>QE1(2): Copper broadband</p> <p>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?</p>	Base: All respondents	1155

	Page	Table	Title	Base Description	Base
●	67	23	QE1(2): Copper broadband 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?	Base: All respondents	1155
●	68	24	QE1(3): Cable broadband 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?	Base: All respondents	1155
●	69	24	QE1(3): Cable broadband 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?	Base: All respondents	1155
●	70	24	QE1(3): Cable broadband 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?	Base: All respondents	1155
●	71	25	QE1(4): Fibre 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?	Base: All respondents	1155
●	72	25	QE1(4): Fibre 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?	Base: All respondents	1155
●	73	25	QE1(4): Fibre 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?	Base: All respondents	1155

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●	74	26	QE1(5): Part fibre 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?	Base: All respondents	1155
●	75	26	QE1(5): Part fibre 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?	Base: All respondents	1155
●	76	26	QE1(5): Part fibre 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?	Base: All respondents	1155
●	77	27	QE1(6): Full fibre 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?	Base: All respondents	1155
●	78	27	QE1(6): Full fibre 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?	Base: All respondents	1155
●	79	27	QE1(6): Full fibre 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?	Base: All respondents	1155
●	80	28	QE1(7): Fibre to the cabinet (FTTC) 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?	Base: All respondents	1155

	Page	Table	Title	Base Description	Base
●	81	28	QE1(7): Fibre to the cabinet (FTTC) 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?	Base: All respondents	1155
●	82	28	QE1(7): Fibre to the cabinet (FTTC) 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?	Base: All respondents	1155
●	83	29	QE1(8): Fibre to the premises (FTTP) 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?	Base: All respondents	1155
●	84	29	QE1(8): Fibre to the premises (FTTP) 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?	Base: All respondents	1155
●	85	29	QE1(8): Fibre to the premises (FTTP) 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?	Base: All respondents	1155
●	86	30	QE1: SUMMARY TABLE - UNDERSTAND COMPLETELY 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?	Base: All respondents	1155
●	87	30	QE1: SUMMARY TABLE - UNDERSTAND COMPLETELY 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?	Base: All respondents	1155

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●	88	30	<p>QE1: SUMMARY TABLE - UNDERSTAND COMPLETELY</p> <p>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?</p>	Base: All respondents	1155
●	89	31	<p>QE1: SUMMARY TABLE - NET UNDERSTAND COMPLETELY/SOMEWHAT</p> <p>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?</p>	Base: All respondents	1155
●	90	31	<p>QE1: SUMMARY TABLE - NET UNDERSTAND COMPLETELY/SOMEWHAT</p> <p>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?</p>	Base: All respondents	1155
●	91	31	<p>QE1: SUMMARY TABLE - NET UNDERSTAND COMPLETELY/SOMEWHAT</p> <p>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?</p>	Base: All respondents	1155
●	92	32	<p>QE1: SUMMARY TABLE - NET UNDERSTAND A LITTLE/DON'T UNDERSTAND AT ALL</p> <p>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?</p>	Base: All respondents	1155

	Page	Table	Title	Base Description	Base
●	93	32	QE1: SUMMARY TABLE - NET UNDERSTAND A LITTLE/DON'T UNDERSTAND AT ALL 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?	Base: All respondents	1155
●	94	32	QE1: SUMMARY TABLE - NET UNDERSTAND A LITTLE/DON'T UNDERSTAND AT ALL 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?	Base: All respondents	1155
	95	33	QE1: SUMMARY TABLE 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?	Base: All respondents	1155
●	96	34	QG1(1): Copper broadband Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All respondents	1155
●	97	34	QG1(1): Copper broadband Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All respondents	1155
●	98	34	QG1(1): Copper broadband Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All respondents	1155
●	99	35	QG1(2): Fibre to the cabinet (FTTC) Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All respondents	1155

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●	100	35	QG1(2): Fibre to the cabinet (FTTC) Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All respondents	1155
●	101	35	QG1(2): Fibre to the cabinet (FTTC) Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All respondents	1155
●	102	36	QG1(3): Cable broadband Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All respondents	1155
●	103	36	QG1(3): Cable broadband Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All respondents	1155
●	104	36	QG1(3): Cable broadband Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All respondents	1155
●	105	37	QG1(4): Fibre to the premises (FTTP) Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All respondents	1155
●	106	37	QG1(4): Fibre to the premises (FTTP) Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All respondents	1155
●	107	37	QG1(4): Fibre to the premises (FTTP) Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All respondents	1155
●	108	38	QG1(1): Copper broadband Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All who understand completely/somewhat/a little the meaning of the phrase "ADSL"	592

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●	109	38	<p>QG1(1): Copper broadband</p> <p>Please use the following scale to say how closely this matches with what you thought it meant before reading this description?</p>	<p>Base: All who understand completely/somewhat/a little the meaning of the phrase "ADSL"</p>	592
●	110	38	<p>QG1(1): Copper broadband</p> <p>Please use the following scale to say how closely this matches with what you thought it meant before reading this description?</p>	<p>Base: All who understand completely/somewhat/a little the meaning of the phrase "ADSL"</p>	592
●	111	39	<p>QG1(2): Copper broadband</p> <p>Please use the following scale to say how closely this matches with what you thought it meant before reading this description?</p>	<p>Base: All who understand completely/somewhat/a little the meaning of the phrase "Copper broadband"</p>	704
●	112	39	<p>QG1(2): Copper broadband</p> <p>Please use the following scale to say how closely this matches with what you thought it meant before reading this description?</p>	<p>Base: All who understand completely/somewhat/a little the meaning of the phrase "Copper broadband"</p>	704
●	113	39	<p>QG1(2): Copper broadband</p> <p>Please use the following scale to say how closely this matches with what you thought it meant before reading this description?</p>	<p>Base: All who understand completely/somewhat/a little the meaning of the phrase "Copper broadband"</p>	704
●	114	40	<p>QG1(3): Fibre to the cabinet (FTTC)</p> <p>Please use the following scale to say how closely this matches with what you thought it meant before reading this description?</p>	<p>Base: All who understand completely/somewhat/a little the meaning of the phrase "Fibre to the cabinet (FTTC)"</p>	664

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●	115	40	<p>QG1(3): Fibre to the cabinet (FTTC)</p> <p>Please use the following scale to say how closely this matches with what you thought it meant before reading this description?</p>	<p>Base: All who understand completely/somewhat/a little the meaning of the phrase "Fibre to the cabinet (FTTC)"</p>	664
●	116	40	<p>QG1(3): Fibre to the cabinet (FTTC)</p> <p>Please use the following scale to say how closely this matches with what you thought it meant before reading this description?</p>	<p>Base: All who understand completely/somewhat/a little the meaning of the phrase "Fibre to the cabinet (FTTC)"</p>	664
●	117	41	<p>QG1(4): Fibre to the cabinet (FTTC)</p> <p>Please use the following scale to say how closely this matches with what you thought it meant before reading this description?</p>	<p>Base: All who understand completely/somewhat/a little the meaning of the phrase "Part fibre"</p>	693
●	118	41	<p>QG1(4): Fibre to the cabinet (FTTC)</p> <p>Please use the following scale to say how closely this matches with what you thought it meant before reading this description?</p>	<p>Base: All who understand completely/somewhat/a little the meaning of the phrase "Part fibre"</p>	693
●	119	41	<p>QG1(4): Fibre to the cabinet (FTTC)</p> <p>Please use the following scale to say how closely this matches with what you thought it meant before reading this description?</p>	<p>Base: All who understand completely/somewhat/a little the meaning of the phrase "Part fibre"</p>	693
●	120	42	<p>QG1(5): Cable broadband</p> <p>Please use the following scale to say how closely this matches with what you thought it meant before reading this description?</p>	<p>Base: All who understand completely/somewhat/a little the meaning of the phrase "Cable broadband"</p>	1013
●	121	42	<p>QG1(5): Cable broadband</p> <p>Please use the following scale to say how closely this matches with what you thought it meant before reading this description?</p>	<p>Base: All who understand completely/somewhat/a little the meaning of the phrase "Cable broadband"</p>	1013

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●	122	42	QG1(5): Cable broadband Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All who understand completely/somewhat/a little the meaning of the phrase "Cable broadband"	1013
●	123	43	QG1(6): Fibre to the premises (FTTP) Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All who understand completely/somewhat/a little the meaning of the phrase "Fibre to the premises (FTTP)"	770
●	124	43	QG1(6): Fibre to the premises (FTTP) Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All who understand completely/somewhat/a little the meaning of the phrase "Fibre to the premises (FTTP)"	770
●	125	43	QG1(6): Fibre to the premises (FTTP) Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All who understand completely/somewhat/a little the meaning of the phrase "Fibre to the premises (FTTP)"	770
●	126	44	QG1(7): Fibre to the premises (FTTP) Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All who understand completely/somewhat/a little the meaning of the phrase "Full fibre"	1002
●	127	44	QG1(7): Fibre to the premises (FTTP) Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All who understand completely/somewhat/a little the meaning of the phrase "Full fibre"	1002
●	128	44	QG1(7): Fibre to the premises (FTTP) Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All who understand completely/somewhat/a little the meaning of the phrase "Full fibre"	1002

	Page	Table	Title	Base Description	Base
●	129	45	<p>QG1: SUMMARY TABLE - EXACTLY/ALMOST EXACTLY MATCHES</p> <p>Please use the following scale to say how closely this matches with what you thought it meant before reading this description?</p>	Base: All respondents	1155
●	130	45	<p>QG1: SUMMARY TABLE - EXACTLY/ALMOST EXACTLY MATCHES</p> <p>Please use the following scale to say how closely this matches with what you thought it meant before reading this description?</p>	Base: All respondents	1155
●	131	45	<p>QG1: SUMMARY TABLE - EXACTLY/ALMOST EXACTLY MATCHES</p> <p>Please use the following scale to say how closely this matches with what you thought it meant before reading this description?</p>	Base: All respondents	1155
●	132	46	<p>QG1: SUMMARY TABLE - NET EXACTLY/ ALMOST EXACTLY / CLOSELY MATCHES</p> <p>Please use the following scale to say how closely this matches with what you thought it meant before reading this description?</p>	Base: All respondents	1155
●	133	46	<p>QG1: SUMMARY TABLE - NET EXACTLY/ ALMOST EXACTLY / CLOSELY MATCHES</p> <p>Please use the following scale to say how closely this matches with what you thought it meant before reading this description?</p>	Base: All respondents	1155
●	134	46	<p>QG1: SUMMARY TABLE - NET EXACTLY/ ALMOST EXACTLY / CLOSELY MATCHES</p> <p>Please use the following scale to say how closely this matches with what you thought it meant before reading this description?</p>	Base: All respondents	1155
●	135	47	<p>QG1: SUMMARY TABLE - DOES NOT MATCH AT ALL</p> <p>Please use the following scale to say how closely this matches with what you thought it meant before reading this description?</p>	Base: All respondents	1155

	Page	Table	Title	Base Description	Base
●	136	47	QG1: SUMMARY TABLE - DOES NOT MATCH AT ALL Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All respondents	1155
●	137	47	QG1: SUMMARY TABLE - DOES NOT MATCH AT ALL Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All respondents	1155
●	138	48	QG1: SUMMARY TABLE - NET DIDN'T MATCH VERY MUCH / AT ALL Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All respondents	1155
●	139	48	QG1: SUMMARY TABLE - NET DIDN'T MATCH VERY MUCH / AT ALL Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All respondents	1155
●	140	48	QG1: SUMMARY TABLE - NET DIDN'T MATCH VERY MUCH / AT ALL Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All respondents	1155
	141	49	QG1: SUMMARY TABLE Please use the following scale to say how closely this matches with what you thought it meant before reading this description?	Base: All respondents	1155
●	142	50	QE1/QG1: SUMMARY TABLE - Copper broadband	Base: All respondents	1155
●	143	50	QE1/QG1: SUMMARY TABLE - Copper broadband	Base: All respondents	1155
●	144	50	QE1/QG1: SUMMARY TABLE - Copper broadband	Base: All respondents	1155

	Page	Table	Title	Base Description	Base
●	145	51	QE1/QG1: SUMMARY TABLE - Fibre to the cabinet (FTTC)	Base: All respondents	1155
●	146	51	QE1/QG1: SUMMARY TABLE - Fibre to the cabinet (FTTC)	Base: All respondents	1155
●	147	51	QE1/QG1: SUMMARY TABLE - Fibre to the cabinet (FTTC)	Base: All respondents	1155
●	148	52	QE1/QG1: SUMMARY TABLE - Cable broadband	Base: All respondents	1155
●	149	52	QE1/QG1: SUMMARY TABLE - Cable broadband	Base: All respondents	1155
●	150	52	QE1/QG1: SUMMARY TABLE - Cable broadband	Base: All respondents	1155
●	151	53	QE1/QG1: SUMMARY TABLE - Fibre to the premises (FTTP)	Base: All respondents	1155
●	152	53	QE1/QG1: SUMMARY TABLE - Fibre to the premises (FTTP)	Base: All respondents	1155
●	153	53	QE1/QG1: SUMMARY TABLE - Fibre to the premises (FTTP)	Base: All respondents	1155
●	154	54	QG2: Copper broadband - You said your understanding of the phrase Copper broadband Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?	Base: All respondents whose understanding did not match very much or at all	313
●	155	54	QG2: Copper broadband - You said your understanding of the phrase Copper broadband Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?	Base: All respondents whose understanding did not match very much or at all	314

	Page	Table	Title	Base Description	Base
●	156	54	<p>QG2: Copper broadband - You said your understanding of the phrase Copper broadband Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?</p>	Base: All respondents whose understanding did not match very much or at all	313
●	157	54	<p>QG2: Copper broadband - You said your understanding of the phrase Copper broadband Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?</p>	Base: All respondents whose understanding did not match very much or at all	314
●	158	54	<p>QG2: Copper broadband - You said your understanding of the phrase Copper broadband Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?</p>	Base: All respondents whose understanding did not match very much or at all	313
●	159	54	<p>QG2: Copper broadband - You said your understanding of the phrase Copper broadband Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?</p>	Base: All respondents whose understanding did not match very much or at all	314
●	160	55	<p>QG2: Fibre to the cabinet (FTTC) - You said your understanding of the phrase Fibre to the cabinet (FTTC) Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?</p>	Base: All respondents whose understanding did not match very much or at all	355

	Page	Table	Title	Base Description	Base
●	161	55	<p>QG2: Fibre to the cabinet (FTTC) - You said your understanding of the phrase Fibre to the cabinet (FTTC) Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?</p>	Base: All respondents whose understanding did not match very much or at all	355
●	162	55	<p>QG2: Fibre to the cabinet (FTTC) - You said your understanding of the phrase Fibre to the cabinet (FTTC) Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?</p>	Base: All respondents whose understanding did not match very much or at all	355
●	163	56	<p>QG2: Cable broadband - You said your understanding of the phrase Cable broadband Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?</p>	Base: All respondents whose understanding did not match very much or at all	259
●	164	56	<p>QG2: Cable broadband - You said your understanding of the phrase Cable broadband Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?</p>	Base: All respondents whose understanding did not match very much or at all	258
●	165	56	<p>QG2: Cable broadband - You said your understanding of the phrase Cable broadband Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?</p>	Base: All respondents whose understanding did not match very much or at all	259

	Page	Table	Title	Base Description	Base
●	166	56	<p>QG2: Cable broadband - You said your understanding of the phrase Cable broadband Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?</p>	Base: All respondents whose understanding did not match very much or at all	258
●	167	56	<p>QG2: Cable broadband - You said your understanding of the phrase Cable broadband Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?</p>	Base: All respondents whose understanding did not match very much or at all	259
●	168	56	<p>QG2: Cable broadband - You said your understanding of the phrase Cable broadband Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?</p>	Base: All respondents whose understanding did not match very much or at all	258
●	169	57	<p>QG2: Fibre to the premises (FTTP) - You said your understanding of the phrase Fibre to the premises (FTTP) Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?</p>	Base: All respondents whose understanding did not match very much or at all	229
●	170	57	<p>QG2: Fibre to the premises (FTTP) - You said your understanding of the phrase Fibre to the premises (FTTP) Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?</p>	Base: All respondents whose understanding did not match very much or at all	229

	Page	Table	Title	Base Description	Base
●	171	57	QG2: Fibre to the premises (FTTP) - You said your understanding of the phrase Fibre to the premises (FTTP) Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?	Base: All respondents whose understanding did not match very much or at all	229
●	172	58	QH1: Please indicate which is most useful to you and which is least useful to you. You can only select one most useful and one least useful per question.	Base: All respondents	1155
●	173	58	QH1: Please indicate which is most useful to you and which is least useful to you. You can only select one most useful and one least useful per question.	Base: All respondents	1155
●	174	58	QH1: Please indicate which is most useful to you and which is least useful to you. You can only select one most useful and one least useful per question.	Base: All respondents	1155
●	175	59	QH2(1): Download speed, i.e. how fast data can travel from the internet to your computer or other device Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	176	59	QH2(1): Download speed, i.e. how fast data can travel from the internet to your computer or other device Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155

	Page	Table	Title	Base Description	Base
●	177	59	QH2(1): Download speed, i.e. how fast data can travel from the internet to your computer or other device Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	178	60	QH2(2): Upload speed, i.e. how fast data can travel from your computer or other device to the internet Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	179	60	QH2(2): Upload speed, i.e. how fast data can travel from your computer or other device to the internet Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	180	60	QH2(2): Upload speed, i.e. how fast data can travel from your computer or other device to the internet Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	181	61	QH2(3): Reliability, i.e. the degree to which the service operates without faults or interruptions Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155

	Page	Table	Title	Base Description	Base
●	182	61	QH2(3): Reliability, i.e. the degree to which the service operates without faults or interruptions Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	183	61	QH2(3): Reliability, i.e. the degree to which the service operates without faults or interruptions Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	184	62	QH2(4): Monthly cost, i.e. the ongoing cost per month to receive the service Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	185	62	QH2(4): Monthly cost, i.e. the ongoing cost per month to receive the service Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	186	62	QH2(4): Monthly cost, i.e. the ongoing cost per month to receive the service Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	187	63	QH2(5): Cost of equipment/installation, i.e. any initial cost of setting up your service including your router, engineer visits etc. Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155

	Page	Table	Title	Base Description	Base
●	188	63	QH2(5): Cost of equipment/installation, i.e. any initial cost of setting up your service including your router, engineer visits etc. Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	189	63	QH2(5): Cost of equipment/installation, i.e. any initial cost of setting up your service including your router, engineer visits etc. Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	190	64	QH2(6): Contract length, i.e. the minimum length of time you agree to pay for the service Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	191	64	QH2(6): Contract length, i.e. the minimum length of time you agree to pay for the service Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	192	64	QH2(6): Contract length, i.e. the minimum length of time you agree to pay for the service Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155

	Page	Table	Title	Base Description	Base
●	193	65	QH2(7): Other services included in the deal (e.g. TV, landline) Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	194	65	QH2(7): Other services included in the deal (e.g. TV, landline) Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	195	65	QH2(7): Other services included in the deal (e.g. TV, landline) Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	196	66	QH2(8): Suitability for your household's needs (e.g. number of devices that can connect at the same time) Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	197	66	QH2(8): Suitability for your household's needs (e.g. number of devices that can connect at the same time) Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	198	66	QH2(8): Suitability for your household's needs (e.g. number of devices that can connect at the same time) Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155

	Page	Table	Title	Base Description	Base
●	199	67	QH2(9): An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable) Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	200	67	QH2(9): An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable) Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	201	67	QH2(9): An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable) Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	202	68	QH2(10): A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable) Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	203	68	QH2(10): A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable) Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155

	Page	Table	Title	Base Description	Base
●	204	68	QH2(10): A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable) Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	205	69	QH2: SUMMARY TABLE - VERY USEFUL Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	206	69	QH2: SUMMARY TABLE - VERY USEFUL Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	207	69	QH2: SUMMARY TABLE - VERY USEFUL Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	208	70	QH2: SUMMARY TABLE - NET VERY/FAIRLY USEFUL Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	209	70	QH2: SUMMARY TABLE - NET VERY/FAIRLY USEFUL Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155

	Page	Table	Title	Base Description	Base
●	210	70	QH2: SUMMARY TABLE - NET VERY/FAIRLY USEFUL Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	211	71	QH2: SUMMARY TABLE - NET VERY/FAIRLY/SOMEWHAT USEFUL Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	212	71	QH2: SUMMARY TABLE - NET VERY/FAIRLY/SOMEWHAT USEFUL Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	213	71	QH2: SUMMARY TABLE - NET VERY/FAIRLY/SOMEWHAT USEFUL Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	214	72	QH2: SUMMARY TABLE - NOT USEFUL Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	215	72	QH2: SUMMARY TABLE - NOT USEFUL Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	216	72	QH2: SUMMARY TABLE - NOT USEFUL Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155

	Page	Table	Title	Base Description	Base
	217	73	QH2: SUMMARY TABLE Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.	Base: All respondents	1155
●	218	74	Q11i: Where in the process of deciding on a fixed broadband service would ... be useful to you? An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	Base: All respondents	1155
●	219	74	Q11i: Where in the process of deciding on a fixed broadband service would ... be useful to you? An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	Base: All respondents	1155
●	220	74	Q11i: Where in the process of deciding on a fixed broadband service would ... be useful to you? An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	Base: All respondents	1155
●	221	75	Q11ii: Where in the process of deciding on a fixed broadband service would ... be useful to you? A detailed description indicating the characteristics of the service	Base: All respondents	1155
●	222	75	Q11ii: Where in the process of deciding on a fixed broadband service would ... be useful to you? A detailed description indicating the characteristics of the service	Base: All respondents	1155

	Page	Table	Title	Base Description	Base
●	223	75	Q11ii: Where in the process of deciding on a fixed broadband service would ... be useful to you? A detailed description indicating the characteristics of the service	Base: All respondents	1155
●	224	76	Q12i: And at which one stage would it be most useful to have this information? An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	Base: All respondents	1155
●	225	76	Q12i: And at which one stage would it be most useful to have this information? An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	Base: All respondents	1155
●	226	76	Q12i: And at which one stage would it be most useful to have this information? An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	Base: All respondents	1155
●	227	77	Q12ii: And at which one stage would it be most useful to have this information? A detailed description indicating the characteristics of the service	Base: All respondents	1155
●	228	77	Q12ii: And at which one stage would it be most useful to have this information? A detailed description indicating the characteristics of the service	Base: All respondents	1155
●	229	77	Q12ii: And at which one stage would it be most useful to have this information? A detailed description indicating the characteristics of the service	Base: All respondents	1155

	Page	Table	Title	Base Description	Base
●	230	78	QK1: Which of these fixed broadband services does your household have? Again, please think about the one you consider to be your main service.	Base: All with fixed broadband service	1123
●	231	78	QK1: Which of these fixed broadband services does your household have? Again, please think about the one you consider to be your main service.	Base: All with fixed broadband service	1123
●	232	78	QK1: Which of these fixed broadband services does your household have? Again, please think about the one you consider to be your main service.	Base: All with fixed broadband service	1123
●	233	79	QK2: Are there any children under 18 in your household? Please include yourself if you are under 18.	Base: All respondents	1155
●	234	79	QK2: Are there any children under 18 in your household? Please include yourself if you are under 18.	Base: All respondents	1155
●	235	79	QK2: Are there any children under 18 in your household? Please include yourself if you are under 18.	Base: All respondents	1155
●	236	80	K3: Full fibre availability (from postcode)	Base: All respondents	1155
●	237	80	K3: Full fibre availability (from postcode)	Base: All respondents	1155
●	238	80	K3: Full fibre availability (from postcode)	Base: All respondents	1155
●	239	81	Urbanity (from postcode)	Base: All respondents	1155
●	240	81	Urbanity (from postcode)	Base: All respondents	1155
●	241	81	Urbanity (from postcode)	Base: All respondents	1155

Ofcom: Broadband Terminology Research November 2022

Table 1
QA1: Which of the following services do you/your household have?

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling										
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)		
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333	
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332	
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	609	279	
Mobile phone service	1118	98	287	196	324	192	351	282	136	192	135	360	319	380	538	524	397	667	584	241	414	151	134	289	103	769	328	
	97%	97%	98%	96%	98%	98%	96%	99%	99%	99%	97%	99%	98%	97%	98%	98%	98%	98%	96%	97%	98%	99%	98%	99%	100%	98%	99%	
Landline phone (i.e. home phone) or line rental	754	79	219	129	200	119	251	207	102	118	69	217	218	296	402	320	243	483	561	166	304	139	100	275	95	612	135	
	65%	78% ^{cd}	75% ^{cd}	63%	61%	61%	69% ^h	73% ^h	75% ^h	60%	49%	60%	67%	74% ^h	73% ^h	60%	60%	70% ^p	94% ^{stuvyz}	67% ^z	72% ^z	92% ^{stuvyz}	73% ^z	94% ^{stuvyz}	92% ^{stuvyz}	78% ^z	41%	
Fixed broadband internet	1120	101	291	204	328	195	364	285	137	195	139	365	326	402	549	536	390	677	596	248	423	152	137	292	102	788	332	
	97%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	96%	98%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Pay TV service (via a cable, satellite or a broadband connection)	700	56	171	143	213	104	198	233	61	132	61	224	209	241	354	315	240	429	393	166	374	115	123	267	96	526	160	
	61%	55%	59%	70% ^{abde}	65% ^{de}	53%	54%	62% ^{gh}	45%	68% ^{gh}	44%	62%	64%	60%	64%	59%	59%	62%	60% ^z	67% ^z	69% ^{rsuvyz}	70% ^{yz}	90% ^{rsuvyz}	91% ^{rsuvyz}	93% ^{rsuvyz}	67% ^z	48%	
None of these	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	10	-	-	-	-	-	-	-	-	-	
2%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-	-	-	-	-	-	

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 1
QA1: Which of the following services do you/your household have?

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently looking/ planning to look (a)	Not looking/ planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Mobile phone service	1118	433	636	835	88	270	288	392	950	44	101	23	545	572	336	212	164	173	234	305	295	232	287	599	519	388	726
	97%	98%	98%	97%	95%	97%	96%	97%	97%	90%	97%	100%	96%	97%	97%	97%	97%	97%	96%	97%	97%	96%	95%	97%	96%	96%	97%
Landline phone (i.e. home phone) or line rental	754	303	422	562	60	170	204	259	633	30	7%	16	385	369	163	122	122	129	217	217	183	156	197	400	353	223	529
	62%	68%	65%	65%	65%	61%	68%	64%	64%	65%	72%	68%	68%	63%	47%	56%	72%ND	72%ND	89%ND/91	71%HT	60%	65%	65%	65%	65%	55%	71%HT
Fixed broadband internet	1120	442	649	831	93	269	288	394	950	46	102	22	548	571	335	205	167	173	241	303	293	234	291	595	525	383	733
	97%	100%	100%	96%	100%	97%	96%	97%	97%	99%	98%	97%	97%	97%	97%	94%	96%	97%	96%ND	98%	96%	98%	96%	97%	96%	94%	94%
Pay TV service (via a cable, satellite or a broadband connection)	700	302	366	521	54	169	178	251	598	30	58	15	354	345	212	127	122	114	125	211	191	139	159	401	299	265	434
	61%	68%HA	56%	60%	58%	61%	59%	62%	61%	64%	56%	64%	63%	59%	61%HT	59%	72%ND/8	64%HT	51%	69%HT/8	62%HT	58%	53%	66%HT/8	55%	65%HT	58%
None of these	13	-	-	13	-	5	3	4	13	-	-	-	8	5	2	5	2	3	1	-	4	3	5	4	8	9	4
	1%	-	-	1%	-	2%	1%	1%	1%	-	-	-	1%	1%	*	2%	2%	2%	*	-	1%	2%	2%	2%	2%	2%	*

Proportions/Means. Columns tested (1% 5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m - n/o/p/q/r - s/t/u/v/w/x - y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 1
QA1: Which of the following services do you/your household have?

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban (m)	Rural (n)	Other/ unclassified (o)	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)			(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	939	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Mobile phone service	1118	818	300	786	333	867	251	881	237	220	899	216	903	828	233	58
99%	99%	97%	96%	97%	97%	97%	97%	97%	96%	95%	97%	96%	97%	97%	95%	95%
Landline phone (i.e. home phone) or line rental	754	567	186	550	204	585	169	595	158	160	594	152	602	551	121	32
65%	67%	59%	68%	60%	65%	66%	66%	66%	64%	69%	64%	68%	65%	69%	78%	52%
Fixed broadband internet	1120	815	306	788	332	865	255	879	241	221	899	211	909	828	236	57
99%	97%	97%	97%	97%	96%	99%	97%	97%	98%	97%	97%	94%	95%	97%	95%	93%
Pay TV service (via a cable, satellite or a broadband connection)	700	520	180	498	202	569	131	557	143	145	555	151	549	545	122	33
61%	62%	57%	61%	59%	63%	61%	58%	61%	58%	63%	60%	67%	59%	69%	50%	53%
None of these	13	9	4	10	3	13	-	12	1	4	9	5	8	9	4	-
1%	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	1%	2%	1%	2%	1%	1%

Proportions/Mean. Columns tested (1% 5% risk level) - a-b - c/d - e/f - g/h - i/j - k/l - m/n/o.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 2
QA2: Which, if any, of the following services are you solely or jointly responsible for deciding which provider to use?

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling										
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)		
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	533	291	100	790	333
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332	
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	609	279	
Mobile phone service	1095	99	272	191	311	182	346	273	134	180	132	351	310	379	521	499	389	655	571	236	406	145	130	282	98	752	312	
	95%	97%	93%	94%	93%	93%	95%	96%	98%	93%	95%	96%	95%	94%	97%	93%	96%	96%	96%	95%	96%	96%	95%	97%	95%	95%	94%	
Landline phone (i.e. home phone) or line rental	760	79	212	125	203	122	255	202	100	117	66	221	214	289	399	316	242	492	548	157	301	134	97	274	93	593	147	
	66%	78% ^{col}	73% ^{col}	61%	62%	62%	79% ^{col}	71% ^{col}	73% ^{col}	60% ^{col}	47%	61%	61%	72% ^{col}	73% ^{col}	59%	60%	71% ^{col}	62% ^{col}	63% ^{col}	71% ^{col}	69% ^{col}	71% ^{col}	94% ^{col}	90% ^{col}	75% ^{col}	44%	
Fixed broadband internet	1155	101	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	102	788	332	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Pay TV service (via a cable, satellite or a broadband connection)	735	58	177	140	223	114	214	234	68	135	61	235	217	246	355	340	254	448	407	167	387	116	125	274	98	543	169	
	64%	57%	61%	69%	66% ^{col}	58%	59% ^{col}	62% ^{col}	50%	60% ^{col}	44%	64%	67%	61%	65%	63%	63%	65%	68% ^{col}	67% ^{col}	62% ^{col}	76% ^{col}	61% ^{col}	64% ^{col}	65% ^{col}	69% ^{col}	51%	

Proportions/Means. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 2
QA2: Which, if any, of the following services are you solely or jointly responsible for deciding which provider to use?

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Mobile phone service	1095	423	615	831	83	260	291	380	930	43	99	23	536	557	320	206	167	173	228	293	290	226	286	583	512	378	712
	95%	96%	95%	95%	85%	94%	97%	94%	95%	92%	94%	85%	95%	95%	92%	94%	92%	94%	95%	95%	94%	94%	94%	95%	94%	95%	96%
Landline phone (i.e. home phone) or line rental	760	296	421	560	61	175	210	259	645	29	72	15	389	371	155	123	126	138	218	214	181	155	206	399	361	229	529
	66%	67%	65%	65%	66%	63%	70%	64%	66%	63%	69%	64%	69%	63%	45%	57%	74%	77%	80%	70%	61%	61%	64%	68%	65%	67%	71%
Fixed broadband internet	1155	442	649	862	93	277	300	404	982	46	104	23	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Pay TV service (via a cable, satellite or a broadband connection)	735	316	375	557	54	171	189	262	623	31	67	15	376	358	222	138	122	117	137	215	206	145	169	421	314	283	450
	64%	71%	58%	65%	58%	62%	63%	65%	63%	67%	64%	63%	67%	62%	64%	63%	72%	65%	56%	70%	60%	60%	56%	69%	58%	70%	60%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - efg - hijk - lm - nlop/q/r - s/uv/w/x - yz.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 2
QA2: Which, if any, of the following services are you solely or jointly responsible for deciding which provider to use?

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)								
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Mobile phone service	1095	802	292	774	320	850	245	868	227	223	872	213	882	813	227	55
	95%	95%	93%	95%	94%	95%	95%	96%	92%	96%	94%	95%	95%	83%	93%	90%
Landline phone (i.e. home phone) or line rental	762	562	199	548	212	586	175	600	161	167	594	155	606	554	125	31
	66%	67%	63%	67%	62%	65%	68%	66%	65%	72%	64%	69%	65%	69%	72%	50%
Fixed broadband internet	1155	841	314	813	342	897	258	909	246	231	924	224	931	849	245	61
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Pay TV service (via a cable, satellite or a broadband connection)	735	549	186	525	211	592	143	593	142	161	162	573	573	561	140	34
	64%	65%	59%	65%	61%	68%	56%	65%	58%	69%	62%	72%	62%	69%	57%	55%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/lo.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 3
Q81: Which of the following are you...?

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333	
Base	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332	
Effective base	967	85	248	170	278	159	321	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	609	279	
Man	565	64	172	97	155	55	164	142	83	101	182	164	195	267	244	196	342	300	132	225	78	75	154	56	405	142	
	49%	63% ^{col}	59% ^{col}	46% ^{col}	49% ^{col}	45%	50%	60% ^{col}	52%	42%	50%	50%	48%	51% ^{col}	46%	48%	49%	50%	53%	53% ^{col}	52%	55% ^{col}	53% ^{col}	54%	51% ^{col}	45%	
Woman	588	38	120	107	169	138	200	144	55	93	183	161	207	261	291	208	350	296	116	197	74	61	139	48	383	188	
	52%	37%	41%	52% ^{col}	51% ^{col}	71% ^{col}	55% ^{col}	50%	40%	48%	50%	49%	52%	48%	54% ^{col}	52%	50%	50%	50%	47%	47%	48%	45%	47%	46%	49%	57% ^{col}
Non-binary	2	-	-	-	2	-	-	-	1	1	-	1	1	1	1	1	1	-	-	-	-	-	-	-	-	2	
	4	-	-	-	1%	-	-	-	2%	-	-	2%	2%	2%	2%	2%	2%	-	-	-	-	-	-	-	-	1%	
Prefer to use another term	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 3
QB1: Which of the following are you...?

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Man	565	224	307	453	32	135	140	222	498	20	36	10	565	-	129	89	83	99	165	147	134	138	146	281	284	171	388
Woman	496	215	475	413	35%	49%	47%	55%	44%	44%	35%	44%	496	588	37%	41%	41%	41%	496	48%	44%	43%	48%	40%	42%	42%	42%
Woman	588	219	340	408	61	142	159	181	482	36	67	13	-	588	215	129	87	80	78	160	121	102	155	331	257	233	355
Non-binary	2	49%	52%	47%	65%	51%	53%	45%	49%	56%	65%	56%	-	100%	62%	59%	51%	40%	32%	52%	50%	43%	51%	54%	47%	58%	46%
Prefer to use another term	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means. Columns tested (1% 5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m - n/o/p/q/r - s/t/u/v/w/x - y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 3
Q81: Which of the following are you...?

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly/ closely (a)	Didn't match very much / at all (b)	Exactly/ almost exactly/ closely (c)	Didn't match very much / at all (d)	Exactly/ almost exactly/ closely (e)	Didn't match very much / at all (f)	Exactly/ almost exactly/ closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
	Total															
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Man	565	459	106	450	115	473	92	471	94	110	455	121	444	420	115	30
49%		69%	34%	62%	34%	62%	36%	62%	38%	48%	54%	48%	50%	47%	49%	49%
Woman	588	383	207	362	216	423	165	435	133	120	468	103	465	429	129	33
52%		45%	68%	45%	65%	47%	64%	48%	62%	52%	53%	46%	52%	50%	53%	51%
Non-binary	2	1	1	1	1	2	1	2	1	2	2	1	2	1	1	1
*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Prefer to use another term	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - m/n/o.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 4
Q82: What is your age?

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling										
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)		
Unweighted base	1155	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333		
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332	
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279	
16-17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
18-24	93	9	24	27	14	13	27	18	13	18	11	30	33	22	27	60	40	44	39	35	30	18	18	19	13	62	25	
	8%	9%	8%	13%	4%	7%	8%	6%	9%	9%	8%	8%	10%	6%	5%	60%	10%	6%	7%	14%	14%	12%	18%	7%	12%	8%	8%	
25-34	254	11	50	53	86	47	79	57	22	53	36	91	83	68	95	149	97	136	96	76	91	43	42	53	35	161	87	
	22%	11%	17%	25%	26%	15%	21%	20%	16%	19%	16%	25%	25%	17%	17%	28%	24%	20%	16%	21%	21%	13%	13%	19%	14%	129	76	
35-44	218	19	43	34	67	43	60	58	22	32	32	79	55	65	90	105	76	130	83	40	73	31	21	38	14	129	76	
	19%	18%	15%	16%	20%	22%	17%	20%	16%	17%	23%	22%	17%	16%	16%	20%	19%	19%	14%	16%	17%	14%	15%	13%	13%	16%	121	66
45-54	170	19	36	28	59	25	51	58	16	26	15	50	50	61	105	60	58	102	93	34	77	23	20	57	17	121	46	
	15%	18%	12%	14%	18%	13%	14%	20%	12%	13%	11%	14%	13%	15%	19%	11%	14%	15%	16%	14%	14%	18%	15%	15%	19%	16%	15%	14%
55-64	179	15	70	27	36	24	66	41	22	23	21	57	48	67	97	69	57	118	106	33	67	22	20	48	12	128	45	
	15%	15%	24%	13%	11%	12%	18%	14%	16%	12%	13%	16%	15%	17%	18%	12%	14%	17%	14%	18%	13%	16%	14%	15%	17%	12%	126	35
65-74	139	17	43	24	36	17	49	31	17	24	16	40	31	62	71	59	43	94	100	16	42	14	6	37	5	106	31	
	12%	17%	15%	12%	11%	9%	14%	11%	13%	12%	12%	11%	10%	15%	13%	11%	11%	14%	17%	16%	10%	9%	4%	13%	5%	140	9%	
75-84	100	10	25	13	27	25	30	22	25	16	5	18	25	52	60	33	34	66	76	14	40	12	10	39	8	78	21	
	9%	10%	8%	6%	8%	13%	8%	8%	10%	4%	4%	5%	8%	13%	11%	6%	8%	9%	10%	10%	10%	8%	7%	13%	8%	10%	6%	
85+	4	2	1	-	2	-	-	-	1	2	2	-	-	4	3	2	-	4	3	-	-	-	-	2	-	3	2	
	*	2%	*	-	2%	-	*	*	*	1%	1%	*	*	*	*	*	*	1%	1%	-	-	-	-	1%	-	*	*	
NET 16-34	346	20	75	79	101	61	107	76	34	72	47	121	116	90	123	209	136	180	135	111	122	60	60	72	48	223	112	
	30%	19%	26%	25%	31%	31%	29%	27%	25%	27%	34%	33%	30%	22%	22%	39%	34%	26%	22%	21%	29%	14%	14%	25%	16%	223	112	
NET 35-44	218	19	43	34	67	43	60	58	22	32	32	79	55	65	90	105	76	130	83	40	73	31	21	38	14	129	76	
	19%	18%	15%	16%	20%	22%	17%	20%	16%	17%	23%	22%	17%	16%	16%	20%	19%	19%	14%	16%	17%	14%	15%	13%	13%	16%	121	66
NET 45-54	170	19	36	28	59	25	51	58	16	26	15	50	50	61	105	60	58	102	93	34	77	23	20	57	17	121	46	
	15%	18%	12%	14%	18%	13%	14%	20%	12%	13%	11%	14%	13%	15%	19%	11%	14%	15%	16%	14%	14%	18%	15%	15%	19%	16%	15%	14%
NET 55-64	179	15	70	27	36	24	66	41	22	23	21	57	48	67	97	69	57	118	106	33	67	22	20	48	12	128	45	
	15%	15%	24%	13%	11%	12%	18%	14%	16%	12%	13%	16%	15%	17%	18%	12%	14%	17%	14%	18%	13%	16%	14%	15%	17%	12%	126	35
NET 65+	243	29	68	37	65	42	80	53	43	42	23	58	57	118	114	93	78	164	179	30	54	20	16	77	13	137	54	
	21%	23%	22%	18%	20%	21%	22%	19%	22%	17%	17%	18%	18%	20%	24%	17%	19%	24%	18%	18%	12%	20%	12%	16%	23%	13%	137	54

Proportions/Means. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/st/uv/w/xy/z.
95 percent as lower case, 50 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 4
Q82: What is your age?

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH				
	Total	Currently looking/planning to look (a)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)		
		Not looking/planning to look (b)																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753	
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744	
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623	
16 - 17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
18 - 24	93	50	37	78	3	16	27	43	86	2	2	4	38	54	93	-	-	-	-	28	16	25	24	44	49	31	61	
	8%	11% 	6%	9%	3%	6%	9%	11%	9%	3%	2%	1%	7%	9%	27% 	-	-	-	-	9%	5%	10%	8%	7%	9%	8%	8%	
25 - 34	254	112	130	205	13	56	56	100	212	9	29	4	91	162	254	-	-	-	-	70	88	53	42	158	96	137	113	
	22%	25%	20%	24%	14%	20%	19%	25%	22%	19%	28%	19%	16%	27%	73% 	-	-	-	-	23%	26%	22%	14%	23%	18%	13%	15%	
35 - 44	218	87	111	166	18	59	90	74	183	11	20	4	89	129	-	218	-	-	-	55	60	47	56	114	103	143	72	
	19%	20%	17%	19%	20%	21%	17%	18%	19%	25%	19%	17%	16%	22%	-	100% 	-	-	-	18%	20%	20%	18%	19%	19%	19%	10%	
45 - 54	170	80	84	127	16	46	42	56	145	4	3	3	83	87	-	170	-	-	-	40	51	44	35	91	79	63	106	
	15%	18%	13%	15%	17%	17%	14%	14%	15%	9%	28%	22%	15%	15%	-	100% 	-	-	-	12%	17%	18%	12%	15%	15%	14%	14%	
55 - 64	179	62	102	127	18	51	54	39	144	11	19	4	99	80	-	-	179	-	-	46	35	33	65	81	98	24	155	
	15%	14%	16%	15%	19%	19%	10%	10%	15%	19%	17%	14%	17%	14%	-	-	100% 	-	-	15%	12%	14%	13%	11%	14%	6%	21%	
65 - 74	139	28	106	99	15	29	39	52	119	5	11	3	93	46	-	-	-	-	-	139	40	21	24	53	61	78	4	
	12%	6%	16%	11%	16%	10%	13%	13%	12%	12%	10%	13%	10%	8%	-	-	-	-	-	100%	18%	10%	10%	18%	10%	14%	1%	
75 - 84	100	23	75	58	11	19	32	39	90	3	5	1	67	32	-	-	-	-	-	100	26	33	13	27	60	40	2	
	9%	5%	12%	7%	11%	10%	10%	10%	9%	6%	5%	5%	4%	6%	-	-	-	-	-	41%	9%	11%	5%	9%	20%	7%	1%	
85+	4	4	4	3	4	2	2	2	3	3	4	4	4	4	-	-	-	-	-	4	4	4	4	4	4	4	4	
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-	-	-	-	-	0%	0%	0%	0%	0%	0%	0%	0%	
NET 16-34	346	163	167	282	15	71	84	142	297	10	30	8	129	215	346	-	-	-	-	98	104	78	66	202	145	169	175	
	30%	27%	26%	32%	16%	26%	28%	35%	30%	23%	29%	8%	23%	37%	100% 	-	-	-	-	12%	14%	10%	10%	22%	18%	27%	24%	
NET 35-44	218	87	111	166	18	59	50	74	183	11	20	4	89	129	-	218	-	-	-	55	60	47	56	114	103	143	72	
	19%	20%	17%	19%	20%	21%	17%	18%	19%	25%	19%	17%	16%	22%	-	100% 	-	-	-	18%	20%	20%	18%	19%	19%	19%	10%	
NET 45-54	170	80	84	127	16	46	42	56	145	4	3	3	83	87	-	170	-	-	-	40	51	44	35	91	79	63	106	
	15%	18%	13%	15%	17%	17%	14%	14%	15%	9%	28%	22%	15%	15%	-	100% 	-	-	-	12%	17%	18%	12%	15%	15%	14%	14%	
NET 55-64	179	62	102	127	18	51	54	39	144	11	19	4	99	80	-	179	-	-	-	46	35	33	65	81	98	24	155	
	15%	14%	16%	15%	19%	19%	10%	10%	15%	19%	17%	14%	17%	14%	-	100% 	-	-	-	15%	12%	14%	13%	11%	14%	6%	21%	
NET 65+	243	51	185	160	25	49	71	93	213	9	16	4	165	78	-	243	-	-	-	70	54	38	81	124	118	6	237	
	21%	12%	29%	19%	27%	18%	24%	23%	22%	20%	15%	18%	20%	13%	-	100% 	-	-	-	23%	18%	16%	16%	20%	22%	1%	41%	

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - efg - hijk - lm - nlop/qir - stu/vwx - yz.
95 percent as lower case, 50 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 4
Q82: What is your age?

Base: All respondents

Total	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly/ closely (a)	Didn't match very much/ at all (b)	Exactly/ almost exactly/ closely (c)	Didn't match very much/ at all (d)	Exactly/ almost exactly/ closely (e)	Didn't match very much/ at all (f)	Exactly/ almost exactly/ closely (g)	Didn't match very much/ at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	777	190	777	692	217	60
16 -17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
18 -24	93	74	19	69	24	72	21	61	32	11	82	24	69	77	10	7
	8%	9%	6%	9%	7%	8%	8%	7%	13% ⁶	5%	9%	11%	7%	9%	4%	13% ⁶
25 -34	254	180	74	175	78	195	58	203	51	47	207	54	200	191	43	20
	22%	21%	23%	22%	23%	22%	23%	22%	22%	20%	22%	24%	21%	23%	17%	32% ⁶
35 -44	218	156	62	155	63	170	47	164	53	43	175	40	178	158	44	16
	19%	19%	20%	19%	18%	19%	18%	18%	22%	19%	19%	18%	19%	18%	18%	26%
45 -54	170	121	48	115	55	138	32	141	29	36	134	36	134	129	31	10
	15%	14%	15%	14%	16%	15%	12%	15%	12%	15%	15%	16%	14%	15%	13%	17%
55 -64	179	131	48	119	59	139	40	143	35	43	136	42	137	123	50	5
	15%	16%	15%	15%	17%	15%	15%	16%	14%	19%	15%	19%	15%	15%	20% ⁶	8%
65 -74	139	105	29	110	29	112	26	117	22	26	113	18	123	100	35	4
	12%	12%	9%	14% ⁶	8%	12%	10%	12%	13%	12%	12%	7%	13%	12%	14%	6%
75 -84	100	65	34	64	35	66	33	74	25	23	77	11	88	70	29	-
	9%	8%	11%	8%	10%	7%	13% ⁶	8%	10%	10%	8%	5%	9%	8%	12% ⁶	-
85+	4	4	-	4	-	4	-	4	-	3	1	2	3	1	4	-
	*	1%	-	1%	-	*	-	*	-	2%	*	1%	*	*	1% ⁶	-
NET 16-34	346	254	92	245	102	267	79	264	82	57	289	78	269	268	52	25
	30%	30%	29%	30%	30%	30%	31%	29%	33%	25%	31%	29%	31%	30%	21%	43% ⁶
NET 35-44	218	156	62	155	63	170	47	164	53	43	175	40	178	158	44	16
	19%	19%	20%	19%	18%	19%	18%	18%	22%	19%	19%	18%	19%	18%	18%	26%
NET 45-54	170	121	48	115	55	138	32	141	29	36	134	36	134	129	31	10
	15%	14%	15%	14%	16%	15%	12%	15%	12%	15%	15%	16%	14%	15%	13%	17%
NET 55-64	179	131	48	119	59	139	40	143	35	43	136	42	137	123	50	5
	15%	16%	15%	15%	17%	15%	15%	16%	14%	19%	15%	19%	15%	15%	20% ⁶	8%
NET 65+	243	179	64	179	64	183	60	196	47	52	190	29	214	171	68	4
	21%	21%	20%	22%	19%	20%	23%	22%	19%	23%	21%	12%	22%	20%	28% ⁶	6%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/o.
 95 percent as lower case, 50 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 5
QB3: SEG: Which of the following best describes the main income earner in your household?

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
NET AB	307	26	97	60	85	34	106	78	35	52	32	108	97	96	147	145	96	194	175	75	122	50	47	92	29	222	81
27%	26%	33% ^{ab}	30% ^{ab}	30% ^{ab}	17%	29%	27%	26%	23%	29%	30%	24%	27%	27%	24%	28%	29%	30%	29%	33%	35% ^{ab}	31%	34% ^{ab}	28%	24%	28%	24%
NET C1	305	23	62	57	96	54	96	74	37	48	39	98	91	94	147	138	118	169	148	63	109	41	35	77	27	195	98
26%	23%	21%	28%	23% ^{ab}	28%	26%	26%	27%	25%	28%	27%	27%	28%	23%	27%	26%	29%	24%	25%	26%	27%	25%	26%	26%	25%	25%	29%
NET C2	240	25	59	47	67	35	69	67	16	51	30	73	52	107	135	117	86	149	118	55	94	30	25	60	19	171	63
21%	25%	20%	23%	21%	18%	19%	24% ^{ab}	22%	10%	10% ^{ab}	22%	20%	16%	24% ^{ab}	21%	22%	21%	22%	20%	22%	22%	20%	21%	18%	21%	18%	21%
NET DE	303	27	73	39	80	72	94	66	48	44	38	87	86	106	140	136	104	183	155	55	97	31	28	64	19	300	91
26%	27%	25%	19%	24%	31% ^{abcd}	26%	23%	35% ^{ab}	23%	28%	24%	24%	26%	26%	26%	25%	26%	26%	22%	22%	23%	21%	22%	22%	18%	25%	27%
NET ABC1	612	50	159	118	180	88	201	152	72	100	70	206	188	189	294	283	214	363	323	137	232	189	82	168	66	417	178
53%	49%	55%	58% ^{ab}	55% ^{ab}	45%	55%	53%	53%	52%	52%	51%	55% ^{ab}	58% ^{ab}	47%	54%	53%	53%	52%	54%	55%	55%	59%	60%	58%	64%	53%	54%
NET C2DE	543	52	132	86	148	107	163	133	65	95	68	159	138	213	255	253	195	330	273	110	191	62	55	124	37	372	154
47%	51%	45%	42%	45%	37% ^{abcd}	45%	47%	47%	49%	49%	48%	48%	42%	51% ^{ab}	46%	47%	47%	48%	46%	45%	45%	42%	40%	42%	38%	47%	46%

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 5
 Q83: SEG: Which of the following best describes the main income earner in your household?

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
NET AB	307	143	153	241	22	69	79	115	263	13	27	5	147	160	98	55	40	27	70	307	-	-	-	307	-	112	194
23%	20%	23%	24%	28%	24%	23%	26%	28%	27%	28%	22%	26%	27%	28%	25%	23%	23%	23%	23%	100%UVW	-	-	-	100%UVW	-	28%	26%
NET C1	305	135	150	235	26	80	71	116	267	13	20	6	134	171	104	60	51	35	54	-	305	-	-	305	-	121	184
26%	11%	23%	26%	31%	29%	29%	24%	29%	27%	27%	19%	24%	24%	29%	30%	27%	20%	22%	22%	100%UVW	100%UVW	-	-	100%UVW	-	30%	25%
NET C2	240	81	147	187	13	53	64	80	198	9	27	6	138	102	78	47	44	33	38	-	-	-	-	240	-	88	150
23%	18%	23%	22%	34%	19%	21%	20%	20%	20%	20%	26%	25%	23%	22%	23%	22%	23%	18%	16%	-	-	100%UVW	-	240	44%	22%	20%
NET DE	303	80	126	194	30	75	86	93	146	155	66	7	146	155	66	56	35	65	81	-	-	303	-	303	-	88	217
26%	28%	31%	23%	32%	27%	29%	23%	26%	26%	25%	29%	28%	26%	26%	19%	26%	22%	21%	26%	-	-	-	100%UVW	-	100%UVW	21%	24%
NET ABC1	612	282	303	481	50	149	150	231	529	25	47	11	281	331	202	114	91	81	124	307	305	-	-	612	-	233	378
53%	64%	47%	56%	54%	54%	50%	57%	54%	55%	55%	45%	46%	50%	56%	58%	53%	53%	45%	51%	100%UVW	100%UVW	-	-	100%UVW	-	58%	51%
NET C2DE	543	160	346	381	42	128	151	174	452	21	57	12	284	257	145	103	79	98	118	-	-	240	303	-	543	171	366
47%	36%	53%	44%	46%	46%	50%	43%	46%	46%	45%	55%	54%	50%	56%	42%	47%	47%	50%	49%	-	-	100%UVW	100%UVW	-	100%UVW	42%	49%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - efg - hijk - lm - nopq/r - s/uvwx - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 5
 QB3: SEG: Which of the following best describes the main income earner in your household?

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly/ closely (a)	Didn't match very much/ at all (b)	Exactly/ almost exactly/ closely (c)	Didn't match very much/ at all (d)	Exactly/ almost exactly/ closely (e)	Didn't match very much/ at all (f)	Exactly/ almost exactly/ closely (g)	Didn't match very much/ at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
	Total															
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
NET AB	307	229	78	231	76	248	60	254	53	68	239	74	234	230	59	18
	27%	27%	25%	24%	22%	28%	23%	28%	22%	29%	26%	23%	27%	27%	24%	30%
NET C1	305	220	85	209	96	227	78	248	57	59	246	55	250	226	59	20
	26%	26%	27%	26%	28%	25%	30%	27%	23%	26%	27%	24%	27%	27%	24%	33%
NET C2	240	186	54	167	73	202	38	176	64	41	199	44	196	179	55	6
	21%	22%	17%	21%	21%	22%	15%	19%	28%	28%	22%	20%	22%	21%	22%	10%
NET DE	305	205	97	205	98	221	82	230	73	63	240	51	252	214	72	17
	26%	24%	31%	25%	28%	25%	31%	25%	29%	27%	30%	23%	27%	25%	29%	28%
NET ABC1	612	450	163	440	172	474	138	502	110	127	485	138	484	456	118	38
	53%	53%	52%	54%	53%	53%	53%	55%	45%	55%	52%	57%	52%	54%	48%	62%
NET C2DE	543	392	151	373	170	423	120	406	137	104	439	95	448	393	127	23
	47%	47%	48%	46%	50%	47%	47%	45%	53%	45%	48%	43%	48%	46%	52%	38%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 6
Q84: Whereabouts in the UK do you live?

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	393	287	128	178	139	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	364	285	137	195	137	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	609	279
North East England	58	4	13	9	18	11	15	12	11	12	6	20	10	25	33	23	16	37	22	9	24	5	5	16	4	33	22
5%	4%	4%	5%	5%	6%	4%	4%	4%	8%	6%	4%	5%	3%	6%	6%	4%	4%	5%	4%	4%	6%	3%	4%	6%	4%	4%	7%
North West England	128	5	32	31	38	18	27	40	23	22	12	45	34	40	59	63	33	86	65	34	53	23	20	38	17	89	34
11%	5%	11%	10%	11%	9%	7%	14%	17%	11%	8%	12%	11%	10%	11%	11%	12%	8%	12%	11%	14%	13%	15%	15%	13%	17%	11%	10%
Yorkshire and the Humber	91	9	20	7	35	19	21	16	9	22	21	31	31	27	43	42	48	38	42	14	28	9	8	20	7	54	36
4%	9%	7%	4%	11%	10%	6%	6%	6%	6%	10%	10%	8%	10%	7%	8%	8%	10%	5%	7%	6%	6%	6%	7%	6%	6%	7%	11%
East Midlands	78	9	19	14	19	14	24	21	7	17	7	25	20	30	41	31	31	43	43	9	26	6	4	22	3	48	26
7%	9%	7%	7%	6%	7%	7%	7%	7%	5%	9%	5%	7%	6%	7%	7%	6%	8%	6%	7%	4%	6%	4%	3%	8%	3%	6%	8%
West Midlands	128	19	35	17	33	17	34	33	15	26	14	47	32	38	65	52	35	87	74	31	51	19	17	35	15	100	22
11%	13%	12%	8%	10%	9%	9%	12%	11%	13%	10%	10%	12%	10%	9%	12%	10%	9%	13%	12%	13%	12%	12%	12%	12%	14%	14%	13%
East of England	96	4	31	15	23	17	28	23	10	13	9	36	29	23	38	48	20	70	40	21	33	11	12	18	5	68	28
4%	4%	11%	8%	7%	9%	8%	8%	8%	14%	7%	6%	10%	9%	6%	7%	9%	5%	10%	8%	8%	8%	8%	8%	8%	6%	5%	8%
London	122	10	32	22	35	22	41	30	11	24	15	28	42	51	52	65	48	66	64	40	49	25	19	30	17	95	26
11%	10%	11%	11%	11%	11%	11%	11%	11%	8%	12%	11%	8%	12%	11%	10%	12%	12%	10%	11%	11%	12%	12%	14%	10%	10%	16%	12%
South East England	169	16	38	42	47	20	54	48	12	28	23	39	49	71	84	75	73	88	97	37	71	21	26	51	16	123	41
15%	16%	13%	13%	14%	10%	15%	15%	14%	8%	14%	10%	11%	15%	14%	15%	14%	13%	16%	16%	15%	17%	14%	19%	17%	16%	16%	12%
South West England	113	8	28	21	25	26	44	20	14	17	14	37	33	37	54	51	42	69	53	12	27	8	6	19	4	64	45
10%	8%	10%	10%	8%	13%	12%	12%	7%	10%	9%	10%	10%	10%	9%	10%	10%	10%	10%	9%	5%	6%	5%	4%	6%	4%	4%	8%
NET North	277	18	64	48	90	48	63	69	42	56	38	95	75	92	135	128	97	163	129	57	106	37	34	74	28	176	93
24%	18%	22%	23%	27%	25%	17%	17%	14%	11%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
NET Midlands	300	33	86	47	75	48	86	77	41	55	29	109	81	90	144	131	86	200	163	62	110	38	33	75	23	211	76
24%	32%	29%	23%	23%	25%	24%	27%	20%	20%	21%	21%	21%	21%	21%	20%	24%	21%	21%	27%	25%	20%	23%	24%	24%	24%	27%	23%
NET South	404	34	99	85	108	68	139	99	36	69	52	104	123	159	190	191	163	223	214	88	147	54	50	100	37	282	111
33%	33%	34%	42%	33%	35%	18%	18%	15%	20%	15%	17%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%
NET England	982	85	249	180	272	164	287	244	119	180	119	307	279	341	469	450	346	583	506	207	364	129	117	249	88	670	280
85%	83%	85%	88%	83%	84%	79%	79%	87%	87%	80%	80%	84%	80%	85%	85%	84%	86%	84%	85%	84%	86%	85%	86%	85%	85%	85%	85%
Wales	48	2	11	6	16	9	17	13	7	4	5	13	14	18	23	22	14	32	23	10	14	4	3	10	2	32	14
4%	2%	4%	3%	5%	5%	5%	4%	4%	5%	2%	3%	3%	4%	5%	4%	4%	4%	5%	4%	4%	3%	3%	2%	2%	2%	4%	4%
Scotland	104	13	27	15	30	17	49	23	10	8	12	36	25	37	46	53	25	75	55	25	36	15	13	27	10	72	31
9%	13%	9%	7%	9%	9%	13%	8%	7%	4%	9%	10%	8%	9%	9%	8%	10%	6%	11%	9%	10%	9%	10%	9%	9%	10%	9%	9%
Northern Ireland	23	1	4	3	5	5	11	5	1	3	3	9	8	6	11	11	10	3	12	9	6	4	4	7	3	16	7
2%	1%	1%	1%	1%	1%	3%	2%	1%	1%	1%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%

Proportions/Means. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z
 95 percent as lower case, 50 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 6
Q84: Whereabouts in the UK do you live?

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently looking/ planning to look (a)	Not looking/ planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
North East England	58	20	33	41	2	55	-	-	58	-	-	-	30	28	13	19	11	8	7	20	13	10	15	33	26	28	31
	5%	5%	5%	5%	2%	19%	-	-	19%	-	-	-	5%	5%	4%	8%	7%	4%	3%	6%	4%	4%	5%	5%	5%	7%	4%
North West England	128	52	69	113	6	128	-	-	128	-	-	-	64	64	35	25	17	27	22	28	42	25	33	70	58	55	73
	11%	12%	11%	13%	7%	46%	-	-	19%	-	-	-	11%	11%	10%	12%	10%	15%	9%	9%	14%	10%	11%	11%	14%	10%	
Yorkshire and the Humber	91	30	59	61	8	91	-	-	91	-	-	-	41	50	23	14	18	16	20	21	25	18	27	46	45	30	62
	8%	7%	9%	7%	8%	33%	-	-	33%	-	-	-	7%	9%	7%	6%	11%	9%	8%	7%	8%	7%	9%	8%	8%	7%	8%
East Midlands	79	24	49	56	7	79	-	-	79	-	-	-	39	47	17	13	13	10	21	21	16	16	24	37	40	29	46
	7%	5%	8%	6%	8%	26%	-	-	26%	-	-	-	5%	8%	5%	6%	8%	5%	10%	7%	5%	7%	8%	6%	7%	7%	6%
West Midlands	128	55	63	97	9	128	-	-	128	-	-	-	62	65	37	22	18	23	28	37	23	32	36	61	67	39	85
	11%	12%	10%	11%	9%	49%	-	-	19%	-	-	-	11%	11%	11%	10%	10%	13%	12%	12%	8%	12%	12%	10%	13%	10%	11%
East of England	94	34	56	71	11	94	-	-	94	-	-	-	48	46	29	14	11	21	18	21	31	17	26	52	43	33	61
	8%	8%	9%	8%	12%	28%	-	-	28%	-	-	-	9%	8%	8%	6%	7%	12%	8%	7%	10%	7%	9%	8%	8%	8%	8%
London	122	57	60	94	9	122	-	-	122	-	-	-	64	59	69	20	16	4	13	40	32	37	23	72	50	54	67
	11%	13%	9%	11%	9%	40%	-	-	12%	-	-	-	11%	10%	32%	10%	10%	2%	5%	13%	10%	11%	8%	12%	9%	13%	9%
South East England	169	65	95	123	14	169	-	-	169	-	-	-	89	80	40	36	27	24	42	48	51	37	33	99	71	54	115
	15%	15%	15%	14%	15%	42%	-	-	17%	-	-	-	16%	14%	12%	17%	16%	14%	17%	16%	17%	16%	12%	16%	13%	13%	15%
South West England	113	36	69	76	14	113	-	-	113	-	-	-	70	42	33	18	13	11	31	27	33	16	37	60	53	27	86
	10%	8%	11%	9%	15%	34%	-	-	12%	-	-	-	12%	7%	9%	8%	8%	6%	15%	8%	11%	7%	12%	10%	10%	7%	12%
NET North	277	102	161	215	16	277	-	-	277	-	-	-	135	142	71	59	46	51	49	69	80	53	75	149	128	112	165
	24%	23%	25%	25%	17%	100%	-	-	30%	-	-	-	24%	24%	21%	27%	27%	29%	20%	22%	24%	22%	25%	24%	24%	28%	22%
NET Midlands	300	113	188	223	27	300	-	-	300	-	-	-	140	159	84	50	42	54	71	79	71	64	86	150	151	102	195
	26%	26%	26%	26%	29%	100%	-	-	100%	-	-	-	25%	27%	24%	23%	23%	30%	26%	26%	23%	27%	24%	24%	28%	25%	26%
NET South	404	158	224	293	36	404	-	-	404	-	-	-	222	181	142	74	55	39	93	115	116	80	93	211	174	135	269
	35%	36%	35%	34%	39%	100%	-	-	41%	-	-	-	39%	31%	41%	34%	33%	22%	31%	27%	38%	34%	31%	38%	33%	33%	36%
NET England	982	374	553	731	79	982	-	-	982	-	-	-	498	482	297	183	145	144	213	263	267	198	254	529	452	348	628
	85%	84%	85%	85%	85%	100%	-	-	100%	-	-	-	89%	88%	86%	84%	85%	81%	82%	86%	87%	82%	84%	86%	86%	86%	84%
Wales	46	17	27	33	5	46	-	-	46	-	-	-	20	26	10	11	4	11	9	13	13	9	12	25	21	16	30
	4%	4%	4%	4%	6%	100%	-	-	100%	-	-	-	4%	4%	3%	5%	2%	6%	4%	4%	4%	4%	4%	4%	4%	4%	4%
Scotland	104	41	56	79	7	104	-	-	104	-	-	-	36	67	30	20	18	19	16	27	20	27	30	47	57	33	70
	9%	9%	9%	9%	7%	100%	-	-	100%	-	-	-	6%	11%	9%	9%	11%	11%	7%	9%	7%	10%	8%	11%	8%	9%	9%
Northern Ireland	23	10	12	18	2	23	-	-	23	-	-	-	10	13	8	4	4	4	4	5	6	6	7	11	12	7	16
	2%	2%	2%	2%	2%	100%	-	-	100%	-	-	-	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%

Proportions/Means. Columns tested (1% 5% risk level) - ab - efg - hij/k - lm - n/op/q/r - s/uv/w/x - yz.
 95 percent as lower case, 50 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 6
Q84: Whereabouts in the UK do you live?

Base: All respondents

	Total	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)		
		Exactly/ almost exactly/ closely	Didn't match very much/ at all	Exactly/ almost exactly/ closely	Didn't match very much/ at all	Exactly/ almost exactly/ closely	Didn't match very much/ at all	Exactly/ almost exactly/ closely	Didn't match very much/ at all	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)							
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	777	190	777	692	217	60
North East England	58	44	14	47	11	42	16	48	11	14	44	14	45	44	9	5
5%	5%	4%	6%	5%	3%	5%	6%	5%	4%	6%	5%	6%	5%	5%	4%	8%
North West England	128	93	34	87	40	104	26	104	24	29	98	25	102	105	12	10
11%	11%	11%	11%	11%	12%	11%	10%	11%	10%	13%	11%	11%	11%	13%	5%	17%
Yorkshire and the Humber	91	67	25	58	33	67	24	62	29	14	77	14	74	72	14	5
8%	8%	8%	7%	10%	7%	7%	9%	7%	12%	6%	8%	8%	8%	8%	6%	8%
East Midlands	78	58	20	60	18	61	17	62	15	14	63	12	66	53	21	4
7%	7%	6%	7%	5%	7%	6%	6%	7%	6%	6%	7%	5%	7%	6%	9%	6%
West Midlands	128	98	30	91	37	104	24	106	23	24	104	33	95	99	23	7
11%	12%	9%	11%	11%	11%	12%	9%	12%	9%	10%	12%	15%	12%	12%	9%	11%
East of England	94	58	36	62	32	68	27	71	24	19	75	15	80	56	32	7
8%	7%	12%	8%	9%	8%	8%	10%	8%	10%	8%	7%	7%	9%	7%	12%	21%
London	122	86	38	86	32	103	19	94	28	26	96	25	97	110	-	6
11%	10%	12%	11%	9%	11%	8%	12%	11%	11%	10%	11%	10%	12%	11%	-	10%
South East England	169	127	42	120	50	135	34	139	30	30	139	28	141	130	31	9
15%	15%	13%	15%	14%	15%	13%	12%	13%	12%	13%	15%	13%	15%	13%	14%	14%
South West England	113	79	34	83	30	84	29	84	29	20	93	16	97	83	27	4
10%	9%	11%	10%	9%	11%	9%	12%	9%	12%	9%	10%	7%	10%	10%	11%	6%
NET North	273	204	73	193	85	211	66	214	63	58	218	56	221	221	35	21
24%	24%	23%	24%	25%	24%	24%	25%	24%	25%	24%	25%	24%	24%	26%	14%	18%
NET Midlands	300	214	86	213	88	233	67	238	62	58	243	59	241	208	76	17
26%	25%	27%	26%	26%	26%	26%	25%	26%	25%	26%	26%	27%	26%	24%	31%	28%
NET South	404	291	114	293	111	322	83	317	88	76	328	70	335	323	58	18
35%	35%	36%	36%	32%	36%	32%	36%	33%	36%	33%	36%	31%	36%	36%	24%	29%
NET England	982	709	273	698	284	765	213	790	185	185	796	185	796	758	169	56
85%	84%	87%	86%	83%	85%	84%	86%	83%	86%	83%	86%	83%	86%	86%	69%	18%
Wales	46	33	13	30	16	34	11	31	6	11	35	10	36	31	15	1
4%	4%	4%	4%	5%	4%	4%	5%	4%	3%	5%	4%	5%	4%	4%	6%	1%
Scotland	106	82	21	71	33	80	24	81	23	23	81	23	80	48	52	4
9%	10%	7%	10%	10%	9%	9%	9%	10%	9%	6%	9%	6%	9%	6%	11%	6%
Northern Ireland	23	17	6	13	10	18	5	19	4	5	18	5	18	12	10	1
2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	4%	2%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cid - eif - gh - ij - kl - mno.
95 percent as lower case, 50 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 7
QC1: Which provider does your household currently use for its fixed broadband service? Please say which company you pay for this service.

Base: All with fixed broadband service

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling										
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)		
Unweighted base	1123	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	419	646	602	244	416	150	131	291	100	790	333	
Base	1120	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	390	677	596	248	423	152	137	292	103*	788	332	
Effective base	938	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	328	559	501	206	349	127	113	243	86	659	279	
BT	285	25	70	61	73	56	-	235	-	-	-	78	85	118	151	128	96	174	168	81	150	51	69	129	46	247	99	
	23%	25%	24%	30%	22%	29%	-	100% GH	-	-	-	21%	26%	29%	28%	24%	25%	26%	28%	33%	33%	33%	33%	33%	33%	33%	33%	33%
BT	247	25	68	23	89	43	247	-	-	-	-	80	65	92	134	106	97	142	141	51	57	37	24	43	22	166	81	
	22%	25%	23%	11%	27%	22%	68%	GH	-	-	-	22%	20%	23%	24%	20%	25%	21%	24%	24%	20%	23%	24%	24%	24%	21%	24%	24%
Virgin Media	195	4	30	60	79	22	-	-	195	-	-	67	47	80	91	99	68	116	108	31	47	80	21	21	83	17	143	52
	17%	4%	10%	31%	21%	11%	-	-	100%	-	-	18%	14%	20%	17%	18%	17%	17%	18%	13%	13%	14%	15%	15%	17%	10%	16%	16%
TalkTalk	137	16	52	17	33	15	-	-	137	-	-	42	51	41	74	57	54	92	75	17	25	9	9	18	8	89	48	
	12%	16%	18%	9%	10%	10%	-	-	100%	-	-	11%	16%	10%	14%	11%	9%	14%	13%	10%	10%	7%	6%	6%	6%	11%	14%	14%
Vodafone	68	7	21	13	18	9	-	-	68	-	-	33	18	15	26	41	21	42	26	30	15	13	8	6	2	47	21	
	6%	6%	7%	6%	5%	5%	-	-	100%	-	-	6%	6%	4%	5%	8%	5%	6%	4%	12%	10%	4%	6%	2%	2%	6%	6%	6%
EE	63	3	17	19	15	9	63	-	-	-	-	19	25	17	32	30	23	37	26	21	15	10	11	3	10	8	39	24
	6%	3%	6%	9%	5%	5%	100%	-	-	-	-	5%	8%	4%	6%	6%	6%	5%	4%	9%	6%	7%	8%	3%	2%	5%	7%	7%
Plusnet	54	8	23	5	5	12	54	-	-	-	-	23	16	13	28	23	18	35	26	8	5	5	3	3	1	29	25	
	5%	8%	8%	3%	1%	6%	100%	-	-	-	-	6%	5%	3%	5%	4%	5%	5%	6%	6%	3%	2%	2%	1%	1%	4%	7%	7%
Other (please type in)	70	13	11	6	16	23	-	-	70	-	-	23	19	26	13	51	32	35	25	8	4	6	2	1	-	28	41	
	4%	13%	4%	3%	5%	12%	-	-	100%	-	-	6%	6%	6%	2%	51%	37%	35%	25%	8%	4%	6%	2%	1%	-	4%	41%	
Don't know/don't recall	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	1	
	1	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	1	

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 7
QC1: Which provider does your household currently use for its fixed broadband service? Please say which company you pay for this service.

Base: All with fixed broadband service

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently looking/ planning to look (a)	Not looking/ planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1123	451	642	838	99	201	240	334	775	128	119	101	526	595	300	221	169	187	246	340	319	203	261	659	464	377	741
Base	1120	442	649	831	93*	269	288	394	950	46	102	22*	548	571	335	205	167	173	241	303	293	234	291	595	525	382	733
Effective base	938	382	531	704	81	192	229	318	737	123	114	96	443	494	259	187	149	154	194	290	272	172	218	562	390	321	613
Sky	285	102	178	200	31	69	77	99	244	178	23	5	142	144	76	58	41	53	78	78	74	67	66	152	133	101	184
	23%	23%	28%	24%	34%	26%	27%	25%	30%	28%	23%	21%	26%	25%	23%	28%	23%	24%	23%	26%	25%	23%	26%	23%	26%	26%	25%
BT	247	113	129	183	20	41	54	65	189	12	37	9	105	142	79	41	35	43	51	70	69	50	60	138	109	87	157
	22%	25%	20%	22%	22%	15%	19%	18%	20%	27%	32	9	19%	25%	23%	20%	21%	23%	21%	23%	23%	21%	20%	23%	21%	23%	21%
Virgin Media	195	74	112	151	13	56	55	69	180	4	8	3	101	93	72	32	26	23	42	52	48	51	44	100	95	82	113
	17%	17%	17%	18%	14%	22%	19%	17%	19%	9%	8%	13%	18%	16%	11%	16%	13%	17%	17%	17%	16%	15%	17%	17%	18%	17%	18%
TalkTalk	137	57	74	115	4	42	41	36	119	7	10	1	83	55	34	22	16	22	42	35	37	16	19	72	60	34	103
	12%	13%	11%	13%	5%	13%	14%	9%	13%	13%	10%	6%	13%	10%	10%	11%	10%	13%	13%	12%	13%	9%	17%	12%	9%	14%	
Vodafone	68	24	44	48	4	16	14	27	58	3	5	2	31	37	24	17	8	7	12	18	20	12	18	39	29	29	39
	6%	5%	7%	6%	4%	6%	5%	7%	6%	6%	5%	21%	6%	7%	7%	8%	5%	4%	5%	6%	7%	5%	6%	7%	6%	8%	5%
EE	63	27	36	43	9	12	18	22	52	3	8	1	36	28	21	12	7	8	15	16	16	12	19	32	31	18	45
	6%	6%	5%	5%	10%	5%	6%	5%	5%	7%	5%	5%	7%	5%	6%	6%	4%	5%	6%	5%	5%	7%	5%	6%	5%	5%	6%
Plusnet	54	20	31	41	4	10	15	22	46	2	4	1	23	31	7	7	9	15	15	20	11	7	15	31	23	8	42
	5%	5%	5%	5%	5%	4%	5%	6%	5%	5%	4%	4%	4%	5%	2%	4%	6%	6%	6%	7%	4%	3%	5%	5%	4%	2%	6%
Other (please type in)	70	25	43	50	7	23	15	23	61	2	7	*	28	41	22	15	7	15	11	14	17	18	21	31	39	21	49
	6%	6%	7%	6%	8%	9%	5%	6%	6%	4%	7%	2%	5%	7%	7%	7%	4%	8%	5%	4%	6%	8%	7%	5%	7%	6%	7%
Don't know/don't recall	1	-	1	-	-	-	-	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	1	-	1	-

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - n/op/q/r - s/t/u/v/w/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 7
QC1: Which provider does your household currently use for its fixed broadband service? Please say which company you pay for this service.

Base: All with fixed broadband service

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly/ closely (a)	Didn't match very much/ at all (b)	Exactly/ almost exactly/ closely (c)	Didn't match very much/ at all (d)	Exactly/ almost exactly/ closely (e)	Didn't match very much/ at all (f)	Exactly/ almost exactly/ closely (g)	Didn't match very much/ at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
	Total															
Unweighted base	1123	818	305	777	346	866	257	899	224	226	897	214	909	789	271	63
Base	1120	815	306	788	332	865	255	879	241	221	899	211	909	828	236	57*
Effective base	938	686	252	659	279	727	212	748	191	186	752	180	759	674	210	56
Sky	285	201	84	196	90	217	68	212	73	52	233	56	229	217	51	17
	25%	25%	28%	25%	27%	25%	27%	24%	30%	23%	26%	25%	25%	26%	22%	30%
BT	247	177	70	173	75	188	59	205	43	57	190	55	193	166	72	8
	22%	22%	23%	22%	22%	22%	23%	20%	18%	26%	21%	26%	20%	21%	31%/NS	15%
Virgin Media	195	143	52	139	56	170	25	162	32	34	160	42	153	169	14	11
	17%	18%	17%	18%	17%	20%/F	10%	18%	13%	26%	28%	20%	17%	20%/NS	6%	20%/NS
TalkTalk	137	105	32	105	32	100	37	109	28	23	114	15	122	106	25	6
	12%	12%	10%	12%	10%	12%	14%	12%	12%	10%	12%	7%	12%	12%	11%	11%
Vodafone	68	49	19	49	19	52	16	51	17	16	52	15	53	48	14	5
	6%	6%	6%	6%	6%	6%	6%	7%	7%	7%	6%	6%	6%	6%	6%	10%
EE	63	45	18	43	20	46	18	46	17	17	47	13	50	40	18	5
	6%	6%	6%	5%	6%	5%	7%	5%	7%	7%	5%	6%	5%	5%	8%	9%
Plusnet	54	42	11	39	14	40	13	41	13	41	4	49	33	20	1	1
	5%	5%	4%	5%	4%	5%	5%	5%	5%	6%	5%	2%	5%	4%	8%/NS	2%
Other (please type in)	70	51	19	44	26	51	19	52	18	9	61	11	59	47	21	3
	6%	6%	6%	6%	8%	6%	7%	6%	7%	4%	7%	5%	7%	6%	9%	4%
Don't know/don't recall	1	1	-	1	-	-	1	1	-	-	1	-	1	1	-	-
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Proportions/Mean: Columns tested (1% 5% risk level) - ab - cid - ef - gh - ij - kl - m/n/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 8
QC2: Do you take any other services bundled together in a package from the same provider as your fixed broadband service?

Base: All with fixed broadband service

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1123	98	287	197	345	196	393	287	128	178	137	371	329	402	553	533	419	646	602	244	416	150	131	291	100	790	338
Base	1120	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	390	677	596	248	423	152	137	292	103*	788	332
Effective base	998	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	328	559	501	206	349	127	113	243	86	659	279
Mobile phone service	248	22	75	60	67	24	80	81	17	31	18	77	88	77	121	121	86	143	152	248	137	152	137	103	103	248	-
	22%	21%	26%	29%	20%	12%	21%	28%	13%	16%	15%	21%	27%	19%	22%	23%	22%	21%	25%	30%	29%	32%	30%	30%	31%	27%	-
Landline phone (i.e. home phone) or line rental	596	63	180	114	151	88	193	168	75	108	51	167	170	243	329	249	196	379	596	152	292	152	103	292	103	596	-
	53%	62%	62%	56%	46%	45%	53%	59%	55%	55%	37%	46%	52%	60%	60%	46%	50%	56%	100%	61%	69%	100%	76%	100%	100%	76%	-
Pay TV service (via a cable, satellite or a broadband connection)	423	31	102	100	122	58	76	190	25	111	19	121	123	165	227	189	156	251	292	137	423	103	137	292	103	423	-
	38%	30%	35%	40%	40%	30%	21%	67%	18%	57%	14%	33%	41%	41%	41%	35%	40%	37%	49%	15%	100%	100%	100%	100%	100%	54%	-
Do not bundle any other services with fixed broadband	332	28	66	45	114	78	130	39	48	52	64	128	95	101	126	194	123	190	-	-	-	-	-	-	-	-	332
	30%	28%	23%	22%	35%	40%	35%	14%	32%	29%	46%	35%	29%	25%	23%	30%	32%	28%	-	-	-	-	-	-	-	-	100%
NET Internet, mobile & landline	152	16	46	37	41	12	52	51	9	21	19	45	56	51	78	73	56	86	152	152	103	152	103	103	103	152	-
	14%	16%	16%	18%	12%	6%	14%	18%	7%	22%	14%	22%	27%	13%	14%	14%	14%	13%	23%	61%	24%	100%	76%	100%	100%	100%	100%
NET Internet, mobile & pay TV	137	13	43	31	41	8	37	60	9	21	9	34	62	38	68	66	51	77	103	137	103	137	103	103	103	137	-
	12%	13%	15%	13%	13%	4%	10%	21%	7%	22%	7%	9%	18%	10%	22%	22%	13%	11%	37%	55%	24%	100%	100%	100%	100%	100%	100%
NET Internet, landline & pay TV	292	25	73	71	87	37	56	129	18	83	7	77	85	127	161	126	103	182	292	103	292	103	103	292	103	292	-
	26%	24%	25%	26%	19%	19%	16%	45%	13%	64%	5%	21%	26%	32%	29%	24%	26%	27%	69%	42%	69%	64%	76%	100%	100%	87%	-
NET Internet, mobile, landline & pay TV	103	12	30	24	33	5	30	46	8	17	2	28	42	32	54	48	39	59	103	103	103	103	103	103	103	103	-
	9%	12%	10%	12%	10%	2%	8%	10%	6%	9%	2%	8%	10%	8%	10%	9%	10%	9%	17%	42%	24%	100%	76%	100%	100%	100%	100%
NET Any bundle	788	73	225	159	214	117	234	247	89	143	75	237	231	301	424	342	267	487	596	248	423	152	137	292	103	788	-
	70%	72%	77%	76%	65%	60%	64%	69%	65%	71%	54%	65%	71%	73%	77%	64%	68%	72%	69%	70%	70%	70%	70%	70%	70%	70%	70%

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 8
QC2: Do you take any other services bundled together in a package from the same provider as your fixed broadband service?

Base: All with fixed broadband service

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH			
	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
Unweighted base	1123	451	642	838	99	201	240	334	775	128	119	101	526	595	300	221	169	187	246	340	319	203	261	659	464	377	741
Base	1120	442	649	831	93*	269	288	394	960	46	102	22*	548	571	335	205	167	173	241	303	293	234	291	595	525	382	733
Effective base	938	382	531	704	81	192	229	318	737	123	114	96	443	494	259	187	149	154	194	290	272	172	218	562	390	321	613
Mobile phone service	248	116	128	207	32	57	62	88	207	10	25	6	132	116	111	40	34	33	30	75	63	55	55	137	110	103	143
	23%	16%	20%	25%	15%	21%	21%	22%	23%	21%	24%	26%	24%	20%	31% ^{ns}	19%	21%	19%	12%	25%	21%	24%	19%	23%	21%	17%	19%
Landline phone (i.e. home phone) or line rental	596	240	335	439	54	129	163	214	506	33	55	12	300	296	135	83	93	106	179	175	148	118	155	323	273	176	418
	53%	34%	52%	53%	58%	48%	57%	54%	53%	51%	54%	53%	55%	52%	40%	40%	35% ^{ns}	35% ^{ns}	34% ^{ns}	32%	32%	32%	33%	34%	32%	26%	31%
Pay TV service (via a cable, satellite or a broadband connection)	423	180	232	319	29	106	110	147	364	14	36	9	225	197	122	73	77	67	84	122	109	94	97	232	191	168	254
	38%	21%	36%	38%	22%	40%	38%	37%	38%	31%	35%	40%	41% ^{ns}	35%	30%	36%	36%	35%	35%	40%	37%	40%	33%	38%	30%	24%	31%
Do not bundle any other services with fixed broadband	332	116	208	237	30	93	76	111	280	14	31	7	142	188	112	76	46	45	54	81	98	63	91	178	154	120	208
	30%	26%	32%	28%	33%	34%	27%	28%	30%	31%	30%	30%	26%	33%	33% ^{ns}	27% ^{ns}	26%	22%	22%	27%	33%	27%	31%	30%	29%	32%	28%
NET Internet, mobile & landline	152	73	76	128	9	37	38	54	129	4	15	4	78	74	60	21	23	22	26	50	41	30	31	90	62	63	89
	14%	16%	12%	15%	20%	14%	13%	14%	14%	8%	24%	19%	14%	13%	18% ^{ns}	10%	14%	13%	12%	16%	14%	13%	21%	15%	12%	16%	12%
NET Internet, mobile & pay TV	137	66	69	121	2	34	33	50	117	3	13	4	75	61	60	21	20	20	16	47	35	25	29	82	55	65	72
	12%	15%	11%	15%	2%	12%	12%	13%	12%	7%	13%	4%	14%	11%	15% ^{ns}	10%	12%	12%	7%	13% ^{ns}	12%	11%	10%	14%	10%	12%	10%
NET Internet, landline & pay TV	292	124	160	214	23	74	75	100	249	10	27	7	154	139	72	38	52	48	72	92	77	60	64	168	124	109	183
	26%	28%	25%	26%	25%	27%	26%	25%	26%	22%	26%	29%	28%	24%	21%	19%	20% ^{ns}	20% ^{ns}	19% ^{ns}	26%	26%	26%	26%	22%	24%	29%	25%
NET Internet, mobile, landline & pay TV	103	52	49	93	2	28	23	37	88	2	10	3	56	48	48	14	17	12	13	39	27	19	19	66	37	50	54
	9%	12% ^{ns}	8%	11% ^{ns}	2%	10%	8%	9%	9%	4%	10%	8%	10%	8%	14% ^{ns}	7%	10%	7%	6%	13% ^{ns}	9%	8%	6%	11% ^{ns}	7%	13% ^{ns}	7%
NET Any bundle	788	326	440	595	63	176	211	282	670	32	72	16	409	383	223	129	121	128	187	222	195	171	200	417	372	261	524
	70%	74%	68%	72%	67%	65%	73%	72%	70%	69%	70%	70%	74% ^{ns}	67%	67%	62%	72%	74% ^{ns}	73% ^{ns}	73%	67%	73%	69%	70%	71%	68%	72%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - efg - hijk - lm - n/op/q/r - s/t/u/v/w/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 8
QC2: Do you take any other services bundled together in a package from the same provider as your fixed broadband service?

Base: All with fixed broadband service

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly/ closely	Didn't match very much/ at all	Exactly/ almost exactly/ closely	Didn't match very much/ at all	Exactly/ almost exactly/ closely	Didn't match very much/ at all	Exactly/ almost exactly/ closely	Didn't match very much/ at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban (m)	Rural (n)	Other/ unclassified (o)	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)			(o)	
Unweighted base	1123	818	305	777	346	866	257	899	224	226	897	214	909	789	271	63
Base	1120	815	306	788	332	865	255	879	241	221	899	211	909	828	236	57*
Effective base	938	686	252	659	279	727	212	748	191	186	752	180	759	674	210	56
Mobile phone service	248	195	53	194	54	209	39	190	58	54	193	54	193	189	40	19
Landline phone (i.e. home phone) or line rental	225	448	176	421	165	459	137	461	135	124	472	123	473	443	131	22
Pay TV service (via a cable, satellite or a broadband connection)	598	440	158	411	165	459	137	461	135	124	472	123	473	443	131	22
Do not bundle any other services with fixed broadband	332	221	111	217	115	246	86	266	66	62	270	53	279	230	80	21
NET internet, mobile & landline	152	115	37	119	33	129	22	118	34	35	116	37	115	114	29	9
NET internet, mobile & pay TV	148	148	126	159	106	159	9	138	148	168	138	178	128	148	128	178
NET internet, landline & pay TV	137	105	32	107	30	116	21	107	30	40	97	37	100	111	17	8
NET internet, mobile, landline & pay TV	122	126	126	148	99	134	8	128	126	130	126	126	126	126	7	148
NET internet, mobile, landline & pay TV	292	216	76	206	86	242	50	228	64	70	223	71	221	221	50	9
NET internet, mobile, landline & pay TV	265	227	25	208	208	231	20	208	276	232	258	84	248	280	218	15
NET Any bundle	103	79	25	81	23	90	13	84	19	28	75	28	75	82	16	6
NET Any bundle	59	108	8	108	7	108	5	108	8	138	8	138	8	108	7	108
Total	701	594	107	571	230	620	169	613	176	160	629	158	631	597	156	36

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mno.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 9
QC3: How long have you been on your current fixed broadband deal?

Base: All with fixed broadband service

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1123	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	419	646	602	244	416	150	131	291	100	790	333
Base	1120	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	390	677	596	248	423	152	137	292	103*	788	332
Effective base	998	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	328	599	501	206	349	127	113	243	86	609	279
Up to 6 months	153	17	42	18	53	24	53	31	14	29	16	153	-	-	67	83	65	80	62	24	43	14	10	27	8	87	66
7 to 12 months	146	16%	14%	9%	18%	12%	15%	11%	10%	15%	12%	19%	42% ^{LM}	-	22%	26%	17%	10%	10%	10%	9%	8%	9%	8%	21%	20%	20%
13 to 18 months	211	18	50	37	71	35	69	47	28	38	30	211	-	-	100	103	62	136	105	53	78	31	24	50	20	150	61
19 to 24 months	196	18%	17%	18%	22%	18%	19%	16%	20%	20%	21%	19%	58% ^{LM}	-	18%	19%	16%	20%	18%	21%	18%	20%	17%	17%	19%	19%	18%
25 to 30 months	187	18	61	37	43	27	56	50	32	24	25	-	18%	-	87	95	95	66	112	106	52	80	37	37	28	138	48
31 to 36 months	196	18%	18%	18%	15%	14%	15%	17%	15%	12%	18%	-	16%	18%	16%	18%	17%	17%	18%	21%	19%	18%	18%	18%	18%	18%	15%
37 to 42 months	139	14	36	27	40	22	50	35	19	33	13	-	13%	-	70	68	39	92	64	37	53	19	25	32	15	93	47
43 to 48 months	126	14%	12%	13%	12%	11%	14%	12%	14%	12%	9%	-	12%	13%	10%	14%	11%	15%	12%	12%	18%	11%	14%	12%	14%	12%	14%
49 to 54 months	120	16	28	25	28	23	42	36	11	11	19	-	12%	-	58	61	47	68	68	34	39	24	17	31	16	85	34
55 to 60 months	116	16%	10%	12%	8%	12%	12%	13%	8%	6%	13%	-	10%	11%	12%	11%	12%	10%	11%	14%	9%	16%	12%	10%	15%	12%	10%
61 to 66 months	282	15	69	56	85	53	80	82	30	69	22	-	10%	-	282	157	111	99	175	175	43	124	26	22	16	216	67
67 to 72 months	256	15%	14%	12%	12%	12%	22%	22%	22%	22%	16%	-	10%	11%	256	240	221	206	206%	17%	16%	17%	16%	15%	15%	15%	15%
73 to 78 months	28	4	5	3	6	11	14	5	4	1	5	-	-	-	10	15	8	14	16	5	4	1	2	4	1	20	8
79 to 84 months	26	4%	2%	2%	2%	2%	4%	2%	3%	*	3%	-	-	-	2%	3%	2%	2%	2%	2%	1%	1%	1%	1%	1%	3%	2%
85 to 90 months	365	34	92	55	124	59	122	78	42	67	56	365	-	-	166	186	130	216	167	77	121	45	34	77	28	237	128
91 to 96 months	336	34%	32%	27%	24%	30%	33%	27%	30%	35%	30%	30%	30%	-	30%	35%	32%	28%	28%	31%	29%	25%	26%	27%	30%	24%	30%
97 to 102 months	511	53	153	91	167	86	178	128	73	91	81	511	187	-	254	281	196	318	273	139	201	81	72	130	56	375	176
103 to 108 months	496	52%	53%	45%	51%	44%	49%	45%	54%	47%	58%	100% ^{LM}	57% ^{LM}	-	46%	52%	50%	48%	46%	52%	47%	53%	44%	54%	48%	53%	53%
109 to 114 months	691	67	189	120	207	108	228	163	93	114	93	691	326	-	324	349	235	420	337	165	253	100	96	162	71	468	223
115 to 120 months	626	66%	65%	59%	63%	56%	63%	57%	67%	59%	67%	100% ^{LM}	100% ^{LM}	-	59%	65%	60%	62%	57%	67% ^{LM}	60%	71% ^{LM}	55%	68% ^{LM}	59%	67% ^{LM}	
121 to 126 months	810	83	217	144	234	132	270	199	104	125	112	810	326	120	382	410	282	487	404	200	292	124	113	192	87	553	257
127 to 132 months	724	81%	79%	72%	72%	67%	74%	70%	64%	71%	71%	100% ^{LM}	100% ^{LM}	30%	70%	71%	72%	72%	68%	81% ^{LM}	68%	81% ^{LM}	66%	81% ^{LM}	70%	81% ^{LM}	

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
95 percent as lower case, 50 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 9
QC3: How long have you been on your current fixed broadband deal?

Base: All with fixed broadband service

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH			
	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	451	642	838	99	201	240	334	775	128	119	101	526	595	300	221	169	187	246	340	319	203	261	659	464	377	741	
Base	1120	442	649	831	93*	269	288	394	950	46	102	22*	548	571	335	205	167	173	241	303	293	234	291	595	525	382	733
Effective base	938	382	531	704	81	192	229	318	737	123	114	96	443	494	259	187	149	154	194	290	272	172	218	562	390	321	613
Up to 6 months	153	45	108	118	11	39	37	45	122	6	22	4	80	73	47	39	16	24	27	49	36	32	36	86	68	60	94
14%	10%	24%	14%	12%	15%	13%	11%	13%	13%	13%	10%	15%	13%	14%	17%	10%	14%	11%	16%	16%	12%	14%	12%	14%	16%	16%	13%
7 to 12 months	211	90	116	164	14	55	72	59	185	7	14	5	102	110	75	39	34	33	31	58	62	40	51	120	91	84	127
19%	20%	26%	20%	15%	21%	25%	15%	20%	20%	15%	13%	14%	19%	19%	22%	20%	19%	13%	19%	21%	17%	18%	20%	17%	22%	17%	17%
13 to 18 months	187	94	84	150	17	46	52	61	159	7	16	5	92	95	68	33	25	27	33	55	51	29	51	106	80	62	123
17%	21%	19%	18%	19%	17%	18%	16%	17%	17%	15%	13%	12%	17%	17%	20%	16%	15%	16%	18%	18%	13%	17%	18%	15%	16%	15%	17%
1.5 years to 2 years	139	76	61	110	10	29	29	62	110	7	9	3	72	66	47	22	26	21	24	42	39	23	25	62	58	48	96
12%	17%	9%	13%	11%	11%	10%	16%	13%	10%	10%	9%	13%	12%	14%	11%	13%	12%	10%	14%	13%	10%	12%	14%	13%	11%	13%	13%
More than 2 years, up to 3 years	120	49	88	11	17	35	50	103	5	11	1	55	65	43	15	12	20	29	27	34	34	24	61	59	39	81	
11%	13%	11%	11%	12%	6%	12%	13%	11%	10%	12%	4%	10%	12%	13%	7%	7%	12%	12%	9%	12%	15%	8%	20%	11%	10%	11%	
More than 3 years	282	87	186	190	26	74	96	108	238	14	26	5	140	142	47	50	49	47	89	69	59	72	82	128	154	88	194
25%	20%	25%	23%	28%	25%	29%	23%	25%	25%	30%	23%	21%	25%	25%	14%	23%	23%	27%	23%	23%	20%	23%	22%	25%	23%	26%	26%
Don't know/ can't remember	28	3	22	12	4	7	8	9	23	1	4	4	7	21	7	6	5	3	9	2	10	9	13	12	16	5	19
2%	1%	5%	1%	4%	3%	3%	2%	2%	1%	1%	4%	1%	1%	2%	3%	3%	1%	4%	1%	3%	3%	2%	2%	3%	1%	3%	3%
NET Up 12 months	365	134	223	282	25	95	109	104	307	13	36	9	182	183	121	79	50	57	58	108	98	73	87	206	159	144	221
33%	30%	34%	34%	27%	30%	32%	28%	25%	32%	28%	25%	33%	32%	36%	36%	30%	33%	24%	36%	36%	34%	31%	30%	35%	30%	38%	30%
NET Up to 18 months	551	228	308	431	42	141	160	165	466	20	52	14	274	277	190	112	75	84	91	163	149	102	117	312	239	206	344
49%	52%	47%	52%	45%	53%	50%	45%	49%	48%	43%	53%	50%	50%	52%	52%	45%	48%	49%	54%	54%	51%	44%	47%	52%	46%	54%	47%
NET Up to 2 years	691	304	369	541	52	170	189	227	586	27	61	17	346	344	237	134	101	104	115	205	189	125	172	394	297	249	439
62%	69%	57%	65%	56%	63%	66%	58%	62%	59%	60%	54%	63%	60%	71%	66%	65%	60%	48%	68%	68%	65%	52%	59%	66%	57%	65%	60%
NET Up to 3 years	810	352	440	629	63	187	224	278	689	32	73	18	401	408	281	149	113	124	144	231	223	159	197	455	356	288	520
72%	69%	68%	76%	68%	70%	78%	71%	73%	73%	69%	73%	78%	73%	72%	68%	69%	72%	60%	71%	70%	68%	67%	76%	68%	75%	72%	71%

Proportions/Means. Columns tested (1% 5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m - n/o/p/q/r - s/t/u/v/w/x - y/z.
95 percent as lower case, 50 percent as UPPER CASE.
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 9
QC3: How long have you been on your current fixed broadband deal?

Base: All with fixed broadband service

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly/ closely (a)	Didn't match very much/ at all (b)	Exactly/ almost exactly/ closely (c)	Didn't match very much/ at all (d)	Exactly/ almost exactly/ closely (e)	Didn't match very much/ at all (f)	Exactly/ almost exactly/ closely (g)	Didn't match very much/ at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
	Total															
Unweighted base	1123	818	305	777	346	866	257	899	224	226	897	214	909	789	271	63
Base	1120	815	306	788	332	865	255	879	241	221	899	211	909	828	236	57*
Effective base	938	686	252	659	279	727	212	748	191	186	752	180	759	674	210	56
Up to 6 months	153	115	38	114	39	127	27	125	28	27	126	26	128	107	43	4
7 to 12 months	211	158	54	146	65	165	46	172	40	36	176	46	161	161	36	15
13 to 18 months	187	131	55	132	55	142	44	141	45	36	151	33	153	135	44	8
1.5 years to 2 years	139	107	33	101	38	110	29	103	37	31	108	27	112	107	23	10
More than 2 years, up to 3 years	124	124	124	124	124	124	124	124	124	146	124	124	124	124	124	124
More than 3 years	282	197	86	198	84	218	64	230	52	71	212	61	221	213	58	11
Don't know/ can't remember	28	20	8	19	9	23	9	23	5	2	26	-	22	16	6	6
NET Up 12 months	365	273	92	260	104	292	73	297	68	63	302	72	293	267	79	19
NET Up to 18 months	551	404	147	392	159	434	117	438	113	98	453	105	446	402	123	27
NET Up to 2 years	681	510	180	494	197	544	147	541	150	129	561	133	558	508	146	36
NET Up to 3 years	810	599	212	572	238	628	182	625	185	149	662	150	660	598	172	41
	72%	73%	69%	73%	72%	73%	71%	71%	73%	67%	74%	71%	73%	72%	73%	72%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mno.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 10
 QC4: Which one of these best describes your current thinking about your fixed broadband service? Are you...

Base: All with fixed broadband service

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1123	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	419	646	602	244	416	150	131	291	100	790	333
Base	1120	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	390	677	596	248	423	152	137	292	103*	788	332
Effective base	938	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	328	559	501	206	349	127	113	243	86	609	279
Not currently looking or planning to look for a new deal	649	56	157	115	190	120	196	170	74	112	68	223	146	257	328	299	231	391	335	128	232	76	69	160	49	440	208
Planning to look for a new deal	589	55%	54%	57%	58%	67%#	54%	63%#	54%	58%	64%	61%#	45%	64%#	60%	56%	59%	58%	56%	52%	55%	50%	50%	55%	48%	56%	63%#
Planning to look for a new deal	335	32	87	60	110	45	121	68	48	56	42	102	129	103	157	173	112	202	177	77	129	47	39	85	31	242	93
Currently looking for a new deal	306	32%	30%	30%	32%#	23%	33%#	24%	19%#	29%	30%	28%	32%#	26%	29%	32%	29%	30%	30%	31%	31%	31%	29%	29%	30%	31%	28%
Don't know	107	8	29	25	23	13	39	24	9	18	7	22	41	33	49	54	27	67	63	39	51	25	27	29	22	84	23
NET Currently looking/planning to look	10%	8%	14%#	12%	7%	6%	11%	12%#	7%	9%	5%	9%	13%	8%	9%	10%	10%	10%	11%	16%#	13%#	17%#	19%#	15%#	11%#	11%	7%
NET Currently looking/planning to look	29	5	8	3	5	8	9	4	7	8	1	7	10	9	16	11	9	18	20	3	10	3	2	9	2	22	8
NET Currently looking/planning to look	3%	5%	3%	2%	2%	4%	2%	2%	5%	4%	2%	2%	3%	2%	3%	2%	2%	3%	2%	2%	2%	2%	3%	2%	2%	3%	2%
NET Currently looking/planning to look	442	41	127	85	133	57	160	102	57	74	49	134	170	136	206	227	150	268	240	116	180	73	66	124	52	326	116
NET Currently looking/planning to look	39%	40%	41%#	42%#	40%#	29%	44%	36%	41%	38%	35%	37%	41%#	34%	37%	42%	38%	40%	40%	47%#	43%	41%#	44%#	42%	41%#	41%	35%

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 #5 percent as lower case, % 10 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 10
QC4: Which one of these best describes your current thinking about your fixed broadband service? Are you...

Base: All with fixed broadband service

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1123	451	642	838	99	201	240	334	775	128	119	101	526	595	300	221	169	187	246	340	319	203	261	659	464	377	741
Base	1120	442	649	831	93*	269	288	394	950	46	102	22*	548	571	335	205	167	173	241	303	293	234	291	595	525	382	733
Effective base	938	382	531	704	81	192	229	318	737	123	114	96	443	494	259	187	149	154	194	290	272	172	218	562	390	321	613
Not currently looking or planning to look for a new deal	649	-	649	452	63	161	168	224	553	27	56	12	307	340	167	111	84	102	185	153	150	147	199	303	346	194	452
58%	-	100%	-	54%	63%	60%	58%	57%	58%	59%	55%	53%	56%	60%	50%	54%	51%	59%	72%	51%	51%	65%	68%	51%	65%	51%	62%
Planning to look for a new deal	335	335	-	273	22	81	88	113	283	13	32	7	167	168	112	63	64	54	42	112	107	60	56	219	116	127	206
30%	75%	-	33%	24%	30%	31%	29%	30%	28%	31%	30%	30%	30%	29%	34%	31%	30%	31%	37%	37%	36%	26%	37%	37%	22%	33%	28%
Currently looking for a new deal	107	107	-	90	8	21	25	45	91	4	9	4	57	51	50	24	16	8	9	31	32	23	24	63	45	56	51
10%	24%	-	11%	8%	4%	4%	9%	11%	10%	9%	8%	10%	10%	9%	13%	12%	8%	4%	10%	10%	11%	9%	11%	9%	11%	13%	7%
Don't know	29	-	-	16	*	5	7	11	23	2	5	*	17	13	5	7	3	9	5	7	4	7	12	10	19	4	23
3%	-	-	2%	*	2%	2%	3%	3%	2%	4%	4%	3%	3%	2%	2%	3%	2%	3%	2%	2%	2%	3%	4%	2%	4%	1%	3%
NET Currently looking/planning to look	442	442	-	363	30	102	113	158	374	17	41	10	224	219	163	87	80	62	51	143	139	81	80	282	160	183	258
39%	100%	-	44%	32%	38%	39%	40%	39%	37%	37%	40%	46%	41%	38%	49%	42%	40%	39%	47%	47%	34%	27%	47%	47%	31%	46%	35%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - nlop/q/r - s/uv/w/x - yz.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 10
 QC4: Which one of these best describes your current thinking about your fixed broadband service? Are you...

Base: All with fixed broadband service

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly/ closely (a)	Didn't match very much/ at all (b)	Exactly/ almost exactly/ closely (c)	Didn't match very much/ at all (d)	Exactly/ almost exactly/ closely (e)	Didn't match very much/ at all (f)	Exactly/ almost exactly/ closely (g)	Didn't match very much/ at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
	Total		Total		Total		Total				Total					
Unweighted base	1123		1123		1123		1123		1123		1123		1123		1123	
Base	1120		1120		1120		1120		1120		1120		1120		1120	
Effective base	938		938		938		938		938		938		938		938	
Not currently looking or planning to look for a new deal	649		649		649		649		649		649		649		649	
58%																
Planning to look for a new deal	335		335		335		335		335		335		335		335	
30%																
Currently looking for a new deal	107		107		107		107		107		107		107		107	
10%																
Don't know	29		29		29		29		29		29		29		29	
3%																
NET Currently looking/ planning to look	442		442		442		442		442		442		442		442	
39%																

Proportions/Means. Columns tested (1% 5% risk level) - a-b - c/d - e/f - g/h - i/j - k/l - m/n/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 11
 QCS: Which of the following best describes how you signed up to your current fixed broadband provider?

Base: All with fixed broadband service

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling											
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)			
Unweighted base	1123	98	287	197	345	196	393	287	128	178	137	197	371	329	402	553	533	419	646	602	371	416	397	150	131	291	100	790	333
Base	1120	101*	291	204	328	195	364	285	137	195	139	199	365	326	402	549	536	390	677	596	248	423	402	152	137	292	103*	788	332
Effective base	998	85	248	170	278	159	321	240	108	116	116	116	312	276	327	462	446	328	559	501	206	349	127	113	243	86	609	279	
Switched from a different provider	298	33	66	49	102	40	97	67	32	54	48	122	122	94	72	-	288	97	190	140	54	100	35	27	67	21	188	110	
Renewed on the same deal with my existing provider	279	33%	23%	24%	31% b	25%	27%	23%	23%	28%	35%	33% a	34% a	28%	-	272	30% a	25%	28%	24%	22%	24%	23%	20%	23%	20%	24%	33% a	31% a
Moved house and previous provider was not available	272	26	82	44	76	43	108	65	38	42	18	75	75	116	272	-	104	158	152	51	107	28	27	70	18	203	68		
Upgraded with my existing provider	246	26%	28%	22%	23%	22%	30% a	23% a	28% a	22%	23%	21%	23%	29% a	49% a	-	27%	23%	26%	20%	25%	28%	20%	24%	17%	26%	21%		
Downgraded service with my existing provider	231	17	75	36	71	32	75	74	32	30	20	70	71	86	231	-	75	141	153	66	96	46	37	77	22	187	44		
First broadband service I've had	216	17%	30% a	17%	22%	17%	21%	26% a	23%	15%	14%	19%	22%	21%	42% a	-	19%	22%	26% a	27% a	23% a	30% a	27% a	26% a	31% a	24% a	31% a	24% a	
Moved house and previous provider was not available	147	13	33	42	31	28	40	44	12	29	22	31	38	74	-	147	53	84	77	44	59	25	26	40	18	107	39		
NET Stayed with existing provider	129	13%	21%	31% a	9%	14%	11%	15%	9%	15%	16%	8%	12%	18% a	-	12%	14%	12%	12%	18%	14%	17%	19%	14%	18%	14%	12%		
NET Switched, first contract or moved house	91	5	19	18	30	18	23	17	13	16	23	33	31	26	-	91	33	53	31	23	29	13	13	19	9	47	44		
Other (please type in)	45	5%	7%	9%	9%	6%	6%	6%	9%	8%	13% a	9%	9%	7%	-	13% a	9%	8%	3%	9%	7%	8%	10%	7%	8%	6%	31% a		
Don't know	46	3	13	10	9	11	11	12	4	19	*	22	12	13	46	-	18	25	24	5	23	5	5	15	5	33	13		
NET Stayed with existing provider	45	3%	4%	5%	3%	6%	3%	4%	3%	10% a	*	6%	4%	3%	45%	-	5%	4%	4%	2%	4%	3%	4%	5%	5%	4%	4%		
NET Switched, first contract or moved house	5	-	-	+	1	2	3	-	1	-	1	3	+	2	-	-	3	2	1	-	-	-	-	-	-	-	1	4	
Other (please type in)	1	-	-	+	+	2	1%	-	2%	-	2%	2%	+	+	-	-	1%	+	+	-	-	-	-	-	-	+	+		
Don't know	30	4	4	5	8	10	8	6	5	5	6	10	5	13	-	6	6	23	16	5	8	1	2	5	1	22	9		
NET Stayed with existing provider	3%	4%	1%	2%	2%	1% a	2%	2%	4%	3%	4%	3%	2%	3%	-	3%	3%	3%	2%	2%	2%	+	2%	2%	1%	3%	3%		
NET Stayed with existing provider	549	46	170	90	157	86	194	151	74	91	39	166	158	215	549	-	197	325	329	121	227	78	68	161	54	424	126		
NET Switched, first contract or moved house	496	45%	62% a	44%	48%	44%	51% a	43% a	44% a	49% a	28%	46%	48%	41% a	100% a	-	51%	48%	49% a	47% a	44% a	43% a	40% a	48% a	43% a	44% a	38%		
NET Stayed with existing provider	536	51	118	109	162	95	159	139	57	99	93	186	163	172	536	-	184	327	249	121	189	73	66	126	48	342	184		
NET Switched, first contract or moved house	48%	51%	41%	53% a	49% a	49%	44%	45%	42%	51%	51% a	51% a	50%	43%	100% a	-	47%	48%	42%	49%	45%	48%	48%	43%	47%	43%	38% a		

Proportions/Means. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 11
 QCS: Which of the following best describes how you signed up to your current fixed broadband provider?

Base: All with fixed broadband service

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH			
	Total	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1123	451	642	838	99	201	240	334	775	128	119	101	526	595	300	221	169	187	246	340	319	203	261	659	464	377	741
Base	1120	442	649	831	93*	269	288	394	950	46	102	22*	548	571	335	205	167	173	241	303	293	234	291	595	525	382	733
Effective base	938	382	531	704	81	192	229	318	737	123	114	96	443	494	259	187	149	154	194	290	272	172	218	562	390	321	613
Switched from a different provider	298	123	170	226	30	74	83	93	251	123	30	5	141	157	85	66	40	43	65	81	80	65	72	161	137	106	188
Renewed on the same deal with my existing provider	272	112	150	214	14	67	58	105	229	13	26	4	151	121	47	48	50	42	79	75	80	50	68	155	117	84	188
Upgraded with my existing provider	231	76	151	181	15	58	60	76	200	9	15	7	117	113	65	36	41	37	51	66	58	53	54	124	108	73	158
First broadband service I've had	147	65	78	93	17	35	27	60	122	6	15	4	63	83	70	22	16	18	20	34	30	33	50	63	83	57	89
Moved house and previous provider was not available	91	39	50	67	5	19	20	38	78	4	8	2	40	50	54	17	4	8	9	31	28	19	14	59	32	39	52
Downgraded service with my existing provider	46	18	27	32	8	10	20	10	40	1	5	*	19	27	10	6	14	13	3	6	10	12	18	16	30	14	32
Other (please type in)	5	2	3	3	1	-	-	3	3	-	1	-	4	5	*	3	-	-	2	2	-	*	2	2	2	2	3
Don't know	30	8	19	15	2	6	13	9	27	1	2	1	15	15	3	6	2	7	13	8	7	2	13	15	15	7	23
NET Stayed with existing provider	549	206	328	428	37	135	144	190	469	23	46	11	287	261	123	90	105	97	134	147	147	115	140	294	255	170	378
NET Switched, first contract or moved house	495	47%	50%	51%	40%	50%	50%	48%	49%	51%	43%	48%	48%	46%	37%	44%	40%	39%	39%	48%	50%	49%	48%	49%	49%	44%	52%
	536	227	299	386	52	128	131	191	450	22	53	11	244	291	209	105	60	69	93	145	138	117	136	283	253	203	329
	48%	51%	46%	46%	56%	48%	45%	49%	47%	47%	52%	48%	45%	51%	42%	50%	40%	39%	39%	48%	47%	50%	47%	48%	48%	43%	45%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - efg - hijk - lm - nlop/q/r - s/uv/w/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 11
QCS: Which of the following best describes how you signed up to your current fixed broadband provider?

Base: All with fixed broadband service

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly/ closely (a)	Didn't match very much/ at all (b)	Exactly/ almost exactly/ closely (c)	Didn't match very much/ at all (d)	Exactly/ almost exactly/ closely (e)	Didn't match very much/ at all (f)	Exactly/ almost exactly/ closely (g)	Didn't match very much/ at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
	Total		Total		Total		Total									
Unweighted base	1123	818	305	777	346	866	257	899	224	226	897	214	909	789	271	63
Base	1120	815	306	788	332	865	255	879	241	221	899	211	909	828	236	57*
Effective base	938	686	252	659	279	727	212	748	191	186	752	180	759	674	210	56
Switched from a different provider	298	227	72	209	89	222	76	235	63	49	249	41	257	228	58	12
Renewed on the same deal with my existing provider	272	203	71	200	71	218	54	214	58	61	211	57	215	196	63	12
Upgraded with my existing provider	246	25%	23%	25%	22%	25%	21%	24%	24%	27%	23%	27%	24%	24%	27%	21%
First broadband service I've had	231	175	57	166	65	177	54	186	46	55	176	47	184	165	50	16
Moved house and previous provider was not available	215	21%	19%	21%	20%	21%	21%	19%	19%	19%	20%	17%	20%	20%	21%	28%
Downgraded service with my existing provider	147	104	43	104	43	112	35	107	40	26	120	30	116	110	28	8
Other (please type in)	13%	13%	14%	13%	13%	13%	14%	12%	12%	13%	14%	13%	13%	13%	12%	14%
NET Stayed with existing provider	91	61	30	62	29	77	14	78	13	15	77	18	74	66	22	4
NET Switched, first contract or moved house	8%	7%	20%	8%	9%	9%	6%	9%	5%	7%	9%	8%	8%	8%	9%	6%
NET Switched, first contract or moved house	46	27	19	26	20	38	8	37	9	10	36	13	33	35	7	4
NET Switched, first contract or moved house	4%	3%	6%	3%	6%	4%	3%	4%	4%	5%	4%	6%	4%	4%	3%	7%
NET Switched, first contract or moved house	5	4	1	2	2	4	1	2	2	2	3	1	3	2	3	-
NET Switched, first contract or moved house	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	-
NET Switched, first contract or moved house	30	17	13	19	12	17	13	19	11	3	28	4	26	26	4	1
NET Switched, first contract or moved house	3%	2%	4%	2%	4%	2%	5%	2%	5%	3%	2%	2%	2%	2%	2%	2%
NET Stayed with existing provider	549	402	147	392	157	434	116	437	112	126	423	117	433	397	120	32
NET Stayed with existing provider	49%	49%	48%	50%	47%	50%	45%	48%	47%	47%	47%	55%	48%	48%	51%	56%
NET Switched, first contract or moved house	536	392	145	375	161	411	125	420	116	90	446	89	447	404	109	24
NET Switched, first contract or moved house	48%	48%	47%	48%	48%	47%	49%	48%	48%	41%	47%	47%	47%	48%	48%	42%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/lo.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 12
QD2(1): I try to keep up with technology
 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...

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	98	287	197	345	106	393	287	128	178	137	371	319	397	553	533	433	660	602	244	416	150	131	231	100	790	333	
Base	101%	291	204	328	105	364	285	137	195	139	365	326	402	549	526	404	650	556	248	423	152	137	252	100%	788	332	
Effective base	957	85	248	170	278	159	321	240	108	154	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279	
Agree strongly	254	30	85	45	72	21	87	68	30	46	95	86	73	126	124	87	162	130	85	105	48	69	28	192	65		
23%	32%	32%	24%	22%	11%	24%	24%	22%	24%	28%	28%	26%	18%	21%	25%	22%	23%	22%	34%	25%	32%	36%	24%	36%	24%	20%	
Agree slightly	497	38	123	100	154	68	145	122	57	87	160	136	179	242	229	190	282	249	109	190	64	59	125	41	341	141	
43%	37%	42%	89%	47%	35%	40%	43%	42%	45%	50%	44%	42%	45%	44%	43%	47%	41%	42%	44%	42%	42%	43%	43%	39%	43%	43%	
Neither agree nor disagree	228	21	54	36	62	47	71	53	34	38	61	65	82	113	96	78	140	124	35	84	24	18	54	14	151	68	
20%	20%	19%	17%	18%	24%	19%	19%	23%	20%	20%	17%	20%	20%	22%	18%	19%	20%	21%	14%	20%	16%	14%	22%	14%	19%	20%	
Disagree slightly	123	11	24	17	27	40	46	29	11	17	34	32	48	56	60	36	81	66	15	29	13	8	24	8	74	46	
12%	12%	8%	8%	8%	11%	13%	10%	8%	9%	12%	9%	10%	12%	10%	11%	9%	12%	11%	6%	7%	8%	6%	8%	7%	9%	14%	
Disagree strongly	43	2	7	3	11	15	13	4	6	5	14	7	19	21	18	14	28	26	4	7	14	3	3	10	3	31	12
4%	2%	2%	2%	3%	3%	4%	5%	3%	3%	3%	4%	2%	5%	4%	3%	3%	4%	4%	2%	3%	2%	2%	3%	3%	4%	4%	
NET Agree	761	68	207	148	232	89	233	190	87	133	255	222	352	358	363	277	444	379	194	295	122	108	195	78	532	206	
66%	67%	71%	73%	69%	45%	64%	67%	64%	68%	69%	70%	68%	63%	65%	68%	69%	64%	64%	78%	70%	74%	79%	67%	76%	68%	62%	
NET Disagree	166	13	30	20	39	60	61	42	15	23	49	39	68	77	77	50	110	92	19	43	16	11	34	11	105	58	
14%	13%	10%	10%	12%	31%	17%	15%	12%	12%	15%	13%	12%	17%	14%	14%	12%	16%	10%	8%	12%	10%	8%	12%	10%	13%	17%	
Mean	3.71	3.81E	3.87E	3.84E	3.77E	3.15	3.67	3.71	3.71	3.77	3.68	3.77	3.59	3.68	3.75	3.74	3.68	3.66	4.03RWYZ	3.61tz	3.53RZ	4.04RWYZ	3.75	3.99RYZ	3.75	3.60	
SD	1.05	1.06	1.00	0.94	1.00	1.17	1.09	1.08	1.00	1.02	1.05	1.00	1.07	1.04	1.06	1.00	1.08	1.07	0.94	0.99	1.00	0.96	1.01	1.04	1.05	1.06	
SE	0.01	0.11	0.06	0.07	0.05	0.08	0.06	0.06	0.09	0.08	0.05	0.06	0.05	0.04	0.05	0.05	0.04	0.04	0.06	0.05	0.08	0.08	0.06	0.10	0.04	0.06	

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 12
QD2(1): I try to keep up with technology
 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...

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH			
	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Agree strongly	246	128	119	247	5	62	60	100	221	8	10	5	161	188	121	45	31	37	25	73	63	69	69	136	126	118	148
	23%	29%	18%	28%	5%	22%	20%	25%	23%	17%	9%	21%	29%	32%	39%	20%	18%	21%	12%	24%	21%	32%	29%	22%	24%	28%	20%
Agree slightly	497	198	270	404	22	122	122	178	421	22	44	9	248	249	154	96	82	72	93	153	128	98	118	281	216	180	315
	43%	45%	42%	47%	24%	44%	41%	44%	43%	48%	42%	41%	44%	42%	45%	44%	48%	40%	38%	50%	42%	41%	39%	46%	40%	44%	42%
Neither agree nor disagree	228	69	141	127	21	57	67	72	196	8	20	4	95	133	40	40	37	38	73	43	64	47	74	107	121	66	160
	20%	16%	22%	15%	22%	21%	21%	18%	20%	17%	19%	17%	17%	21%	21%	21%	21%	21%	21%	14%	21%	20%	21%	17%	21%	16%	21%
Disagree slightly	123	30	90	66	28	25	35	46	107	6	7	4	43	79	29	29	15	17	34	28	38	23	34	67	56	42	81
	11%	7%	14%	8%	30%	9%	12%	12%	11%	12%	7%	10%	8%	14%	8%	12%	9%	10%	14%	9%	12%	9%	12%	11%	10%	10%	11%
Disagree strongly	43	13	29	17	11	17	8	8	36	3	3	1	19	25	2	4	5	14	18	9	12	3	19	22	22	4	39
	4%	3%	5%	2%	10%	4%	3%	2%	4%	6%	3%	5%	3%	4%	1%	2%	3%	3%	7%	3%	4%	2%	6%	4%	4%	1%	5%
NET Agree	761	331	389	651	27	184	181	278	643	30	74	14	409	351	275	145	113	109	118	226	191	167	179	417	344	293	464
	66%	74%	60%	76%	29%	66%	60%	69%	65%	64%	72%	62%	62%	60%	69%	63%	64%	61%	61%	64%	63%	60%	58%	63%	62%	62%	62%
NET Disagree	166	43	119	84	45	36	52	54	143	9	10	5	61	104	31	32	20	33	52	38	51	25	53	88	78	46	120
	14%	10%	18%	10%	48%	12%	17%	13%	15%	18%	11%	11%	11%	16%	9%	15%	12%	16%	11%	12%	17%	10%	19%	14%	14%	11%	16%
Mean	3.71	3.92	3.55	3.92	2.66	3.72	3.57	3.78	3.70	3.56	3.88	3.58	3.67	3.55	4.66	3.73	3.70	3.69	3.31	3.62	3.63	3.67	3.54	3.72	3.69	3.82	3.61
SD	1.05	1.00	1.08	0.96	1.18	1.04	1.11	1.01	1.05	1.11	1.00	1.16	1.02	1.06	0.93	1.01	0.96	1.16	1.07	1.00	1.07	0.97	1.11	1.04	1.07	0.97	1.08
SE	0.03	0.05	0.04	0.03	0.12	0.07	0.07	0.05	0.04	0.10	0.09	0.11	0.04	0.04	0.05	0.07	0.07	0.08	0.07	0.05	0.06	0.07	0.07	0.04	0.05	0.05	0.04

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cid - efg - hijk - lm - nopq/r - stu/vwx - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 12
QD2(1): I try to keep up with technology
 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...

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban (m)	Rural (n)	Other/ unclassified (o)	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)				
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Agree strongly	264	226	36	226	38	228	36	224	40	73	191	93	171	200	49	15
22%	19%	11%	27%	11%	14%	29%	14%	24%	16%	31%	21%	42%	18%	24%	20%	23%
Agree slightly	497	380	117	352	145	407	90	394	103	94	403	84	413	372	101	24
42%	45%	37%	43%	42%	45%	35%	43%	42%	41%	44%	37%	44%	44%	44%	41%	39%
Neither agree nor disagree	228	141	87	143	85	149	79	168	60	37	191	28	200	158	58	12
20%	17%	28%	18%	25%	17%	31%	18%	24%	20%	21%	23%	21%	21%	19%	24%	19%
Disagree slightly	122	71	52	68	55	90	59	92	31	107	11	112	89	26	7	7
11%	8%	17%	8%	16%	10%	13%	10%	13%	7%	12%	5%	12%	11%	11%	12%	12%
Disagree strongly	43	21	22	24	19	23	20	31	12	11	32	8	35	30	11	2
4%	3%	7%	3%	6%	3%	6%	3%	5%	4%	5%	4%	4%	4%	4%	4%	4%
NET Agree	761	606	153	578	183	635	126	618	143	167	594	177	584	572	149	39
66%	72%	49%	72%	53%	53%	71%	49%	68%	58%	72%	64%	76%	63%	67%	61%	64%
NET Disagree	166	93	74	92	74	113	53	122	43	27	139	19	158	119	37	10
14%	11%	24%	11%	22%	13%	21%	14%	18%	12%	15%	8%	16%	14%	15%	16%	16%
Mean	3.71	3.68	3.30	3.63	3.37	3.81	3.35	3.52	3.52	3.66	3.66	4.09	3.61	3.73	3.61	3.69
SD	1.05	0.99	1.09	1.02	1.06	1.01	1.11	1.04	1.06	1.08	1.04	1.02	1.04	1.04	1.06	1.10
SE	0.03	0.03	0.06	0.04	0.06	0.03	0.07	0.03	0.07	0.07	0.03	0.07	0.03	0.04	0.06	0.13

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - m/n/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 13
QD2(2): My friends tend to come to me if they have questions about technology
 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...

Base: All respondents

Total	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	98	287	197	345	106	393	287	128	178	137	371	319	397	553	533	433	660	602	244	416	150	131	291	100	790	333	
Base	101*	291	204	328	105	364	285	137	195	139	365	308	402	549	526	404	650	556	248	423	152	137	292	100*	788	332	
Effective base	957	85	248	170	278	159	321	240	108	154	116	462	446	462	446	339	572	501	206	349	127	113	243	86	659	279	
Agree strongly	144	17	29	25	45	7	47	39	13	30	8	52	40	42	62	70	51	85	71	61	55	32	32	39	26	109	28
12%	17%	14%	12%	15%	4%	13%	14%	10%	15%	6%	14%	12%	11%	11%	13%	13%	12%	12%	14%	13%	13%	13%	13%	13%	14%	8%	
Agree slightly	284	28	73	60	86	31	91	74	25	41	48	101	93	81	122	150	98	169	139	74	117	48	47	74	36	198	81
25%	27%	25%	30%	20%	16%	25%	26%	18%	21%	14%	28%	28%	20%	22%	26%	24%	24%	22%	30%	28%	31%	25%	25%	38%	25%	24%	
Neither agree nor disagree	287	17	88	49	79	41	87	68	44	35	35	85	82	100	148	120	98	169	139	51	98	28	28	64	18	186	89
25%	17%	30%	24%	24%	21%	24%	26%	31%	21%	20%	23%	20%	25%	27%	22%	24%	24%	23%	21%	23%	28%	20%	22%	18%	24%	27%	
Disagree slightly	253	19	60	43	61	63	79	53	31	57	25	74	75	92	127	122	92	151	124	37	80	24	12	59	10	156	90
22%	18%	21%	21%	19%	12%	22%	19%	23%	19%	18%	20%	23%	23%	23%	21%	23%	21%	23%	15%	19%	16%	9%	20%	10%	20%	27%	
Disagree strongly	186	21	31	26	54	53	59	51	25	27	23	52	37	88	91	83	64	118	123	25	72	20	18	56	13	139	45
16%	11%	10%	12%	16%	17%	16%	18%	18%	14%	17%	14%	11%	12%	17%	15%	16%	15%	17%	10%	17%	13%	13%	13%	19%	13%	13%	
NET Agree	429	45	113	86	134	39	139	113	38	71	55	113	113	123	164	221	149	254	210	135	173	80	79	113	62	307	108
37%	44%	35%	42%	41%	20%	38%	40%	28%	36%	40%	42%	41%	31%	34%	41%	37%	37%	35%	34%	34%	34%	39%	39%	39%	39%	33%	
NET Disagree	440	40	91	69	115	116	139	104	56	84	48	127	111	179	217	195	157	270	247	62	152	44	30	115	24	295	135
38%	39%	31%	34%	35%	19%	38%	36%	42%	43%	35%	35%	34%	40%	40%	36%	39%	39%	42%	25%	34%	29%	22%	39%	23%	37%	41%	
Mean	2.95	3.00E	3.11E	3.08E	3.04E	2.37	2.97	2.99	2.79	2.95	2.94	3.07W	3.07W	2.75	2.89	3.02	2.95	2.93	2.85	3.48RTWYZ	3.01	3.22RWYZ	3.48RTWYZ	2.93	3.48RTWYZ	2.98	2.87
SD	1.27	1.41	1.19	1.23	1.30	1.15	1.28	1.30	1.21	1.29	1.19	1.28	1.21	1.29	1.25	1.28	1.27	1.28	1.31	1.28	1.29	1.33	1.30	1.33	1.32	1.31	1.17
SE	0.04	0.14	0.07	0.09	0.07	0.08	0.06	0.08	0.11	0.10	0.10	0.07	0.07	0.06	0.05	0.06	0.06	0.05	0.05	0.08	0.06	0.11	0.11	0.08	0.13	0.05	0.06

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 13
QD2(2): My friends tend to come to me if they have questions about technology
 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...

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH			
	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Agree strongly	144	76	57	140	1	35	35	50	110	4	18	2	87	56	72	35	15	12	7	40	38	22	24	78	66	71	69
	12%	18% A	9%	16% D	1%	13%	12%	12%	12%	8%	17%	10%	13% M	10%	21% NPQR	17% OP	10% R	7%	3%	13%	13%	17% U	8%	13%	12%	17% L	9%
Agree slightly	284	142	132	247	6	72	73	108	253	8	17	6	147	137	129	42	53	35	26	90	69	70	56	159	125	118	166
	25%	32% B	20%	29% D	6%	26%	24%	27%	26%	18%	26%	26%	26%	23%	37% OPQR	19% V	31% OPQR	19% V	11%	29% V	23%	29% V	28%	26% V	23%	29% L	22%
Neither agree nor disagree	287	98	170	218	11	77	69	92	237	13	32	6	160	127	75	63	39	47	63	77	74	57	79	151	136	104	181
	25%	22%	26%	27% D	12%	28%	23%	23%	24%	17%	30%	25%	32% M	27%	22%	29%	23%	26%	26%	25%	24%	24%	26%	25%	26%	26%	24%
Disagree slightly	253	79	154	157	24	53	65	92	210	13	25	5	98	154	57	46	35	50	65	64	68	47	74	132	121	76	177
	22%	18%	24% L	18%	25%	19%	22%	23%	21%	28%	24%	20%	17%	26% L	16%	21%	21%	28% N	21%	22%	20%	24%	22%	22%	19%	24%	
Disagree strongly	186	45	136	101	51	40	58	63	161	8	13	5	73	113	14	31	24	35	81	37	55	24	70	92	94	37	150
	16%	10%	21% A	12%	15%	14%	16%	16%	20%	28%	12%	20%	13%	19% L	4%	14% N	14% N	20% N	34% NPQR	12%	18% V	20%	23% UW	25%	17% U	9%	20% V
NET Agree	429	220	189	386	7	108	108	158	374	12	35	8	224	193	201	78	71	46	33	123	108	111	80	217	101	189	236
	37%	50% B	29%	45% D	7%	39%	36%	39%	41%	20%	33%	33%	41% M	33%	31% OPQR	19% V	42% OPQR	20% R	14%	42% V	31%	41% UW	26%	34% V	31% L	42% L	32%
NET Disagree	440	125	290	258	75	93	123	155	371	21	38	9	171	268	71	77	60	86	146	101	123	71	144	224	215	112	327
	38%	28%	45% A	30%	31% L	34%	41%	38%	38%	46%	36%	40%	30%	40% L	21%	35% N	35% N	48% NPQR	60% NPQR	33%	40% V	30%	47% UW	37%	40% L	28%	44% V
Mean	2.95	1.298	2.72	1.190	1.72	3.04	2.87	2.98	2.96	2.70	3.02	2.85	2.74	2.78	1.640 OPQR	1.630 QR	1.630 QR	2.688	2.23	3.10 Vs	2.90 V	3.24 VwX	2.64	3.09 V	2.90 V	1.272	2.77
SD	1.27	1.24	1.25	1.24	0.98	1.24	1.30	1.27	1.27	1.21	1.26	1.30	1.25	1.26	1.11	1.28	1.23	1.19	1.11	1.22	1.29	1.24	1.14	1.26	1.28	1.21	1.26
SE	0.04	0.06	0.05	0.04	0.10	0.09	0.08	0.07	0.04	0.11	0.11	0.13	0.05	0.05	0.06	0.08	0.09	0.09	0.07	0.07	0.07	0.09	0.08	0.05	0.06	0.06	0.05

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - n/op/q/r - s/uv/w/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 13
QD2(2): My friends tend to come to me if they have questions about technology
 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...

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely (a)	Didn't match very much / at all (b)	Exactly/ almost exactly / closely (c)	Didn't match very much / at all (d)	Exactly/ almost exactly / closely (e)	Didn't match very much / at all (f)	Exactly/ almost exactly / closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
	Total		Total		Total		Total									
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Agree strongly	144	125	16	122	22	124	20	119	25	56	89	65	79	113	21	10
Agree slightly	284	226	61	213	71	239	46	230	55	46	239	52	233	212	55	16
Neither agree nor disagree	287	211	76	207	79	230	57	240	47	45	242	45	242	211	57	20
Disagree slightly	253	253	243	263	233	263	223	263	203	203	263	203	263	253	233	323
Disagree strongly	186	133	74	105	81	121	66	129	58	41	145	24	162	124	57	6
NET Agree	429	352	77	335	94	363	66	349	80	101	327	117	312	326	76	26
NET Disagree	440	378	162	370	169	305	135	320	119	85	355	62	378	313	112	15
Mean	2.95	3.11B	2.54	3.10D	2.61	3.07F	2.71	3.02H	2.71	3.13J	2.91	3.43L	2.84	3.00N	2.71	3.23P
SD	1.27	1.26	1.19	1.25	1.24	1.25	1.26	1.25	1.32	1.43	1.22	1.35	1.22	1.26	1.28	1.20
SE	0.04	0.04	0.07	0.04	0.07	0.04	0.08	0.04	0.09	0.09	0.04	0.09	0.04	0.04	0.08	0.15

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - m/n/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 14
QD2(3): I'm as knowledgeable about these technologies as the next person
 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...

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling								
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)
Unweighted base	98	287	197	345	106	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	101%	291	204	328	106	364	285	137	195	139	365	326	402	549	526	404	650	556	248	423	152	137	292	100%	788	332
Effective base	957	85	148	170	278	159	321	240	108	154	312	276	327	462	446	339	572	501	206	349	137	113	243	86	659	279
Agree strongly	215	24	67	31	76	15	66	52	39	40	76	68	61	100	108	73	128	115	58	81	35	34	55	26	156	54
	19%	24%	22%	12%	22%	8%	18%	18%	21%	20%	21%	21%	15%	18%	20%	18%	18%	19%	24%	19%	23%	25%	19%	25%	20%	16%
Agree slightly	505	41	138	93	150	65	153	125	61	85	169	142	166	242	231	181	300	250	121	188	76	66	127	52	342	145
	44%	41%	47%	45%	45%	33%	42%	44%	44%	45%	46%	44%	41%	44%	43%	45%	43%	42%	49%	44%	50%	48%	44%	50%	43%	44%
Neither agree nor disagree	254	22	53	39	68	64	93	47	30	45	78	67	89	118	114	92	146	134	39	83	25	22	61	16	104	82
	23%	22%	18%	19%	21%	19%	16%	22%	23%	23%	23%	23%	22%	21%	21%	23%	22%	20%	16%	20%	16%	16%	21%	16%	21%	21%
Disagree slightly	142	8	32	31	30	36	44	49	12	19	30	39	68	71	62	50	89	74	27	52	16	13	37	9	96	41
	12%	8%	11%	9%	10%	12%	17%	17%	9%	10%	8%	12%	17%	13%	12%	12%	13%	12%	12%	12%	11%	10%	12%	9%	12%	12%
Disagree strongly	40	6	3	10	7	15	11	12	5	7	11	9	18	19	21	8	30	23	2	19	-	2	13	-	30	10
	3%	6%	1%	3%	2%	4%	3%	4%	3%	3%	3%	3%	4%	3%	4%	2%	4%	4%	1%	2%	-	1%	4%	-	4%	3%
NET Agree	719	65	204	124	223	80	219	177	89	124	87	245	211	341	339	255	428	369	190	269	110	100	182	78	498	199
	62%	64%	70%	61%	68%	41%	60%	62%	65%	64%	62%	65%	57%	62%	63%	63%	62%	61%	70%	64%	73%	73%	62%	75%	63%	60%
NET Disagree	182	14	34	41	37	51	55	61	17	26	41	48	85	90	83	58	119	97	29	71	16	15	49	9	126	51
	16%	14%	12%	10%	11%	15%	15%	17%	13%	13%	11%	15%	21%	16%	16%	14%	17%	16%	12%	17%	11%	11%	17%	9%	16%	15%
Mean	3.62	3.69E	3.60CE	3.69E	3.77CE	3.15	3.60	3.55	3.70	3.68	3.64	3.74M	3.68M	3.46	3.61	3.64	3.65	3.60	3.54Rtwy2	3.61	3.65Rtwy2	3.68Rtwy2	3.60	3.62Rtwy2	3.63	3.58
SD	1.03	1.09	0.94	1.08	0.97	1.06	1.01	1.10	1.02	1.02	0.99	1.08	1.02	1.08	1.03	1.05	0.98	1.05	0.93	1.07	0.90	0.94	1.06	0.88	1.05	1.00
SE	0.01	0.11	0.06	0.08	0.05	0.08	0.05	0.07	0.09	0.08	0.08	0.05	0.06	0.05	0.04	0.05	0.05	0.04	0.06	0.05	0.07	0.08	0.06	0.09	0.04	0.05

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
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 For each statement please indicate how much you agree or disagree...

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH			
	Currently looking to look (a)	Not looking to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Agree strongly	215	100	107	205	-	47	62	64	114	8	28	5	129	86	88	31	27	24	34	75	50	50	40	125	90	79	151
	19%	23%	16%	24%	-	17%	21%	16%	18%	7%	24%	5%	23%	14%	24%	16%	16%	16%	16%	26%	16%	16%	13%	20%	17%	20%	18%
Agree slightly	505	201	269	433	17	127	117	188	432	20	45	8	271	232	161	104	87	72	80	130	138	117	119	268	236	202	302
	44%	45%	41%	50%	19%	46%	39%	46%	44%	4%	4%	3%	48%	39%	47%	48%	51%	40%	33%	42%	45%	49%	39%	44%	44%	50%	41%
Neither agree nor disagree	254	84	156	142	18	67	69	85	221	8	18	6	102	152	53	59	31	32	78	61	73	48	72	134	120	83	169
	22%	19%	24%	16%	20%	24%	21%	23%	23%	18%	17%	25%	18%	12%	15%	13%	19%	18%	17%	20%	24%	20%	24%	22%	22%	21%	23%
Disagree slightly	142	46	89	71	35	23	42	57	121	7	10	3	45	97	32	18	22	31	35	36	34	18	54	70	72	36	106
	12%	10%	14%	8%	10%	14%	10%	12%	12%	15%	10%	13%	8%	16%	9%	8%	13%	18%	16%	12%	11%	7%	18%	11%	9%	14%	15%
Disagree strongly	40	11	28	10	22	8	10	10	33	3	3	1	19	21	1	5	2	9	23	5	10	7	18	15	25	4	36
	3%	3%	4%	1%	3%	3%	3%	3%	3%	0%	0%	0%	3%	4%	*	2%	1%	5%	9%	2%	3%	3%	6%	2%	5%	1%	5%
NET Agree	719	301	376	639	17	175	179	252	606	28	73	13	400	318	260	135	114	106	104	206	188	167	109	303	326	281	433
	62%	67%	58%	74%	18%	63%	60%	60%	62%	40%	70%	58%	71%	54%	72%	62%	67%	60%	43%	67%	62%	62%	52%	64%	60%	60%	60%
NET Disagree	182	58	117	81	57	36	52	67	155	10	13	4	64	118	34	23	25	40	61	41	44	25	72	85	97	40	142
	16%	13%	18%	9%	13%	12%	17%	17%	16%	21%	13%	17%	11%	20%	10%	11%	15%	22%	13%	13%	14%	10%	24%	14%	10%	10%	15%
Mean	3.62	3.758	3.52	3.680	2.34	3.63	3.60	3.59	3.60	3.49	3.81	3.58	3.79	3.45	3.83	3.60	3.67	3.61	3.19	3.77	3.60	3.77	3.36	3.68	3.54	3.762	3.52
SD	1.03	1.00	1.05	0.91	1.04	1.01	1.07	1.00	1.02	1.14	1.04	1.11	0.99	1.04	0.92	0.91	0.94	1.13	1.11	1.00	1.00	0.97	1.10	1.00	1.06	0.90	1.09
SE	0.03	0.05	0.04	0.03	0.10	0.07	0.07	0.05	0.04	0.10	0.09	0.11	0.04	0.04	0.05	0.06	0.07	0.06	0.07	0.05	0.05	0.07	0.07	0.04	0.05	0.04	0.04

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - n/op/q/r - s/tu/vwx - yz.
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Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)		
	Exactly/ almost exactly / closely (a)	Didn't match very much / at all (b)	Exactly/ almost exactly / closely (c)	Didn't match very much / at all (d)	Exactly/ almost exactly / closely (e)	Didn't match very much / at all (f)	Exactly/ almost exactly / closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)
	Total		Total		Total		Total								
Unweighted base	1155		800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155		813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967		679	287	753	214	773	195	195	772	190	777	692	217	60
Agree strongly	215	184	30	180	35	185	30	188	27	188	78	137	164	40	11
19%	15%	10%	10%	10%	11%	11%	11%	11%	11%	11%	11%	15%	19%	17%	18%
Agree slightly	505	400	105	381	124	425	82	418	87	432	87	418	384	92	28
44%	40%	33%	47%	36%	47%	32%	46%	35%	31%	47%	39%	45%	45%	38%	47%
Neither agree nor disagree	254	152	101	151	103	177	76	182	50	203	36	218	173	64	17
22%	18%	32%	19%	30%	20%	30%	20%	29%	22%	22%	16%	22%	20%	26%	28%
Disagree slightly	342	85	95	79	62	87	54	101	41	112	17	125	107	33	1
12%	20%	18%	20%	18%	20%	21%	17%	17%	7%	12%	7%	13%	13%	2%	2%
Disagree strongly	40	19	21	21	19	25	15	21	19	14	7	34	21	15	4
3%	2%	7%	3%	6%	3%	6%	2%	6%	6%	3%	3%	4%	2%	6%	6%
NET Agree	719	584	135	561	158	608	112	606	114	636	164	555	547	133	39
62%	50%	43%	70%	46%	65%	43%	66%	46%	59%	63%	70%	60%	63%	54%	64%
NET Disagree	182	105	77	101	81	112	70	121	61	44	23	159	129	48	5
16%	12%	22%	12%	23%	13%	17%	13%	15%	19%	15%	10%	17%	15%	10%	8%
Mean	3.62	3.77B	3.21	3.78D	3.27	3.73F	3.24	3.72H	3.63	3.61	3.54	3.68L	3.45	3.67	3.67
SD	1.03	0.98	1.06	0.99	1.05	0.99	1.09	0.99	1.10	0.99	1.04	1.01	1.01	1.11	1.00
SE	0.03	0.03	0.06	0.03	0.06	0.03	0.07	0.03	0.07	0.03	0.07	0.03	0.04	0.07	0.12

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - m/n/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 15
QD2(4): I understand the different options for broadband services in the market
 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...

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling								
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)
Unweighted base	98	287	197	345	106	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	1011	291	204	328	364	285	137	195	139	365	326	402	549	536	404	693	556	248	423	152	137	292	100	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Agree strongly	314	33	95	55	102	20	98	69	42	67	125	87	91	161	129	112	188	163	81	117	51	49	78	27	321	85
Agree slightly	279	32nd	13th	27th	31th	10th	27th	24th	32nd	34th	34th	27th	23th	29th	26th	26th	27th	27th	33th	28th	33th	36th	27th	36th	28th	26th
Neither agree nor disagree	548	48	136	93	165	84	169	131	72	84	156	173	188	267	247	182	335	275	127	202	77	72	136	55	374	152
Disagree slightly	476	47th	47th	46th	50th	43th	46th	46th	52th	43th	43th	53th	47th	49th	46th	45th	48th	46th	51th	48th	52th	53th	47th	53th	47th	46th
Disagree strongly	200	13	45	37	49	54	64	54	17	31	58	39	67	84	98	78	113	104	29	74	13	14	56	9	131	65
NET Agree	176	12th	15th	18th	15th	19th	18th	19th	13th	16th	16th	12th	12th	15th	18th	19th	16th	17th	12th	16th	10th	10th	19th	9th	17th	10th
NET Disagree	79	7th	15th	12th	26th	30th	26th	4th	12th	7th	21th	27th	28th	30th	46th	29th	48th	46th	12th	23th	9th	2th	19th	2th	53th	26th
Mean	14	1	1	1	1	4	6	1	1	4	3	1	1	7	6	4	9	8	3	6	1	4	1	10	5	5
SD	39	7th	4th	4th	4th	11th	7th	7th	4th	11th	16th	11th	11th	15th	15th	11th	16th	11th	11th	11th	11th	11th	11th	11th	11th	11th
SE	0.01	0.09	0.05	0.06	0.04	0.07	0.05	0.06	0.07	0.08	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.05	0.04	0.07	0.06	0.05	0.07	0.03	0.05

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 15
QD2(4): I understand the different options for broadband services in the market
 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...

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Agree strongly	316	140	156	216	-	86	76	105	267	10	29	7	108	115	117	62	45	52	36	87	75	29	72	162	152	126	185
27%	31%	24%	25%	-	31%	25%	26%	27%	22%	28%	32%	20%	24%	22%	31%	29%	30%	15%	28%	25%	33%	24%	26%	28%	31%	25%	
Agree slightly	548	223	296	548	-	130	147	188	464	23	50	11	355	293	165	104	81	73	124	154	164	108	122	318	230	192	356
47%	50%	46%	64%	-	47%	49%	46%	47%	47%	50%	48%	47%	45%	50%	48%	48%	48%	42%	51%	50%	54%	45%	40%	52%	42%	47%	48%
Neither agree nor disagree	200	49	134	-	-	46	51	76	172	8	18	3	80	119	49	33	27	34	57	44	37	41	79	81	119	60	138
17%	11%	21%	-	-	16%	17%	19%	17%	17%	17%	12%	14%	16%	15%	14%	15%	16%	19%	14%	12%	17%	18%	12%	17%	15%	19%	
Disagree slightly	79	27	51	-	7%	10	22	35	67	4	6	2	30	49	13	14	16	14	21	21	23	7	28	43	35	23	55
6%	6%	8%	-	8%	4%	7%	9%	8%	7%	9%	6%	7%	5%	8%	4%	7%	8%	8%	8%	7%	7%	3%	9%	7%	6%	6%	7%
Disagree strongly	14	3	11	-	1%	4	1	1	12	1	1	*	2	12	2	4	*	*	3	1	6	5	2	7	7	4	10
1%	3%	2%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	*	2%	2%	1%	2%	1%	1%	1%	1%	1%	
NET Agree	862	363	462	862	-	215	223	293	731	33	79	18	613	608	282	166	127	127	160	241	239	187	194	481	381	318	540
75%	81%	72%	80%	-	78%	74%	72%	74%	74%	72%	78%	78%	72%	76%	71%	72%	72%	72%	68%	73%	71%	72%	64%	72%	70%	75%	
NET Disagree	93	30	63	-	9%	16	27	36	79	5	7	2	32	61	15	18	16	18	25	22	28	13	30	50	42	27	66
8%	7%	10%	-	8%	6%	9%	9%	8%	8%	11%	6%	9%	6%	10%	4%	8%	8%	10%	10%	7%	9%	5%	10%	8%	8%	7%	9%
Mean	3.93	4.06	3.82	4.36	1.85	4.01	3.89	3.89	3.92	3.81	3.97	4.01	4.09	3.77	4.10	3.92	3.92	3.89	3.68	3.99	3.92	4.03	3.78	3.96	3.89	4.02	3.87
SD	0.91	0.85	0.94	0.48	0.36	0.91	0.92	0.90	0.91	0.96	0.87	0.96	0.85	0.93	0.82	0.93	0.90	0.99	0.90	0.85	0.91	0.91	0.94	0.88	0.93	0.88	0.92
SE	0.03	0.04	0.04	0.02	0.04	0.06	0.06	0.05	0.03	0.08	0.08	0.09	0.04	0.04	0.05	0.06	0.07	0.07	0.06	0.05	0.05	0.06	0.06	0.03	0.04	0.04	0.03

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - n/op/q/r - s/t/u/v/w/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 15
QD2(4): I understand the different options for broadband services in the market
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...

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely (a)	Didn't match very much / at all (b)	Exactly/ almost exactly / closely (c)	Didn't match very much / at all (d)	Exactly/ almost exactly / closely (e)	Didn't match very much / at all (f)	Exactly/ almost exactly / closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
	Total															
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Agree strongly	314	265	45	257	57	272	42	274	40	81	233	58	215	244	56	14
27%	23%	14%	31%	17%	16%	30%	16%	29%	18%	35%	24%	6%	23%	23%	22%	22%
Agree slightly	545	414	135	389	159	440	108	444	104	96	452	83	465	398	116	34
47%	49%	43%	48%	46%	45%	49%	42%	42%	49%	42%	37%	50%	47%	47%	56%	56%
Neither agree nor disagree	200	116	84	123	78	134	66	140	60	40	160	30	170	142	48	10
17%	14%	27%	15%	23%	15%	20%	15%	24%	17%	17%	14%	18%	17%	20%	16%	16%
Disagree slightly	79	38	45	40	28	42	26	44	15	9	70	8	71	58	19	2
7%	4%	13%	5%	11%	9%	14%	9%	14%	4%	8%	4%	8%	7%	8%	3%	3%
Disagree strongly	14	5	9	4	10	9	5	6	8	5	9	3	11	8	5	1
1%	1%	3%	1%	3%	2%	2%	1%	1%	1%	2%	1%	2%	1%	2%	2%	2%
NET Agree	862	682	180	646	216	712	190	718	144	177	685	182	680	641	173	48
75%	81%	57%	80%	63%	62%	76%	58%	74%	58%	76%	74%	81%	73%	70%	79%	79%
NET Disagree	93	43	50	44	48	51	42	50	42	14	78	11	81	66	24	3
8%	5%	16%	5%	14%	6%	16%	6%	17%	5%	8%	5%	8%	8%	10%	5%	5%
Mean	3.93	4.07B	3.53	4.03D	3.63	4.03F	3.54	4.03H	3.54	4.03	3.90	4.19L	3.86	3.82	3.94	3.94
SD	0.91	0.83	0.99	0.84	0.98	0.85	0.99	0.84	1.02	0.94	0.90	0.91	0.90	0.90	0.94	0.84
SE	0.03	0.03	0.06	0.03	0.05	0.03	0.06	0.03	0.07	0.06	0.03	0.06	0.03	0.03	0.06	0.10

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 16
QD2(5): I'm confident comparing the costs of the various broadband deals available in the market
 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...

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	98	287	197	345	106	393	287	128	178	137	371	319	397	553	533	433	660	602	244	416	150	131	291	100	790	333	
Base	101%	291	204	328	106	364	285	137	195	139	365	306	402	549	536	404	650	556	248	423	152	137	292	100*	788	332	
Effective base	957	85	248	170	278	159	321	240	108	154	116	462	446	339	572	501	206	349	137	113	243	86	659	279			
Agree strongly	372	33	99	65	122	37	110	93	53	79	37	146	108	104	182	173	139	218	195	91	141	52	56	95	40	345	97
Agree slightly	525	51	138	84	153	85	168	131	67	79	67	161	156	181	248	249	175	321	273	115	197	78	63	138	53	359	153
Neither agree nor disagree	165	10	41	30	34	44	56	43	11	24	26	34	38	80	76	73	59	99	78	27	45	16	10	32	8	99	60
Disagree slightly	79	7	12	21	11	24	28	23	7	10	7	22	22	29	36	36	28	48	43	14	33	6	8	22	3	57	18
Disagree strongly	14	-	1	3	3	6	3	6	-	3	1	2	2	8	6	7	4	7	7	-	6	-	-	5	-	9	4
NET Agree	897	84	237	150	280	122	278	213	120	158	105	307	314	385	421	421	314	539	468	207	338	130	119	233	93	624	249
NET Disagree	93	7	13	24	14	29	31	29	7	13	9	24	24	37	42	42	32	55	51	14	40	6	8	27	3	66	22
Mean	4.01	4.08E	4.10E	3.93E	4.19CE	3.63	3.97	3.92	4.21EQ	4.19Q	3.95	4.17M	4.08M	3.85	4.03	4.01	4.03	4.00	4.01	4.10E	4.02	4.10E	4.22rwy2	4.01	4.27rwy2	4.03	3.96
SD	0.92	0.85	0.82	1.01	0.81	1.02	0.91	0.97	0.78	0.92	0.87	0.87	0.88	0.95	0.91	0.91	0.93	0.91	0.93	0.83	0.94	0.77	0.82	0.95	0.70	0.92	0.90
SE	0.01	0.09	0.05	0.07	0.04	0.07	0.05	0.06	0.07	0.07	0.07	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.06	0.07	0.06	0.07	0.03	0.05

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 16
QD2(5): I'm confident comparing the costs of the various broadband deals available in the market
 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...

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH			
	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Agree strongly	372	152	201	253	3	98	87	124	309	16	38	9	223	148	126	68	49	67	59	101	89	90	62	190	182	142	236
32%	34%	31%	29%	29%	3%	35%	29%	31%	31%	35%	36%	38%	25%	25%	37%	31%	29%	24%	24%	33%	29%	37%	30%	31%	33%	35%	30%
Agree slightly	525	205	292	425	17	128	136	189	453	22	41	9	245	280	157	100	82	69	117	150	143	108	124	293	232	177	348
45%	46%	45%	49%	19%	46%	45%	47%	37%	46%	48%	40%	37%	43%	48%	45%	46%	48%	39%	49%	47%	47%	42%	48%	43%	44%	44%	47%
Neither agree nor disagree	165	47	104	60	23	34	43	64	140	4	17	4	66	98	38	64	32	26	44	31	40	30	64	71	94	54	109
14%	11%	15%	7%	12%	12%	14%	16%	14%	14%	9%	17%	10%	12%	12%	15%	15%	15%	15%	10%	12%	12%	11%	15%	12%	13%	15%	15%
Disagree slightly	79	34	41	23	35	13	31	24	68	3	7	1	26	52	22	15	10	13	18	24	28	11	15	53	26	28	51
7%	8%	6%	3%	11%	5%	10%	6%	7%	7%	6%	7%	5%	5%	9%	6%	7%	6%	7%	8%	10%	4%	5%	9%	5%	7%	5%	7%
Disagree strongly	14	3	10	1	12	5	3	4	12	1	-	1	4	10	-	3	4	3	4	2	3	1	8	5	9	4	10
1%	1%	2%	0%	12%	2%	1%	1%	2%	2%	2%	0%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%
NET Agree	897	358	494	778	20	226	223	313	762	39	79	17	468	428	286	168	131	136	176	251	232	158	216	483	414	319	574
78%	81%	76%	89%	22%	82%	74%	77%	78%	78%	84%	76%	75%	83%	81%	77%	77%	76%	78%	78%	82%	79%	81%	75%	82%	76%	79%	78%
NET Disagree	93	37	51	24	49	18	34	28	80	3	7	2	31	62	22	18	14	16	22	26	32	12	23	58	35	32	61
8%	8%	8%	13%	11%	6%	11%	7%	8%	8%	8%	7%	8%	5%	11%	6%	8%	8%	9%	8%	8%	11%	5%	7%	9%	6%	8%	8%
Mean	4.01	4.06	3.98	4.20D	2.59	4.08F	3.91	4.00	4.00	4.09	4.05	4.03	4.16M	4.11R	4.11R	3.99	3.96	4.03	3.86	4.05	3.94	4.14W	3.92	4.00	4.02	4.05	3.98
SD	0.92	0.91	0.93	0.72	1.03	0.90	0.97	0.89	0.92	0.93	0.90	1.03	0.86	0.95	0.85	0.93	0.94	0.99	0.93	0.89	0.94	0.84	0.97	0.92	0.92	0.92	0.92
SE	0.03	0.04	0.04	0.02	0.10	0.06	0.06	0.05	0.03	0.08	0.08	0.10	0.04	0.04	0.05	0.06	0.07	0.07	0.06	0.05	0.05	0.06	0.06	0.04	0.04	0.05	0.03

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - n/op/q/r - s/t/u/v/w/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 16
QD2(5): I'm confident comparing the costs of the various broadband deals available in the market
 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...

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely (a)	Didn't match very much / at all (b)	Exactly/ almost exactly / closely (c)	Didn't match very much / at all (d)	Exactly/ almost exactly / closely (e)	Didn't match very much / at all (f)	Exactly/ almost exactly / closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
	Total															
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Agree strongly	372	311	61	287	85	315	57	314	58	85	287	100	272	285	71	16
52%	27%	19%	35%	25%	27%	33%	23%	34%	24%	37%	31%	43%	29%	34%	29%	27%
Agree slightly	525	395	130	387	138	426	99	424	101	95	430	83	442	381	113	31
45%	47%	41%	48%	40%	47%	38%	47%	41%	41%	41%	37%	47%	45%	46%	50%	
Neither agree nor disagree	165	89	77	91	74	103	62	116	49	35	130	33	133	118	38	10
14%	11%	24%	11%	22%	12%	14%	13%	10%	14%	15%	14%	15%	14%	16%	16%	
Disagree slightly	79	40	39	42	27	48	21	49	20	15	64	8	73	58	19	2
7%	3%	12%	5%	11%	3%	6%	3%	12%	7%	7%	3%	9%	7%	8%	3%	
Disagree strongly	14	7	7	6	8	5	8	5	8	1	13	2	12	8	4	2
1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	
NET Agree	897	706	191	674	223	741	156	738	159	180	717	183	714	666	184	47
78%	84%	61%	83%	65%	81%	81%	81%	81%	81%	78%	78%	82%	77%	75%	77%	
NET Disagree	93	47	46	48	45	53	39	54	28	16	77	8	85	65	23	4
8%	6%	15%	6%	13%	6%	6%	6%	6%	6%	7%	8%	4%	9%	8%	9%	
Mean	4.01	4.18	3.63	4.12	3.75	4.11	3.64	4.09	3.69	4.07	3.99	4.22	3.96	4.03	3.93	3.93
SD	0.92	0.85	1.00	0.85	1.02	0.85	1.06	0.86	1.07	0.90	0.92	0.85	0.93	0.91	0.95	0.95
SE	0.03	0.03	0.06	0.03	0.05	0.03	0.07	0.03	0.07	0.06	0.03	0.06	0.03	0.03	0.06	0.12

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - m/n/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 17
QD2: SUMMARY TABLE - AGREE STRONGLY
 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...

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	98	287	197	345	106	393	287	128	178	137	371	319	397	553	533	433	660	602	244	416	150	131	231	100	790	333	
Base	101*	291	204	328	105	364	285	137	195	139	365	306	402	549	536	404	693	556	248	423	152	137	252	100*	788	332	
Effective base	95	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	137	113	243	86	659	279	
I try to keep up with technology	264	30	85	48	72	21	87	68	30	46	25	95	86	73	116	124	87	162	130	85	105	48	69	28	192	65	
	23%	32% E	32% E	24% E	22% E	11%	24%	24%	22%	24%	18%	30% M	30% M	18%	22%	21%	25%	22%	34% W	25%	32% Z	36% W	24%	36% W	24%	20%	
My friends tend to come to me if they have questions about technology	144	17	39	25	48	7	47	39	13	30	8	52	40	42	62	70	51	85	71	61	55	33	32	39	26	109	28
	12%	17% E	14% E	12% E	15% E	4%	13% N	14% N	10%	15% N	6%	14%	12%	17%	11%	13%	13%	12%	12%	24% W	13%	21% W	23% W	13%	25% W	14% Z	8%
I'm as knowledgeable about these technologies as the next person	215	24	67	31	74	15	66	52	29	40	24	76	68	61	100	108	73	128	115	58	81	35	34	55	26	156	54
	19%	24% E	23% E	15% E	22% E	8%	18%	18%	21%	20%	17%	21%	22%	15%	18%	18%	20%	19%	24% E	19%	23%	25% Z	19%	25%	20%	16%	
I understand the different options for broadband services in the market	314	33	96	56	102	20	98	69	43	67	29	125	87	91	161	139	112	188	163	81	117	51	49	78	37	221	85
	27%	32% E	31% E	27% E	31% E	10%	27%	24%	32%	34% E	21%	34% M	27%	23%	29%	26%	26%	27%	33%	28%	33%	34% E	27%	36%	28%	26%	
I'm confident comparing the costs of the various broadband deals available in the market	372	33	99	66	127	37	110	83	53	79	37	146	108	104	183	172	139	218	195	91	141	52	56	95	40	265	97
	32%	32% E	34% E	32% E	39% E	19%	30%	29%	39%	40% E	27%	40% M	33%	26%	33%	32%	32%	34%	37%	33%	34%	41% Z	32%	39%	34%	29%	

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 17
QD2: SUMMARY TABLE - AGREE STRONGLY

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...

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH			
	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
I try to keep up with technology	266	128	119	247	5	62	60	100	221	8	10	5	161	189	121	45	31	37	25	73	63	69	59	136	126	118	148
	23%	29%	18%	29%	5%	22%	20%	25%	23%	17%	9%	21%	28%	32%	35% ^{HQ}	23%	18%	19%	10%	24%	21%	39%	19%	22%	24%	28%	20%
My friends tend to come to me if they have questions about technology	144	78	57	140	1	35	35	50	120	4	18	2	87	56	72	36	18	12	7	40	38	42	24	78	66	71	69
	12%	18%	9%	16%	1%	13%	12%	12%	12%	12%	8%	27%	15%	10%	11%	10%	17%	10%	3%	13%	13%	17%	8%	13%	12%	17%	9%
I'm as knowledgeable about these technologies as the next person	215	100	107	206	-	47	62	64	174	8	28	5	129	86	98	31	27	34	24	75	50	50	40	125	90	79	131
	19%	23%	16%	24%	-	17%	21%	16%	18%	17%	27%	21%	23%	15%	28%	14%	16%	19%	10%	24%	16%	21%	13%	20%	17%	20%	18%
I understand the different options for broadband services in the market	314	140	156	314	-	86	76	105	267	10	29	7	198	115	117	62	45	53	36	87	75	79	72	162	152	126	185
	27%	32%	24%	36%	-	31%	23%	26%	27%	22%	28%	32%	30%	20%	34%	22%	27%	30%	15%	28%	25%	33%	24%	26%	28%	31%	25%
I'm confident comparing the costs of the various broadband deals available in the market	372	152	201	353	3	98	87	124	309	16	38	9	223	148	129	68	49	67	59	101	89	90	92	190	182	142	226
	32%	34%	31%	41%	3%	35%	29%	31%	31%	35%	36%	38%	39%	25%	37%	31%	29%	37%	24%	33%	29%	37%	30%	31%	33%	35%	30%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cid - efg - hijk - lm - nopq/r - s/uv/w/x - yz.
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 17
QD2: SUMMARY TABLE - AGREE STRONGLY
 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...

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban (m)	Rural (n)	Other/ unclassified (o)	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)				
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
I try to keep up with technology	264	226	36	226	38	228	36	224	40	73	191	93	171	200	49	15
My friends tend to come to me if they have questions about technology	144	129	15	122	22	124	20	119	25	56	89	65	79	113	21	10
I'm as knowledgeable about these technologies as the next person	215	184	30	180	35	185	30	188	27	65	150	78	137	164	40	11
I understand the different options for broadband services in the market	316	269	45	257	57	272	42	274	40	81	233	98	215	244	56	14
I'm confident comparing the costs of the various broadband deals available in the market	372	311	61	287	85	315	57	314	58	85	287	100	272	285	71	16
	22%	37%	19%	39%	25%	35%	22%	35%	24%	37%	21%	45%	29%	34%	29%	27%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mno.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 18
QD2: SUMMARY TABLE - NET AGREE

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...

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling								
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)
Unweighted base	98	287	197	345	106	393	287	128	178	137	371	319	397	553	533	433	660	602	244	416	150	131	231	100	790	333
Base	101*	291	204	328	105	364	285	137	195	139	365	306	402	549	536	404	693	596	248	423	152	137	292	100*	788	332
Effective base	95	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
I try to keep up with technology	761	68	207	348	232	89	233	190	67	133	95	255	322	258	263	277	444	379	194	395	112	108	195	78	522	206
66%	67% E	71% E	73% E	69% E	45%	64%	67%	64%	68%	69%	70%	68%	63%	65%	68%	69%	64%	64%	78% KWYZ	70% C	74% C	79% KWYZ	67%	76% L	68%	62%
My friends tend to come to me if they have questions about technology	429	45	113	86	134	39	139	113	38	71	55	153	133	123	184	221	149	210	135	173	80	79	113	62	307	108
37%	64% E	39% E	62% E	41% E	20%	39% H	60% H	28%	36%	40%	42% M	41% M	31%	34%	41% G		37%	35%	54% KWYZ	61% C	52% KWYZ	58% KWYZ	39%	59% KWYZ	39%	33%
I'm as knowledgeable about these technologies as the next person	719	65	204	124	223	80	219	177	89	124	87	245	211	228	341	339	255	365	190	269	110	100	182	78	498	199
62%	64% E	70% E	61% E	66% E	41%	60%	62%	65%	64%	63%	67% M	65% M	57%	62%	63%	63%	63%	61%	72% KWYZ	64%	72% KWYZ	73% KWYZ	62%	75% KWYZ	63%	60%
I understand the different options for broadband services in the market	862	80	231	149	267	104	267	200	115	151	98	282	259	278	428	386	293	439	207	319	128	121	214	93	595	237
75%	79% E	79% E	73% E	81% E	53%	73%	70%	64% H	78%	72%	77% M	80% M	69%	78% G	72%	73%	73%	74%	84% KWYZ	76%	84% KWYZ	88% KWYZ	73%	90% KWYZ	75%	71%
I'm confident comparing the costs of the various broadband deals available in the market	897	84	237	150	280	122	278	213	120	158	105	307	264	285	431	421	314	468	207	338	130	119	233	93	624	249
78%	83% E	81% E	74% E	85% E	62%	76%	75%	67% H	81%	75%	84% M	81% M	71%	79%	79%	79%	78%	78%	83% C	80%	85% C	87% C	80%	90% KWYZ	79%	75%

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 18
QD2: SUMMARY TABLE - NET AGREE
 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...

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH			
	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
I try to keep up with technology	761	281	389	553	27	184	181	278	643	30	74	14	409	351	275	145	113	105	118	226	191	167	176	417	344	258	464
My friends tend to come to me if they have questions about technology	429	220	189	386	7	108	108	158	374	12	35	8	234	193	201	78	71	46	33	129	108	111	80	237	191	189	236
I'm as knowledgeable about these technologies as the next person	625	301	376	639	17	175	179	252	606	28	73	13	400	318	260	135	114	106	104	206	188	167	159	393	326	281	433
I understand the different options for broadband services in the market	862	363	452	862	-	215	223	293	731	33	79	18	453	408	282	166	127	127	160	241	239	187	194	481	381	318	540
I'm confident comparing the costs of the various broadband deals available in the market	897	358	484	778	20	226	223	313	762	39	79	17	468	428	286	168	131	136	176	251	232	198	216	483	414	319	574

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cid - efg - hijk - lm - nlop/q/r - s/t/u/v/w/x - y/z.
 95 percent as lower case, 50 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 18
QD2: SUMMARY TABLE - NET AGREE
 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...

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban (m)	Rural (n)	Other/ unclassified (o)	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)			(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	246	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
I try to keep up with technology	761	606	153	578	183	635	126	618	143	167	594	177	584	572	149	39
66%		72% 	49%	82% 	53%	81% 	49%	85% 	58%	82% 	64%	89% 	63%	67%	61%	64%
My friends tend to come to me if they have questions about technology	429	352	77	335	94	363	66	349	80	101	327	117	312	326	76	26
37%		42% 	24%	41% 	27%	40% 	26%	38%	32%	44% 	35%	52% 	33%	38%	31%	43%
I'm as knowledgeable about these technologies as the next person	719	584	135	561	158	608	112	606	114	137	582	164	555	547	133	39
62%		69% 	43%	69% 	46%	69% 	43%	67% 	46%	59%	63%	74% 	60%	64% 	54%	64%
I understand the different options for broadband services in the market	862	692	180	646	216	712	150	719	144	177	685	192	680	641	173	48
75%		81% 	57%	79% 	63%	79% 	58%	79% 	58%	76%	74%	81% 	72%	76%	70%	79%
I'm confident comparing the costs of the various broadband deals available in the market	897	706	191	674	223	741	156	728	159	180	717	183	714	666	184	47
78%		84% 	61%	83% 	65%	83% 	61%	81% 	64%	78%	78%	82%	77%	78%	75%	77%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 19
QD2: SUMMARY TABLE - DISAGREE STRONGLY

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...

Base: All respondents

Total	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	98	287	197	345	106	393	287	128	178	137	371	319	397	553	533	433	660	602	244	416	150	131	291	100	790	333	
Base	101*	291	204	328	105	364	285	137	195	139	365	306	402	549	536	404	693	596	248	423	152	137	292	100*	788	332	
Effective base	957	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	501	206	349	137	113	243	86	659	279	
I try to keep up with technology	43	2	7	3	11	19	15	13	4	6	5	14	7	19	21	18	14	26	4	14	3	3	10	3	21	12	
My friends tend to come to me if they have questions about technology	186	21	31	26	54	53	59	51	25	27	23	52	37	88	91	83	64	123	25	72	20	18	56	13	139	45	
I'm as knowledgeable about these technologies as the next person	166	21%	10%	12%	16%	16%	16%	18%	18%	14%	17%	14%	11%	22%	17%	18%	16%	21%	10%	17%	13%	13%	19%	13%	18%	23%	
I understand the different options for broadband services in the market	40	6	3	10	7	15	11	12	5	7	5	11	9	18	19	21	8	30	2	19	-	2	13	-	30	10	
I'm confident comparing the costs of the various broadband deals available in the market	25	3%	2%	2%	2%	3%	3%	4%	4%	3%	3%	3%	3%	4%	3%	4%	2%	4%	2%	2%	-	2%	4%	-	4%	3%	
I understand the different options for broadband services in the market	14	1	1	*	*	12	4	6	*	*	4	3	*	9	7	6	4	9	8	-	-	-	4	-	10	5	
I'm confident comparing the costs of the various broadband deals available in the market	2%	2%	*	*	1%	1%	2%	2%	*	*	3%	2%	*	2%	2%	2%	2%	2%	2%	-	2%	-	2%	-	2%	2%	
I'm confident comparing the costs of the various broadband deals available in the market	14	-	1	3	3	6	3	6	-	3	1	2	2	8	6	7	4	7	7	-	6	-	-	5	-	9	4
I'm confident comparing the costs of the various broadband deals available in the market	2%	-	*	2%	1%	1%	2%	2%	-	1%	1%	2%	2%	2%	1%	2%	1%	2%	2%	-	2%	-	-	2%	-	1%	2%

Proportions/Mean: Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
95 percent as lower case, 99 percent as UPPER CASE.
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 19
QD2: SUMMARY TABLE - DISAGREE STRONGLY

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...

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH			
	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
I try to keep up with technology	43	13	29	18	17	11	17	8	36	3	3	1	19	25	2	4	5	15	18	9	12	3	19	22	4	29	
My friends tend to come to me if they have questions about technology	186	45	136	101	51	40	58	63	161	8	13	5	73	113	14	31	24	35	81	37	55	24	70	92	94	37	150
I'm as knowledgeable about these technologies as the next person	166	10%	11%	12%	55%	14%	19%	16%	16%	18%	22%	20%	13%	19%	4%	14%	14%	20%	14%	12%	18%	10%	23%	17%	9%	20%	
I understand the different options for broadband services in the market	14	3	11	10	22	13	10	10	33	3	3	1	19	21	1	5	2	9	23	5	10	7	18	15	25	4	36
I'm confident comparing the costs of the various broadband deals available in the market	14	3	10	1	12	5	3	4	12	1	-	1	4	10	-	3	4	3	4	2	3	1	8	5	9	4	10

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - efg - hijk - lm - nlop/q/r - s/t/u/v/w/x - y/z.
95 percent as lower case, 90 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 19
QD2: SUMMARY TABLE - DISAGREE STRONGLY

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...

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)		
	Exactly/ almost exactly / closely (a)	Didn't match very much / at all (b)	Exactly/ almost exactly / closely (c)	Didn't match very much / at all (d)	Exactly/ almost exactly / closely (e)	Didn't match very much / at all (f)	Exactly/ almost exactly / closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)
	Total		Total		Total		Total								
Unweighted base	1155		800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155		813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967		679	287	753	214	773	195	195	772	190	777	692	217	60
I try to keep up with technology	43	21	24	19	23	20	31	12	11	32	8	35	30	11	2
	4%	2%	3%	5%	3%	5%	3%	5%	5%	4%	4%	4%	4%	4%	4%
My friends tend to come to me if they have questions about technology	186	113	105	81	121	66	129	58	41	145	24	162	124	52	6
	16%	13%	13%	23%	13%	26%	14%	23%	28%	26%	11%	17%	15%	23%	10%
I'm as knowledgeable about these technologies as the next person	40	19	21	19	25	15	21	19	14	27	7	34	21	15	4
	3%	2%	3%	5%	3%	4%	2%	2%	3%	3%	3%	4%	2%	5%	6%
I understand the different options for broadband services in the market	14	5	4	10	9	5	6	8	5	9	3	11	8	5	1
	1%	1%	1%	3%	1%	2%	1%	3%	2%	1%	2%	1%	1%	2%	2%
I'm confident comparing the costs of the various broadband deals available in the market	14	7	6	8	5	8	5	8	1	13	2	12	8	4	2
	1%	1%	1%	2%	1%	3%	1%	3%	*	1%	1%	1%	1%	2%	4%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/o.
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 20
QD2: SUMMARY TABLE - NET DISAGREE
 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...

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	106	393	287	128	178	137	371	319	397	553	533	433	660	602	244	416	150	131	231	100	790	333
Base	1155	101*	291	204	328	105	364	285	137	195	139	365	306	402	549	536	404	693	596	248	423	152	137	252	100*	788	332
Effective base	957	85	248	170	278	159	311	240	108	154	116	312	276	327	462	446	339	572	501	206	349	137	113	243	86	659	279
I try to keep up with technology	166	13	20	20	39	60	61	42	15	22	21	49	39	68	77	77	50	110	52	19	43	16	11	34	11	105	58
My friends tend to come to me if they have questions about technology	146	13%	10%	10%	22%	31%ABCD	17%	15%	21%	12%	15%	23%	12%	17%	14%	14%	12%	16%	15%NS	8%	10%	10%	8%	12%	10%	13%	17%TV
I'm as knowledgeable about these technologies as the next person	440	40	91	69	115	116	139	104	56	84	48	127	111	179	217	195	157	270	247	62	152	44	30	115	24	295	135
I understand the different options for broadband services in the market	386	39%	31%	34%	35%	59%ABCD	38%	36%	42%	43%	35%	35%	34%	45%NL	40%	36%	39%	39%	42%NSUV	25%	36%NSV	29%	22%	39%SUW	23%	37%UV	41%SUW
I'm confident comparing the costs of the various broadband deals available in the market	182	14	34	41	37	51	55	61	17	26	18	41	48	85	90	83	58	119	97	29	71	16	15	49	9	126	51
	186	14%	12%	20%BD	22%	20%ABD	15%	22%NL	22%	23%	23%	21%	23%	21%NL	16%	16%	14%	17%	16%	12%	17%	21%	21%	17%	9%	16%	15%
	93	9	16	19	12	38	34	31	4	13	11	25	27	37	37	52	33	57	54	12	29	9	2	23	2	63	30
	8%	8%	5%	9%L	4%	19%NLCD	9%L	11%L	3%	6%	8%	7%	8%	9%	7%	10%	8%	8%	9%NL	5%	7%L	6%	1%	8%L	2%	8%NL	9%NL
	93	7	13	24	14	29	31	29	7	13	9	24	24	37	42	42	32	55	51	14	40	6	8	27	3	66	22
	8%	7%	5%	12%BD	4%	15%BD	8%	10%	5%	7%	6%	6%	7%	9%	8%	8%	8%	8%	9%	6%	9%L	4%	6%	9%L	2%	8%	7%

Proportions/Mean: Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 20
QD2: SUMMARY TABLE - NET DISAGREE
 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...

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH			
	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	962	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	79	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
I try to keep up with technology	146	48	119	84	45	36	52	54	143	9	10	5	61	104	21	22	20	23	52	38	51	25	53	88	78	46	120
My friends tend to come to me if they have questions about technology	440	125	290	258	75	93	123	155	371	21	38	9	171	268	71	77	60	86	146	101	123	71	144	224	215	112	327
I'm as knowledgeable about these technologies as the next person	182	58	117	81	57	36	52	67	155	10	13	4	64	118	34	23	25	40	61	41	44	25	72	85	97	40	142
I understand the different options for broadband services in the market	93	30	63	-	93	16	27	36	79	5	7	2	32	61	15	18	16	18	25	22	28	13	30	50	42	27	66
I'm confident comparing the costs of the various broadband deals available in the market	93	37	51	24	49	18	34	28	80	3	7	2	31	62	22	18	14	16	22	26	32	12	23	58	35	32	61

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hijk - lm - nlop/q/r - s/lu/vw/x - yz.
 95 percent as lower case, 50 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 20
QD2: SUMMARY TABLE - NET DISAGREE
 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...

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban (m)	Rural (n)	Other/ unclassified (o)	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)				
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
I try to keep up with technology	166	92	74	92	74	113	53	123	43	27	139	19	148	119	37	10
My friends tend to come to me if they have questions about technology	146	11%	23% A	11%	21% C	13%	21% C	14%	18%	12%	15%	8%	20% B	14%	15%	16%
I'm as knowledgeable about these technologies as the next person	440	27%	16%	270	16%	305	15%	320	11%	85	35%	62	32%	313	112	15
I understand the different options for broadband services in the market	38%	33%	51% A	33%	49% C	34%	52% C	35%	48% B	37%	38%	28%	41% A	37%	46% D	25%
I'm confident comparing the costs of the various broadband deals available in the market	182	10%	7%	101	8%	112	7%	121	6%	44	13%	23	15%	128	48	5
	26%	12%	25% A	12%	24% C	13%	27% A	13%	25% B	19%	25%	10%	17% A	15%	20% B	8%
	93	43	50	44	48	51	42	50	43	14	78	11	81	66	24	3
	8%	5%	19% A	5%	14% C	6%	16% B	6%	17% B	6%	8%	5%	9%	8%	10%	5%
	93	47	46	48	45	53	39	54	38	16	77	8	85	65	23	4
	8%	6%	15% A	6%	13% C	6%	15% A	6%	16% B	7%	8%	4%	9%	8%	9%	7%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/lo.
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 21
QD2: SUMMARY TABLE
 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...

Base: All respondents

	I try to keep up with technology	My friends tend to come to me if they have questions about technology	I'm as knowledgeable about these technologies as the next person	I understand the different options for broadband services in the market	I'm confident comparing the costs of the various broadband deals available in the market
Unweighted base	1155	1155	1155	1155	1155
Base	1155	1155	1155	1155	1155
Effective base	967	967	967	967	967
Agree strongly	264	144	215	314	372
	23%	12%	19%	27%	32%
Agree slightly	497	284	505	548	525
	43%	25%	44%	47%	45%
Neither agree nor disagree	228	287	254	200	165
	20%	25%	22%	17%	14%
Disagree slightly	123	253	142	79	79
	11%	22%	12%	7%	7%
Disagree strongly	43	196	40	14	14
	4%	16%	3%	1%	1%
NET Agree	761	428	719	862	897
	66%	37%	62%	75%	78%
NET Disagree	166	440	182	93	93
	14%	38%	16%	8%	8%
Mean	3.71	2.95	3.63	3.89	4.01
SD	1.05	1.27	1.03	0.91	0.92
SE	0.03	0.04	0.03	0.03	0.03

Proportions/Mean. Columns tested (1% .5% risk level) - ab - cd - ef - gh - ij - kl - m/n/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 22
 QE1(1): ADSL
 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?

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, mobile & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	864	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Understand completely	148	20	66	20	35	2	58	35	17	21	15	54	42	40	87	56	45	94	50	53	58	34	31	48	28	115	51
12%		20%cd	23%cd	10%e	12%e	1%	16%	12%	12%	11%	11%	15%	16%ab	10%	16%	11%	11%	14%	15%bc	21%bc	14%	13%bc	22%bc	16%	27%ab	15%	9%
Understand somewhat	199	29	71	24	57	4	59	46	35	23	25	60	63	60	101	82	66	124	109	50	70	33	30	49	22	139	50
17%		29%cd	24%cd	12%e	17%e	4%	16%	16%	26%ab	12%	18%	16%	19%	15%	18%	15%	16%	18%	18%	20%	16%	22%	22%	17%	21%	18%	15%
Understand a little	252	16	69	55	70	31	85	63	25	37	32	80	71	85	103	131	84	149	119	65	100	36	37	61	27	176	66
23%		16%	24%	27%ab	22%	16%	23%	22%	18%	19%	19%	19%	21%ab	21%ab	19%	21%	22%	20%	20%	24%	24%	27%	21%	21%	26%	22%	20%
Don't understand at all	346	26	60	64	104	86	102	91	37	65	44	113	94	125	153	175	131	202	167	53	108	39	21	75	13	215	124
30%		26%	20%	31%b	32%b	48%ABCD	28%	32%	27%	33%	32%	31%	28%	33%	28%	29%	32%	29%	28%UVW	22%	26%bc	19%	15%	26%bc	13%	27%ab	37%ABCDUVWXY
Have not heard of previously	210	10	25	42	60	68	60	50	23	49	22	58	47	92	105	92	78	124	111	28	88	19	19	59	14	143	61
18%		10%	9%	20%ab	19%b	30%ABCD	16%	18%	17%	20%	16%	16%	14%	23%cd	19%	17%	19%	28%	19%bc	13%	21%bc	13%	14%	20%	13%	18%	15%
NET Understand completely/somewhat	347	49	117	43	95	10	117	81	52	44	40	114	115	100	105	138	111	218	159	102	127	67	69	97	50	254	81
30%		49%CD	37%CD	21%e	29%e	5%	31%	28%	38%	23%	29%	32%	33%ab	25%	34%	27%	32%	27%	31%	41%UV	30%	44%UV	44%UV	33%	48%UV	32%	24%
NET Understand completely/somewhat/a little	599	66	207	99	165	41	202	144	77	81	72	195	185	185	291	269	195	368	318	167	227	103	97	158	77	430	146
52%		65%cd	71%CD	48%e	50%e	21%	59%	51%	66%	42%	52%	53%	57%ab	46%	53%	48%	53%	48%	53%	68%UVW	54%	68%UVW	71%UVW	54%	74%UV	50%	44%
NET Understand a little/ don't understand at all	598	42	129	119	174	117	187	154	62	102	76	193	164	211	256	206	215	351	285	118	208	65	58	136	40	391	190
52%		42%	44%	58%ab	53%b	69%AB	51%	54%	52%	55%	55%	53%	50%	52%	47%	52%	51%	48%	48%	47%	49%	43%	42%	47%	39%	50%	57%cdUVW
NET Don't understand at all/have not heard of it previously	556	36	85	105	163	155	162	141	60	114	67	170	140	217	258	267	209	325	278	80	196	49	39	134	27	358	185
48%		35%	29%	52%ab	50%ab	79%ABCD	44%	49%	44%	58%b	48%	47%	43%	54%	47%	47%	52%	47%	47%UVW	32%	46%UV	32%	29%	46%UV	26%	49%UV	56%UVW
NET Understand a little/ don't understand at all/ have not heard of it previously	808	52	154	161	233	186	247	204	85	151	99	251	211	302	361	398	293	475	397	145	295	85	77	195	54	535	251
70%		51%	53%	79%AB	71%AB	95%ABCD	68%	72%	62%	77%b	71%	69%	65%	75%b	66%	74%b	73%	68%	67%UVW	59%	70%UV	56%	56%	67%UV	52%	68%UV	70%UVW

Proportions/Means. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 22
 QE1(1): ADSL
 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?

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Understand completely	148	74	68	140	-	31	42	51	124	6	16	2	110	98	46	28	24	24	54	54	33	32	28	87	61	90	90
Understand somewhat	199	83	99	184	4	55	42	78	175	7	13	4	127	72	45	36	35	37	45	63	49	39	48	112	87	64	134
Understand a little	176	19%	15%	21%	4%	20%	14%	19%	18%	15%	13%	19%	23%	12%	13%	17%	17%	19%	19%	21%	16%	16%	16%	18%	16%	16%	18%
Don't understand at all	252	117	122	195	12	64	64	84	211	9	27	4	135	117	93	51	36	28	44	67	66	60	59	133	118	110	141
NET Understand completely/somewhat	23%	23%	23%	23%	33%	23%	23%	23%	23%	20%	20%	18%	24%	20%	23%	23%	21%	20%	18%	22%	22%	25%	19%	22%	22%	22%	19%
NET Understand completely/somewhat/a little	34%	34%	34%	34%	4%	7%	7%	10%	30%	31%	25%	32%	32%	32%	31%	25%	29%	30%	32%	26%	29%	27%	27%	27%	27%	28%	31%
NET Understand a little/don't understand at all	21%	21%	21%	21%	17%	17%	16%	18%	12%	22%	21%	24%	12%	24%	16%	22%	15%	18%	20%	14%	22%	19%	18%	18%	18%	15%	20%
NET Don't understand at all/have not heard of it previously	34%	34%	34%	34%	4%	8%	8%	12%	29%	12	30	6	23	110	91	64	59	64	69	118	82	71	77	200	148	119	225
NET Understand a little/don't understand at all/have not heard of it previously	30%	30%	30%	30%	4%	31%	28%	32%	30%	27%	29%	27%	32%	30%	26%	29%	35%	28%	28%	31%	27%	30%	23%	27%	29%	29%	30%
NET Understand a little/don't understand at all/have not heard of it previously	52%	52%	52%	52%	15%	14%	14%	21%	51%	22	17	10	37	227	185	115	95	92	113	185	148	131	135	333	266	229	365
NET Understand a little/don't understand at all/have not heard of it previously	52%	52%	52%	52%	17%	17%	17%	20%	52%	47%	55%	44%	60%	39%	53%	53%	56%	51%	46%	60%	49%	54%	45%	54%	49%	57%	49%
NET Understand a little/don't understand at all/have not heard of it previously	59%	59%	59%	59%	5%	13%	13%	20%	51%	24	13	11	36%	31%	20%	16%	8%	8%	124	147	156	125	171	303	295	224	372
NET Don't understand at all/have not heard of it previously	52%	52%	52%	52%	50%	54%	52%	52%	52%	51%	52%	49%	46%	57%	54%	49%	50%	46%	51%	48%	51%	52%	56%	49%	54%	55%	50%
NET Don't understand at all/have not heard of it previously	48%	48%	48%	48%	77%	12%	15%	19%	47%	25	47	13	193	161	162	103	75	87	130	122	157	109	168	279	277	176	379
NET Don't understand at all/have not heard of it previously	48%	48%	48%	48%	83%	46%	51%	47%	48%	53%	45%	56%	34%	41%	47%	47%	44%	49%	54%	40%	51%	46%	55%	46%	51%	43%	51%
NET Don't understand at all/have not heard of it previously	80%	80%	80%	80%	89%	19%	21%	27%	68%	34	74	17	328	478	255	153	110	115	174	189	223	169	226	412	395	285	519
NET Don't understand at all/have not heard of it previously	70%	70%	70%	70%	96%	69%	72%	68%	70%	73%	71%	73%	58%	61%	74%	71%	65%	64%	72%	62%	73%	70%	67%	73%	67%	71%	70%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - efg - hijk - lm - nlop/q/r - s/lu/vwx - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 22
QE1(1): ADSL
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?

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely (a)	Didn't match very much / at all (b)	Exactly/ almost exactly / closely (c)	Didn't match very much / at all (d)	Exactly/ almost exactly / closely (e)	Didn't match very much / at all (f)	Exactly/ almost exactly / closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	904	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	190	772	190	777	692	217	60
Understand completely	148	141	7	136	12	138	10	140	8	42	106	53	95	112	27	10
13%	15%	2%	17%	4%	3%	14%	4%	15%	3%	18%	12%	24%	10%	13%	11%	16%
Understand somewhat	195	177	21	170	29	166	23	172	27	39	160	58	161	145	45	9
17%	21%	7%	21%	9%	18%	13%	19%	11%	17%	27%	27%	27%	16%	17%	19%	15%
Understand a little	252	192	60	187	65	196	55	196	56	46	206	49	203	183	51	18
22%	23%	23%	19%	23%	19%	22%	21%	22%	23%	20%	22%	22%	20%	22%	21%	29%
Don't understand at all	346	217	129	215	131	257	89	256	90	47	299	46	300	255	77	15
30%	26%	41%	26%	27%	35%	32%	35%	32%	35%	21%	35%	21%	30%	31%	24%	24%
Have not heard of previously	210	114	96	105	105	141	69	144	66	57	153	37	173	154	46	10
18%	14%	30%	13%	13%	15%	16%	27%	16%	27%	25%	17%	16%	19%	18%	19%	16%
NET Understand completely/somewhat	347	315	29	306	42	303	44	313	35	81	267	92	256	257	72	19
30%	37%	3%	37%	12%	12%	34%	14%	35%	14%	33%	27%	23%	30%	29%	30%	30%
NET Understand completely/somewhat/a little	595	510	89	492	107	500	99	509	91	127	473	141	458	440	123	36
52%	61%	28%	61%	21%	29%	65%	37%	65%	31%	55%	51%	43%	49%	52%	50%	60%
NET Understand a little/ don't understand at all	598	409	189	402	196	433	144	452	146	93	505	95	502	438	127	33
52%	49%	34%	49%	27%	31%	51%	36%	50%	36%	40%	43%	34%	43%	52%	53%	53%
NET Don't understand at all/ have not heard of it previously	486	331	155	320	136	397	158	400	156	104	451	83	473	409	122	25
48%	39%	72%	39%	69%	44%	44%	61%	44%	61%	45%	49%	37%	51%	48%	50%	40%
NET Understand a little/ don't understand at all/ have not heard of it previously	808	523	284	507	301	594	214	596	212	150	657	112	676	592	173	43
70%	62%	71%	62%	41%	41%	66%	41%	66%	41%	65%	72%	39%	70%	70%	71%	70%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/vo.
95 percent as lower case, 50 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 23
QE1(2): Copper broadband
 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?

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Understand completely	184	24	83	22	45	2	65	41	25	33	15	66	62	51	101	76	53	122	111	51	76	38	60	33	136	43	
18%		24% cd	28% cd	11% e	13% e	1%	18%	14%	19%	21%	11%	18%	19% ab	13%	18%	13%	18%	19%	21%	18%	15% yz	18% xyz	8%	12% bc	17%	13%	
Understand somewhat	236	25	78	40	64	16	69	56	29	36	33	79	62	76	107	109	85	137	122	62	79	36	31	52	23	168	54
20%		24% cd	27% cd	20% e	20% e	8%	19%	19%	21%	19%	23%	22%	19%	19%	20%	20%	21%	21%	21%	22%	20%	24%	23%	18%	22%	21%	16%
Understand a little	287	20	79	50	93	39	84	71	36	54	37	84	96	96	151	132	109	165	164	55	122	38	32	88	24	209	73
23%		20%	27%	24%	28%	20%	23%	25%	20%	28%	27%	23%	28%	23%	28%	23%	27%	27%	28%	22%	23%	23%	18%	23%	23%	20%	22%
Don't understand at all	297	20	32	67	95	79	104	81	34	41	32	95	72	114	123	152	105	176	132	58	100	27	23	59	14	194	98
26%		20% d	11%	32% ab	29% b	42% ab	29%	28%	25%	21%	23%	26%	22%	28%	22%	28%	26%	25%	22%	23%	24%	18%	17%	20%	13%	25%	30% cd
Have not heard of previously	151	13	20	25	28	60	43	37	13	30	23	43	34	64	68	76	52	94	66	20	47	13	13	35	10	83	63
13%		12%	7%	12%	9%	31% abcd	12%	13%	10%	13%	16%	12%	10%	10% d	12%	14%	12%	14%	11%	8%	11%	9%	9%	12%	10%	10%	13% cd
NET Understand completely/somewhat	420	49	161	62	112	17	133	96	54	70	47	114	124	127	208	185	138	258	234	114	154	24	69	111	56	303	97
36%		48% cd	53% cd	31% e	34% e	9%	37%	34%	40%	36%	34%	39% ab	38%	32%	38%	35%	34%	37%	39%	46% cd	36%	49% xyz	51% xyz	38%	54% xyz	38% z	49% xyz
NET Understand completely/somewhat/a little	707	69	240	112	205	56	218	167	90	124	84	228	220	224	359	308	247	423	398	169	276	111	101	199	80	512	170
61%		68% cd	62% cd	55% e	62% e	29%	60%	59%	65%	63%	61%	62%	67% ab	56%	65% ab	57%	61%	61%	67% cd	68% cd	65% cd	73% cd	74% cd	68% cd	77% cd	69% cd	75% cd
NET Understand a little/ don't understand at all	584	40	111	117	188	118	188	152	70	95	69	178	168	211	274	275	214	341	296	114	221	65	55	147	37	402	171
51%		39%	38%	32% ab	37% ab	49% ab	52%	53%	51%	49%	49%	49%	52%	52%	50%	51%	53%	49%	50%	46%	52% ab	43%	40%	50% cd	36%	51% cd	52% cd
NET Don't understand at all/ have not heard of it previously	448	32	52	92	123	139	147	118	47	71	54	137	106	178	190	228	157	270	198	79	147	40	36	94	24	276	162
39%		32% b	18%	45% ab	38% b	71% abcd	40%	41%	35%	37%	39%	38%	33%	44% d	35%	43% cd	39%	39%	32%	32%	35% cd	27%	26%	32%	23%	35% cd	49% xyz
NET Understand a little/ don't understand at all/ have not heard of it previously	735	53	131	142	216	178	231	189	83	125	91	221	202	275	341	351	266	435	362	134	268	78	68	181	47	485	235
64%		52%	45%	69% ab	66% ab	91% abcd	63%	66%	60%	64%	66%	61%	62%	68% ab	62%	65%	66%	63%	61% cd	54%	64% xyz	51%	49%	62% xyz	46%	62% xyz	71% abcd

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 23
QE1(2): Copper broadband
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?

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH			
	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)		
	Total																											
Unweighted base	1155	451	642	866	99	208	251	642	801	129	121	104	541	612	309	233	173	192	248	345	333	207	309	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744	
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623	
Understand completely	184	87	86	169	-	41	48	65	154	7	18	4	138	46	39	26	21	32	46	72	41	40	30	113	71	64	117	
	16%	19%	13%	19%	-	15%	16%	16%	16%	16%	14%	4%	24%	8%	12%	12%	12%	18%	19%	23%	12%	13%	5%	18%	13%	16%	16%	
Understand somewhat	236	90	126	210	5	62	52	94	207	9	16	4	152	84	67	49	38	40	42	62	63	60	52	125	112	91	143	
	20%	20%	19%	24%	6%	22%	17%	23%	21%	3%	1%	0%	27%	14%	19%	23%	22%	22%	17%	20%	21%	25%	17%	20%	22%	22%	19%	
Understand a little	287	113	160	215	21	74	80	92	246	10	26	5	129	156	89	57	48	41	51	81	129	70	67	68	151	135	112	173
	25%	26%	25%	25%	23%	27%	27%	23%	25%	21%	23%	3%	23%	27%	26%	26%	28%	23%	21%	26%	23%	28%	23%	25%	25%	28%	23%	
Don't understand at all	297	102	182	176	41	64	87	101	252	12	28	6	104	193	92	47	46	40	71	59	63	47	108	141	156	93	204	
	26%	23%	28%	20%	44%	23%	29%	25%	26%	25%	27%	27%	18%	31%	19%	22%	27%	22%	29%	19%	19%	20%	16%	16%	23%	29%	23%	
Have not heard of previously	151	50	95	92	25	37	34	52	123	8	16	4	42	109	39	38	16	26	32	34	48	25	44	81	70	45	106	
	13%	11%	15%	11%	27%	13%	11%	13%	13%	1%	0%	0%	7%	18%	11%	18%	10%	13%	12%	12%	16%	11%	15%	13%	13%	11%	14%	
NET Understand completely/somewhat	420	177	232	379	5	102	100	199	362	16	35	8	290	130	127	75	59	72	88	134	104	100	82	238	182	155	261	
	36%	40%	36%	44%	6%	37%	31%	39%	37%	13%	13%	14%	51%	22%	37%	34%	35%	40%	36%	44%	34%	37%	27%	38%	34%	38%	32%	
NET Understand completely/somewhat/a little	707	290	372	595	27	176	180	252	607	26	61	13	419	286	215	132	107	113	139	215	174	167	150	389	318	267	434	
	61%	66%	57%	69%	29%	64%	60%	62%	62%	56%	58%	56%	74%	49%	62%	61%	63%	63%	57%	70%	57%	70%	50%	64%	59%	66%	58%	
NET Understand a little/don't understand at all	584	216	342	391	63	138	167	193	497	22	54	11	233	349	181	105	95	81	123	140	153	115	176	293	201	205	378	
	51%	49%	52%	45%	67%	50%	55%	48%	51%	47%	51%	49%	41%	59%	52%	48%	56%	45%	51%	45%	50%	48%	58%	48%	54%	51%	52%	
NET Don't understand at all/have not heard of it previously	448	152	277	66	101	121	153	10	374	20	43	10	146	302	131	86	63	65	101	92	131	73	152	223	225	138	310	
	39%	34%	43%	31%	71%	36%	40%	38%	38%	44%	42%	44%	26%	51%	38%	39%	37%	43%	30%	48%	30%	36%	64%	41%	41%	34%	42%	
NET Understand a little/don't understand at all/have not heard of it previously	735	266	437	483	88	175	200	245	630	30	69	15	375	458	220	143	111	107	154	173	201	140	221	374	361	250	484	
	64%	60%	67%	56%	94%	63%	67%	61%	63%	65%	67%	66%	49%	78%	63%	66%	65%	60%	64%	56%	69%	58%	73%	61%	66%	62%	65%	

Proportions/Means. Columns tested (1% 5% risk level) - ab - eid - efg - hijk - lm - nlop/q/r - s/lu/vwx - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 23
QE1(2): Copper broadband
 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?

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely (a)	Didn't match very much / at all (b)	Exactly/ almost exactly / closely (c)	Didn't match very much / at all (d)	Exactly/ almost exactly / closely (e)	Didn't match very much / at all (f)	Exactly/ almost exactly / closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	904	248	231	904	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	190	772	190	777	692	217	60
Understand completely	184	180	3	172	12	168	16	166	18	50	134	70	114	135	40	8
18%	21%	1%	21%	3%	4%	2%	2%	2%	7%	13%	15%	31%	12%	16%	15%	14%
Understand somewhat	236	202	34	197	39	196	41	192	44	41	195	59	197	176	45	15
20%	24%	11%	24%	11%	11%	22%	16%	21%	18%	18%	21%	18%	21%	19%	25%	25%
Understand a little	287	223	63	220	67	227	60	232	54	54	233	46	241	226	47	14
25%	27%	20%	27%	20%	20%	25%	23%	26%	22%	23%	25%	21%	26%	27%	19%	22%
Don't understand at all	297	160	129	153	144	211	86	220	77	49	248	43	254	199	82	17
26%	20%	15%	19%	18%	14%	24%	33%	24%	27%	21%	29%	19%	23%	24%	27%	27%
Have not heard of previously	151	67	84	71	80	96	55	97	54	37	114	25	125	114	31	7
13%	8%	27%	9%	23%	21%	21%	22%	16%	12%	16%	12%	11%	12%	12%	11%	11%
NET Understand completely/somewhat	420	382	38	369	51	363	57	359	62	92	329	109	311	311	86	24
36%	45%	12%	45%	15%	15%	40%	22%	39%	23%	40%	36%	33%	37%	35%	39%	39%
NET Understand completely/somewhat/a little	707	600	101	590	118	590	117	591	116	145	562	155	552	537	133	38
61%	72%	32%	72%	34%	34%	65%	47%	65%	47%	61%	69%	59%	63%	54%	62%	62%
NET Understand a little/ don't understand at all	584	392	192	372	211	438	146	453	111	103	481	89	495	425	129	30
51%	47%	61%	46%	62%	61%	49%	57%	50%	53%	44%	52%	40%	53%	50%	53%	50%
NET Don't understand at all/have not heard of it previously	448	235	213	224	224	307	141	317	131	86	362	69	379	312	112	23
39%	28%	68%	28%	68%	55%	34%	53%	37%	39%	37%	39%	31%	41%	37%	46%	38%
NET Understand a little/ don't understand at all/have not heard of it previously	789	459	276	449	291	534	203	550	185	139	595	115	620	538	159	37
64%	53%	81%	55%	81%	71%	60%	73%	61%	73%	60%	64%	51%	74%	63%	65%	61%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/vo.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 24
QE1(3): Cable broadband
 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?

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Understand completely	294	25	85	47	113	13	85	60	35	78	38	106	131	91	162	131	99	182	150	70	112	43	44	75	32	211	75
	25%	25% bc	30% bc	23% d	34% cd	7%	23%	21%	26%	40% gh	20%	29%	27%	23%	28%	24%	24%	26%	27%	28%	26%	33% d	26%	31%	27%	27%	23%
Understand somewhat	345	34	97	67	98	41	104	95	41	51	46	114	105	112	165	161	123	202	177	101	135	57	55	95	42	248	88
	30%	34% bc	33% bc	33% bc	30% bc	21%	28%	33%	30%	26%	33%	31%	32%	28%	30%	30%	30%	29%	30%	41% gh	32%	40% ij	32%	41% ij	32%	32%	27%
Understand a little	383	35	82	72	91	90	128	101	44	49	49	115	105	137	177	179	127	236	200	67	144	46	33	105	27	354	136
	33%	34%	28%	35%	26%	45% kl	35% kl	33% kl	32%	33%	35%	31%	32%	33%	31%	34%	31%	34%	33%	27%	30%	30%	24%	33% d	26%	32%	33% d
Don't understand at all	105	8	18	16	20	37	41	24	11	14	8	23	24	47	42	50	44	55	45	5	25	3	2	15	2	57	42
	9%	7%	6%	8%	6%	15% abcd	11%	8%	8%	7%	8%	6%	7%	12% d	8%	9%	11%	8%	7% bc	2%	6% d	2%	2%	5%	1%	7% bc	13% cd
Have not heard of previously	29	-	6	2	6	14	7	5	6	3	8	7	5	14	13	16	11	17	15	4	7	3	2	3	1	19	10
	2%	-	2%	2%	2%	3% abcd	2%	2%	4%	2%	3%	2%	2%	3%	3%	2%	3%	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%
NET Understand completely/somewhat	639	59	185	114	211	54	189	155	76	129	74	220	191	203	318	292	222	384	336	171	247	100	69	170	74	409	164
	55%	58% bc	63% bc	59% bc	64% bc	28%	52%	54%	55%	46% gh	53%	60% kl	59% kl	51%	58%	54%	55%	55%	56%	69% kl	58% d	66% d	73% kl	58% d	72% kl	58% d	49%
NET Understand completely/somewhat/a little	1022	94	267	186	302	144	317	256	120	178	123	335	297	341	494	470	349	620	536	238	390	146	132	275	101	713	280
	88%	93% kl	92% kl	91% kl	92% kl	74%	87%	90%	88%	91%	88%	92% kl	91% kl	85%	90%	88%	86%	89%	90% kl	90% kl	92% kl	96% kl	96% kl	94% kl	97% kl	90% kl	84%
NET Understand a little/ don't understand at all	487	42	100	88	111	128	169	125	56	62	57	138	129	185	219	229	171	292	245	72	169	49	35	119	28	311	158
	42%	42%	34%	43% d	34%	65% kl	46% d	46% d	40%	32%	42%	38%	40%	46% d	40%	43%	42%	42%	41% kl	29%	40% kl	32%	26%	41% kl	27%	39% kl	48% kl
NET Don't understand at all/have not heard of it previously	133	8	24	18	26	51	48	30	17	17	16	30	29	61	55	66	44	73	59	10	32	6	5	18	3	75	52
	12%	7%	8%	9%	8%	26% abcd	13%	10%	22%	9%	22%	8%	9%	15% d	10%	12%	14%	21%	10% bc	4%	8%	4%	4%	6%	3%	10% bc	16% cd
NET Understand a little/ don't understand at all/have not heard of it previously	516	42	107	90	117	141	175	130	61	66	65	144	135	199	231	244	182	309	260	77	176	52	37	123	29	329	168
	45%	42%	37%	44%	36%	72% kl	48% d	46% d	45%	34%	47% d	40%	41%	49% d	42%	46%	45%	45%	46% kl	31%	42% kl	34%	27%	42% kl	28%	42% kl	51% kl

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 24
 QE1(3): Cable broadband
 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?

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH			
	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)		
	Total																											
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	309	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744	
Effective base	967	382	531	729	81	199	240	326	762	124	116	79	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623	
Understand completely	294	124	153	276	3	73	76	105	254	9	27	4	189	105	108	50	37	40	58	86	66	75	67	152	143	106	186	
25%	25%	24%	32%	3%	26%	23%	26%	26%	26%	13%	20%	10%	32%	18%	32%	22%	22%	22%	24%	28%	22%	23%	22%	23%	26%	26%	25%	
Understand somewhat	345	146	184	258	11	78	86	128	292	14	32	7	184	160	105	61	46	59	70	112	94	71	69	206	139	127	216	
30%	33%	28%	30%	12%	28%	29%	32%	30%	31%	31%	28%	33%	27%	31%	28%	27%	33%	29%	36%	31%	31%	29%	23%	34%	26%	31%	29%	
Understand a little	383	131	229	330	51	96	102	131	329	16	30	8	148	234	96	83	64	56	83	79	109	69	125	188	195	131	250	
33%	30%	35%	35%	20%	35%	34%	32%	34%	34%	34%	29%	35%	26%	30%	28%	24%	32%	34%	26%	30%	29%	33%	31%	31%	32%	34%		
Don't understand at all	105	34	64	45	20	25	32	25	82	5	14	4	36	69	28	14	20	15	29	29	23	18	34	53	52	33	71	
9%	8%	10%	5%	22%	9%	11%	6%	8%	8%	11%	13%	1%	6%	12%	8%	6%	12%	8%	10%	10%	8%	11%	9%	10%	8%	10%		
Have not heard of previously	29	8	19	13	7	5	4	15	24	3	2	1	9	20	6	9	3	8	3	2	13	6	8	14	14	8	20	
2%	2%	3%	2%	7%	2%	1%	4%	2%	2%	0%	2%	2%	2%	4%	2%	2%	2%	2%	2%	2%	3%	3%	3%	2%	2%	2%		
NET Understand completely/somewhat	639	270	337	573	14	151	163	233	546	23	59	11	373	265	132	117	83	99	128	397	360	146	136	337	282	232	402	
55%	61%	52%	67%	15%	54%	54%	58%	56%	56%	50%	57%	48%	60%	45%	51%	49%	53%	53%	53%	64%	52%	53%	45%	53%	52%	57%	54%	
NET Understand completely/somewhat/a little	1022	401	566	803	66	247	265	364	876	38	89	19	521	499	313	195	147	155	211	276	269	216	261	545	477	363	652	
88%	91%	87%	93%	71%	89%	88%	90%	89%	89%	83%	85%	82%	92%	85%	90%	90%	87%	87%	87%	90%	88%	90%	86%	89%	88%	90%	88%	
NET Understand a little/don't understand at all	487	165	292	276	72	121	134	157	412	21	43	12	183	303	124	97	83	71	112	109	132	88	159	241	247	164	321	
42%	37%	43%	32%	27%	44%	45%	39%	42%	42%	43%	42%	50%	32%	32%	36%	45%	49%	40%	48%	35%	43%	37%	53%	39%	43%	41%	43%	
NET Don't understand at all/have not heard of it previously	133	42	83	58	27	31	35	40	106	8	15	4	44	89	33	22	23	23	31	31	36	24	42	67	66	41	92	
12%	9%	13%	7%	29%	11%	12%	10%	11%	12%	17%	15%	18%	8%	10%	10%	13%	13%	13%	10%	12%	10%	14%	11%	12%	10%	12%		
NET Understand a little/don't understand at all/have not heard of it previously	516	172	312	289	78	126	138	172	436	23	45	12	192	333	130	106	85	80	115	110	145	94	167	255	261	172	342	
45%	39%	48%	33%	28%	46%	46%	42%	44%	44%	50%	43%	52%	34%	35%	37%	49%	51%	45%	47%	36%	48%	39%	55%	42%	48%	43%	46%	

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - ef - g - hij - k - lm - n - o - p - q - r - s - t - u - v - w - x - y - z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 24
 QE1(3): Cable broadband
 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?

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely (a)	Didn't match very much / at all (b)	Exactly/ almost exactly / closely (c)	Didn't match very much / at all (d)	Exactly/ almost exactly / closely (e)	Didn't match very much / at all (f)	Exactly/ almost exactly / closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	190	777	195	777	692	217	60
Understand completely	294	251	41	251	43	271	24	258	36	78	217	96	198	235	43	16
	25%	29%	13%	31%	13%	30%	9%	28%	15%	33%	23%	51%	21%	28%	15%	27%
Understand somewhat	245	222	71	255	80	290	54	304	60	56	289	60	285	253	74	18
	30%	26%	23%	32%	23%	32%	21%	33%	25%	24%	31%	27%	31%	30%	30%	29%
Understand a little	383	247	136	232	151	271	111	281	102	72	311	43	339	267	97	19
	33%	29%	43%	29%	44%	30%	41%	31%	41%	21%	34%	19%	36%	32%	39%	32%
Don't understand at all	105	54	51	52	53	54	51	69	36	21	84	21	84	71	27	7
	9%	6%	16%	6%	15%	6%	19%	8%	14%	9%	9%	9%	9%	8%	11%	1%
Have not heard of previously	29	14	14	14	15	11	18	17	12	5	24	4	25	23	4	1
	2%	2%	5%	2%	4%	2%	7%	2%	5%	2%	3%	2%	3%	2%	2%	2%
NET Understand completely/somewhat	639	526	113	516	123	561	78	542	97	133	506	156	483	488	117	34
	55%	62%	36%	62%	36%	63%	30%	60%	39%	58%	55%	70%	52%	57%	48%	56%
NET Understand completely/somewhat/a little	1022	772	249	742	274	932	189	923	199	205	816	199	822	751	213	53
	88%	92%	79%	92%	80%	93%	74%	91%	81%	89%	88%	89%	88%	89%	87%	87%
NET Understand a little/ don't understand at all	487	301	187	283	204	325	162	350	138	93	395	64	423	338	124	25
	42%	36%	59%	35%	60%	36%	62%	38%	59%	40%	43%	29%	50%	40%	50%	42%
NET Don't understand at all/have not heard of it previously	123	68	65	65	68	65	68	86	47	26	108	24	109	94	31	8
	12%	8%	21%	8%	20%	7%	26%	9%	19%	11%	12%	11%	12%	11%	13%	13%
NET Understand a little/ don't understand at all/have not heard of it previously	516	315	201	297	219	336	180	366	150	98	418	68	448	361	128	27
	45%	37%	64%	37%	64%	37%	70%	40%	51%	42%	45%	30%	50%	43%	53%	44%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cid - eif - gh - ij - kl - mn/o.
 95 percent as lower case, 50 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 25
QE1(4): Fibre
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?

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Understand completely	300	31	93	53	105	13	92	56	62	75	35	101	100	95	156	139	96	106	169	77	117	46	41	79	30	226	75
	27%	30%	32%	25%	32%	7%	25%	20%	31%	38%	25%	28%	31%	24%	28%	26%	24%	29%	28%	31%	28%	31%	30%	27%	29%	29%	22%
Understand somewhat	399	31	125	59	129	39	128	105	52	56	43	132	104	142	193	182	146	235	214	99	153	61	63	102	45	286	99
	35%	31%	43%	29%	39%	20%	35%	37%	38%	29%	31%	36%	32%	35%	35%	34%	36%	34%	36%	40%	36%	40%	35%	35%	43%	36%	30%
Understand a little	347	35	62	65	84	92	113	91	36	48	29	161	63	117	161	163	130	200	169	60	125	37	31	91	27	221	137
	30%	34%	21%	26%	25%	47%	31%	32%	27%	23%	33%	30%	29%	30%	29%	30%	32%	29%	28%	24%	30%	24%	31%	26%	36%	38%	33%
Don't understand at all	92	5	11	19	10	45	29	30	7	13	10	22	22	43	36	48	28	57	41	11	26	7	2	20	2	52	38
	8%	5%	4%	3%	3%	13%	8%	11%	5%	7%	7%	6%	7%	11%	7%	9%	7%	8%	7%	5%	6%	1%	1%	1%	1%	3%	4%
Have not heard of previously	8	-	-	2	-	6	2	2	-	2	1	1	1	5	3	5	4	4	3	1	1	1	1	1	1	3	4
	1%	-	-	1%	-	2%	1%	1%	-	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
NET Understand completely/somewhat	709	62	210	115	234	53	220	162	94	111	78	233	204	237	349	321	242	433	382	176	220	107	104	180	75	512	173
	61%	63%	73%	58%	71%	27%	60%	57%	68%	67%	56%	64%	60%	59%	64%	60%	60%	62%	64%	71%	64%	59%	56%	62%	62%	63%	65%
NET Understand completely/somewhat/a little	1055	96	281	183	318	145	333	253	130	179	128	342	302	355	510	483	372	633	551	236	395	144	135	271	101	733	290
	91%	95%	96%	90%	97%	74%	91%	89%	95%	92%	92%	94%	93%	88%	93%	90%	92%	91%	90%	95%	93%	85%	88%	93%	90%	93%	92%
NET Understand a little/don't understand at all	439	40	73	84	94	127	142	122	43	61	60	131	121	160	197	211	158	257	210	71	151	44	32	111	28	273	155
	38%	39%	25%	41%	29%	33%	39%	43%	32%	31%	43%	36%	37%	40%	36%	39%	37%	37%	37%	29%	37%	29%	24%	38%	27%	35%	47%
NET Don't understand at all/have not heard of it previously	100	5	11	21	10	50	31	32	7	16	11	23	24	47	39	53	32	60	45	12	28	8	2	22	2	55	42
	9%	5%	4%	16%	3%	26%	9%	11%	5%	8%	8%	6%	7%	12%	7%	10%	8%	9%	8%	5%	7%	5%	2%	7%	2%	7%	13%
NET Understand a little/don't understand at all/have not heard of it previously	446	40	73	86	94	143	145	124	43	64	60	132	122	165	200	215	162	260	213	72	153	45	33	112	29	277	159
	39%	39%	25%	42%	29%	33%	40%	43%	32%	33%	44%	36%	37%	41%	36%	40%	40%	38%	39%	29%	38%	30%	24%	38%	28%	35%	48%

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
95 percent as lower case, 90 percent as UPPER CASE.
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 25
QE1(4): Fibre
 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?

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Understand completely	309	134	157	281	4	76	82	105	263	12	30	5	219	91	104	56	37	48	64	94	73	71	71	167	143	118	188
27%	30%	24%	32%	4%	27%	27%	26%	27%	27%	23%	28%	22%	39%	15%	30%	26%	22%	28%	30%	30%	24%	30%	24%	27%	25%	25%	25%
Understand somewhat	399	161	212	343	14	89	96	151	336	17	39	7	196	203	114	85	60	70	71	116	100	86	98	216	184	149	249
35%	36%	33%	40%	15%	32%	32%	37%	34%	34%	36%	37%	32%	35%	34%	33%	35%	39%	29%	38%	33%	36%	32%	35%	34%	37%	34%	33%
Understand a little	347	114	218	193	46	86	99	113	298	13	29	7	123	222	92	65	61	44	85	76	103	62	105	180	167	106	239
30%	26%	33%	22%	50%	33%	33%	28%	30%	30%	28%	28%	32%	22%	36%	27%	30%	24%	24%	25%	30%	26%	25%	29%	31%	26%	31%	32%
Don't understand at all	92	33	53	41	25	24	23	33	80	5	6	3	26	66	35	12	12	11	22	20	26	21	25	46	29	29	63
8%	7%	8%	5%	28%	9%	8%	8%	8%	8%	10%	5%	13%	5%	11%	10%	6%	7%	6%	7%	9%	9%	8%	8%	8%	7%	8%	8%
Have not heard of previously	8	-	8	4	3	3	-	3	5	1	2	*	1	6	2	-	-	5	1	1	3	-	4	4	2	5	5
2%	-	1%	4%	4%	2%	-	2%	2%	2%	2%	2%	1%	*	2%	1%	-	-	1%	*	2%	2%	1%	2%	1%	1%	2%	2%
NET Understand completely/somewhat	709	295	370	624	18	165	179	256	599	28	68	13	414	293	218	140	97	115	135	210	173	157	169	382	326	267	437
61%	65%	57%	72%	19%	60%	59%	63%	61%	61%	61%	66%	60%	61%	60%	63%	60%	57%	61%	61%	61%	57%	60%	62%	60%	60%	60%	59%
NET Understand completely/somewhat/a little	1055	409	588	817	63	251	277	369	897	41	97	20	538	516	310	205	158	163	220	286	276	219	274	562	493	373	676
91%	93%	91%	95%	68%	90%	92%	91%	92%	91%	89%	93%	88%	93%	88%	89%	94%	93%	91%	91%	93%	90%	91%	90%	92%	91%	92%	91%
NET Understand a little/don't understand at all	439	147	272	234	72	110	122	146	378	17	34	10	149	289	127	77	73	55	107	97	120	83	130	226	213	136	302
38%	33%	42%	27%	77%	40%	41%	36%	38%	38%	37%	33%	43%	26%	48%	37%	35%	48%	32%	32%	42%	34%	43%	37%	39%	34%	41%	41%
NET Don't understand at all/have not heard of it previously	100	33	61	45	30	26	23	35	85	3	7	3	27	73	37	12	12	16	23	21	29	21	29	50	50	32	68
9%	7%	9%	5%	32%	10%	8%	9%	9%	9%	11%	7%	12%	5%	13%	11%	6%	7%	9%	7%	7%	10%	9%	10%	8%	9%	8%	9%
NET Understand a little/don't understand at all/have not heard of it previously	446	147	279	237	75	112	122	149	383	18	36	10	151	295	129	77	73	60	108	98	132	83	134	230	217	138	307
39%	33%	43%	28%	81%	40%	41%	37%	39%	39%	34%	44%	42%	27%	50%	37%	35%	43%	33%	32%	43%	34%	46%	38%	40%	34%	41%	41%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - efg - hijk - lm - nlop/q - r/s/u/v/w/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 25
QE1(4): Fibre
 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?

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely (a)	Didn't match very much / at all (b)	Exactly/ almost exactly / closely (c)	Didn't match very much / at all (d)	Exactly/ almost exactly / closely (e)	Didn't match very much / at all (f)	Exactly/ almost exactly / closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Understand completely	309	267	42	264	45	276	33	274	35	92	217	101	208	237	54	19
	27%	32%	14%	33%	13%	31%	13%	30%	14%	40%	23%	45%	23%	28%	23%	33%
Understand somewhat	399	317	83	295	93	328	61	342	57	63	336	69	321	293	90	16
	35%	38%	26%	36%	27%	37%	24%	38%	23%	27%	36%	31%	36%	34%	37%	27%
Understand a little	347	207	139	198	149	224	123	238	108	52	294	32	315	250	78	18
	30%	25%	44%	24%	43%	25%	40%	26%	44%	23%	32%	24%	34%	29%	32%	29%
Don't understand at all	92	46	43	43	30	57	35	50	42	19	73	19	74	62	23	8
	8%	6%	14%	5%	9%	6%	13%	6%	17%	8%	8%	8%	8%	7%	9%	11%
Have not heard of previously	8	1	7	2	5	2	6	4	3	4	4	3	4	8	-	-
	1%	*	2%	*	1%	*	2%	1%	2%	2%	*	1%	*	1%	-	-
NET Understand completely/somewhat	709	583	125	570	139	614	94	616	92	155	553	170	539	529	144	35
	62%	70%	40%	70%	40%	68%	37%	67%	38%	67%	60%	33%	58%	62%	50%	50%
NET Understand completely/somewhat/a little	1055	793	264	765	287	938	217	954	201	208	847	202	853	780	222	53
	91%	94%	84%	93%	84%	93%	84%	94%	81%	90%	84%	92%	92%	92%	91%	87%
NET Understand a little/ don't understand at all	439	257	182	241	198	281	158	288	151	72	367	51	388	312	101	26
	38%	31%	58%	30%	57%	31%	32%	31%	32%	31%	40%	23%	42%	37%	41%	42%
NET Don't understand at all/have not heard of it previously	106	50	50	45	55	59	41	54	46	23	77	22	78	69	23	8
	9%	6%	16%	6%	16%	7%	16%	6%	19%	10%	8%	10%	8%	8%	9%	13%
NET Understand a little/ don't understand at all/have not heard of it previously	446	256	189	243	204	283	164	293	154	76	371	54	383	320	101	26
	39%	31%	60%	30%	60%	32%	33%	32%	34%	33%	40%	24%	43%	30%	41%	42%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 26
 QE1(5): Part fibre
 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?

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling										
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)		
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333	
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332	
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279	
Understand completely	120	17	52	22	35	-	47	22	19	22	17	47	44	35	75	49	35	89	76	44	53	31	28	44	28	97	30	
Understand somewhat	245	16	79	46	79	15	78	58	30	45	24	92	70	68	113	114	83	152	121	69	90	34	35	49	20	181	54	
Understand a little	336	34	76	61	103	50	96	89	40	58	42	100	100	114	162	154	132	179	168	76	139	114	47	43	93	34	234	90
Don't understand at all	286	21	56	49	78	77	92	78	32	43	35	83	71	117	122	146	97	177	143	39	84	35	14	62	10	175	106	
Have not heard of previously	158	13	28	26	35	52	51	39	17	27	21	42	40	68	77	73	57	97	88	20	57	14	16	45	13	102	53	
NET Understand completely/somewhat	376	33	111	63	113	15	125	79	49	67	41	119	114	103	188	163	119	241	137	112	143	65	63	93	47	278	94	
NET Understand completely/somewhat/a little	710	68	207	129	216	65	221	169	88	125	83	240	215	218	350	317	251	419	365	188	282	113	106	186	81	512	173	
NET Understand a little/ don't understand at all	622	55	122	110	180	128	188	167	77	101	77	182	171	231	284	300	229	356	311	115	224	72	57	155	44	409	196	
NET Don't understand at all/have not heard of it previously	445	34	85	75	112	130	144	117	49	70	56	125	111	184	199	219	153	274	231	60	141	39	31	107	22	277	159	
NET Understand a little/ don't understand at all/have not heard of it previously	780	68	161	136	215	180	239	206	88	128	98	226	212	299	361	373	286	452	399	135	280	86	74	200	56	511	248	

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 26
QE1(5): Part fibre
 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?

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH			
	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)		
	Total																											
Unweighted base	1155	451	642	866	99	208	251	642	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753	
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744	
Effective base	967	382	531	729	81	199	240	326	762	124	116	23*	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623	
Understand completely	129	65	58	122	*	30	29	54	113	9	11	2	96	93	41	24	21	16	25	51	25	27	26	76	54	74	54	
Understand somewhat	245	100	129	216	*	49	64	92	205	10	26	4	152	168	91	44	36	34	40	59	77	62	47	136	110	92	150	
Understand a little	336	136	180	256	*	92	89	109	291	9	30	6	158	177	101	76	50	45	64	99	158	77	71	89	176	160	128	205
Don't understand at all	286	92	177	169	*	60	88	90	239	16	24	7	103	123	81	42	43	49	72	64	78	53	91	143	144	82	204	
Have not heard of previously	158	49	105	99	*	24	46	30	134	8	13	4	55	103	33	31	21	32	41	35	48	26	50	82	76	48	110	
NET Understand completely/somewhat	375	165	187	337		10	79	146	318	13	37	6	248	126	132	68	57	53	65	109	102	90	74	211	163	147	225	
NET Understand completely/somewhat/a little	616	301	368	593		26	172	255	609	22	67	12	406	303	233	144	106	98	130	208	179	160	163	337	323	275	430	
NET Understand a little/ don't understand at all	422	229	357	425		60	152	178	530	26	54	13	261	309	181	118	92	94	136	163	155	124	180	318	304	210	409	
NET Don't understand at all/have not heard of it previously	445	141	281	269		67	106	149	373	24	37	11	159	285	114	73	64	81	113	99	126	80	140	225	220	130	315	
NET Understand a little/ don't understand at all/have not heard of it previously	780	278	461	534		83	198	207	664	33	67	17	317	462	215	150	113	126	177	198	203	150	229	401	380	258	520	
	68%	63%	71%	61%		71%	69%	64%	68%	72%	64%	72%	56%	79%	62%	69%	67%	73%	64%	67%	67%	63%	76%	65%	70%	64%	70%	

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - n/op/q/r - s/uv/w/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 26
 QE1(5): Part fibre
 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?

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely (a)	Didn't match very much / at all (b)	Exactly/ almost exactly / closely (c)	Didn't match very much / at all (d)	Exactly/ almost exactly / closely (e)	Didn't match very much / at all (f)	Exactly/ almost exactly / closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	904	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Understand completely	129	114	3%	120	10	124	5	117	12	44	86	53	76	107	17	5
Understand somewhat	245	215	27	205	37	214	26	216	29	48	198	55	190	150	45	13
Understand a little	336	256	80	253	83	265	71	265	71	63	273	55	281	235	76	24
Don't understand at all	296	164	26%	151	136	187	100	202	84	39	247	36	251	202	70	14
Have not heard of previously	158	85	7%	81	77	107	55	107	51	38	130	24	134	114	37	7
NET Understand completely/somewhat	375	337	38	328	46	339	34	334	41	91	283	109	266	297	62	15
NET Understand completely/somewhat/a little	710	592	118	581	129	604	107	599	112	154	556	164	547	533	138	40
NET Understand a little/ don't understand at all	622	410	203	403	219	452	170	467	155	102	520	90	532	437	146	39
NET Don't understand at all/ have not heard of it previously	445	249	19%	232	213	294	155	310	135	77	368	60	395	316	107	21
NET Understand a little/ don't understand at all/ have not heard of it previously	780	504	27%	484	296	589	222	575	205	140	641	115	666	552	183	46
	60%	60%	8.5%	60%	8.5%	62%	8.5%	62%	8.5%	62%	8.5%	31%	61%	60%	8.5%	75%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cid - eif - gh - ij - kl - mn/o.
 95 percent as lower case, 50 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 27
QE1(6): Full fibre
 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?

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	964	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	821	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Understand completely	212	32	103	63	110	9	103	63	43	63	32	113	91	97	156	143	106	192	175	78	125	68	48	81	25	236	67
Understand somewhat	381	28	109	66	111	51	127	93	43	61	41	115	120	121	193	163	140	225	203	95	150	61	55	100	39	272	93
Understand a little	314	31	68	54	84	26%	94	85	40	43	45	101	78	114	139	153	111	185	144	101	134	34	29	76	26	192	134
Don't understand at all	117	7	11	28	18	52	34	36	10	19	16	28	31	52	48	58	37	69	62	14	38	9	4	30	3	74	42
Have not heard of previously	32	3	1	7	6	15	7	8	1	11	6	8	5	18	13	19	10	22	12	2	7	1	1	5	1	16	16
NET Understand completely/somewhat	606	60	212	115	221	60	230	156	86	122	73	227	211	218	349	306	246	417	378	174	275	109	103	111	74	607	160
NET Understand completely/somewhat/a little	1006	91	280	169	305	128	324	241	126	165	118	329	290	332	488	459	357	602	521	232	378	142	132	257	100	699	275
NET Understand a little/ don't understand at all	141	39	78	82	101	121	128	121	50	62	60	130	110	166	187	211	148	253	206	72	141	43	33	107	29	265	156
NET Don't understand at all/ have not heard of it previously	139	10	12	35	23	67	41	44	11	30	21	36	36	41*	61	77	47	91	74	16	45	9	4	35	3	90	57
NET Understand a little/ don't understand at all/ have not heard of it previously	463	42	79	89	107	136	134	129	51	73	66	138	115	184	200	230	158	276	218	74	148	43	33	111	29	281	172

Proportions/Means. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 27
QE1(6): Full fibre
 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?

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH				
	Total	Currently looking to look (a)	Not looking to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	243	345	333	207	270	678	477	397	753	
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744	
Effective base	967	382	531	729	81	199	240	326	762	124	116	6	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623	
Understand completely	312	133	161	283	4	70	84	111	265	12	28	6	209	102	105	49	43	55	59	86	75	72	68	171	140	115	194	
	27%	30%	25%	33%	4%	25%	28%	28%	27%	23%	27%	27%	37%	17%	30%	22%	25%	28%	24%	25%	25%	30%	27%	28%	28%	28%	25%	
Understand somewhat	381	155	202	329	15	92	92	138	321	14	38	7	209	172	116	67	57	64	76	112	93	87	88	205	176	126	252	
	33%	35%	31%	38%	16%	33%	31%	34%	33%	11%	37%	28%	37%	29%	33%	31%	34%	36%	31%	36%	30%	30%	29%	33%	32%	31%	34%	
Understand a little	314	107	191	181	37	79	89	99	268	12	28	6	110	203	81	77	48	38	70	71	110	58	58	95	162	153	118	196
	27%	24%	29%	21%	5%	29%	30%	24%	27%	26%	27%	28%	19%	35%	23%	19%	29%	21%	29%	23%	30%	24%	24%	30%	28%	29%	26%	
Don't understand at all	117	39	72	48	32	28	32	41	102	6	6	3	30	85	33	19	19	14	32	21	35	20	56	60	33	83		
	10%	9%	11%	6%	3%	10%	11%	10%	10%	6%	6%	6%	5%	14%	10%	9%	11%	8%	12%	7%	11%	8%	13%	9%	12%	8%	11%	
Have not heard of previously	32	9	23	21	5	8	3	15	26	2	3	1	7	25	11	5	3	7	6	6	12	3	11	18	14	13	19	
	3%	2%	4%	2%	5%	3%	1%	4%	3%	4%	3%	5%	1%	4%	3%	2%	2%	4%	2%	2%	4%	2%	4%	3%	3%	3%	3%	
NET Understand completely/somewhat	692	288	363	612	19	162	176	249	587	26	67	13	418	274	221	117	100	115	135	208	168	159	156	376	316	241	446	
	60%	65%	56%	71%	20%	58%	59%	62%	60%	17%	64%	56%	73%	47%	71%	54%	59%	61%	56%	63%	53%	52%	52%	63%	58%	60%	60%	
NET Understand completely/somewhat/a little	1006	395	554	752	56	241	265	348	854	38	95	19	528	478	302	194	149	158	205	290	258	217	251	538	468	359	642	
	87%	89%	85%	92%	60%	87%	88%	86%	87%	83%	91%	83%	93%	81%	87%	89%	87%	88%	84%	91%	85%	81%	83%	88%	86%	89%	86%	
NET Understand a little/don't understand at all	431	146	263	229	69	108	122	140	369	18	34	9	140	289	114	96	67	52	102	93	120	78	135	218	213	151	279	
	37%	33%	41%	27%	20%	39%	42%	35%	38%	40%	33%	40%	25%	48%	32%	34%	29%	42%	30%	41%	32%	35%	45%	36%	43%	37%	37%	
NET Don't understand at all/have not heard of it previously	149	48	37	36	35	35	56	128	8	9	4	37	111	48	45	24	21	21	38	28	46	23	52	74	74	45	102	
	13%	11%	15%	8%	40%	13%	12%	14%	13%	17%	9%	17%	7%	19%	13%	11%	13%	12%	16%	9%	16%	9%	17%	12%	14%	11%	14%	
NET Understand a little/don't understand at all/have not heard of it previously	463	155	286	250	75	116	124	155	395	20	37	10	147	314	125	101	70	59	107	99	137	81	146	236	227	164	298	
	40%	35%	44%	29%	80%	42%	41%	38%	40%	43%	36%	44%	26%	51%	36%	46%	41%	33%	44%	32%	49%	34%	48%	39%	47%	40%	40%	

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hijk - lm - nlop/q - r/s/u/vw/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 27
QE1(6): Full fibre
 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?

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely (a)	Didn't match very much / at all (b)	Exactly/ almost exactly / closely (c)	Didn't match very much / at all (d)	Exactly/ almost exactly / closely (e)	Didn't match very much / at all (f)	Exactly/ almost exactly / closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	904	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	190	772	195	777	692	217	60
Understand completely	312	274	37	276	36	278	34	280	32	83	228	99	213	237	59	16
	27%	33%	12%	34%	10%	31%	13%	31%	13%	35%	26%	42%	23%	28%	24%	26%
Understand somewhat	381	302	77	285	95	324	57	313	68	70	310	65	315	287	78	16
	33%	36%	25%	35%	28%	36%	22%	34%	27%	30%	34%	29%	34%	34%	32%	26%
Understand a little	314	198	116	193	121	211	104	239	75	46	268	33	282	224	71	19
	27%	24%	37%	24%	35%	23%	40%	26%	30%	20%	29%	15%	30%	26%	29%	32%
Don't understand at all	117	53	63	46	70	66	51	60	56	18	99	19	97	73	34	9
	10%	6%	20%	6%	21%	7%	20%	7%	21%	8%	11%	8%	10%	9%	13%	13%
Have not heard of previously	32	12	20	12	20	20	12	17	15	14	18	7	25	27	4	1
	3%	1%	6%	1%	6%	2%	5%	2%	6%	6%	2%	3%	2%	2%	1%	2%
NET Understand completely/somewhat	692	577	115	562	131	601	91	593	100	154	539	165	528	524	137	31
	60%	69%	37%	69%	38%	67%	35%	65%	40%	60%	58%	74%	57%	62%	56%	53%
NET Understand completely/somewhat/a little	1006	776	231	755	252	912	194	912	175	199	807	197	809	748	208	52
	87%	92%	74%	93%	74%	90%	75%	92%	71%	86%	87%	88%	87%	88%	85%	83%
NET Understand a little/ don't understand at all	431	252	179	239	191	276	155	299	132	63	367	52	379	298	105	29
	37%	30%	57%	29%	55%	31%	60%	33%	57%	27%	40%	23%	41%	35%	47%	47%
NET Don't understand at all/have not heard of it previously	149	65	83	58	91	85	63	77	72	32	117	26	122	101	37	11
	13%	8%	26%	7%	26%	10%	25%	8%	29%	14%	13%	12%	13%	12%	15%	17%
NET Understand a little/ don't understand at all/have not heard of it previously	468	264	199	251	212	296	167	316	147	77	385	59	404	325	108	30
	40%	31%	63%	31%	61%	33%	65%	35%	60%	34%	41%	26%	43%	38%	44%	49%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/vo.
 95 percent as lower case, 50 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 28
 QE1(7): Fibre to the cabinet (FTTC)
 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?

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling										
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)		
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	197	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	364	285	137	195	139	199	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	116	161	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Understand completely	183	19	83	22	45	1	60	33	23	37	16	17	102	72	51	102	72	111	108	111	43	67	30	27	54	24	134	44
Understand somewhat	227	21	81	38	69	4	71	60	31	24	30	34	115	93	67	177	166	177	177	177	166	206	206	196	236*	176	136	136
Understand a little	260	19	67	56	82	29	86	54	27	52	34	74	138	129	91	138	129	95	153	126	65	101	39	35	68	27	177	76
Don't understand at all	202	28	36	49	87	94	82	95	37	46	35	90	130	151	179	105	179	131	108	131	46	105	27	21	63	13	185	110
Have not heard of previously	183	14	19	39	45	62	56	44	19	36	24	51	84	90	80	84	90	102	108	102	24	67	16	15	51	10	121	58
NET Understand completely/somewhat	411	40	170	60	114	10	140	93	54	61	46	111	215	196	114	215	196	237	113	237	113	150	70	66	110	53	306	89
NET Understand completely/somewhat/a little	671	59	237	116	196	39	227	147	81	113	80	224	207	205	205	335	295	233	406	363	178	251	109	101	178	80	483	165
NET Understand a little/ don't understand at all	496	47	102	106	169	124	168	148	64	98	69	163	160	208	208	248	280	200	332	257	111	206	66	55	131	40	362	185
NET Don't understand at all/ have not heard of it previously	426	42	55	88	132	156	138	139	56	82	59	140	119	197	197	214	241	171	287	233	70	172	43	36	114	23	306	167
NET Understand a little/ don't understand at all/ have not heard of it previously	744	61	121	144	214	185	224	192	83	114	93	214	202	288	288	332	370	266	441	359	135	273	82	70	182	50	483	243

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 50 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 28
QE1(7): Fibre to the cabinet (FTTC)

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?

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	243	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	79	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Understand completely	183	81	88	166	5	43	43	68	154	7	19	4	145	39	57	20	24	33	43	61	45	43	34	106	77	96	125
Understand somewhat	227	97	119	200	5	54	61	82	197	10	16	5	137	90	68	43	37	36	44	76	59	42	51	134	93	91	136
Understand a little	206	22%	28%	23%	5%	20%	20%	20%	20%	21%	15%	20%	20%	20%	22%	20%	20%	18%	26%	19%	18%	17%	22%	17%	23%	18%	
Don't understand at all	236	112	134	195	16	56	82	89	227	8	22	4	64	123	89	52	43	32	44	64	62	68	66	127	133	96	160
NET Understand completely/somewhat	302	92	105	236	17%	20%	27%	22%	23%	16%	21%	7%	27%	23%	26%	24%	23%	18%	21%	20%	20%	22%	21%	25%	24%	21%	
NET Understand completely/somewhat/a little	411	21%	30%	47%	29%	25%	25%	25%	26%	24%	29%	25%	18%	34%	25%	29%	25%	25%	26%	21%	26%	22%	34%	24%	30%	26%	
NET Understand a little/don't understand at all	183	61	113	113	24	45	39	65	149	11	18	5	57	125	46	40	24	33	41	41	59	33	50	99	83	54	
NET Understand a little/don't understand at all/have not heard of it previously	164	24%	27%	23%	25%	16%	12%	16%	15%	23%	17%	21%	10%	21%	13%	18%	14%	18%	17%	12%	19%	14%	17%	16%	15%	13%	
NET Understand completely/somewhat	671	178	206	367	9	97	104	150	351	17	34	8	282	129	125	63	69	93	137	104	86	85	240	170	148	261	
NET Understand completely/somewhat/a little	806	40%	52%	63%	10%	35%	37%	30%	30%	30%	33%	30%	30%	29%	30%	29%	36%	38%	38%	44%	44%	30%	28%	33%	31%	30%	
NET Understand a little/don't understand at all/have not heard of it previously	411	28%	34%	56%	25%	15%	18%	23%	57%	24	16	12	40%	26%	214	115	103	100	133	201	166	153	150	357	304	244	
NET Understand completely/somewhat/a little	58%	65%	53%	65%	27%	55%	62%	59%	59%	53%	54%	54%	72%	45%	62%	53%	61%	56%	57%	65%	55%	64%	50%	60%	56%	60%	
NET Understand a little/don't understand at all	562	20%	30%	32%	60	13%	15%	18%	48%	19	12	10	26%	104	17%	11%	8%	77	109	180	142	121	168	272	289	203	
NET Don't understand at all/have not heard of it previously	49%	46%	51%	44%	49%	49%	47%	47%	49%	42%	50%	42%	40%	37%	51%	52%	50%	43%	43%	42%	47%	52%	44%	51%	44%	50%	
NET Understand a little/don't understand at all/have not heard of it previously	484	15%	30%	30%	68	124	115	165	403	22	48	11	161	123	132	102	67	78	105	107	138	87	152	245	239	161	
NET Understand a little/don't understand at all/have not heard of it previously	42%	35%	47%	35%	73%	45%	38%	41%	41%	47%	46%	46%	28%	50%	38%	47%	39%	44%	43%	35%	45%	36%	46%	40%	44%	40%	
NET Understand a little/don't understand at all/have not heard of it previously	744	26%	41%	49%	84	180	196	254	630	29	70	15	383	459	222	154	109	110	140	171	201	154	218	372	373	257	
NET Understand a little/don't understand at all/have not heard of it previously	64%	60%	65%	57%	90%	65%	65%	63%	64%	64%	67%	64%	50%	78%	64%	71%	64%	62%	62%	56%	60%	64%	72%	61%	69%	64%	

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - efg - hijk - lm - nlop/qir - s/lu/vwx - yz.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 28
 QE1(7): Fibre to the cabinet (FTTC)
 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?

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely (a)	Didn't match very much / at all (b)	Exactly/ almost exactly / closely (c)	Didn't match very much / at all (d)	Exactly/ almost exactly / closely (e)	Didn't match very much / at all (f)	Exactly/ almost exactly / closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	904	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	190	777	190	777	692	217	60
Understand completely	183	165	14	174	10	159	24	165	19	52	131	64	119	141	35	7
16%	22%	5%	21%	3%	3%	9%	3%	2%	8%	22%	14%	28%	13%	17%	14%	11%
Understand somewhat	227	209	20	202	25	202	26	204	23	40	187	45	182	169	45	14
20%	25%	6%	25%	7%	7%	10%	10%	12%	10%	17%	20%	20%	20%	18%	18%	23%
Understand a little	260	199	61	201	59	205	55	214	46	47	213	43	217	187	59	13
23%	24%	19%	25%	17%	17%	23%	21%	24%	19%	20%	23%	19%	23%	22%	24%	22%
Don't understand at all	302	168	134	153	149	205	97	203	99	47	254	35	267	213	71	18
26%	20%	16%	19%	18%	15%	23%	12%	22%	10%	20%	28%	15%	25%	23%	29%	20%
Have not heard of previously	183	97	85	83	100	126	56	123	60	45	138	37	146	139	35	9
16%	12%	27%	10%	29%	14%	22%	13%	24%	20%	20%	15%	16%	16%	14%	14%	14%
NET Understand completely/somewhat	411	377	34	376	35	361	50	369	42	92	319	110	301	310	80	21
30%	45%	11%	42%	10%	10%	13%	11%	17%	10%	40%	34%	19%	32%	36%	33%	35%
NET Understand completely/somewhat/a little	573	570	95	577	94	566	105	583	88	139	533	153	518	487	139	35
58%	68%	30%	71%	27%	27%	41%	36%	44%	60%	60%	58%	58%	56%	59%	57%	57%
NET Understand a little/ don't understand at all	562	367	195	354	208	410	152	417	145	94	468	78	484	401	130	31
49%	44%	31%	44%	21%	21%	40%	26%	42%	21%	41%	31%	21%	32%	47%	53%	51%
NET Don't understand at all/ have not heard of it previously	484	265	219	236	245	331	153	325	159	92	392	71	433	352	106	27
42%	32%	70%	29%	71%	37%	59%	36%	64%	40%	40%	42%	32%	49%	41%	43%	43%
NET Understand a little/ don't understand at all/ have not heard of it previously	744	464	280	437	308	536	208	540	205	139	605	114	610	539	165	40
64%	55%	87%	54%	70%	40%	60%	41%	59%	33%	60%	66%	31%	67%	64%	67%	63%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/vo.
 95 percent as lower case, 50 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 29
QE1(8): Fibre to the premises (FTTP)
 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?

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling										
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)		
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333	
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332	
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279	
Understand completely	200	13	81	23	65	3	70	38	21	41	12	71	54	65	111	78	70	116	110	48	76	35	38	61	25	146	45	
17%		13%	28%	11%	20%		20%	13%	16%	31%		19%	17%	16%	20%	15%	17%	17%	20%	18%	23%	20%	31%	24%	19%	14%	14%	
Understand somewhat	285	27	104	46	81	20	83	78	33	41	43	98	93	79	135	133	99	173	111	76	111	44	47	71	32	210	68	
25%		26%	36%	23%	25%		23%	27%	24%	21%	31%	27%	25%	20%	25%	25%	25%	21%	26%	26%	29%	20%	35%	24%	21%	27%	20%	
Understand a little	293	23	67	62	85	40	90	73	31	52	32	80	85	111	139	134	135	102	89	82	111	39	134	36	76	29	198	80
29%		23%	23%	30%	26%	21%	25%	25%	23%	27%	23%	22%	24%	29%	24%	24%	25%	25%	23%	23%	26%	27%	26%	28%	28%	25%	24%	
Don't understand at all	242	21	24	48	67	79	74	63	33	33	36	78	68	84	106	122	85	140	111	41	69	36	15	44	10	145	94	
21%		21%	8%	25%	20%	40%	20%	22%	24%	27%	26%	21%	21%	20%	21%	20%	21%	20%	19%	17%	16%	17%	15%	10%	18%	25%	18%	
Have not heard of previously	136	12	15	26	29	53	38	34	19	28	16	38	29	63	63	69	48	83	74	14	55	9	11	41	7	89	45	
12%		12%	5%	13%	9%	27%	10%	12%	14%	12%	12%	10%	9%	10%	11%	13%	12%	12%	12%	6%	6%	8%	8%	10%	7%	11%	10%	
NET Understand completely/somewhat	484	45	116	69	142	23	162	116	54	83	55	169	147	143	246	211	169	295	222	124	197	79	75	112	58	356	113	
42%		45%	40%	34%	40%		45%	42%	39%	42%	39%	46%	43%	36%	45%	39%	42%	42%	46%	30%	48%	31%	35%	46%	36%	46%	34%	
NET Understand completely/somewhat/a little	777	68	252	130	232	63	252	188	85	134	87	249	229	255	380	346	271	470	411	193	299	117	111	207	87	554	193	
67%		67%	87%	64%	71%	33%	69%	66%	62%	69%	62%	68%	70%	63%	69%	64%	67%	68%	69%	78%	71%	77%	61%	71%	84%	70%	58%	
NET Understand a little/ don't understand at all	535	45	91	109	152	119	164	136	64	84	68	158	150	195	240	257	188	319	250	110	181	65	51	120	39	343	174	
46%		46%	31%	34%	46%	31%	45%	48%	47%	43%	49%	43%	46%	49%	44%	48%	46%	46%	42%	44%	43%	43%	37%	41%	37%	43%	32%	
NET Don't understand at all/have not heard of it previously	378	33	39	74	96	132	112	97	52	60	52	116	97	147	169	191	133	223	185	55	124	35	25	85	17	234	139	
33%		33%	13%	36%	29%	67%	31%	34%	38%	31%	38%	32%	30%	37%	31%	36%	33%	32%	31%	22%	29%	23%	19%	29%	16%	30%	42%	
NET Understand a little/ don't understand at all/ have not heard of it previously	671	56	106	136	181	172	202	170	83	112	84	196	179	259	303	325	235	402	324	124	235	74	62	161	46	432	219	
58%		58%	36%	40%	55%	38%	55%	59%	61%	58%	61%	54%	55%	64%	55%	61%	58%	58%	54%	50%	56%	49%	45%	55%	44%	55%	60%	

Proportions/Means. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 29
QE1(8): Fibre to the premises (FTTP)
 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?

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	642	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Understand completely	200	83	92	182	1	46	54	73	172	7	16	4	133	47	49	33	29	40	49	67	50	49	34	117	83	71	128
	17%	19%	14%	21%	1%	16%	18%	18%	17%	1%	1%	1%	24%	8%	14%	15%	17%	20%	20%	22%	16%	16%	19%	19%	17%	17%	17%
Understand somewhat	285	111	161	244	10	69	63	113	245	12	23	4	168	117	92	53	37	44	59	88	73	60	64	161	124	98	185
	25%	25%	25%	28%	11%	25%	21%	28%	25%	2%	2%	2%	30%	20%	27%	24%	22%	24%	24%	26%	22%	25%	26%	26%	23%	24%	25%
Understand a little	293	108	158	207	19	68	94	85	247	10	30	5	125	167	87	56	39	39	57	68	69	67	89	137	156	101	189
	25%	24%	24%	24%	21%	24%	21%	21%	25%	22%	23%	23%	22%	26%	23%	22%	23%	23%	23%	22%	23%	23%	23%	23%	23%	25%	25%
Don't understand at all	242	80	115	145	42	65	63	81	209	9	18	5	80	151	85	46	31	31	49	55	68	41	79	113	119	90	152
	21%	18%	18%	17%	4%	24%	21%	20%	21%	20%	22%	22%	14%	25%	25%	21%	18%	17%	20%	18%	22%	17%	20%	20%	22%	22%	20%
Have not heard of previously	136	50	83	83	22	30	26	52	109	7	16	4	40	96	33	29	19	25	30	30	45	23	37	75	61	45	91
	12%	11%	13%	10%	2%	11%	9%	13%	11%	1%	1%	1%	7%	16%	10%	13%	11%	14%	12%	10%	15%	10%	12%	12%	11%	11%	12%
NET Understand completely/somewhat	484	204	253	426	11	114	117	186	417	19	39	9	321	164	141	86	66	84	107	155	123	109	97	277	207	169	313
	42%	45%	39%	49%	12%	41%	39%	46%	42%	41%	38%	39%	57%	26%	41%	39%	39%	47%	44%	40%	40%	37%	37%	43%	38%	42%	42%
NET Understand completely/somewhat/a little	777	312	411	633	30	182	211	271	664	30	70	14	445	331	228	142	119	123	164	223	192	176	187	415	363	270	501
	67%	71%	63%	73%	3%	65%	70%	67%	68%	64%	67%	61%	79%	56%	66%	65%	70%	69%	68%	72%	63%	63%	62%	68%	67%	67%	67%
NET Understand a little/don't understand at all	535	188	313	353	59	133	158	166	457	20	48	10	204	329	172	102	85	70	106	123	137	107	168	260	275	191	341
	46%	43%	48%	41%	6%	48%	39%	41%	47%	43%	47%	44%	36%	56%	52%	47%	50%	39%	44%	40%	45%	45%	55%	42%	41%	47%	46%
NET Don't understand at all/have not heard of it previously	378	130	238	228	62	96	89	133	318	17	34	9	120	257	118	75	50	55	79	85	113	64	116	198	180	135	243
	33%	29%	37%	27%	6%	35%	30%	33%	32%	36%	33%	39%	21%	44%	34%	35%	30%	31%	32%	28%	37%	27%	38%	32%	33%	33%	33%
NET Understand a little/don't understand at all/have not heard of it previously	671	239	306	436	82	163	183	219	565	27	64	14	344	425	206	132	104	95	135	153	152	131	205	335	336	236	432
	58%	54%	47%	51%	8%	59%	61%	54%	58%	59%	62%	61%	43%	72%	59%	61%	61%	53%	56%	50%	50%	54%	58%	52%	58%	58%	58%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - efg - hijk - lm - nlop/q/r - s/lu/vw/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 29
QE1(8): Fibre to the premises (FTTP)
 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?

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely (a)	Didn't match very much / at all (b)	Exactly/ almost exactly / closely (c)	Didn't match very much / at all (d)	Exactly/ almost exactly / closely (e)	Didn't match very much / at all (f)	Exactly/ almost exactly / closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	904	248	231	904	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	190	772	190	777	692	217	60
Understand completely	200	190	10	14	186	13	186	192	8	57	143	68	131	153	35	11
Understand somewhat	285	241	43	243	42	244	41	242	42	50	235	50	224	212	61	13
Understand a little	253	207	86	206	87	216	77	243	50	50	243	36	257	218	62	13
Don't understand at all	253	25%	27%	25%	25%	24%	30%	27%	20%	22%	26%	26%	20%	25%	22%	22%
Have not heard of previously	242	132	110	117	120	166	76	154	88	41	201	43	159	167	57	18
NET Understand completely/somewhat	484	431	53	427	57	430	54	434	50	106	378	119	365	365	96	23
NET Understand completely/somewhat/a little	772	638	139	634	144	646	131	677	101	156	621	155	622	583	158	36
NET Understand a little/ don't understand at all	469	40%	42%	40%	42%	49%	44%	46%	40%	40%	46%	36%	45%	45%	51%	51%
NET Don't understand at all/ have not heard of it previously	378	203	175	179	199	251	126	232	146	75	303	69	309	266	87	25
NET Understand a little/ don't understand at all/ have not heard of it previously	678	410	260	385	285	467	203	475	196	125	546	105	566	484	149	38
	58%	49%	81%	47%	81%	52%	80%	52%	80%	54%	59%	47%	81%	57%	61%	63%

Proportions/Mean. Columns tested (1% .5% risk level) - ab - cd - ef - gh - ij - kl - mn/vo.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 30
QE1: SUMMARY TABLE - UNDERSTAND COMPLETELY
 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?

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	864	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	821	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
ADSL	148	20	66	20	35	2	58	35	17	21	15	54	42	40	87	56	45	94	50	53	58	34	31	48	28	115	51
	12%	20%cd	23%cd	10%e	12%e	1%	16%	12%	12%	11%	11%	15%	16%ab	10%	16%	11%	12%	14%	15%	21%xyz	14%	23%xyz	22%yz	16%	27%abtwyz	15%	9%
Copper broadband	184	24	83	22	48	2	65	41	25	33	15	65	62	51	101	76	53	121	111	51	76	38	38	60	33	136	43
	16%	24%cd	28%cd	11%e	15%e	1%	18%	14%	19%	17%	11%	18%	19%ab	13%	18%	14%	13%	18%	19%	21%	18%	25%yz	28%xyz	20%	32%abtwyz	17%	13%
Cable broadband	294	25	88	47	113	13	85	60	35	78	28	152	131	91	152	131	99	182	159	70	112	43	44	75	32	211	75
	25%	25%cd	30%cd	15%e	32%cd	7%	23%	21%	20%	40%ab	20%	28%	24%	24%	24%	24%	24%	24%	27%	27%	28%	20%	15%	30%	31%	37%	23%
Fibre	309	31	93	59	104	13	92	56	42	75	35	101	100	95	156	139	96	198	169	77	117	46	41	79	30	226	75
	27%	30%cd	32%cd	29%cd	32%cd	7%	25%	20%	11%g	20%g	25%	28%	23%	24%	28%	26%	24%	29%	28%	31%	28%	31%	30%	27%	29%	29%	22%
Part fibre	129	17	52	22	34	-	47	22	19	22	17	47	44	35	75	49	35	89	76	44	53	31	28	44	28	97	30
	11%	17%cd	18%cd	11%e	10%e	-	17%g	8%	14%	11%	12%	12%	13%	9%	12%	9%	12%	13%	12%	16%	13%	22%xyz	21%xyz	13%	27%abtwyz	12%	9%
Full fibre	312	32	103	49	110	9	103	63	43	62	32	113	91	97	156	143	106	192	175	78	125	49	49	81	25	236	67
	27%	31%cd	35%cd	24%e	34%cd	5%	28%	22%	32%	32%	23%	32%	28%	24%	28%	27%	26%	28%	29%	30%	30%	32%	30%	28%	34%cd	30%	20%
Fibre to the cabinet (FTTC)	183	19	89	22	45	1	69	33	23	37	16	67	57	51	102	72	68	108	111	43	67	30	27	54	24	134	44
	16%	19%cd	21%cd	11%e	14%e	1%	19%g	11%	17%	19%	11%	18%	17%	13%	19%	13%	17%	16%	19%	17%	16%	20%	20%	18%	23%	17%	13%
Fibre to the premises (FTTP)	200	18	81	23	66	3	79	38	21	41	12	71	54	65	111	81	70	118	119	48	76	35	28	61	25	146	45
	17%	18%cd	28%cd	11%e	19%cd	2%	21%g	13%	16%	21%g	8%	19%	17%	16%	20%	15%	17%	17%	20%	19%	18%	17%	20%	17%	24%	19%	14%

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 30
QE1: SUMMARY TABLE - UNDERSTAND COMPLETELY
 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?

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently looking/ planning to look (a)	Not looking/ planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
ADSL	148	74	68	140	-	31	42	51	124	6	16	2	110	38	46	28	24	26	24	54	33	32	28	87	61	55	90
	13%	17%	10%	16%	-	11%	14%	13%	13%	12%	16%	0%	19%	6%	13%	12%	14%	15%	10%	15%	11%	13%	9%	14%	11%	14%	12%
Copper broadband	184	87	86	169	-	41	48	65	154	7	18	4	138	46	59	26	21	32	46	72	41	40	30	113	71	64	117
	16%	20%	13%	20%	-	15%	16%	16%	16%	16%	18%	16%	24%	8%	17%	12%	12%	18%	19%	24%	13%	17%	10%	18%	13%	16%	16%
Cable broadband	294	124	153	276	3	73	76	105	254	9	27	4	189	105	108	50	37	40	58	86	66	75	67	152	143	106	186
	25%	28%	24%	32%	3%	26%	25%	26%	26%	19%	20%	19%	33%	18%	24%	23%	22%	22%	24%	28%	22%	23%	23%	25%	26%	26%	25%
Fibre	309	134	157	281	4	76	82	105	263	12	30	5	219	91	104	56	37	49	64	94	73	71	71	167	143	118	188
	27%	30%	24%	33%	4%	27%	27%	26%	27%	25%	28%	23%	38%	15%	30%	26%	22%	28%	26%	30%	24%	30%	24%	27%	26%	29%	25%
Part fibre	129	65	58	122	*	30	29	54	113	3	11	2	96	33	41	24	21	18	25	51	25	27	26	76	54	55	74
	11%	15%	9%	14%	*	11%	10%	13%	12%	7%	10%	2%	17%	6%	12%	11%	12%	10%	10%	17%	8%	11%	9%	12%	10%	14%	10%
Full fibre	312	133	161	283	4	70	84	111	265	12	28	6	209	102	105	49	43	55	59	86	75	72	68	171	140	115	194
	27%	30%	25%	33%	4%	25%	28%	28%	27%	23%	27%	27%	37%	17%	30%	23%	25%	22%	24%	28%	23%	23%	23%	28%	26%	28%	26%
Fibre to the cabinet (FTTC)	183	81	88	166	5	43	43	68	154	7	19	4	145	39	57	20	24	33	49	61	45	43	34	106	77	56	125
	16%	18%	14%	19%	5%	16%	14%	17%	16%	15%	18%	17%	26%	7%	17%	9%	14%	18%	20%	26%	15%	18%	11%	17%	14%	14%	17%
Fibre to the premises (FTTP)	200	93	92	182	1	46	54	73	172	7	16	4	153	47	49	33	29	40	49	67	50	49	34	117	83	71	128
	17%	21%	14%	21%	2%	16%	18%	18%	17%	15%	16%	18%	27%	8%	14%	15%	17%	23%	20%	27%	16%	20%	11%	19%	15%	17%	17%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - nlop/q/r - s/uv/w/x - yz.
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 30
QE1: SUMMARY TABLE - UNDERSTAND COMPLETELY

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?

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
ADSL	148	141	7	136	12	138	10	140	8	42	106	53	95	112	27	10
	13%	17%	2%	17%	4%	15%	4%	16%	3%	18%	12%	23%	10%	14%	11%	16%
Copper broadband	184	195	3	172	12	169	16	166	18	50	134	70	114	125	40	8
	16%	23%	1%	21%	3%	19%	6%	18%	7%	22%	14%	31%	12%	16%	14%	14%
Cable broadband	294	253	41	251	43	271	24	258	36	78	217	96	198	235	43	16
	25%	30%	13%	31%	13%	30%	9%	29%	15%	34%	23%	43%	22%	29%	28%	27%
Fibre	309	267	42	264	45	276	33	274	35	217	217	101	208	237	54	19
	27%	32%	14%	32%	15%	31%	13%	30%	14%	30%	23%	20%	23%	29%	22%	21%
Part fibre	129	118	11	120	10	124	5	117	12	44	86	53	76	107	17	5
	11%	14%	3%	15%	3%	14%	2%	13%	5%	19%	9%	24%	8%	14%	7%	8%
Full fibre	112	274	37	276	36	278	34	280	32	83	228	99	213	237	59	16
	10%	33%	12%	33%	10%	31%	13%	31%	13%	37%	25%	44%	23%	28%	24%	20%
Fibre to the cabinet (FTTC)	163	165	14	174	10	159	24	166	19	52	111	64	119	141	35	7
	14%	20%	5%	21%	3%	18%	9%	18%	8%	23%	14%	29%	13%	17%	14%	11%
Fibre to the premises (FTTP)	200	190	10	185	14	186	13	192	8	57	143	68	131	153	35	11
	17%	23%	3%	22%	4%	21%	5%	21%	3%	25%	15%	31%	15%	18%	14%	18%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/vo.
95 percent as lower case, 50 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 31
QE1: SUMMARY TABLE - NET UNDERSTAND COMPLETELY/SOMEWHAT
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?

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
ADSL	347	49	137	43	95	10	117	81	52	44	40	114	115	100	188	138	111	218	100	103	127	67	69	97	50	254	81
	30%	49% CD	47% CD	23% E	29% E	5%	32% E	28%	38% E	23%	29%	31%	35% AM	25%	34% O	26%	27%	32%	33% E	41% CD	50%	44% TVWZ	44% TVZ	33% E	48% TVWZ	32% E	24%
Copper broadband	420	49	161	62	112	17	133	96	54	70	47	144	124	127	208	185	138	258	234	114	154	74	69	111	56	303	97
	36%	48% CD	55% CD	31% E	34% E	9%	37%	34%	40%	36%	34%	39% AM	38%	32%	38%	35%	34%	37%	39% E	40% CD	36%	49% TVWZ	51% TVWZ	38% E	54% TVWZ	38% E	29%
Cable broadband	639	99	185	114	211	54	189	155	76	129	74	220	191	203	318	292	222	384	336	171	247	100	99	170	74	459	164
	55%	62% E	62% E	56% E	64% E	28%	52%	54%	53%	63% AM	53%	60% AM	54%	51%	58%	54%	55%	55%	50%	61% TVWZ	52% E	61% TVWZ	55% E	72% TVWZ	62% E	49%	
Fibre	709	62	219	119	234	53	220	162	94	131	78	233	204	237	349	321	242	433	382	176	220	107	104	180	75	512	173
	61%	61% E	75% CD	58% E	71% CD	27%	60%	57%	68% E	67% E	56%	71%	63%	59%	64%	60%	60%	62%	68% E	73% WZ	64% E	70% E	76% TVWZ	62% E	72% E	65% E	52%
Part fibre	375	33	131	68	113	15	125	79	49	67	41	139	114	103	188	163	119	241	197	112	143	66	63	93	47	278	84
	32%	37% E	42% CD	33% E	34% E	8%	34%	28%	36%	34%	29%	38% AM	33% AM	26%	34%	30%	29%	35%	37% E	42% TVWZ	42% TVWZ	34% E	40% TVWZ	32% E	48% TVWZ	35% E	25%
Full fibre	692	60	212	115	221	60	230	156	86	122	73	227	211	218	349	306	246	417	378	124	225	109	103	111	74	507	160
	60%	59% E	72% CD	59% E	67% CD	31%	61% E	55%	63%	63%	53%	62% AM	63% AM	54%	64% O	57%	61%	60%	61% E	70% E	60% E	71% E	76% TVWZ	62% E	72% E	64% E	48%
Fibre to the cabinet (FTTC)	411	40	170	60	114	10	140	93	54	61	46	151	124	114	218	166	138	253	237	113	150	70	66	110	53	306	89
	36%	40% E	58% CD	29% E	35% E	5%	39%	33%	40%	31%	33%	41% AM	38% AM	28%	34%	31%	34%	36%	40% E	49% CD	35% E	46% CD	49% CD	38% E	51% TVWZ	39% E	27%
Fibre to the premises (FTTP)	484	45	186	69	147	23	162	116	54	83	55	169	147	143	246	211	169	291	272	124	187	78	75	132	58	356	113
	42%	44% E	68% CD	34% E	47% CD	12%	45%	41%	39%	42%	39%	49% AM	47% AM	36%	45%	39%	42%	42%	46% E	50% E	44% E	51% E	47% E	47% E	59% E	45% E	34%

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 31
QE1: SUMMARY TABLE - NET UNDERSTAND COMPLETELY/SOMEWHAT
 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?

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	48	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	79	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
ADSL	347	157	167	324	4	85	85	129	299	12	30	6	237	110	91	64	59	64	69	118	82	71	77	200	148	119	225
	30%	35%	26%	37%	4%	21%	28%	32%	30%	27%	29%	27%	42%	19%	26%	22%	35%	28%	31%	37%	27%	25%	33%	27%	29%	29%	30%
Copper broadband	420	177	212	379	5	102	100	159	362	16	35	8	290	130	127	75	59	72	88	134	104	100	82	238	182	155	261
	36%	40%	33%	44%	6%	37%	33%	39%	37%	35%	33%	34%	51%	22%	37%	34%	35%	40%	36%	48%	34%	34%	27%	39%	34%	38%	35%
Cable broadband	639	270	337	573	14	151	163	233	546	23	59	11	373	265	217	112	83	99	128	197	160	146	136	357	282	232	402
	55%	61%	52%	67%	13%	54%	54%	58%	56%	50%	57%	48%	60%	45%	34%	51%	49%	55%	53%	56%	52%	45%	50%	56%	52%	57%	54%
Fibre	709	295	370	624	18	165	179	256	599	28	68	13	414	293	218	140	97	115	135	210	173	157	169	382	326	257	437
	61%	67%	57%	72%	1%	60%	59%	63%	61%	61%	66%	56%	73%	50%	63%	65%	57%	55%	58%	68%	57%	56%	62%	60%	60%	66%	59%
Part fibre	375	165	187	337	10	79	93	146	318	13	37	6	248	126	132	68	57	53	65	109	102	90	74	211	163	147	225
	32%	37%	29%	39%	20%	29%	31%	36%	32%	28%	36%	28%	49%	21%	38%	31%	33%	30%	27%	36%	33%	27%	24%	35%	30%	36%	30%
Full fibre	692	288	363	612	9	162	176	249	587	26	67	13	418	274	221	117	100	115	135	208	168	159	156	376	316	241	446
	60%	65%	56%	71%	20%	58%	59%	62%	60%	57%	64%	56%	70%	47%	64%	64%	54%	59%	56%	68%	58%	56%	60%	63%	60%	60%	60%
Fibre to the cabinet (FTTC)	411	178	206	367	19	97	104	150	351	17	34	8	282	129	125	63	61	69	93	137	104	86	85	240	170	148	261
	36%	40%	32%	43%	20%	35%	35%	37%	36%	36%	33%	36%	50%	22%	36%	29%	36%	38%	38%	48%	34%	36%	28%	39%	31%	36%	35%
Fibre to the premises (FTTP)	484	204	253	426	11	114	117	186	417	19	39	9	321	164	141	86	66	84	107	155	123	109	97	277	207	169	313
	42%	46%	39%	49%	12%	41%	39%	46%	42%	41%	38%	39%	57%	28%	41%	39%	39%	47%	44%	59%	40%	32%	40%	40%	42%	42%	42%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cid - efg - hijk - lm - nopq/r - stu/vwx - yz.
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 31
 QE1: SUMMARY TABLE - NET UNDERSTAND COMPLETELY/SOMEWHAT
 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?

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	904	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
ADSL	347	316	29	306	42	303	44	313	35	81	267	92	256	257	72	19
	30%	37%	9%	36%	12%	34%	17%	34%	14%	33%	39%	25%	27%	30%	23%	30%
Copper broadband	426	392	38	369	51	362	57	359	62	92	329	159	311	311	86	24
	36%	47%	12%	45%	15%	40%	22%	39%	25%	40%	36%	29%	33%	37%	35%	39%
Cable broadband	639	526	113	516	123	561	78	542	97	133	506	156	483	488	117	34
	55%	63%	36%	63%	36%	63%	30%	60%	39%	58%	55%	30%	52%	57%	48%	56%
Fibre	709	585	125	570	139	616	94	616	94	155	553	170	539	529	144	35
	61%	70%	40%	69%	40%	69%	37%	69%	38%	67%	60%	30%	62%	62%	59%	58%
Part fibre	375	337	38	328	46	339	36	334	41	91	283	109	266	297	62	15
	32%	40%	12%	40%	14%	39%	14%	37%	17%	19%	31%	29%	35%	35%	25%	25%
Full fibre	692	577	115	562	131	601	91	593	100	154	539	165	528	524	137	31
	60%	69%	37%	69%	38%	67%	35%	65%	40%	60%	58%	34%	57%	62%	56%	53%
Fibre to the cabinet (FTTC)	411	372	34	376	35	361	50	369	42	92	319	110	301	310	80	21
	36%	45%	11%	46%	10%	43%	17%	41%	17%	40%	34%	29%	32%	36%	33%	35%
Fibre to the premises (FTTP)	484	431	53	427	57	430	54	434	50	106	378	119	365	365	96	23
	42%	51%	17%	50%	17%	48%	21%	46%	20%	46%	41%	33%	42%	42%	39%	37%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/lo.
 95 percent as lower case, 50 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 32
 QE1: SUMMARY TABLE - NET UNDERSTAND A LITTLE/DON'T UNDERSTAND AT ALL
 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?

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	964	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	699	279
ADSL	598	42	129	110	174	117	187	154	62	102	76	193	164	211	256	305	215	351	285	118	208	65	58	136	40	391	190
Copper broadband	526	42%	44%	58%ab	53%b	67%ab	51%	54%	45%	52%	55%	53%	50%	52%	47%	57%bc	53%	52%	48%	47%	49%	43%	42%	47%	39%	50%	57%rstuvw
Cable broadband	584	40	111	117	188	118	188	152	70	95	69	178	168	211	274	275	214	341	296	114	221	65	55	147	37	402	171
Part fibre	516	39%	38%	57%ab	57%ab	66%ab	52%	53%	52%	49%	49%	49%	52%	52%	50%	51%	53%	49%	50%	46%	52%bc	40%	40%	50%a	36%	51%bc	52%a
Fibre	487	42	100	88	111	125	169	125	56	63	57	138	129	185	219	229	171	292	245	72	169	49	35	119	28	311	138
Full fibre	426	42%	34%	43%cd	34%	45%cd	40%	43%	32%	41%	38%	38%	40%	45%	40%	43%	42%	42%	41%bcd	29%	40%cd	32%	20%	43%cd	27%	48%bc	45%cd
Fibre to the cabinet (FTTC)	439	40	73	84	94	137	142	122	43	61	60	131	121	160	197	211	158	257	210	71	151	44	32	111	28	273	155
Fibre to the premises (FTTP)	385	39%b	25%	41%abcd	29%	39%	39%	32%	31%	43%	32%	36%	37%	40%	36%	39%	39%	37%	39%	29%	37%	29%	24%	38%cd	27%	35%a	47%rstuvw
Part fibre	622	55	132	110	180	128	188	167	72	101	77	183	171	231	284	300	229	356	311	115	224	72	57	155	44	409	196
Full fibre	545	54%	45%	54%	50%b	62%bc	52%	58%	52%	52%	56%	50%	52%	58%	52%	56%	57%	52%	52%bc	40%	53%bc	48%	42%	53%	42%	52%a	59%cd
Fibre to the cabinet (FTTC)	491	39	78	82	101	122	128	121	50	62	60	130	110	166	187	211	148	253	206	72	141	43	33	107	29	305	156
Fibre to the premises (FTTP)	376	38%a	27%	49%bcd	31%	43%abcd	35%	43%	30%	43%	32%	36%	34%	41%	34%	39%	37%	37%	39%	29%	33%	28%	24%	36%a	28%	34%a	47%rstuvw
Unweighted base	562	47	102	106	169	124	168	148	64	98	69	163	160	208	248	280	200	332	257	111	206	66	55	131	40	362	186
Base	496	47%	35%	52%b	51%b	63%bcd	46%	52%	47%	50%	50%	45%	49%	52%	45%	52%a	50%	48%	42%	45%	49%	43%	41%	45%	39%	46%	58%bcvw
Effective base	535	45	91	109	152	119	164	136	64	84	68	158	150	195	240	257	188	319	250	110	181	65	51	120	39	343	174
ADSL	426	44%b	32%	54%bc	46%b	61%bcd	45%	48%	47%	43%	49%	43%	46%	49%	44%	48%	46%	46%	42%	44%	43%	43%	37%	41%	37%	43%	57%rstuvw

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 32
 QE1: SUMMARY TABLE - NET UNDERSTAND A LITTLE/DON'T UNDERSTAND AT ALL
 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?

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently looking to look (a)	Not looking/ planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
ADSL	598	217	351	409	88	138	163	209	510	24	53	11	300	336	201	106	85	82	124	147	156	125	171	303	295	224	372
	53%	49%	54%	47%	62%	50%	54%	52%	52%	51%	51%	49%	46%	52%	42%	49%	50%	46%	51%	48%	51%	52%	56%	49%	54%	55%	50%
Copper broadband	584	216	342	391	63	138	167	193	497	22	54	11	233	349	181	105	95	81	123	140	153	115	176	293	291	205	378
	51%	49%	53%	45%	67%	50%	55%	48%	51%	47%	51%	49%	41%	59%	34%	52%	48%	56%	45%	45%	50%	48%	58%	51%	48%	54%	51%
Cable broadband	487	165	292	276	72	121	134	157	412	21	43	12	181	303	124	97	83	71	112	109	183	88	159	241	247	164	321
	42%	37%	42%	32%	72%	44%	45%	39%	42%	45%	42%	50%	37%	52%	36%	45%	40%	40%	35%	35%	37%	37%	53%	39%	45%	41%	43%
Fibre	439	147	222	234	72	110	122	146	379	17	34	10	149	209	127	77	73	55	107	97	129	83	139	226	213	136	303
	38%	33%	42%	27%	72%	40%	41%	36%	38%	37%	33%	43%	26%	49%	37%	35%	32%	32%	22%	22%	29%	34%	43%	37%	39%	34%	41%
Part fibre	622	229	357	425	60	152	178	199	530	26	54	13	261	359	181	118	92	94	136	163	155	124	180	318	304	210	409
	54%	52%	55%	49%	64%	55%	59%	49%	54%	55%	52%	56%	46%	61%	52%	54%	54%	53%	52%	52%	52%	52%	59%	52%	56%	52%	55%
Full fibre	431	146	263	229	69	108	122	140	369	18	34	9	140	289	114	96	67	52	102	93	125	78	135	218	213	151	279
	37%	33%	41%	27%	72%	39%	41%	35%	38%	40%	33%	40%	25%	49%	33%	41%	39%	29%	30%	30%	31%	32%	45%	36%	40%	37%	43%
Fibre to the cabinet (FTTC)	562	203	330	382	60	135	157	189	481	19	52	10	226	334	176	115	86	77	109	130	142	121	168	272	289	203	355
	49%	46%	51%	44%	64%	49%	52%	47%	49%	41%	50%	42%	40%	57%	51%	53%	50%	43%	42%	42%	47%	51%	55%	44%	51%	50%	48%
Fibre to the premises (FTTP)	535	188	313	353	59	133	158	166	457	20	48	10	204	329	172	102	85	70	106	123	137	107	168	260	275	191	341
	46%	43%	48%	41%	69%	48%	53%	41%	47%	43%	47%	44%	36%	60%	59%	47%	50%	39%	44%	40%	43%	43%	55%	42%	51%	47%	46%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - nop/q/r - s/uv/w/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 32
 QE1: SUMMARY TABLE - NET UNDERSTAND A LITTLE/DON'T UNDERSTAND AT ALL
 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?

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	190	777	190	777	692	217	60
ADSL	598	409	189	402	196	453	144	452	146	93	505	95	502	438	127	33
	52%	49%	62% ^a	49%	62% ^a	51%	56%	50%	56%	40%	62% ^a	43%	62% ^a	52%	53%	53%
Copper broadband	584	392	192	372	211	428	146	453	131	103	481	89	495	425	129	30
	51%	47%	61% ^a	46%	62% ^a	49%	57% ^a	50%	53%	44%	62% ^a	40%	59% ^a	50%	53%	50%
Cable broadband	487	301	187	283	204	325	162	350	138	93	395	64	423	338	124	25
	42%	36%	59% ^a	35%	60% ^a	36%	63% ^a	38%	60% ^a	40%	49%	29%	60% ^a	40%	50% ^a	42%
Fibre	439	257	182	241	198	281	138	288	151	72	367	51	388	312	101	26
	38%	31%	62% ^a	30%	61% ^a	32%	61% ^a	32%	61% ^a	31%	62% ^a	23%	62% ^a	43%	41%	42%
Part fibre	622	419	203	403	219	452	170	467	155	102	520	90	532	437	146	39
	54%	50%	65% ^a	50%	64% ^a	50%	66% ^a	51%	63% ^a	44%	66% ^a	40%	67% ^a	52%	60% ^a	63%
Full fibre	431	252	179	239	191	276	155	299	132	63	367	52	379	298	105	29
	37%	30%	62% ^a	29%	60% ^a	31%	60% ^a	33%	62% ^a	27%	62% ^a	23%	62% ^a	35%	49% ^a	47%
Fibre to the cabinet (FTTC)	562	367	195	354	208	410	152	417	215	94	468	78	464	401	130	31
	49%	44%	62% ^a	44%	61% ^a	46%	63% ^a	43%	63% ^a	41%	61% ^a	35%	62% ^a	47%	53%	51%
Fibre to the premises (FTTP)	535	339	196	323	212	382	153	397	138	91	444	80	455	384	119	31
	46%	40%	62% ^a	40%	62% ^a	43%	63% ^a	44%	64% ^a	40%	64% ^a	36%	64% ^a	45%	49%	52%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/vo.
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 33
QE1: SUMMARY TABLE
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?

Base: All respondents

	ADSL	Copper broadband	Cable broadband	Fibre	Part fibre	Full fibre	Fibre to the cabinet (FTTC)	Fibre to the premises (FTTP)
Unweighted base	1155	1155	1155	1155	1155	1155	1155	1155
Base	1155	1155	1155	1155	1155	1155	1155	1155
Effective base	967	967	967	967	967	967	967	967
Understand completely	148 13%	184 16%	294 25%	309 27%	129 11%	312 27%	183 16%	200 17%
Understand somewhat	199 17%	236 20%	345 30%	399 35%	245 21%	381 33%	227 20%	285 25%
Understand a little	252 22%	287 25%	383 33%	347 30%	336 29%	314 27%	340 29%	293 25%
Don't understand at all	346 30%	297 26%	105 9%	92 8%	286 25%	117 10%	302 26%	242 21%
Have not heard of previously	210 18%	151 13%	29 2%	8 1%	138 12%	32 3%	183 16%	136 12%
NET Understand completely/somewhat	347 30%	420 36%	639 55%	709 61%	375 32%	692 60%	411 36%	484 42%
NET Understand completely/somewhat/a little	599 52%	707 61%	1022 88%	1055 91%	710 61%	1006 87%	671 58%	777 67%
NET Understand a little/ don't understand at all	598 52%	584 51%	487 42%	439 38%	622 54%	431 37%	562 49%	535 46%
NET Don't understand at all/have not heard of it previously	556 48%	448 39%	133 12%	100 9%	445 39%	149 13%	484 42%	378 33%
NET Understand a little/ don't understand at all/have not heard of it previously	808 70%	735 64%	516 45%	446 39%	780 68%	463 40%	744 64%	671 58%

Proportions/Mean. Columns tested (1% .5% risk level) - ab - cd - ef - gh - ij - kl - mn/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 34
QG1(1): Copper broadband
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling										
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)		
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333	
Base	1155	101*	291	204	328	195	864	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332	
Effective base	969	85	248	170	278	159	821	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279	
Exactly / almost exactly matches	232	31	114	26	45	12	90	47	38	32	10	70	70	85	121	89	66	159	144	55	85	34	33	62	25	180	47	
20%		31% CDE	39% CD	13% e	14% e		25% f	16%	29% g	27%	14%	19%	22%	21%	24% NO	17%	16%	23% p	24% C	12% C		23% u	24% v	21% w	24% x	23% y	14%	
Closely matches	609	55	138	111	195	89	175	154	67	111	81	203	167	200	272	302	215	362	302	140	167	200	81	72	154	54	415	173
53%		54%	47%	55%	59% DE	45%	48%	54%	49%	57%	58%	56%	51%	50%	49%	56% n	53%	52%	51%	56%	53%	52%	52%	53%	53%	52%	53%	52%
Didn't match very much	225	14	32	51	58	63	68	64	21	39	27	80	99	113	99	133	93	116	108	37	80	25	22	57	17	138	81	
19%		14%	11%	25% BC	15% BC	23% CD	19%	22%	16%	20%	19%	17%	12%	20%	18%	21% n	17%	18%	15%	19%	17%	16%	19%	17%	17%	17%	14% z	
Does not match at all	89	1	7	15	30	32	32	20	11	13	11	31	17	37	48	32	30	56	42	16	31	11	10	19	7	57	30	
8%		1%	2%	8% AB	9% AB	11% AB	9%	7%	8%	7%	8%	9%	5%	9%	9%	6%	8%	7%	8%	7%	7%	7%	7%	7%	7%	7%	9%	
NET Exactly/ almost exactly / closely matches	841	86	252	137	239	101	265	201	105	143	101	273	238	285	402	392	281	522	446	195	311	115	105	216	79	594	221	
72%		85% CD	88% CD	67% E	77% E	51%	73%	70%	77%	74%	73%	75%	73%	71%	73%	73%	69%	75%	72% C	72% C	74%	76%	76%	74%	76%	75% z	66%	
NET Didn't match very much / at all	314	16	40	67	89	95	100	84	32	52	38	92	88	117	147	145	123	171	150	53	112	37	32	76	25	194	111	
27%		15%	14%	32% AB	27% AB	49% AB	27%	30%	23%	26%	27%	25%	27%	29%	27%	27%	31%	25%	25%	21%	26%	24%	24%	26%	24%	25%	34% yz	
Mean	2.85	2.14 CDDE	2.23 CDDE	2.72 E	2.77 E	2.41	2.89	2.80	2.96	2.83	2.79	2.85	2.89	2.83	2.88	2.84	2.78	2.90% p	2.80 Z	2.84 Z	2.86% x	2.91% u	2.93% v	2.88% w	2.92% x	2.91 Z	2.71	
SD	0.83	0.69	0.74	0.78	0.80	0.83	0.88	0.80	0.86	0.78	0.79	0.83	0.80	0.87	0.87	0.77	0.80	0.84	0.84	0.80	0.82	0.83	0.83	0.81	0.83	0.83	0.82	
SE	0.02	0.07	0.04	0.06	0.04	0.06	0.04	0.05	0.08	0.06	0.07	0.04	0.04	0.04	0.04	0.03	0.04	0.03	0.03	0.05	0.04	0.07	0.07	0.05	0.08	0.03	0.04	

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 34
QG1(1): Copper broadband
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH			
	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Exactly / Almost exactly matches	232	99	119	204	3	46	67	79	152	10	26	5	164	68	47	41	31	47	65	76	49	48	59	125	107	69	161
20%	22%	16%	25%	8%	17%	22%	19%	20%	21%	21%	25%	20%	22%	22%	14%	12%	16%	22%	25%	16%	20%	30%	30%	20%	17%	22%	
Closely matches	53%	23%	33%	47%	40	15%	14%	21%	51%	23	12	12	295	314	207	115	90	84	113	153	171	138	146	324	285	224	382
53%	54%	52%	65%	43%	57%	49%	52%	53%	50%	55%	52%	52%	53%	67%	53%	53%	47%	47%	50%	56%	58%	48%	53%	52%	55%	51%	
Didn't match very much	22%	7%	13%	34	51	62	86	200	8	14	3	76	148	76	42	30	30	46	58	57	42	67	116	109	86	138	
19%	18%	20%	25%	26%	18%	23%	21%	20%	17%	13%	14%	13%	13%	22%	19%	18%	17%	19%	19%	19%	18%	22%	19%	20%	21%	19%	
Does not match at all	8%	2%	6%	15%	22	24	27	73	6	7	3	31	59	16	20	15	12	17	20	27	11	11	47	42	26	63	
8%	6%	9%	18%	18%	8%	8%	7%	7%	12%	7%	13%	5%	10%	5%	9%	11%	10%	7%	6%	9%	5%	10%	8%	8%	6%	8%	
NET Exactly/almost exactly / closely matches	841	338	457	682	43	204	214	291	709	33	82	17	459	381	254	156	121	131	179	229	220	186	205	450	392	293	543
73%	76%	70%	79%	46%	74%	71%	72%	72%	72%	71%	79%	73%	73%	73%	72%	71%	73%	74%	73%	72%	72%	68%	73%	72%	72%	73%	
NET Didn't match very much / at all	314	104	192	180	50	73	86	114	273	13	21	6	106	207	92	62	48	48	64	78	85	54	97	163	112	201	
27%	24%	30%	21%	54%	26%	29%	28%	28%	28%	29%	22%	27%	19%	35%	27%	28%	29%	27%	26%	25%	28%	22%	32%	27%	28%	27%	
Mean	2.85	2.93	2.79	2.97	2.32	2.83	2.86	2.85	2.84	2.80	2.97	2.80	2.90	2.66	2.82	2.81	2.79	2.90	2.94	2.93	2.79	2.93	2.77	2.86	2.84	2.83	2.86
SD	0.83	0.80	0.85	0.79	0.80	0.80	0.81	0.82	0.82	0.92	0.93	0.80	0.81	0.72	0.85	0.87	0.90	0.86	0.83	0.82	0.75	0.88	0.83	0.83	0.78	0.85	
SE	0.02	0.04	0.03	0.03	0.08	0.06	0.05	0.04	0.03	0.08	0.07	0.09	0.03	0.03	0.04	0.06	0.07	0.07	0.05	0.04	0.04	0.05	0.05	0.03	0.04	0.04	0.03

Proportions/Means. Columns tested (1% 5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m - n/o/p/q/r - s/t/u/v/w/x - y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 34
QG1(1): Copper broadband
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Exactly / Almost exactly matches	232	232	-	216	16	212	20	211	21	67	165	63	169	166	59	7
Closely matches	209	209	-	210	5%	249	8%	214	9%	174	28%	204	28%	206	21%	12%
NET Exactly/ almost exactly / closely matches	609	609	-	483	127	502	106	510	99	104	506	119	491	459	115	34
Did't match very much	53%	72%	-	59%	37%	50%	41%	56%	40%	45%	55%	53%	53%	54%	48%	55%
Does not match at all	225	-	225	89	136	148	77	143	82	47	178	34	191	161	47	17
NET Didn't match very much / at all	19%	-	72%	11%	40%	16%	39%	16%	39%	20%	29%	25%	20%	19%	27%	
NET Exactly/ almost exactly / closely matches	841	841	-	699	142	715	126	721	120	171	670	182	660	625	176	40
NET Didn't match very much / at all	73%	100%	-	80%	42%	80%	49%	79%	49%	74%	73%	81%	71%	74%	72%	66%
Mean	314	-	314	114	200	182	122	188	126	60	254	42	272	224	69	21
SD	27%	-	100%	14%	38%	20%	31%	21%	31%	26%	27%	19%	29%	26%	28%	34%
SE	2.85	3.28	1.72	3.10	2.27	3.00	2.35	2.90	2.39	2.97	2.82	3.06	2.80	2.86	2.87	2.69
SD	0.83	0.45	0.45	0.70	0.82	0.74	0.90	0.77	0.88	0.86	0.82	0.76	0.83	0.81	0.88	0.76
SE	0.02	0.02	0.03	0.02	0.04	0.02	0.06	0.03	0.06	0.06	0.03	0.05	0.03	0.03	0.05	0.09

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - m/n/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 35
Q61(2): Fibre to the cabinet (FTTC)

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

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	964	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	821	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Exactly / Almost exactly matches	290	32	247	25	55	11	94	52	43	38	104	91	79	154	118	81	105	173	75	99	68	44	75	25	216	63	
Closely matches	523	46	118	90	183	72	161	144	53	96	56	156	142	197	238	257	187	312	257	119	199	71	63	132	45	355	155
Didn't match very much	456	46%	41%	44%	56% cd	37%	44%	38%	38%	49%	40%	43%	43%	44%	49%	48%	46%	45%	43%	48%	47%	46%	45%	44%	45%	45%	47%
NET Exactly / almost exactly / closely matches	245	23	19	55	64	78	78	68	27	35	31	74	74	86	109	122	94	137	121	42	87	25	23	60	17	160	78
Does not match at all	216	22% ab	6%	22% ab	15% ab	16% abcd	21%	24%	19%	18%	22%	20%	23%	21%	20%	23%	22%	20%	20%	17%	21%	16%	17%	20%	17%	20%	24%
NET Didn't match very much / at all	97	*	7	24	22	35	31	21	5	21	14	30	19	40	48	38	42	47	44	12	38	8	7	26	5	57	36
Mean	2.87	1.80 cd	1.31 abcde	2.66 e	2.81 e	2.30	2.87	2.79	3.10 cd	2.82	2.85	2.92	2.94 bc	2.78	2.91	2.85	2.76	2.99 d	2.94 d	3.04 twz	2.85	3.04 tz	3.09 z	2.87	3.07 z	2.93 d	2.73
SD	0.89	0.74	0.72	0.90	0.81	0.83	0.90	0.82	0.85	0.90	0.94	0.90	0.86	0.87	0.91	0.85	0.89	0.87	0.89	0.81	0.88	0.83	0.83	0.90	0.84	0.87	0.89
SE	0.03	0.07	0.04	0.06	0.04	0.06	0.05	0.05	0.08	0.07	0.08	0.05	0.05	0.04	0.04	0.04	0.04	0.03	0.04	0.05	0.04	0.07	0.07	0.05	0.08	0.03	0.05

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
95 percent as lower case, 99 percent as UPPER CASE.
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 35
QG1(2): Fibre to the cabinet (FTTC)

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

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH			
	Total	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Exactly / Almost exactly matches	290	128	139	245	7	61	80	106	247	11	26	5	201	87	86	49	33	52	69	91	69	55	73	161	129	84	204
	25%	29%	22%	28%	7%	22%	27%	26%	23%	1%	2%	0%	36%	14%	25%	22%	19%	27%	26%	26%	21%	20%	11%	16%	21%	21%	27%
Closely matches	523	188	311	401	37	131	133	187	451	19	44	8	249	275	158	106	83	67	109	140	139	112	132	279	244	197	323
	45%	42%	48%	47%	40%	47%	44%	46%	46%	15%	16%	8%	44%	47%	46%	46%	49%	38%	45%	46%	46%	47%	44%	46%	45%	49%	43%
Didn't match very much	245	92	140	164	29	62	59	82	203	10	26	6	89	156	75	46	37	44	43	59	59	54	74	118	127	91	154
	21%	21%	22%	19%	33%	22%	20%	20%	21%	21%	23%	28%	16%	25%	22%	21%	22%	25%	18%	19%	19%	22%	24%	19%	23%	22%	21%
Does not match at all	93	34	58	52	13	22	29	29	80	6	7	3	26	70	27	17	18	15	20	17	37	19	24	54	43	33	63
	8%	8%	9%	6%	33%	8%	10%	7%	8%	13%	7%	3%	5%	12%	8%	8%	11%	8%	8%	6%	13%	8%	8%	9%	8%	8%	8%
NET Exactly/almost exactly / closely matches	813	316	450	646	44	193	213	293	698	30	71	13	450	362	245	155	115	119	179	231	209	167	205	440	373	281	527
	70%	71%	69%	75%	48%	69%	71%	72%	71%	66%	68%	58%	80%	62%	71%	71%	68%	67%	74%	75%	68%	70%	68%	72%	69%	69%	71%
NET Didn't match very much / at all	342	126	198	216	45	85	88	111	284	16	33	10	115	226	102	63	55	59	64	76	96	73	98	172	170	124	218
	30%	29%	31%	25%	52%	31%	29%	28%	29%	34%	32%	12%	20%	38%	29%	29%	32%	32%	26%	25%	32%	30%	32%	28%	31%	31%	29%
Mean	2.87	2.93	2.82	2.97D	2.35	2.84	2.88	2.91	2.89	2.76	2.86	2.65	2.81	2.64	2.88	2.86	2.76	2.88	2.94	2.87	2.79	2.85	2.84	2.89	2.84	2.82	2.90
SD	0.89	0.90	0.87	0.85	0.89	0.86	0.91	0.86	0.88	0.97	0.88	1.00	0.83	0.88	0.87	0.85	0.88	0.93	0.90	0.85	0.93	0.87	0.88	0.89	0.88	0.85	0.90
SE	0.03	0.04	0.03	0.03	0.09	0.06	0.06	0.05	0.03	0.09	0.08	0.10	0.04	0.04	0.05	0.06	0.07	0.07	0.06	0.05	0.05	0.06	0.05	0.03	0.04	0.04	0.03

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - n:op/q:r - s:tu/vw/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 35
Q61(2): Fibre to the cabinet (FTTC)
Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	904	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Exactly / Almost exactly matches	290	264	26	290	-	260	29	262	28	66	223	81	208	215	63	12
Closely matches	259	425	85	523	-	425	84	453	70	94	429	97	426	256	102	26
Didn't match very much	455	529	29%	459	-	459	33%	509	28%	43%	46%	44%	46%	47%	42%	42%
Does not match at all	245	116	129	-	245	159	87	147	98	54	191	39	206	179	53	14
NET Exactly/ almost exactly / closely matches	215	14%	41%	-	7%	18%	34%	16%	40%	24%	21%	28%	22%	21%	22%	22%
NET Didn't match very much / at all	97	26	71	-	97	40	57	47	51	17	80	6	82	60	27	10
NET Exactly/ almost exactly / closely matches	813	699	114	813	-	699	114	715	98	160	653	179	634	610	165	38
NET Didn't match very much / at all	70%	81%	36%	100%	-	75%	44%	79%	40%	69%	71%	60%	68%	72%	67%	62%
NET Exactly/ almost exactly / closely matches	342	142	200	-	342	199	144	194	149	71	271	45	258	239	80	23
NET Didn't match very much / at all	30%	17%	44%	-	100%	22%	46%	21%	60%	31%	29%	20%	30%	28%	33%	38%
Mean	2.87	3.11	2.22	3.38	-	3.03	2.33	3.02	2.31	2.90	2.86	3.14	2.81	2.82	2.66	2.66
SD	0.89	0.75	0.89	0.48	0.45	0.80	0.95	0.81	0.92	0.90	0.88	0.79	0.90	0.86	0.94	0.98
SE	0.03	0.03	0.05	0.02	0.02	0.03	0.06	0.03	0.06	0.06	0.03	0.05	0.03	0.03	0.06	0.12

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - m/n/o.
95 percent as lower case, 50 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 36
QG1(3): Cable broadband
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	969	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Exactly / almost exactly matches	312	25	96	62	92	17	88	77	37	62	33	105	90	97	157	132	82	205	159	50	133	56	58	92	45	222	76
27%	23%	33%	30%	28%	9%	24%	27%	27%	32%	24%	29%	28%	24%	29%	25%	20%	30%	27%	30%	23%	37%	30%	34%	31%	44%	28%	23%
Closely matches	585	51	135	106	183	93	186	141	63	107	71	186	162	205	276	279	227	338	299	118	167	73	58	150	45	398	170
51%	50%	46%	52%	56%	47%	51%	49%	46%	55%	51%	51%	50%	52%	50%	49%	56%	49%	50%	48%	51%	48%	42%	51%	44%	50%	51%	
Didn't match very much	181	18	44	30	32	55	63	51	24	19	20	55	52	66	76	96	64	104	97	22	55	15	13	43	11	115	63
16%	17%	15%	15%	10%	15%	17%	15%	12%	10%	10%	15%	16%	14%	18%	16%	16%	15%	16%	9%	13%	10%	9%	15%	10%	15%	10%	
Does not match at all	77	7	16	7	17	30	27	17	12	6	15	18	22	34	40	30	31	43	40	17	18	8	8	8	3	54	23
7%	7%	6%	3%	5%	11%	7%	6%	9%	3%	11%	5%	7%	8%	7%	6%	8%	6%	7%	7%	7%	4%	5%	6%	3%	3%	7%	7%
NET Exactly/ almost exactly / closely matches	897	77	231	168	279	110	274	217	100	170	103	292	252	302	434	411	309	547	459	209	350	129	116	242	90	620	246
78%	76%	73%	62%	65%	56%	75%	76%	72%	67%	75%	80%	77%	79%	77%	79%	76%	77%	77%	77%	68%	62%	60%	63%	63%	67%	79%	74%
NET Didn't match very much / at all	258	25	60	36	49	85	90	68	37	25	35	73	74	100	116	125	95	146	137	39	73	22	21	50	13	169	86
22%	24%	21%	18%	15%	24%	23%	24%	23%	27%	23%	20%	23%	25%	21%	23%	24%	24%	21%	23%	23%	16%	17%	15%	17%	13%	21%	21%
Mean	2.98	2.83	3.07	3.09	3.10	2.50	2.92	2.97	2.92	3.16	2.87	3.04	2.98	2.91	3.00	2.96	2.89	3.03	2.97	3.14	3.10	3.17	3.22	3.11	3.28	3.00	2.90
SD	0.83	0.84	0.84	0.76	0.77	0.86	0.84	0.83	0.90	0.72	0.90	0.80	0.84	0.86	0.85	0.80	0.81	0.83	0.84	0.84	0.78	0.80	0.84	0.75	0.81	0.75	0.84
SE	0.02	0.09	0.05	0.05	0.04	0.06	0.04	0.05	0.08	0.05	0.08	0.04	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.05	0.04	0.07	0.07	0.04	0.08	0.03	0.05

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 36
QG1(3): Cable broadband
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Exactly / Almost exactly matches	312	143	149	273	11	81	99	102	277	8	23	5	187	125	116	57	41	47	51	89	81	72	71	169	143	125	184
	27%	32%	23%	31%	12%	29%	31%	25%	29%	17%	22%	5%	33%	21%	37%	24%	24%	26%	26%	26%	27%	30%	28%	28%	30%	31%	25%
Closely matches	585	218	336	439	40	129	139	219	488	26	57	13	287	298	152	113	97	92	132	159	146	130	150	305	280	201	384
	51%	49%	52%	51%	43%	47%	46%	54%	50%	57%	55%	58%	51%	51%	44%	52%	57%	51%	56%	52%	48%	54%	50%	50%	52%	50%	52%
Didn't match very much	181	58	112	106	28	42	46	63	151	9	17	3	63	117	64	32	21	24	40	43	58	25	54	101	80	60	139
	16%	13%	17%	12%	33%	15%	15%	16%	15%	20%	16%	3%	11%	19%	18%	15%	12%	13%	16%	14%	20%	13%	16%	16%	15%	15%	16%
Does not match at all	77	24	51	44	13	24	21	20	65	3	7	2	29	48	15	15	11	15	20	17	20	13	27	37	40	18	58
	7%	5%	8%	5%	14%	9%	7%	5%	7%	6%	7%	2%	5%	8%	4%	7%	6%	8%	8%	6%	6%	5%	9%	6%	7%	4%	10%
NET Exactly/almost exactly / closely matches	897	361	485	712	51	211	233	322	765	34	80	18	473	423	267	170	138	139	183	248	227	202	221	474	423	327	567
	78%	82%	75%	81%	55%	76%	72%	80%	78%	74%	77%	17%	84%	72%	77%	78%	81%	78%	75%	81%	74%	84%	73%	78%	78%	81%	76%
NET Didn't match very much / at all	258	81	163	150	42	66	67	83	216	12	24	5	92	165	79	47	32	40	60	60	78	38	82	138	120	78	177
	22%	18%	25%	17%	45%	24%	22%	20%	22%	26%	23%	23%	16%	26%	23%	22%	19%	22%	25%	19%	20%	16%	27%	22%	22%	19%	24%
Mean	2.98	3.08	2.90	3.09	2.53	2.97	3.02	3.00	3.00	2.84	2.91	2.89	3.12	2.85	3.06	2.97	2.99	2.95	2.88	3.04	2.94	3.09	2.87	2.99	2.97	3.07	2.93
SD	0.83	0.81	0.84	0.80	0.88	0.89	0.87	0.78	0.84	0.78	0.81	0.83	0.80	0.85	0.83	0.83	0.79	0.87	0.83	0.80	0.85	0.79	0.87	0.83	0.84	0.79	0.85
SE	0.02	0.04	0.03	0.03	0.09	0.06	0.05	0.04	0.03	0.07	0.07	0.08	0.03	0.03	0.05	0.05	0.06	0.06	0.05	0.04	0.05	0.05	0.05	0.03	0.04	0.04	0.03

Proportions/Means. Columns tested (1% 5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m - n/o/p/q/r - s/t/u/v/w/x - y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 36
QG1(3): Cable broadband
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	904	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	190	772	190	777	692	217	60
Exactly / Almost exactly matches	312	262	50	263	49	312	-	270	42	77	235	87	225	241	49	22
Closely matches	279	453	16%	435	14%	585	-	493	17%	534	25%	594	24%	429	20%	29%
Does not match at all	585	453	12%	435	15%	585	-	493	5%	111	474	107	478	431	124	20
NET Exactly/ almost exactly / closely matches	51%	54%	42%	54%	44%	65%	-	54%	38%	48%	51%	48%	51%	51%	32%	32%
Didn't match very much	181	98	83	84	97	-	181	119	62	28	153	21	160	126	40	15
NET Didn't match very much / at all	16%	12%	26%	10%	28%	-	70%	13%	23%	12%	27%	9%	17%	15%	16%	24%
Does not match at all	77	26	49	30	47	-	77	27	50	15	62	10	67	50	23	4
NET Does not match at all	7%	3%	15%	4%	14%	-	20%	3%	10%	7%	4%	6%	6%	9%	2%	7%
NET Exactly/ almost exactly / closely matches	897	715	182	699	199	897	-	763	135	188	709	193	704	673	183	42
NET Didn't match very much / at all	78%	85%	58%	85%	58%	100%	-	84%	55%	81%	77%	86%	76%	79%	75%	69%
NET Didn't match very much / at all	258	126	132	114	144	-	258	146	112	43	215	30	227	176	62	19
Mean	2.98	3.13B	2.58	3.15D	2.59	3.33F	1.70	3.11H	2.51	3.08	2.95	3.21L	2.93	3.21L	2.85	2.97
SD	0.83	0.74	0.94	0.75	0.90	0.48	0.46	0.73	1.00	0.84	0.83	0.78	0.84	0.82	0.84	0.95
SE	0.02	0.03	0.05	0.03	0.05	0.02	0.03	0.02	0.07	0.05	0.03	0.05	0.03	0.03	0.05	0.12

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - m/n/o.
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 37
QG1(4): Fibre to the premises (FTTP)
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	964	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Exactly / almost exactly matches	422	33	134	65	145	22	140	92	56	77	46	141	113	150	201	198	145	255	222	89	155	61	53	108	44	388	123
Closest matches	376	37%	46%	32%	45%	13%	38%	32%	41%	40%	33%	39%	35%	37%	37%	37%	36%	37%	37%	36%	37%	40%	39%	37%	43%	37%	37%
Didn't match very much	487	39	118	84	143	83	151	120	53	85	59	156	131	165	236	222	175	288	239	101	175	57	54	120	40	324	143
NET Exactly/ almost exactly / closely matches	426	38%	41%	41%	44%	42%	41%	42%	39%	44%	42%	42%	42%	41%	43%	42%	40%	42%	40%	42%	42%	37%	39%	41%	39%	42%	43%
Does not match at all	157	18	24	37	24	54	49	47	17	19	25	48	58	48	64	85	51	96	89	39	58	24	21	43	16	113	43
NET Didn't match very much / at all	145	13%	8%	15%	7%	15%	13%	16%	13%	10%	18%	13%	14%	12%	12%	16%	13%	14%	15%	16%	14%	15%	16%	15%	16%	14%	15%
NET Exactly/ almost exactly / closely matches	89	7	15	15	12	33	25	27	11	13	10	19	24	39	48	31	33	49	46	19	34	9	9	21	3	63	23
NET Didn't match very much / at all	86	7%	5%	9%	4%	17%	7%	9%	8%	7%	7%	5%	7%	10%	9%	6%	8%	7%	8%	6%	7%	6%	7%	3%	8%	7%	
NET Exactly/ almost exactly / closely matches	909	77	252	150	292	108	291	212	109	162	104	297	244	315	437	420	320	545	461	190	331	118	107	228	84	613	266
NET Didn't match very much / at all	796	70%	60%	72%	60%	55%	80%	74%	79%	62%	73%	81%	75%	78%	80%	78%	79%	79%	77%	77%	78%	78%	78%	78%	82%	78%	80%
NET Exactly/ almost exactly / closely matches	246	25	40	54	36	87	73	73	28	32	35	68	82	87	112	116	84	148	135	58	92	34	30	64	19	176	66
NET Didn't match very much / at all	216	24%	14%	27%	11%	42%	20%	22%	21%	17%	25%	19%	25%	22%	20%	22%	21%	22%	22%	22%	22%	22%	22%	22%	22%	22%	20%
Mean	3.07	3.06	3.27	3.07	3.17	3.12	3.12	3.12	3.16	3.01	3.15	3.02	3.06	3.07	3.10	3.07	3.09	3.07	3.05	3.07	3.12	3.10	3.08	3.22	3.06	3.10	
SD	0.90	0.91	0.83	0.92	0.76	0.92	0.88	0.93	0.92	0.86	0.89	0.84	0.91	0.94	0.91	0.87	0.89	0.91	0.91	0.91	0.91	0.90	0.89	0.81	0.91	0.87	
SE	0.03	0.09	0.05	0.07	0.04	0.07	0.04	0.05	0.08	0.06	0.08	0.04	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.06	0.04	0.07	0.08	0.05	0.08	0.03	0.05

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 37
QG1(4): Fibre to the premises (FTTP)
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Exactly / Almost exactly matches	422	176	224	357	17	99	112	139	350	19	44	9	255	166	121	72	63	79	88	119	121	88	94	240	182	141	278
Closest matches	270*	40%	32%	47% C	16%	36%	27%	34%	36%	41%	42%	40%	42% M	26%	32%	32%	27%	30%	39%	40%	37%	37%	31%	42% M	34%	35%	37%
Does not match at all	426	176	280	360	33	115	126	178	419	21	37	10	144	209	144	93	78	65	108	135	127	88	136	263	224	170	315
NET Exactly/almost exactly / closely matches	909	351	504	718	50	214	238	317	769	40	81	19	471	435	264	164	141	143	196	254	248	176	230	502	406	310	593
NET Didn't match very much / at all	246	91	145	144	43	63	62	88	213	6	23	4	94	153	82	53	29	35	47	53	57	64	73	110	137	94	151
Mean	3.07	3.12	3.04	3.18D	2.55	3.04	3.07	3.07	3.06	3.21	3.14	3.15	3.22M	2.94	3.03	3.03	3.14	3.15	3.08	3.17Mx	3.16Mx	3.00	2.96	3.16Mx	2.98	3.05	3.09
SD	0.90	0.90	0.90	0.84	0.99	0.93	0.93	0.86	0.90	0.83	0.91	0.93	0.88	0.89	0.91	0.87	0.83	0.96	0.90	0.82	0.86	0.97	0.93	0.84	0.95	0.87	0.91
SE	0.03	0.04	0.04	0.03	0.10	0.06	0.06	0.05	0.03	0.07	0.08	0.09	0.04	0.04	0.05	0.06	0.06	0.07	0.06	0.04	0.05	0.07	0.06	0.03	0.04	0.04	0.03

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - n:op/q/r - s:tu/vw/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 37
QG1(4): Fibre to the premises (FTTP)

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

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Exactly / Almost exactly matches	422	350	63	354	68	374	48	422	88	422	323	104	318	321	81	19
Closely matches	379	323	20%	291	20%	327	19%	324	19%	324	256	16%	346	386	33%	33%
Didn't match very much	423	362	12%	361	12%	389	9%	497	10%	497	347	21%	403	257	10%	25
Does not match at all	157	145	43%	423	37%	436	38%	545	38%	399	43%	37%	426	426	43%	40%
NET Exactly/ almost exactly / closely matches	909	721	18%	715	19%	763	14%	909	14%	188	721	18%	721	678	18%	44
NET Didn't match very much / at all	246	212	13%	228	14%	235	11%	346	12%	43	203	16%	210	171	5%	17
Mean	3.07	3.248	2.65	3.220	2.60	3.227	2.57	3.464	1.64	3.15	3.06	3.04	3.11	3.01	2.90	
SD	0.90	0.81	0.97	0.77	0.99	0.81	1.00	0.50	0.48	0.93	0.89	0.88	0.90	0.88	0.91	0.99
SE	0.03	0.03	0.05	0.03	0.05	0.03	0.06	0.02	0.03	0.06	0.03	0.06	0.03	0.03	0.05	0.12

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - m/n/o.
 95 percent as lower case, 50 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 38
QG1(1): Copper broadband
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All who understand completely/somewhat/a little the meaning of the phrase "ADSL"

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	592	66	198	93	175	40	214	143	75	69	71	191	182	189	291	263	207	347	318	162	218	98	91	156	71	424	148
Base	599	66*	207	99*	165	41*	202	144	77*	61*	72*	195	185	185	291	269	195	308	318	167	227	103*	97*	158	77*	430	146
Effective base	506	57	175	81	142	33	178	124	63	64	60	165	157	157	249	224	165	306	271	138	191	85	80	134	62	368	125
Exactly / almost exactly matches	188	26	103	16	36	6	78	38	29	25	17	62	56	68	210	71	53	131	124	46	69	30	28	56	23	147	39
31%		40% cd	50% cd	16%	22%	14%	38% d	27%	38%	30%	23%	32%	30%	37%	36% o	26%	27%	36%	30% cd	28%	30%	29%	29%	35%	30%	34%	27%
Closely matches	322	34	86	62	100	23	95	86	38	46	40	103	102	90	143	158	109	190	155	93	125	54	53	80	40	227	78
54%		52%	42%	63% ab	61% ab	56%	47%	60% f	50%	56%	55%	53%	55%	48%	49%	59% ab	56%	52%	49%	56%	55%	52%	54%	50%	53%	53%	53%
Didn't match very much	67	4	12	17	21	6	21	18	3	7	13	20	23	20	25	33	25	33	29	22	25	14	13	17	9	42	21
11%		6%	6%	13% cd	12% bc	2% cd	11%	12%	4%	9%	10%	10%	12%	11%	9%	12%	13%	9%	9%	13%	11%	13%	13%	11%	12%	10%	14%
Does not match at all	22	1	5	4	8	3	8	2	6	3	3	9	5	8	13	8	8	13	11	6	8	6	4	6	4	13	8
4%		2%	3%	4%	5%	8%	4%	2%	7% d	4%	4%	5%	3%	4%	4%	3%	4%	4%	3%	4%	6%	4%	4%	4%	5%	3%	6%
NET Exactly/ almost exactly / closely matches	510	61	189	78	136	28	173	124	68	70	56	165	158	158	253	228	161	321	278	139	194	84	81	135	63	374	118
85%		93% cd	91% cd	79%	85%	70%	86%	86%	88%	87%	78%	85%	85%	85%	87%	85%	85%	87%	88%	83%	85%	82%	83%	86%	83%	87%	80%
NET Didn't match very much / at all	89	5	18	21	29	12	29	20	9	11	16	30	27	28	38	41	34	47	40	28	33	19	16	23	13	56	29
15%		7%	9%	11% ab	17% bc	10% ab	14%	14%	22%	13%	22%	15%	15%	15%	13%	15%	17%	13%	12%	17%	15%	19%	17%	14%	17%	13%	20%
Mean	3.13	3.11 cd	3.18 cd	2.91	3.00	2.76	3.20	3.12	3.19	3.13	2.97	3.12	3.13	3.17	3.20	3.08	3.06	3.19	3.23 ab	3.07	3.12	3.05	3.08	3.17	3.08	3.18 ab	3.02
SD	0.75	0.66	0.72	0.70	0.74	0.80	0.78	0.66	0.83	0.74	0.76	0.77	0.72	0.78	0.77	0.70	0.75	0.75	0.75	0.74	0.74	0.81	0.76	0.79	0.73	0.80	0.80
SE	0.03	0.08	0.05	0.07	0.06	0.11	0.05	0.06	0.10	0.09	0.09	0.06	0.05	0.06	0.05	0.04	0.05	0.04	0.04	0.06	0.05	0.08	0.08	0.06	0.09	0.04	0.07

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 38
QG1(1): Copper broadband
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All who understand completely/somewhat/a little the meaning of the phrase "ADSL"

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	592	271	287	516	14	117	124	181	422	62	64	44	361	231	162	120	94	96	120	201	161	115	115	362	230	215	373
Base	599	274	289	519	15**	149	148	213	511	22*	57*	10*	372	227	185	115	95*	92*	113*	185	148	131*	135*	333	266	229	365
Effective base	506	233	242	441	12	112	118	173	403	60	61	42	310	196	140	105	85	83	96	175	141	100	98	315	198	191	312
Exactly / Almost exactly matches	188	83	97	169	2	36	56	67	158	7	20	3	139	49	38	34	28	35	49	69	39	39	40	108	80	59	128
83%	30%	33%	33%	14%	24%	24%	31%	21%	21%	33%	33%	31%	37%	22%	21%	30%	29%	32%	32%	37%	27%	30%	33%	30%	33%	30%	35%
Closely matches	322	157	144	286	8	89	71	113	272	13	30	6	189	132	123	56	48	40	54	91	84	76	70	175	146	134	186
54%	57%	50%	55%	54%	59%	48%	53%	53%	60%	60%	53%	62%	51%	58%	67%	40%	48%	44%	48%	49%	57%	58%	52%	53%	55%	58%	51%
Didn't match very much	67	25	36	50	3	19	16	27	62	*	4	1	32	36	20	20	12	12	9	19	17	12	19	36	32	27	39
19%	9%	12%	10%	19%	13%	11%	13%	12%	12%	1%	7%	8%	9%	16%	11%	13%	10%	6%	10%	10%	12%	10%	14%	11%	12%	12%	11%
Does not match at all	22	9	13	15	2	6	6	6	18	1	3	-	12	10	3	6	2	3	3	6	8	2	6	13	8	9	13
4%	3%	4%	3%	13%	4%	4%	3%	3%	3%	5%	5%	-	3%	4%	1%	3%	5%	3%	3%	3%	5%	2%	4%	4%	3%	4%	3%
NET Exactly/almost exactly / closely matches	510	240	241	454	11	125	127	179	431	20	50	9	329	181	161	90	76	80	103	160	124	116	110	284	226	192	314
85%	88%	83%	88%	68%	83%	85%	84%	84%	84%	94%	88%	92%	89%	80%	87%	78%	80%	87%	92%	87%	83%	89%	82%	85%	85%	84%	86%
NET Didn't match very much / at all	89	34	48	65	5	25	22	34	80	1	7	1	44	45	23	25	19	12	9	25	25	15	25	49	40	36	52
15%	12%	17%	12%	32%	17%	15%	16%	16%	16%	6%	12%	8%	12%	20%	13%	12%	13%	8%	13%	17%	11%	18%	15%	15%	16%	16%	14%
Mean	3.13	3.15	3.12	3.17	2.69	3.04	3.19	3.13	3.12	3.22	3.17	3.23	3.22	2.97	3.07	3.03	3.01	3.26	3.13	3.21	3.05	3.17	3.07	3.14	3.12	3.06	3.17
SD	0.75	0.71	0.79	0.71	0.90	0.72	0.74	0.74	0.75	0.72	0.77	0.61	0.73	0.74	0.61	0.82	0.86	0.77	0.71	0.75	0.77	0.67	0.78	0.76	0.73	0.73	0.75
SE	0.03	0.04	0.05	0.03	0.24	0.07	0.07	0.05	0.04	0.09	0.10	0.09	0.04	0.05	0.05	0.07	0.09	0.08	0.06	0.05	0.06	0.06	0.07	0.04	0.05	0.05	0.04

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - n:op/q/r - s:tu/vw/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 38
QG1(1): Copper broadband
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All who understand completely/somewhat/a little the meaning of the phrase "ADSL"

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)		
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	510	82	495	97	500	92	517	75	128	464	142	450	418	137	37
Base	510	89*	492	107*	500	99*	509	91*	127	473	141	458	440	123	36*
Effective base	432	74	421	86	428	79	437	70	109	397	122	384	363	109	35
Exactly / Almost exactly matches	188	18%	184	5	173	15	174	14	53	135	57	131	135	48	5
Closely matches	212	22%	213	49	215	47	210	42	57	265	72	250	244	55	23
Didn't match very much	67	13%	67	42	65	42	67	46%	45%	56%	51%	55%	55%	45%	63%
Does not match at all	22	4%	22	11	7	11	7	11	3	19	2	19	13	9	9
NET Exactly/ almost exactly / closely matches	510	100%	457	53	448	62	454	56	110	400	129	381	379	103	27
NET Didn't match very much / at all	89	100%	35	54	52	37	54	35	16	73	12	77	61	19	9
Mean	3.13	3.37B	1.76	3.28D	2.44	3.23F	2.65	3.22H	3.09	3.21L	3.07	3.14O	3.16	3.16	2.88
SD	0.75	0.48	0.43	0.66	0.74	0.66	0.92	0.68	0.74	0.74	0.67	0.76	0.72	0.87	0.61
SE	0.03	0.02	0.05	0.03	0.07	0.03	0.10	0.03	0.07	0.03	0.06	0.04	0.04	0.07	0.10

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/vo.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 39
QG1(2): Copper broadband
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All who understand completely/somewhat/a little the meaning of the phrase "Copper broadband"

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling										
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)		
Unweighted base	704	88	236	106	216	57	240	171	82	108	82	226	225	222	354	312	266	398	898	171	271	111	98	196	77	512	171	
Base	707	89*	240	112*	205	56*	218	167	90*	124*	84*	228	220	224	359	308	247	423	958	189	278	111*	101*	199	80*	512	170	
Effective base	587	60	204	93	172	48	195	146	71	96	72	195	190	184	302	261	211	350	338	141	231	94	84	167	66	432	146	
Exactly / almost exactly matches	293	27	108	20	39	6	38	41	33	29	18	64	64	70	216	79	58	139	133	48	75	32	30	58	24	159	41	
	29%	30% CDE	45% CD	18%	19%	11%	18% g	24%	37%	23%	22%	28%	29%	32%	32%	26%	23%	33% p	33% r	28%	27%	28%	30%	30%	30%	31%	24%	
Closely matches	403	37	110	68	137	33	107	103	43	77	54	138	121	115	191	189	143	235	208	98	156	62	56	107	44	281	104	
	57%	54%	46%	61% b	67% b	58%	49%	62% f	48%	63% f	64% b	61%	55%	52%	53%	61% n	58%	55%	52%	58%	57%	56%	54%	56%	54%	56%	55%	61%
Didn't match very much	83	4	18	21	22	15	26	21	8	15	9	18	32	30	38	36	38	36	46	19	37	13	12	27	9	58	21	
	12%	5%	7%	19% cd	11%	12%	12%	12%	9%	12%	11%	8%	14% e	13%	11%	12%	14%	12%	11%	13%	12%	12%	14%	12%	12%	12%	13%	
Does not match at all	18	1	4	4	7	2	6	2	6	2	2	7	3	8	14	3	8	11	12	4	8	4	2	6	2	14	4	
	3%	2%	2%	3%	3%	4%	3%	1%	6%	2%	2%	3%	2%	4%	4% o	1%	3%	2%	3%	3%	4%	2%	3%	3%	3%	3%	3%	
NET Exactly/ almost exactly / closely matches	606	64	218	88	176	39	185	144	76	106	73	203	185	186	306	268	201	373	340	146	231	94	86	166	68	440	145	
	86%	73% CD	91% CD	78%	86% E	69%	85%	86%	85%	86%	87%	89%	84%	83%	85%	87%	82%	88% p	86%	86%	84%	84%	86%	83%	85%	86%	85%	
NET Didn't match very much / at all	101	5	22	24	29	17	32	23	13	17	11	25	35	38	52	40	46	50	58	23	45	18	14	33	12	72	26	
	14%	7%	9%	22% ab	14%	11% ab	15%	14%	15%	14%	13%	21%	16%	17%	15%	13%	10% q	12%	14%	14%	16%	14%	17%	15%	14%	14%	15%	
Mean	3.12	3.11 CDE	3.34 CDE	2.93	3.01%	2.76	3.18	3.09	3.16	3.07	3.07	3.14	3.12	3.11	3.14	3.12	3.02	3.18 p	3.16	3.12	3.08	3.09	3.13	3.10	3.12	3.14	3.06	
SD	0.70	0.65	0.69	0.70	0.66	0.69	0.75	0.65	0.83	0.65	0.66	0.68	0.70	0.76	0.76	0.63	0.72	0.70	0.74	0.70	0.72	0.75	0.71	0.73	0.72	0.72	0.68	
SE	0.03	0.08	0.05	0.07	0.05	0.09	0.05	0.05	0.09	0.06	0.07	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.05	0.04	0.07	0.07	0.05	0.08	0.03	0.05	

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 39
QG1(2): Copper broadband
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All who understand completely/somewhat/a little the meaning of the phrase "Copper broadband"

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
Unweighted base	704	284	369	595	27	136	152	213	501	72	72	59	405	297	191	138	106	121	148	237	191	141	135	428	276	255	444
Base	707	280	372	595	27**	176	180	252	607	26*	61*	13*	419	286	215	132	107*	113	139	215	174	167	150	389	318	267	434
Effective base	597	251	309	504	23	130	146	203	478	69	69	56	343	253	166	119	94	102	118	204	164	123	114	368	237	222	370
Exactly / Almost exactly matches	203	90	103	182	1	39	59	71	170	9	20	4	150	52	45	31	30	40	57	75	45	43	40	120	83	60	141
20%	21%	26%	32%	4%	22%	33%	28%	28%	35%	33%	33%	32%	43%	30%	21%	22%	28%	32%	35%	26%	26%	27%	31%	26%	22%	23%	21%
Closely matches	403	164	214	348	13	111	98	136	345	15	36	8	218	184	142	74	64	57	66	109	108	102	85	216	186	163	236
57%	56%	57%	58%	50%	63%	55%	54%	57%	58%	58%	58%	58%	52%	64%	65%	56%	50%	47%	51%	62%	61%	56%	56%	59%	61%	54%	
Didn't match very much	83	29	44	52	10	18	18	38	75	2	5	1	38	44	29	22	22	13	26	26	17	20	19	43	39	36	45
13%	10%	12%	9%	39%	10%	10%	15%	12%	7%	8%	9%	9%	15%	13%	16%	6%	12%	9%	12%	10%	12%	13%	11%	12%	14%	10%	
Does not match at all	18	8	11	13	2	7	4	7	18	-	-	-	13	5	-	6	2	3	5	4	2	6	10	9	7	12	
3%	3%	3%	2%	8%	4%	2%	3%	3%	3%	-	-	-	3%	2%	-	4%	2%	2%	3%	2%	2%	2%	4%	3%	3%	3%	
NET Exactly/ almost exactly / closely matches	606	254	317	530	14	150	157	207	514	24	55	12	368	237	187	105	94	97	123	183	153	145	125	336	270	224	377
85%	87%	85%	89%	54%	85%	82%	82%	85%	85%	93%	92%	91%	88%	83%	87%	79%	88%	86%	88%	85%	88%	87%	83%	86%	85%	84%	87%
NET Didn't match very much / at all	101	37	55	65	12	26	22	45	93	2	5	1	51	50	29	27	13	16	32	21	22	26	53	48	43	57	
14%	13%	15%	11%	46%	15%	12%	18%	15%	15%	7%	8%	9%	12%	17%	13%	21%	12%	14%	15%	12%	12%	17%	14%	15%	16%	13%	
Mean	3.12	3.16	3.10	3.18	2.50	3.04	3.18	3.08	3.10	3.26%	3.24	3.23	3.21%	2.99	3.08	2.98	3.10	3.16%	3.27%	3.17	3.11	3.11	3.05	3.15	3.08	3.04	3.17%
SD	0.70	0.70	0.71	0.67	0.71	0.70	0.71	0.72	0.72	0.60	0.60	0.63	0.73	0.64	0.58	0.76	0.77	0.73	0.72	0.74	0.67	0.65	0.75	0.71	0.70	0.68	0.71
SE	0.03	0.04	0.04	0.03	0.14	0.06	0.06	0.05	0.03	0.07	0.07	0.08	0.04	0.04	0.04	0.06	0.07	0.07	0.06	0.05	0.05	0.05	0.06	0.03	0.04	0.04	0.03

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - efg - hijk - lm - nlop/q/r - s/uv/w/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 39
QG1(2): Copper broadband
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All who understand completely/somewhat/a little the meaning of the phrase "Copper broadband"

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	704	609	95	588	116	592	112	602	102	151	553	156	548	508	154	42
Base	707	606	101*	589	118*	590	117*	591	118*	145	562	155	552	537	133	38*
Effective base	597	513	84	498	99	499	98	506	92	129	469	135	462	441	120	38
Exactly / Almost exactly matches	203	203	-	197	6	187	16	186	17	56	147	57	146	147	50	7
Closely matches	299	299	-	293	5%	297	14%	294	15%	159	136%	136%	137%	27%	27%	17%
Didn't match very much	402	402	-	338	65	340	63	344	59	65	337	60	334	214	67	26
Does not match at all	57%	49%	-	57%	55%	58%	54%	58%	51%	45%	60%	52%	58%	58%	48%	49%
NET Exactly/ almost exactly / closely matches	83	-	83	44	38	58	24	51	31	19	64	13	69	62	15	5
NET Didn't match very much / at all	12%	-	82%	8%	39%	20%	21%	9%	27%	23%	22%	9%	22%	22%	22%	14%
NET Exactly/ almost exactly / closely matches	18	-	18	9	9	5	14	10	9	5	14	5	13	14	5	-
NET Didn't match very much / at all	8%	-	92%	2%	40%	1%	1%	2%	1%	3%	2%	3%	3%	3%	3%	1%
NET Exactly/ almost exactly / closely matches	606	606	-	535	71	527	78	530	76	121	484	137	469	460	113	33
NET Didn't match very much / at all	86%	-	100%	60%	60%	67%	67%	60%	65%	84%	86%	88%	85%	86%	85%	86%
NET Exactly/ almost exactly / closely matches	101	-	101	54	47	63	38	61	40	24	77	18	83	76	20	5
NET Didn't match very much / at all	14%	-	100%	9%	40%	22%	33%	10%	35%	16%	14%	12%	15%	14%	15%	14%
Mean	3.12	3.348	1.82	3.220	2.57	3.207	2.73	3.191	2.73	3.19	3.10	3.21	3.09	3.11	3.19	3.04
SD	0.70	0.47	0.39	0.65	0.71	0.64	0.85	0.66	0.81	0.78	0.68	0.73	0.69	0.69	0.77	0.56
SE	0.03	0.02	0.04	0.03	0.07	0.03	0.08	0.03	0.08	0.06	0.03	0.06	0.03	0.03	0.06	0.09

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/lo.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 40
QG1(3): Fibre to the cabinet (FTTC)

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

Base: All who understand completely/somewhat/a little the meaning of the phrase "Fibre to the cabinet (FTTC)"

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	664	59	232	110	202	40	242	153	72	98	78	223	209	200	336	290	250	380	362	174	247	107	98	179	77	476	167
Base	671	59*	237	116*	196	39*	227	147	81*	115*	80*	224	207	205	335	295	233	406	363	178	251	109*	101*	178	80*	483	165
Effective base	562	51	199	96	164	33	200	127	62	88	68	190	176	168	282	246	198	334	306	147	210	91	84	151	66	408	140
Exactly / almost exactly matches	262	29	142	31	47	6	85	48	27	37	37	91	88	71	144	103	76	122	162	72	90	47	44	69	35	200	55
39%		48% CDE	60% CDE	26%	24%	15%	38%	33%	58% FGI	33%	46%	41%	43%	35%	43%	35%	33%	44% OP	45% QR	42%	36%	43%	44%	39%	44%	41%	33%
Closely matches	315	24	84	59	120	17	102	85	27	60	31	95	93	110	141	154	116	181	155	82	126	50	45	87	36	217	87
47%		40%	36%	51% B	61% AB	43%	45%	58% FGI	33%	53% B	38%	42%	45%	54% B	42%	52% AB	50%	45%	43%	46%	50%	46%	44%	48%	45%	45%	53% B
Didn't match very much	72	7	9	20	39	14	27	11	7	13	12	29	22	18	36	31	28	41	37	29	25	10	11	16	8	52	17
14%		12% B	4%	17% B	10% B	8% BCDE	12%	8%	9%	10%	16%	13%	10%	9%	11%	11%	12%	10%	10%	11%	10%	11%	9%	10%	11%	10%	10%
Does not match at all	22	-	2	6	10	2	13	3	-	5	-	9	4	5	14	6	12	7	10	4	10	2	1	7	1	14	6
3%		-	1%	5% B	5% B	1% BCDE	5% B	2%	-	4%	-	4%	2%	3%	4%	2%	5% B	2%	2%	4%	2%	1%	4%	1%	4%	1%	3%
NET Exactly/ almost exactly / closely matches	577	52	226	90	167	23	187	133	74	97	67	186	181	181	286	257	193	358	316	154	216	96	89	155	71	416	142
86%		88% B	90% CDE	78% BC	85% BCDE	58%	83%	61% FGI	92%	86%	84%	83%	87%	88%	85%	87%	83%	88%	87%	87%	86%	88%	88%	87%	89%	89%	86%
NET Didn't match very much / at all	94	7	11	26	29	16	39	14	7	16	12	38	26	24	50	38	41	48	47	24	35	13	12	23	9	66	23
14%		12%	4%	22% B	15% B	12% ABCD	17% B	9%	9%	14%	16%	17%	13%	12%	15%	13%	17%	12%	13%	13%	14%	12%	12%	13%	11%	14%	14%
Mean	3.22	3.37 CDE	3.46 CDE	2.99	3.04%	2.68	3.15	3.22	3.49 FGI	3.15	3.31	3.19	3.28	3.20	3.24	3.20	3.10	3.30 P	3.29	3.25	3.18	3.29	3.30	3.22	3.32	3.25	3.16
SD	0.76	0.69	0.60	0.80	0.74	0.81	0.83	0.66	0.66	0.77	0.73	0.82	0.73	0.71	0.80	0.71	0.81	0.72	0.76	0.74	0.77	0.73	0.72	0.71	0.70	0.76	0.74
SE	0.03	0.09	0.04	0.08	0.05	0.13	0.05	0.05	0.08	0.08	0.08	0.05	0.05	0.05	0.04	0.04	0.05	0.04	0.04	0.06	0.05	0.07	0.07	0.06	0.08	0.03	0.06

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
95 percent as lower case, 99 percent as UPPER CASE.
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 40
QG1(3): Fibre to the cabinet (FTTC)

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

Base: All who understand completely/somewhat/a little the meaning of the phrase "Fibre to the cabinet (FTTC)"

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	664	286	340	560	25	119	154	201	474	69	65	56	392	271	186	121	106	110	141	219	184	132	129	403	261	232	427
Base	671	289	341	561	25**	153	186	239	578	24*	56*	12*	404	266	214	115	103*	100*	138	201	166	153	150	367	304	244	421
Effective base	562	247	281	475	21	114	147	192	452	66	62	53	331	230	163	104	93	92	113	188	157	115	110	345	225	202	355
Exactly / Almost exactly matches	262	120	135	227	6	59	69	98	226	9	22	4	192	68	78	39	30	90	65	84	65	51	62	149	113	74	186
80%	42%	37%	40%	23%	38%	41%	39%	45%	39%	30%	30%	34%	40%	20%	36%	34%	29%	30%	40%	43%	39%	33%	41%	41%	37%	30%	43%
Closely matches	315	126	174	260	14	71	88	114	272	12	25	5	168	147	103	59	51	35	67	90	77	76	72	167	148	127	184
47%	44%	51%	46%	55%	46%	47%	47%	47%	47%	51%	45%	43%	41%	55%	48%	51%	50%	35%	49%	45%	46%	50%	48%	46%	49%	52%	44%
Didn't match very much	72	36	31	56	5	17	20	23	60	1	8	3	36	36	25	12	15	14	5	22	17	20	14	38	34	28	44
13%	12%	9%	10%	18%	11%	11%	10%	10%	10%	6%	14%	3%	9%	23%	12%	11%	12%	14%	4%	11%	10%	13%	9%	10%	11%	11%	10%
Does not match at all	22	8	11	19	1	7	9	4	20	1	1	4	8	14	9	4	7	3	2	5	7	7	2	13	9	15	7
3%	3%	3%	3%	4%	4%	5%	2%	2%	3%	4%	2%	2%	2%	5%	4%	4%	7%	1%	1%	3%	4%	5%	2%	3%	3%	3%	6%
NET Exactly/ almost exactly / closely matches	577	246	299	487	19	130	157	212	499	22	47	10	360	216	181	99	81	85	132	174	142	127	134	316	261	201	370
86%	85%	88%	87%	78%	85%	85%	89%	86%	86%	90%	84%	78%	89%	81%	84%	86%	78%	84%	90%	87%	86%	83%	89%	86%	86%	83%	88%
NET Didn't match very much / at all	94	44	42	74	6	24	29	27	80	2	9	3	44	50	34	17	22	16	6	27	24	27	16	51	43	42	51
14%	15%	12%	13%	22%	15%	15%	11%	14%	10%	10%	22%	11%	19%	16%	14%	22%	16%	4%	13%	14%	17%	14%	14%	17%	14%	17%	12%
Mean	3.22	3.23	3.21	3.24	2.97	3.19	3.17	3.28	3.22	3.24	3.20	3.10	3.30M	3.02	3.17	3.16	3.01	3.33P	3.42NP	3.26	3.20	3.11	3.29	3.23	3.20	3.07	3.31Y
SD	0.76	0.77	0.74	0.76	0.77	0.80	0.80	0.71	0.76	0.76	0.77	0.82	0.73	0.78	0.79	0.76	0.84	0.77	0.60	0.75	0.80	0.79	0.70	0.77	0.75	0.81	0.72
SE	0.03	0.05	0.04	0.03	0.15	0.07	0.06	0.05	0.04	0.09	0.10	0.11	0.04	0.05	0.06	0.07	0.08	0.07	0.05	0.05	0.06	0.07	0.06	0.04	0.05	0.05	0.03

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - efg - hij/k - lm - nlop/q/r - s/lu/vw/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 40
QG1(3): Fibre to the cabinet (FTTC)

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

Base: All who understand completely/somewhat/a little the meaning of the phrase "Fibre to the cabinet (FTTC)"

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/almost exactly / closely	Didn't match very much / at all	Exactly/almost exactly / closely	Didn't match very much / at all	Exactly/almost exactly / closely	Didn't match very much / at all	Exactly/almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	664	576	88	570	94	563	101	588	76	143	521	157	507	466	161	37
Base	671	576	95*	577	94*	566	105*	583	88*	139	532	152	518	497	139	35*
Effective base	562	485	77	483	79	477	85	495	68	121	441	133	429	404	126	34
Exactly / Almost exactly matches	262	243	19	262	-	235	27	237	24	63	199	78	184	193	60	9
Closely matches	399	429	20%	429	-	429	26%	429	28%	429	37%	37%	35%	33%	43%	27%
Didn't match very much	215	276	31	215	-	274	41	335	29	57	258	60	255	240	55	20
Does not match at all	47%	48%	39%	55%	-	48%	39%	49%	34%	41%	39%	48%	49%	48%	40%	58%
NET Exactly/almost exactly / closely matches	72	47	25	-	72	47	25	46	26	17	55	14	58	54	16	2
NET Didn't match very much / at all	11%	8%	27%	-	11%	8%	23%	8%	30%	12%	20%	9%	21%	21%	9	6%
NET Exactly/almost exactly / closely matches	22	9	13	-	22	10	12	15	7	2	21	1	21	11	9	3
NET Didn't match very much / at all	8%	2%	15%	-	8%	2%	11%	3%	8%	3%	4%	2%	4%	2%	8%	5%
NET Exactly/almost exactly / closely matches	577	521	56	577	-	508	68	523	54	120	457	137	439	432	115	30
NET Didn't match very much / at all	86%	96%	59%	100%	-	90%	65%	90%	62%	86%	86%	90%	85%	87%	82%	85%
NET Exactly/almost exactly / closely matches	96	55	39	-	94	58	35	60	34	19	75	15	79	65	24	5
NET Didn't match very much / at all	14%	20%	41%	-	100%	20%	35%	20%	38%	14%	14%	20%	15%	18%	18%	15%
Mean	3.22	3.318	2.65	3.430	1.76	3.257	2.81	3.201	2.81	3.30	3.19	3.401	3.16	3.24	3.19	3.04
SD	0.76	0.68	0.96	0.50	0.43	0.70	0.96	0.71	0.94	0.73	0.77	0.69	0.78	0.73	0.87	0.83
SE	0.03	0.03	0.10	0.02	0.04	0.03	0.10	0.03	0.11	0.06	0.03	0.06	0.03	0.03	0.07	0.14

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - m/n/o.
95 percent as lower case, 50 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 41
QG1(4): Fibre to the cabinet (FTTC)

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

Base: All who understand completely/somewhat/a little the meaning of the phrase "Part fibre"

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling										
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)		
Unweighted base	693	64	196	122	224	65	230	170	83	109	79	232	214	213	347	306	262	389	359	183	272	109	102	183	78	498	173	
Base	710	88*	207	129	216	65*	221	169	88*	125*	65*	240	215	218	350	317	251	419	365	188	282	113*	106*	186	81*	512	173	
Effective base	584	58	173	107	182	55	193	144	71	97	69	202	182	180	297	262	210	345	306	155	235	93	87	156	66	425	149	
Exactly / almost exactly matches	247	27	125	33	46	7	73	48	44	39	35	89	77	68	122	100	68	170	117	71	91	46	43	67	34	188	51	
35%		39% DE	59% ACDE	33%			33%	28%	50% DE		31%	32%		38%		27%	40% DE	40% DE		38%	32%	43%	41%	41%	36%	43%	37%	29%
Closely matches	334	31	70	62	133	25	100	91	34	66	32	106	97	112	152	160	133	181	160	85	141	50	48	92	36	232	89	
47%		46%	34%	48% DE	42% ACDE		45%	54% DE		53%	38%	44%	45%	52%	44%	50%	53% DE	43%	44%	45%	50%	44%	46%	49%	45%	45%	52%	
Didn't match very much	99	10	9	27	21	29	36	25	9	12	14	33	34	28	48	46	38	55	14	26	39	13	11	19	7	73	23	
14%		15% DE	4%	21% DE	10%	10%	16%	15%	10%	9%	17%	14%	15%	13%	14%	15%	15%	12%	12%	14%	14%	13%	11%	10%	9%	14%	13%	
Does not match at all	30	-	3	7	14	4	12	5	1	9	2	12	5	9	18	11	12	13	14	6	11	4	3	8	3	18	11	
4%			2%	5%	7% DE	6%	5%	3%	2%	2%	5%	3%	4%	4%	5%	4%	5%	3%	4%	3%	4%	4%	3%	4%	3%	4%	6%	
NET Exactly/ almost exactly / closely matches	581	58	194	95	181	33	173	138	78	104	66	195	175	181	284	260	201	351	307	156	232	96	91	158	71	420	140	
82%		85% DE	94% ACDE	72% DE	84% DE		78%	82%	88%	84%	80%	81%	82%	83%	81%	82%	80%	84%	84%	83%	82%	83%	86%	85%	87%	82%	81%	
NET Didn't match very much / at all	129	10	12	34	35	33	48	30	20	20	16	45	40	37	66	57	50	69	58	32	50	17	15	27	10	91	33	
18%		15% DE	6%	27% DE	16% DE	10% DE	22%	18%	12%	16%	20%	19%	19%	17%	19%	18%	20%	16%	17%	18%	15%	14%	15%	13%	18%	19%		
Mean	3.12	3.28 DE	3.42 ACDE	2.93 DE	2.99 DE	2.55	3.06	3.08	3.36 DE	3.08	3.20	3.14	3.15	3.10	3.14	3.10	3.02	3.21 DE	3.20 DE	3.18	3.11	3.22	3.24	3.17	3.26	3.15	3.04	
SD	0.80	0.70	0.66	0.83	0.77	0.78	0.84	0.74	0.73	0.83	0.81	0.83	0.78	0.77	0.84	0.77	0.78	0.79	0.80	0.79	0.78	0.79	0.76	0.77	0.79	0.82		
SE	0.03	0.09	0.05	0.07	0.05	0.10	0.06	0.06	0.08	0.08	0.09	0.05	0.05	0.05	0.04	0.04	0.05	0.04	0.04	0.06	0.05	0.08	0.08	0.06	0.09	0.04	0.06	

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
95 percent as lower case, 50 percent as UPPER CASE.
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 41
QG1(4): Fibre to the cabinet (FTTC)
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All who understand completely/somewhat/a little the meaning of the phrase "Part fibre"

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	693	284	359	583	24	130	151	217	498	62	79	54	386	306	203	150	108	100	132	227	190	135	141	417	276	262	426
Base	710	301	368	593	26**	172	182	255	609	22*	67**	12*	406	303	233	144	106*	96*	130	208	179	160	163	387	323	275	430
Effective base	594	257	303	499	21	125	145	207	476	60	76	51	331	262	177	130	96	87	108	195	165	119	122	360	241	228	362
Exactly / Almost exactly matches	247	116	114	214	6	57	67	89	213	8	22	4	175	71	77	46	29	38	56	78	61	49	58	140	107	79	167
Closest matches	334	132	186	285	10	79	82	126	288	11	30	6	177	158	111	70	51	40	62	99	83	78	74	182	152	134	197
Didn't match very much	99	43	50	74	7	26	24	32	83	2	12	3	46	53	34	21	19	16	9	25	23	26	25	48	51	44	55
Does not match at all	30	11	17	20	2	9	9	7	25	2	3	-	9	21	10	7	6	3	3	6	11	7	6	17	13	18	11
NET Exactly/almost exactly / closely matches	581	247	300	499	16	136	149	216	501	19	52	9	351	229	188	117	81	78	118	177	145	127	132	322	259	213	363
NET Didn't match very much / at all	129	54	67	94	10	36	33	40	108	4	15	3	55	74	45	28	26	19	12	31	34	33	31	65	64	62	66
Mean	3.12	3.17	3.08	3.17	2.74	3.07	3.14	3.17	3.13	3.11	3.05	3.08	3.27M	2.92	3.09	3.08	2.97	3.16	3.32HOP	3.20	3.09	3.05	3.13	3.15	3.09	2.99	3.21V
SD	0.80	0.80	0.79	0.77	0.93	0.84	0.83	0.75	0.80	0.88	0.84	0.76	0.75	0.83	0.81	0.81	0.84	0.82	0.71	0.76	0.85	0.81	0.80	0.80	0.80	0.84	0.76
SE	0.03	0.05	0.04	0.03	0.19	0.07	0.07	0.05	0.04	0.11	0.09	0.10	0.04	0.05	0.06	0.07	0.08	0.08	0.06	0.05	0.06	0.07	0.07	0.04	0.05	0.05	0.04

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - n:op/q:r - s:tu/vw/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 41
QG1(4): Fibre to the cabinet (FTTC)

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

Base: All who understand completely/somewhat/a little the meaning of the phrase "Part fibre"

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	693	579	114	566	127	591	102	597	96	151	542	161	532	498	151	44
Base	710	592	118*	581	129	604	107*	599	112*	154	556	164	547	533	138	40*
Effective base	594	495	99	486	108	505	89	506	88	130	464	138	456	435	122	40
Exactly / Almost exactly matches	247	230	17	247	-	227	20	225	22	58	189	74	172	185	52	10
Closely matches	350	390	25%	420	-	340	28%	340	20%	37%	34%	32%	32%	35%	37%	26%
Didn't match very much	234	250	40	234	-	232	43	255	40	66	268	91	263	258	55	21
Does not match at all	47%	50%	34%	50%	-	48%	40%	49%	35%	43%	44%	44%	49%	49%	40%	52%
NET Exactly/ almost exactly / closely matches	581	524	57	581	-	519	62	519	62	124	457	146	435	443	107	31
NET Didn't match very much / at all	129	68	61	129	-	85	45	79	50	30	99	18	111	89	31	9
Mean	3.12	3.25B	2.46	3.42D	1.77	3.21F	2.63	3.13	3.12	3.13	3.12	3.06	3.15	3.07	2.91	
SD	0.80	0.70	0.93	0.49	0.43	0.74	0.94	0.74	0.93	0.84	0.79	0.69	0.82	0.76	0.91	0.94
SE	0.03	0.03	0.09	0.02	0.04	0.03	0.09	0.03	0.10	0.07	0.03	0.05	0.04	0.03	0.07	0.14

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - m/n/o.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 42
QG1(5): Cable broadband
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All who understand completely/somewhat/a little the meaning of the phrase "Cable broadband"

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1013	90	265	177	313	141	340	257	112	159	118	337	298	332	493	464	370	586	537	230	380	142	124	269	96	708	278
Base	1022	94*	267	180	302	144	317	256	120*	178	123	335	297	341	494	470	349	620	536	238	390	146	152	275	101*	713	280
Effective base	854	78	228	154	254	117	280	216	95	140	102	285	252	277	415	390	294	510	450	197	322	122	108	227	83	595	236
Exactly / almost exactly matches	300	24	92	60	95	16	87	75	36	61	30	105	86	93	162	129	78	202	158	57	130	55	58	45	216	73	
29%		26% 	34% 	32% 	32% 		27%	29%	30%	34%	25%	31%	29%	27%	31%	27%	22%	32% 	29%	37% 	33%	38% 	34% 	33%	42% 	30%	26%
Closely matches	533	47	125	99	172	74	164	127	57	101	67	174	156	175	254	251	207	305	274	116	201	72	57	139	45	367	149
52%		50%	47%	53%	57% 	51%	52%	50%	47%	57%	55%	52%	53%	51%	51%	53%	59% 	49%	51%	49%	51%	49%	51%	44%	51%	53%	
Didn't match very much	140	17	37	22	25	35	49	41	19	12	17	45	40	50	60	72	45	85	79	20	45	12	10	37	8	93	45
14%		18% 	14%	12%	8%	25% 	17%	15%	10%	10%	14%	13%	12%	15%	12%	15%	13%	14%	13% 	8%	12%	8%	8%	13%	8%	13%	
Does not match at all	50	6	14	5	10	16	17	13	8	4	8	10	15	23	28	18	18	30	26	15	14	7	7	3	37	13	
5%		6%	5%	2%	3%	11% 	5%	5%	7%	2%	6%	3%	3%	5%	6%	4%	5%	5%	5%	6%	4%	5%	3%	3%	5%	5%	
NET Exactly/ almost exactly / closely matches	832	71	217	159	268	90	251	202	93	162	98	279	242	268	406	380	286	505	431	203	331	126	115	231	90	584	221
81%		76%	81% 	80% 	80% 	62%	79%	79%	76%	80%	80%	83%	82%	79%	82%	81%	82%	80%	85%	85%	85%	87%	87%	84%	89% 	82%	79%
NET Didn't match very much / at all	189	23	50	27	34	54	66	54	27	16	25	56	55	73	88	90	64	115	105	35	59	19	17	44	11	130	58
19%		24% 	19% 	14%	11%	38% 	21% 	21% 	22% 	9%	20% 	17%	18%	21%	18%	19%	18%	19%	20%	15%	15%	12%	13%	16%	11%	18%	
Mean	3.06	2.86 	3.11 	3.16 	3.17 	2.63	3.01	3.03	3.01	3.23 	2.98	3.12	3.05	2.99	3.07	3.04	2.99	3.09	3.05	3.16 	3.16 	3.16 	3.26 	3.16 	3.17 	3.07	3.00
SD	0.79	0.84	0.82	0.72	0.71	0.83	0.80	0.81	0.86	0.67	0.80	0.75	0.79	0.83	0.81	0.76	0.75	0.80	0.80	0.83	0.76	0.79	0.82	0.74	0.74	0.80	0.78
SE	0.02	0.09	0.05	0.05	0.04	0.07	0.04	0.05	0.08	0.05	0.07	0.04	0.05	0.05	0.04	0.04	0.04	0.03	0.03	0.05	0.04	0.07	0.07	0.05	0.08	0.03	0.05

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 42
QG1(5): Cable broadband
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All who understand completely/somewhat/a little the meaning of the phrase "Cable broadband"

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH			
	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)		
Unweighted base	1013	403	556	803	66	186	222	308	716	107	104	86	496	515	279	207	148	165	214	310	288	185	230	598	415	356	652	
Base	1022	401	566	803	66*	247	265	364	876	38	89*	19*	521	499	313	195	147	155	211	276	269	216	261	545	477	363	652	
Effective base	344	344	463	678	55	177	212	294	682	103	99	82	421	433	242	177	131	138	170	266	248	158	195	513	353	306	543	
Exactly / Almost exactly matches	300	139	144	264	10	77	91	99	257	7	5	5	182	117	112	86	37	44	51	86	76	69	68	162	138	121	176	
2.9%	34%	26%	23%	15%	21%	34%	27%	27%	19%	23%	24%	24%	32%	26%	25%	26%	26%	24%	31%	28%	23%	20%	30%	29%	33%	27%	27%	
Closely matches	533	201	302	413	32	117	127	202	445	23	30	12	261	270	145	98	87	83	119	148	135	119	131	283	250	184	349	
52%	50%	53%	51%	49%	47%	48%	55%	51%	60%	59%	64%	50%	54%	46%	50%	53%	54%	56%	53%	50%	55%	50%	52%	52%	51%	53%	53%	
Didn't match very much	140	41	91	91	21	35	35	50	120	6	13	2	53	86	46	30	16	19	29	34	53	47	17	42	81	59	45	93
14%	10%	16%	11%	13%	14%	13%	14%	14%	14%	15%	14%	9%	10%	13%	15%	12%	12%	14%	12%	17%	8%	10%	15%	12%	12%	12%	14%	
Does not match at all	50	20	29	34	3	17	13	13	43	2	3	1	24	26	10	11	7	9	12	8	11	11	20	19	30	14	35	
5%	5%	5%	4%	5%	5%	7%	5%	4%	5%	6%	4%	3%	5%	5%	3%	4%	5%	6%	3%	4%	5%	5%	7%	4%	6%	4%	5%	
NET Exactly/ almost exactly / closely matches	832	340	446	678	42	194	217	301	713	30	73	17	444	388	257	153	124	127	170	234	211	188	200	445	387	304	525	
81%	85%	79%	84%	64%	79%	82%	83%	82%	81%	79%	88%	89%	81%	78%	82%	79%	85%	82%	81%	85%	78%	87%	76%	82%	81%	84%	80%	
NET Didn't match very much / at all	189	61	120	126	24	53	48	63	163	8	16	2	77	111	56	42	23	28	41	42	58	28	61	100	89	59	128	
19%	15%	21%	16%	36%	21%	18%	17%	19%	19%	21%	18%	12%	15%	18%	21%	15%	18%	19%	15%	22%	13%	23%	24%	18%	19%	16%	20%	
Mean	3.06	3.16	2.99	3.13	2.74	3.03	3.12	3.06	3.07	2.91	3.02	3.08	3.16	2.96	3.15	3.01	3.05	3.04	2.99	3.13	3.02	3.14	2.95	3.08	3.04	3.13	3.02	
SD	0.79	0.79	0.79	0.77	0.76	0.86	0.81	0.76	0.80	0.77	0.73	0.69	0.78	0.78	0.78	0.82	0.74	0.80	0.78	0.73	0.79	0.76	0.85	0.76	0.82	0.77	0.79	
SE	0.02	0.04	0.03	0.03	0.09	0.06	0.05	0.04	0.03	0.07	0.07	0.07	0.04	0.03	0.05	0.06	0.06	0.06	0.05	0.04	0.05	0.06	0.06	0.03	0.04	0.04	0.03	

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - efg - hijk - lm - n-op/qr - s/uv/w/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 42
QG1(5): Cable broadband
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All who understand completely/somewhat/a little the meaning of the phrase "Cable broadband"

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1013	768	245	735	278	831	182	835	178	210	803	200	813	714	240	59
Base	1022	773	249	747	274	832	189	823	199	205	816	199	822	755	213	53*
Effective base	854	647	207	626	228	699	155	700	155	173	681	169	685	616	188	53
Exactly / Almost exactly matches	300	251	49	254	46	300	-	258	42	74	225	85	231	47	22	
Closely matches	299	421	20%	421	20%	522	-	452	21%	256	42%	256	42%	256	23%	256
Didn't match very much	523	421	11%	401	12%	522	-	452	8%	97	43%	44	442	35%	11%	20
Does not match at all	52%	54%	45%	54%	48%	64%	-	55%	41%	47%	53%	45%	56%	53%	37%	
NET Exactly/ almost exactly / closely matches	832	672	160	654	178	832	-	710	122	171	661	175	657	624	166	42
NET Didn't match very much / at all	189	101	89	93	96	-	189	113	77	34	155	24	155	131	47	12
Mean	3.06	3.17B	2.73	3.18A	2.73	3.30F	1.74	3.16H	2.68	3.14	3.04	3.01	3.09N	2.92	3.17	
SD	0.79	0.72	0.90	0.73	0.85	0.48	0.44	0.71	0.97	0.83	0.78	0.76	0.79	0.77	0.82	0.83
SE	0.02	0.03	0.06	0.03	0.05	0.02	0.03	0.02	0.07	0.06	0.03	0.05	0.03	0.03	0.05	0.11

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cid - eif - gh - ij - kl - min/o.
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 43
QG1(6): Fibre to the premises (FTTP)
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All who understand completely/somewhat/a little the meaning of the phrase "Fibre to the premises (FTTP)"

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	770	88	245	122	246	61	269	193	80	115	85	248	231	250	382	338	292	439	407	386	292	112	106	203	82	546	196
Base	777	88*	252	130	232	63*	252	188	85*	134	87*	249	229	255	380	346	271	470	411	393	299	117*	111*	207	87*	554	193
Effective base	648	99	211	107	195	52	222	162	66	103	73	212	184	207	319	286	228	388	344	358	249	97	91	173	71	460	164
Exactly / almost exactly matches	357	33	124	45	136	13	118	79	47	67	36	118	100	122	180	155	120	222	195	78	137	53	47	96	40	254	93
46%	48%	49%	38%	55%	20%	47%	42%	55%	50%	42%	48%	44%	48%	47%	47%	45%	44%	47%	48%	40%	46%	45%	43%	46%	47%	46%	48%
Closely matches	319	21	101	59	91	31	100	81	30	56	36	97	90	108	158	138	122	183	155	80	123	43	45	83	34	220	82
41%	30%	40%	45%	39%	49%	40%	40%	43%	35%	41%	42%	39%	39%	43%	41%	40%	39%	38%	41%	41%	41%	37%	40%	40%	39%	40%	43%
Didn't match very much	65	8	18	16	9	14	21	22	2	8	12	23	28	15	20	41	16	48	37	24	29	14	15	19	10	52	13
4%	9%	7%	13%	4%	3%	9%	9%	13%	2%	6%	10%	9%	5%	12%	12%	6%	20%	9%	12%	10%	12%	13%	9%	11%	9%	7%	
Does not match at all	36	6	10	6	5	6	13	7	7	4	2	11	11	10	22	10	14	19	24	12	11	7	4	9	3	28	5
5%	7%	4%	5%	2%	3%	5%	5%	4%	8%	3%	2%	5%	5%	4%	6%	3%	5%	4%	6%	6%	4%	6%	4%	4%	3%	5%	3%
NET Exactly/ almost exactly / closely matches	677	54	225	108	219	44	218	159	76	123	73	215	191	230	338	295	242	403	350	157	260	96	92	179	74	473	175
87%	78%	89%	82%	94%	69%	86%	86%	85%	90%	91%	84%	86%	83%	90%	89%	85%	89%	86%	85%	81%	87%	82%	83%	86%	85%	85%	91%
NET Didn't match very much / at all	101	15	28	22	14	20	34	29	9	12	14	34	39	25	42	51	30	67	61	36	39	21	19	28	13	81	18
13%	17%	11%	17%	6%	11%	14%	14%	15%	10%	9%	16%	14%	17%	10%	11%	15%	12%	14%	15%	19%	13%	18%	17%	14%	15%	15%	9%
Mean	3.28	3.18*	3.34**	3.16*	3.47**	2.80	3.28	3.22	3.36	3.38	3.23	3.29	3.22	3.34	3.31	3.28	3.28	3.29	3.27	3.16	3.29	3.21	3.22	3.28	3.29	3.26	3.37*
SD	0.80	0.98	0.78	0.82	0.67	0.86	0.83	0.80	0.88	0.73	0.78	0.81	0.84	0.76	0.82	0.78	0.79	0.81	0.85	0.87	0.78	0.88	0.82	0.81	0.80	0.83	0.72
SE	0.03	0.12	0.05	0.07	0.04	0.11	0.05	0.06	0.10	0.07	0.08	0.05	0.06	0.05	0.04	0.04	0.05	0.04	0.04	0.06	0.05	0.08	0.08	0.06	0.09	0.04	0.05

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 43
QG1(6): Fibre to the premises (FTTP)

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

Base: All who understand completely/somewhat/a little the meaning of the phrase "Fibre to the premises (FTTP)"

	Thinking about new fixed broadband deal			Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
Unweighted base	770	315	403	633	32	138	175	228	541	83	82	64	427	342	202	148	120	132	168	250	209	150	161	148	459	311	257	508
Base	777	312	411	633	30**	182	211	271	664	30*	70*	14*	445	331	228	142	119	123	164	223	192	176	187	415	363	270	501	
Effective base	649	268	336	535	26	132	167	217	516	79	79	61	361	288	175	128	106	110	133	212	178	131	138	390	268	223	421	
Exactly / Almost exactly matches	357	130	186	313	9	84	97	117	299	15	36	7	231	125	95	99	58	66	79	108	94	81	75	201	156	116	238	
Closest matches	465	165%	425%	495%	295%	465%	465%	435%	455%	525%	525%	475%	455%	385%	42%	41%	45%	52%	48%	48%	49%	46%	40%	46%	46%	42%	47%	
NET Exactly / almost exactly / closely matches	319	124	168	254	11	73	88	120	281	11	20	7	157	163	96	61	50	42	70	92	81	64	82	173	146	114	203	
Didn't match very much	416	40%	41%	40%	35%	40%	42%	44%	42%	38%	28%	50%	35%	49%	42%	43%	42%	34%	43%	41%	42%	36%	44%	42%	40%	42%	41%	
NET Didn't match very much / at all	65	25	37	42	8	19	9	24	52	1	11	*	33	33	24	17	8	10	7	16	12	20	16	29	36	27	38	
Does not match at all	495	8%	9%	7%	26%	19%	4%	9%	8%	4%	11	2%	7%	10%	11%	12%	6%	8%	4%	7%	6%	12%	8%	7%	10%	10%	8%	
NET Exactly / almost exactly / closely matches	36	13	19	24	3	6	16	9	31	2	3	*	25	11	13	6	3	5	9	6	5	11	14	11	25	12	22	
NET Didn't match very much / at all	5%	4%	5%	4%	11%	3%	2%	3%	5%	5%	4%	2%	6%	3%	5%	4%	3%	4%	5%	3%	2%	6%	7%	3%	7%	5%	4%	
Mean	677	274	355	567	19	157	186	238	580	27	56	14	388	288	191	120	108	108	149	200	175	145	157	375	302	231	441	
SD	87%	88%	86%	90%	64%	86%	88%	88%	87%	91%	80%	97%	87%	87%	84%	84%	91%	88%	91%	90%	91%	82%	84%	90%	83%	86%	88%	
SE	101	38	56	66	11	25	26	33	84	3	14	*	57	43	37	22	11	15	15	22	17	31	30	40	61	39	60	
	12%	12%	14%	10%	36%	14%	12%	12%	13%	9%	10%	3%	13%	13%	16%	16%	9%	12%	9%	10%	9%	19%	16%	10%	17%	14%	12%	
	3.28	3.32	3.27	3.35	2.83	3.30	3.26	3.28	3.28	3.38	3.29	3.42	3.34	3.21	3.20	3.21	3.37	3.38	3.33	3.38	3.27	3.22	3.17	3.36	3.19	3.24	3.31	
	0.80	0.79	0.81	0.77	0.98	0.78	0.86	0.76	0.80	0.81	0.87	0.64	0.84	0.75	0.84	0.81	0.73	0.81	0.79	0.74	0.84	0.88	0.87	0.73	0.88	0.81	0.79	
	0.03	0.04	0.04	0.03	0.17	0.07	0.07	0.05	0.03	0.09	0.10	0.08	0.04	0.04	0.06	0.07	0.07	0.07	0.06	0.05	0.05	0.07	0.07	0.03	0.05	0.05	0.04	

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - efg - hij/k - lm - nlop/q/r - s/lu/vw/x - yz.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 43
QG1(6): Fibre to the premises (FTTP)

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

Base: All who understand completely/somewhat/a little the meaning of the phrase "Fibre to the premises (FTTP)"

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	770	637	133	631	139	643	127	680	90	159	611	158	612	548	182	40
Base	777	638	139	634	144	646	131	677	101*	156	621	155	622	563	158	36*
Effective base	649	536	114	532	117	542	107	571	79	133	516	134	516	472	143	36
Exactly / Almost exactly matches	357	316	40	316	41	325	33	357	-	80	277	88	269	273	70	14
Closely matches	469	396	28%	396	29%	404	25%	424	-	52%	45%	37%	43%	47%	44%	39%
Didn't match very much	215	254	65	255	64	265	54	219	-	66	252	52	267	242	60	18
Does not match at all	415	40%	47%	40%	45%	41%	41%	47%	-	42%	42%	34%	43%	41%	38%	48%
NET Exactly/ almost exactly / closely matches	677	572	105	571	105	590	87	677	-	147	530	140	536	515	130	32
NET Didn't match very much / at all	103	66	34	62	38	56	44	-	101	9	91	15	86	68	28	5
Mean	3.28	3.58B	2.93	3.37D	2.92	3.38F	2.75	3.52H	1.65	3.42J	3.25	3.44L	3.25	3.17	3.18	3.18
SD	0.80	0.76	0.92	0.75	0.92	0.71	1.00	0.50	0.48	0.70	0.82	0.76	0.81	0.76	0.93	0.88
SE	0.03	0.03	0.08	0.03	0.08	0.03	0.09	0.02	0.05	0.06	0.03	0.06	0.03	0.03	0.07	0.14

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/lo.
95 percent as lower case, 90 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 44
QG1(7): Fibre to the premises (FTTP)
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All who understand completely/somewhat/a little the meaning of the phrase "Full fibre"

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1002	89	274	163	318	128	343	246	118	148	117	330	293	328	490	454	377	574	525	227	369	140	126	255	96	696	276
Base	1006	91*	280	169	305	128	324	241	128*	165	110*	329	290	332	488	459	357	602	521	232	378	142	132	257	100*	699	275
Effective base	844	77	236	140	268	106	284	206	99	130	100	280	246	272	411	383	299	500	439	192	314	119	109	215	83	585	232
Exactly / almost exactly matches	403	37	232	61	142	23	136	85	56	72	43	137	109	139	196	183	136	240	214	85	149	59	50	104	43	277	115
40%		40%	40%	30%	47%	18%	42%	35%	44%	44%	37%	42%	38%	42%	40%	40%	38%	42%	41%	37%	39%	41%	38%	40%	43%	40%	42%
Closely matches	429	34	112	73	132	59	138	104	46	71	51	139	114	142	211	193	160	246	211	100	158	55	52	106	38	293	117
43%		37%	40%	43%	43%	46%	43%	43%	36%	43%	44%	42%	40%	43%	43%	42%	40%	43%	40%	43%	42%	39%	41%	39%	41%	38%	42%
Didn't match very much	113	14	23	24	21	31	32	35	15	13	18	38	48	27	46	62	36	75	66	32	46	21	21	34	16	84	29
11%		15%	8%	14%	7%	10%	10%	15%	12%	8%	15%	17%	19%	8%	9%	12%	10%	12%	13%	14%	12%	15%	16%	13%	16%	12%	10%
Does not match at all	62	7	15	12	9	15	18	17	9	5	5	14	18	25	35	21	25	31	31	15	25	7	9	14	3	44	14
6%		8%	6%	7%	3%	12%	5%	7%	7%	5%	5%	4%	6%	7%	7%	5%	6%	7%	6%	7%	5%	7%	5%	3%	6%	6%	5%
NET Exactly / almost exactly / closely matches	832	71	241	134	274	83	274	189	102	143	94	276	223	281	407	376	297	495	424	184	307	114	103	210	82	571	232
83%		78%	86%	77%	80%	64%	85%	78%	82%	79%	80%	84%	77%	85%	83%	82%	83%	85%	81%	80%	81%	80%	78%	82%	81%	82%	84%
NET Didn't match very much / at all	175	20	39	36	31	46	50	52	24	22	23	53	66	51	81	83	61	107	97	47	71	29	30	48	19	128	43
17%		22%	14%	21%	20%	16%	15%	22%	19%	13%	20%	16%	22%	15%	17%	18%	17%	20%	19%	20%	20%	22%	18%	19%	18%	18%	16%
Mean	3.17	3.10E	3.27%	3.00E	3.34%	2.71	3.21	3.07	3.18	3.25	3.12	3.21	3.08	3.19	3.17	3.17	3.14	3.19	3.16	3.10	3.14	3.16	3.09	3.17	3.22	3.15	3.21
SD	0.86	0.92	0.83	0.89	0.74	0.90	0.83	0.88	0.91	0.82	0.83	0.82	0.89	0.87	0.87	0.83	0.86	0.85	0.87	0.87	0.88	0.86	0.90	0.85	0.81	0.87	0.83
SE	0.03	0.10	0.05	0.07	0.04	0.08	0.04	0.06	0.08	0.07	0.08	0.04	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.06	0.05	0.07	0.08	0.05	0.08	0.03	0.05

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 50 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 44
QG1(7): Fibre to the premises (FTTP)

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

Base: All who understand completely/somewhat/a little the meaning of the phrase "Full fibre"

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH			
	Total	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
Unweighted base	1002	399	548	793	59	183	221	294	698	108	110	86	506	495	269	205	152	168	208	312	281	186	223	205	593	409	349	649
Base	1006	395	554	792	56*	241	285	348	854	38	95	19*	528	478	302	194	149	158	205	280	258	217	251	538	468	359	642	
Effective base	844	341	456	670	50	176	211	280	666	104	106	82	427	417	233	177	133	140	166	267	240	161	188	507	349	301	539	
Exactly / Almost exactly matches	409	164	218	344	16	94	110	131	335	17	42	9	248	154	113	70	61	74	85	116	113	87	96	230	173	134	266	
Closest matches	400	42%	39%	47%	28%	29%	41%	38%	39%	45%	45%	45%	47%	32%	37%	36%	41%	47%	41%	45%	45%	40%	34%	43%	37%	43%	41%	
Does not match at all	429	163	237	333	23	106	110	153	369	16	34	9	199	230	124	84	69	59	93	121	199	108	80	120	229	200	153	275
NET Exactly/almost exactly / closely matches	436	41%	43%	42%	40%	44%	41%	44%	43%	43%	38%	47%	38%	48%	41%	43%	46%	38%	45%	43%	42%	37%	48%	43%	43%	43%	43%	
NET Didn't match very much / at all	113	46	64	73	14	27	23	44	94	3	15	1	46	67	43	31	13	13	13	30	28	30	25	58	55	56	57	
NET Didn't match very much / at all	119	22%	21%	9%	13%	9%	13%	13%	11%	7%	15%	5%	9%	14%	11%	9%	9%	8%	6%	11%	11%	14%	10%	11%	12%	10%	9%	
NET Didn't match very much / at all	62	22	35	42	4	13	22	20	56	2	4	1	35	27	21	9	7	11	14	12	9	20	21	21	40	16	44	
NET Didn't match very much / at all	6%	6%	6%	5%	7%	6%	6%	6%	7%	5%	4%	3%	7%	6%	7%	5%	4%	7%	7%	4%	4%	9%	8%	4%	9%	5%	7%	
NET Didn't match very much / at all	832	327	455	678	38	200	220	284	704	33	76	18	447	384	237	154	129	134	178	238	221	167	206	459	373	287	541	
NET Didn't match very much / at all	83%	83%	82%	86%	68%	83%	83%	82%	82%	87%	81%	92%	85%	80%	79%	79%	85%	87%	87%	85%	85%	77%	82%	82%	85%	80%	80%	
NET Didn't match very much / at all	175	68	99	115	18	41	45	64	150	5	18	1	81	94	65	40	19	24	27	42	37	51	45	79	95	72	101	
NET Didn't match very much / at all	17%	17%	18%	14%	32%	17%	17%	18%	19%	12%	19%	8%	15%	20%	21%	21%	13%	13%	13%	15%	14%	23%	18%	15%	20%	20%	16%	
Mean	3.17	3.19	3.15	3.24D	2.89	3.16	3.16	3.14	3.15	3.27	3.21	3.35	3.20M	3.07	3.09	3.11	3.23	3.25	3.21	3.22x	3.24uvx	3.07	3.08	3.24uvx	3.08	3.13	3.19	
SD	0.86	0.85	0.86	0.83	0.90	0.84	0.85	0.85	0.86	0.82	0.85	0.71	0.87	0.83	0.89	0.83	0.79	0.88	0.84	0.81	0.79	0.95	0.87	0.80	0.91	0.83	0.86	
SE	0.03	0.04	0.04	0.03	0.12	0.06	0.06	0.05	0.03	0.08	0.08	0.08	0.04	0.04	0.05	0.06	0.06	0.07	0.06	0.05	0.05	0.07	0.06	0.03	0.04	0.04	0.03	

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - nlop/q/r - s/uv/w/x - y/z.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 44
QG1(7): Fibre to the premises (FTTP)
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All who understand completely/somewhat/a little the meaning of the phrase "Full fibre"

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1002	774	228	744	258	809	193	843	159	200	802	198	804	708	238	56
Base	1006	776	231	755	252	812	194	832	175	199	807	197	809	748	208	51*
Effective base	844	650	194	632	212	683	161	705	140	169	676	168	676	609	187	50
Exactly / Almost exactly matches	403	345	57	343	60	338	45	403	311	92	311	98	305	80	18	18
Closely matches	425	325	101	327	102	350	79	429	140	406	396	100	386	41%	38%	36%
Didn't match very much	113	68	44	58	55	73	39	-	113	16	97	16	97	89	22	1
Does not match at all	115	9%	19%	8%	22%	9%	20%	-	69%	8%	22%	8%	22%	22%	11%	3%
NET Exactly/ almost exactly / closely matches	832	674	158	671	161	708	124	832	169	169	663	171	661	621	169	42
NET Didn't match very much / at all	175	102	73	84	91	104	70	-	175	30	145	35	148	127	39	9
Mean	3.17	3.27B	2.81	3.17D	2.73	3.27F	2.71	3.46H	3.24	3.15	3.11	3.13	3.19	3.12	3.05	
SD	0.86	0.80	0.95	0.76	0.98	0.78	0.99	0.50	0.48	0.88	0.85	0.83	0.86	0.83	0.90	0.99
SE	0.03	0.03	0.06	0.03	0.06	0.03	0.07	0.02	0.04	0.06	0.03	0.06	0.03	0.03	0.06	0.13

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - m/n/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 45
QG1: SUMMARY TABLE - EXACTLY/ALMOST EXACTLY MATCHES

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

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	338	572	501	206	349	127	113	243	86	659	279
Copper broadband	232	31	114	26	45	12	31	24	10	10	10	70	70	85	131	89	66	159	144	55	85	34	33	62	25	100	47
20%		31% CD	39% CD	13% CD	14% CD		35% CD	16%	39% CD	27%	14%	19%	22%	21%	34% CD	27%	16%	23% CD	34% CD	12% CD	20%	33% CD	34% CD	21% CD	34% CD	23% CD	14%
Fibre to the cabinet (FTTC)	290	32	147	35	54	11	94	52	43	38	104	91	79	154	118	81	198	173	75	99	48	44	75	35	216	63	
25%		31% CD	50% ACDE	17% DE	17% DE		26% CD	18%	38% CD	22%	27% CD	29% CD	20%	28% CD	22%	20%	29% CD	29% CD	30% CD	23%	31% CD	32% CD	26%	34% CD	27% CD	19%	
Cable broadband	312	25	96	62	97	17	88	77	37	62	33	105	90	97	157	132	82	205	159	90	133	56	58	45	222	76	
23%		23% CD	31% CD	27% CD	29% CD		24% CD	27%	27% CD	13% CD	14% CD	29%	25%	24%	20%	20%	20%	29% CD	27% CD	25% CD	33% CD	33% CD	21% CD	33% CD	24% CD	29%	
Fibre to the premises (FTTP)	422	38	134	65	149	25	140	92	56	77	46	141	113	150	201	198	145	258	222	89	155	61	53	108	44	288	123
37%		37% CD	46% CD	32% CD	35% CD		38%	32%	41% CD	40%	23% CD	39%	35%	37%	37%	37%	36%	40% CD	37%	36%	37% CD	40% CD	39% CD	37% CD	43% CD	37% CD	

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 45
Q1: SUMMARY TABLE - EXACTLY/ALMOST EXACTLY MATCHES

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

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH			
	Currently looking/ planning to look (a)	Not looking/ planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Copper broadband	232	99	119	204	3	46	67	79	152	10	26	5	164	68	47	41	31	47	65	76	49	48	59	125	107	69	161
20%	22%	16%	25%	2%	17%	22%	19%	20%	21%	23%	20%	22%	22%	22%	14%	12%	16%	21%	25%	16%	20%	19%	30%	17%	17%	22%	22%
Fibre to the cabinet (FTTC)	290	128	139	245	7	61	80	106	247	11	26	5	201	87	86	49	33	52	69	91	69	55	73	161	129	84	204
25%	29%	21%	28%	7%	22%	27%	26%	25%	24%	25%	22%	15%	18%	15%	25%	23%	19%	23%	30%	23%	23%	24%	26%	24%	21%	27%	27%
Cable broadband	312	143	149	273	11	81	93	102	227	8	23	5	187	125	116	57	41	51	51	89	81	72	71	169	143	125	184
23%	27%	23%	32%	12%	29%	31%	25%	27%	29%	37%	22%	20%	23%	21%	12%	7%	6%	7%	12%	11%	11%	10%	23%	28%	26%	31%	25%
Fibre to the premises (FTTP)	422	176	224	352	17	99	112	139	350	19	44	9	255	166	121	72	63	75	88	119	121	88	94	240	182	141	278
37%	40%	35%	41%	19%	36%	37%	34%	36%	36%	41%	42%	40%	45%	28%	35%	32%	37%	44%	36%	29%	40%	37%	31%	50%	34%	35%	37%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hijk - lm - nop/q/r - s/tu/vwx - yz.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 45
QG1: SUMMARY TABLE - EXACTLY/ALMOST EXACTLY MATCHES

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

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Total	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Copper broadband	232	232	-	216	16	212	20	211	21	67	165	63	169	166	59	7
20%	23%	-	23%	5%	23%	8%	23%	23%	9%	23%	23%	23%	23%	23%	23%	23%
Fibre to the cabinet (FTTC)	290	259	26	292	-	262	29	352	38	66	232	81	208	215	63	12
25%	31%	8%	32%	-	32%	11%	32%	11%	11%	29%	24%	22%	25%	22%	26%	20%
Cable broadband	312	262	50	263	49	312	-	270	42	77	235	87	225	241	49	22
27%	31%	16%	32%	14%	32%	-	30%	17%	17%	33%	25%	30%	24%	20%	30%	30%
Fibre to the premises (FTTP)	422	305	63	354	68	374	48	422	48	98	323	104	318	321	81	19
32%	36%	20%	41%	20%	41%	19%	40%	19%	19%	31%	33%	31%	34%	30%	33%	21%

Proportions/Mean. Columns tested (1% 5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 46
Q1: SUMMARY TABLE - NET EXACTLY/ ALMOST EXACTLY / CLOSELY MATCHES

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

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling										
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)		
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	371	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	864	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332	
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	242	86	659	279	
Copper broadband	841	85	252	137	235	101	265	201	105	143	101	273	238	285	402	392	281	522	446	195	311	115	105	216	79	694	221	
	73%	85% cd	86% cd	67% e	73% e	51%	73%	70%	77%	74%	73%	75%	73%	71%	72%	72%	69%	75%	76% bc	76% bc	74%	76%	76%	74%	76%	75% bc	75% bc	66%
Fibre to the cabinet (FTTC)	813	78	265	125	238	83	255	196	105	139	94	260	233	276	392	375	268	510	431	194	298	119	107	206	81	571	217	
	70%	77% bc	81% ACDE	61% bc	72% cd	42%	70%	69%	76%	71%	68%	71%	72%	69%	71%	70%	66%	74% bc	72% bc	78% cd	72%	78% cd	78% cd	71%	78% cd	78% cd	72% cd	65%
Cable broadband	897	77	231	168	279	110	274	217	100	170	103	292	252	302	434	411	309	547	459	209	350	129	116	242	90	620	246	
	74%	82% bc	82% bc	62% bc	82% cd	50%	75%	76%	73%	83% cd	75%	80%	77%	75%	79%	77%	76%	79%	77%	81% cd	82% cd	82% cd	82% cd	82% cd	82% cd	81% cd	79%	74%
Fibre to the premises (FTTP)	909	77	252	150	252	108	291	212	109	162	104	297	244	315	437	420	320	545	461	190	331	118	107	228	84	613	266	
	79%	79% bc	86% ACD	73% bc	80% ACD	55%	80%	74%	79%	83% cd	73%	81%	75%	78%	80%	78%	79%	79%	77%	77%	78%	78%	78%	78%	78%	82% cd	78%	80%

Proportions/Mean. Columns tested (1% 5% risk level) - ab/cd/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 46
Q1: SUMMARY TABLE - NET EXACTLY/ ALMOST EXACTLY / CLOSELY MATCHES

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

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Currently looking/ planning to look (a)	Not looking/ planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Copper broadband	841	338	457	682	48	204	214	291	709	33	82	17	499	381	234	156	121	131	179	229	220	186	205	450	392	293	543
	73%	75%	70%	79%	46%	74%	71%	72%	72%	71%	79%	72%	81%	65%	72%	72%	72%	72%	74%	73%	72%	71%	68%	73%	72%	72%	72%
Fibre to the cabinet (FTTC)	813	316	450	646	44	193	213	293	698	30	71	13	450	362	245	155	115	119	179	231	209	167	205	440	373	281	527
	70%	71%	69%	75%	48%	69%	71%	72%	71%	66%	68%	58%	80%	62%	71%	71%	68%	67%	74%	75%	68%	70%	68%	72%	69%	69%	71%
Cable broadband	897	361	485	712	51	211	233	322	765	34	80	18	473	423	267	170	138	183	18	248	227	202	221	474	423	327	567
	78%	79%	75%	83%	53%	76%	78%	80%	78%	74%	77%	77%	82%	72%	77%	78%	82%	78%	75%	82%	74%	73%	73%	78%	78%	81%	76%
Fibre to the premises (FTTP)	909	351	504	715	50	214	238	317	769	40	81	19	471	435	264	164	141	143	186	254	240	116	230	503	406	310	593
	79%	79%	78%	83%	54%	77%	79%	78%	78%	80%	78%	84%	83%	74%	76%	76%	82%	80%	81%	81%	81%	73%	76%	82%	75%	77%	80%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - efg - hijk - lm - n/op/qr - s/t/u/v/w/x - yz.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 46
Q1: SUMMARY TABLE - NET EXACTLY/ ALMOST EXACTLY / CLOSELY MATCHES

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

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Copper broadband	841	841	-	699	142	715	126	721	120	171	670	182	660	625	176	40
	75%	100%	-	85%	42%	83%	49%	80%	49%	74%	73%	27%	66%	74%	72%	66%
Fibre to the cabinet (FTTC)	813	699	114	813	-	699	114	715	98	160	652	179	624	610	165	38
	70%	83%	36%	100%	-	79%	44%	79%	40%	69%	71%	26%	68%	72%	67%	62%
Cable broadband	897	715	182	699	199	897	-	763	135	188	709	193	704	673	183	42
	78%	85%	58%	86%	58%	100%	-	84%	55%	81%	77%	27%	86%	79%	75%	69%
Fibre to the premises (FTTP)	909	721	188	715	194	783	146	909	-	188	721	188	721	678	187	44
	79%	86%	60%	87%	57%	87%	-	81%	78%	81%	84%	21%	80%	80%	76%	72%

Proportions/Mean. Columns tested (1% 5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 47
Q1: SUMMARY TABLE - DOES NOT MATCH AT ALL

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

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	864	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	821	240	108	154	116	312	276	327	462	446	338	572	501	206	349	127	113	243	86	659	279
Copper broadband	89	1	7	16	30	12	31	20	11	13	11	31	17	37	48	22	30	56	42	16	31	11	10	19	7	57	30
Fibre to the cabinet (FTTC)	89	1%	2%	8%ab	9%ab	10%ABCD	9%	7%	8%	7%	8%	9%	5%	9%	9%	6%	7%	8%	7%	7%	7%	7%	7%	7%	7%	7%	9%
Fibre to the cabinet (FTTC)	97	*	7	24	27	35	31	21	5	21	14	30	19	40	48	38	42	47	44	12	38	8	7	26	5	57	36
Cable broadband	89	*	3%	12%AB	8%AB	10%ABD	9%	8%	4%	11%AB	10%	8%	6%	20%	9%	7%	10%	7%	7%	5%	9%	5%	9%	5%	7%	11%	11%
Fibre to the premises (FTTP)	77	7	16	7	17	30	27	17	12	6	15	18	22	34	40	30	12	31	40	17	22	18	8	8	3	54	23
Fibre to the premises (FTTP)	79	7%	6%	3%	5%	10%ABCD	7%	6%	9%	3%	13%	9%	7%	8%	7%	6%	6%	6%	6%	6%	4%	5%	6%	3%	3%	21%	12%
Fibre to the premises (FTTP)	89	7	15	18	12	33	25	27	11	13	10	19	24	39	48	31	33	49	46	19	34	9	9	21	3	63	23
Fibre to the premises (FTTP)	89	7%	5%	9%cd	4%	17%ABCD	7%	9%	8%	7%	7%	5%	7%	10%AB	9%	6%	8%	7%	8%	8%	6%	7%	7%	3%	3%	8%	7%

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 47
QG1: SUMMARY TABLE - DOES NOT MATCH AT ALL

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

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Currently looking/ planning to look (a)	Not looking/ planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Copper broadband	89	26	60	51	16	22	24	27	73	6	7	3	31	59	16	20	18	17	17	20	27	11	31	47	42	26	63
	8%	6%	9%	6%	15% ^c	8%	8%	7%	7%	12%	7%	11%	5%	10%	5%	9%	11%	10%	7%	6%	9%	3%	8%	8%	6%	6%	8%
Fibre to the cabinet (FTTC)	97	34	58	52	19	22	29	29	80	6	7	3	26	70	27	17	18	15	20	17	37	19	24	54	43	33	63
	8%	8%	9%	6%	20% ^c	8%	10%	7%	8%	13%	7%	15%	5%	12%	8%	8%	11%	8%	8%	6%	12% ^c	8%	8%	9%	8%	8%	8%
Cable broadband	77	24	51	44	13	24	21	20	65	3	7	2	29	48	15	15	11	16	20	17	29	13	27	37	40	18	58
	7%	5%	8%	5%	16% ^c	9%	7%	5%	7%	6%	7%	8%	5%	8%	4%	7%	6%	10% ^c	8%	6%	6%	5%	9%	6%	7%	4%	10%
Fibre to the premises (FTTP)	89	33	51	47	15	25	28	24	79	3	6	2	30	51	28	13	9	18	21	15	18	24	33	56	25	63	
	8%	8%	8%	5%	17% ^c	9%	9%	6%	8%	6%	6%	9%	7%	9%	8%	6%	6%	10%	9%	5%	6%	10% ^c	11% ^c	5%	10% ^c	6%	8%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - efg - hijk - lm - nlop/qr - stu/vwx - yz.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 47
Q1: SUMMARY TABLE - DOES NOT MATCH AT ALL

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

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Copper broadband	89	-	89	25	65	34	55	45	44	14	75	8	81	63	22	4
	8%	-	28% ^A	3%	20% ^C	4%	21% ^E	5%	18% ^G	6%	26%	4%	24%	7%	9%	7%
Fibre to the cabinet (FTTC)	97	26	71	-	97	40	57	47	51	17	80	6	52	60	27	10
	8%	3%	23% ^A	-	23% ^C	4%	22% ^E	5%	20% ^G	7%	9%	2%	10%	7%	11%	15% ^m
Cable broadband	77	28	49	30	47	-	77	27	50	15	62	10	67	50	23	4
	7%	3%	16% ^A	4%	14% ^C	-	30% ^E	3%	20% ^G	7%	7%	4%	7%	6%	9%	7%
Fibre to the premises (FTTP)	89	41	48	32	57	42	47	-	89	21	68	15	74	60	21	8
	8%	5%	15% ^A	4%	17% ^C	5%	18% ^E	-	31% ^G	9%	7%	7%	8%	7%	9%	12%

Proportions/Mean. Columns tested (1% 5% risk level) - a-b - c/d - e/f - g/h - i/j - k/l - m/n/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 48
Q1: SUMMARY TABLE - NET DIDN'T MATCH VERY MUCH / AT ALL

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

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling										
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)		
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333	
Base	1155	101*	291	204	328	195	864	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332	
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279	
Copper broadband	314	16	40	67	85	95	100	84	32	52	38	92	88	117	147	145	122	172	150	53	112	37	32	76	25	194	111	
	27%	15%	14%	33%ab	27%ab	49%abcd	27%	30%	23%	26%	27%	25%	27%	29%	27%	27%	32%	25%	22%	21%	26%	24%	26%	24%	25%	34%ef	34%ef	
Fibre to the cabinet (FTTC)	342	23	26	79	90	113	109	90	32	56	45	104	93	126	157	161	136	183	165	54	125	33	30	86	23	217	115	
	30%	23%b	9%	39%ab	28%b	58%abcd	30%	31%	24%	29%	32%	29%	30%	31%	29%	29%	34%bc	28%	22%	22%	22%	22%	22%	22%	28%	35%def	35%def	
Cable broadband	258	25	60	36	49	85	90	68	17	25	35	73	74	100	116	125	95	146	137	39	73	22	21	50	13	169	86	
	22%	24%a	21%	18%	15%	45%abcd	23%a	24%a	13%	13%	15%	19%	23%	25%	21%	23%	24%	21%	21%	16%	17%	15%	17%	17%	17%	23%	30%ef	30%ef
Fibre to the premises (FTTP)	246	25	40	54	36	87	73	73	28	32	35	68	82	87	112	116	84	148	135	58	92	34	30	64	19	176	66	
	21%	24%ab	14%	27%ab	11%	45%abcd	20%	26%b	21%	17%	23%	19%	25%	22%	20%	22%	21%	21%	22%	23%	22%	22%	22%	22%	18%	22%	20%	

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 48
Q1: SUMMARY TABLE - NET DIDN'T MATCH VERY MUCH / AT ALL

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

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Currently looking/ planning to look (a)	Not looking/ planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Copper broadband	314	104	192	280	50	73	86	114	180	23	21	6	106	207	92	62	48	46	64	78	85	54	97	163	151	112	201
27%	24%	27%	21%	25%	15%	26%	29%	28%	28%	20%	21%	27%	19%	23%	27%	28%	29%	27%	25%	25%	28%	22%	27%	27%	28%	28%	27%
Fibre to the cabinet (FTTC)	342	126	198	216	48	85	88	111	284	16	33	10	115	226	102	63	55	59	64	76	96	73	98	172	170	124	218
30%	29%	31%	25%	31%	29%	28%	29%	34%	32%	44%	20%	38%	29%	29%	32%	33%	26%	25%	32%	30%	32%	32%	28%	31%	31%	29%	
Cable broadband	258	81	163	150	42	66	67	83	216	12	24	5	92	165	79	47	32	40	60	60	78	38	82	138	120	78	177
23%	28%	25%	17%	32%	24%	23%	26%	22%	22%	26%	23%	26%	26%	23%	22%	19%	22%	23%	19%	20%	16%	17%	22%	22%	19%	24%	
Fibre to the premises (FTTP)	246	91	145	144	43	63	62	88	213	6	23	4	94	153	82	53	29	35	47	53	57	64	73	110	137	94	151
21%	21%	22%	17%	46%	23%	21%	22%	22%	22%	14%	22%	16%	17%	26%	24%	24%	17%	20%	19%	17%	19%	17%	24%	28%	23%	20%	

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hijk - lm - nop/q/r - stu/vwx - yz.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 48

Q1: SUMMARY TABLE - NET DIDN'T MATCH VERY MUCH / AT ALL

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

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Copper broadband	314	-	314	114	200	182	132	188	60	60	224	42	272	224	69	21
27%	-	100%	14%	54%	20%	37%	21%	20%	27%	20%	27%	19%	26%	26%	28%	34%
Fibre to the cabinet (FTTC)	342	142	200	-	342	189	144	194	149	71	271	45	299	229	80	23
30%	17%	65%	-	100%	22%	56%	60%	31%	29%	20%	70%	15%	28%	33%	38%	
Cable broadband	258	126	132	114	144	-	258	146	112	43	215	30	227	176	62	19
22%	15%	42%	14%	42%	100%	-	100%	16%	49%	19%	23%	14%	26%	21%	25%	32%
Fibre to the premises (FTTP)	246	120	126	98	149	135	112	-	246	43	203	36	210	171	58	17
21%	14%	49%	12%	41%	55%	41%	100%	-	100%	18%	22%	16%	23%	20%	24%	28%

Proportions/Mean. Columns tested (1% 5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 49
QG1: SUMMARY TABLE
 Please use the following scale to say how closely this matches with what you thought it meant before reading this description?

Base: All respondents

	Copper broadband	Fibre to the cabinet [FTTC]	Cable broadband	Fibre to the premises [FTTP]
Unweighted base	1155	1155	1155	1155
Base	1155	1155	1155	1155
Effective base	967	967	967	967
Exactly / Almost exactly matches	232 20%	290 25%	312 27%	422 37%
Closely matches	609 53%	523 45%	585 51%	487 42%
Didn't match very much	125 10%	245 21%	181 16%	157 14%
Does not match at all	89 8%	97 8%	77 7%	89 8%
NET Exactly/ almost exactly / closely matches	841 73%	813 70%	897 76%	909 79%
NET Didn't match very much / at all	314 27%	342 30%	258 22%	246 21%
Mean	2.85	2.87	2.96	3.07
SD	0.83	0.89	0.83	0.90
SE	0.02	0.03	0.02	0.03

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - m/n/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 50
QE1/QG1: SUMMARY TABLE - Copper broadband

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Claimed to understand AND said description matched	606	64	218	83	176	39	185	144	76	106	73	203	185	186	306	268	201	373	340	146	231	54	85	166	68	440	145
Claimed to understand BUT said description did not match	526	34% BC	73% CD	43% E	34% CE		51%	50%	56%	54%	53%	56% mn	57% ml	46%	56%	50%	50%	54%	57% C	59% C	55% C	63% D	63% D	57% D	66% D	64% D	44%
Claimed not to understand	101	5	22	24	29	17	32	23	13	17	11	25	35	38	52	40	46	50	58	23	45	18	14	33	12	72	26
Had not heard of before	297	20	32	67	95	79	104	81	34	41	32	95	72	114	123	152	105	176	132	58	100	27	23	59	14	194	98
	26%	20% D	11%	33% AB	29% B	40% AB	29%	28%	25%	23%	23%	26%	22%	28%	22%	26%	25%	22%	22%	23%	24% A	28%	27%	20%	13%	23% A	30% AB
	151	13	20	25	28	60	43	37	13	30	23	43	34	64	68	76	52	94	66	20	47	13	13	35	10	83	63
	13%	12%	7%	12%	9%	51% AB	12%	13%	10%	13%	16%	12%	10%	14%	12%	14%	14%	14%	11%	8%	11%	9%	9%	12%	10%	10%	11% BCD

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 50
QE1/QG1: SUMMARY TABLE - Copper broadband

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently looking/ planning to look (a)	Not looking/ planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Claimed to understand AND said description matched	606	254	317	499	15%	150	157	207	514	24	55	12	368	237	187	105	94	97	123	183	153	145	125	336	270	224	377
	52%	57%	49%	61%	15%	54%	52%	51%	52%	52%	53%	51%	65%	40%	54%	48%	55%	54%	51%	60%	50%	50%	41%	55%	50%	55%	51%
Claimed to understand BUT said description did not match	101	37	55	65	12	26	22	45	93	2	5	1	51	50	29	27	13	16	16	32	21	22	26	53	48	43	57
	9%	8%	9%	8%	13%	9%	7%	11%	9%	4%	5%	5%	9%	8%	8%	13%	8%	9%	7%	10%	7%	9%	9%	9%	9%	11%	8%
Claimed not to understand	297	102	182	176	41	64	87	101	252	12	28	6	104	193	92	47	46	40	71	59	83	47	108	141	156	93	204
	26%	23%	28%	20%	44%	23%	29%	25%	26%	25%	27%	27%	18%	31%	27%	22%	27%	22%	29%	19%	27%	20%	36%	23%	29%	23%	27%
Had not heard of before	151	50	95	92	25	37	34	52	123	8	16	4	42	109	39	38	16	26	32	34	48	25	44	81	70	45	106
	13%	11%	15%	11%	27%	13%	11%	13%	13%	28%	15%	27%	7%	18%	11%	10%	14%	13%	11%	11%	16%	11%	15%	13%	13%	11%	14%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - efg - hijk - lm - nlop/q/r - s/lu/vw/x - yz.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 50
QE1/QG1: SUMMARY TABLE - Copper broadband

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)		
	Exactly/ almost exactly/ closely (a)	Didn't match very much/ at all (b)	Exactly/ almost exactly/ closely (c)	Didn't match very much/ at all (d)	Exactly/ almost exactly/ closely (e)	Didn't match very much/ at all (f)	Exactly/ almost exactly/ closely (g)	Didn't match very much/ at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)
	Total		Total		Total		Total								
Unweighted base	1155	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Claimed to understand AND said description matched	606	-	535	71	527	78	530	76	121	484	137	469	460	113	33
	52%	72% A	66% D	21%	59% F	30%	58% H	31%	53%	52%	61% L	50%	56% N	46%	53%
Claimed to understand BUT said description did not match	101	101	54	47	63	38	61	40	24	77	18	83	76	20	5
	9%	32% A	7%	14% D	7%	15% F	7%	18% H	10%	8%	8%	9%	9%	8%	8%
Claimed not to understand	297	169	153	144	211	85	220	77	49	248	42	254	199	82	17
	26%	20% B	19%	42% C	24%	33% G	24%	31% I	21%	27%	19%	27% K	23%	31% M	27%
Had not heard of before	151	67	71	80	96	55	97	54	37	114	25	125	114	31	7
	13%	8% B	9%	23% C	11%	21% E	11%	22% G	16%	12%	11%	13%	13%	12%	11%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/o.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 51
QE1/QG1: SUMMARY TABLE - Fibre to the cabinet (FTTC)

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	609	279
Claimed to understand AND said description matched	577	52	226	90	167	23	187	133	74	97	67	186	161	181	286	257	193	338	316	154	216	96	89	155	71	416	142
Claimed to understand BUT said description did not match	94	7	11	26	29	16	39	14	7	16	12	38	26	24	50	38	41	48	47	24	35	13	12	23	9	66	23
Claimed not to understand	486	7%	4%	13% ^B	9% ^B	8% ^B	11% ^B	5%	5%	8%	9%	11% ^B	8%	6%	9%	7%	10%	7%	8%	10%	8%	8%	9%	8%	8%	8%	7%
Had not heard of before	302	28	36	49	87	94	82	95	37	46	35	90	77	117	130	151	105	179	131	46	105	27	21	63	13	185	110
	26%	28% ^B	12%	24% ^B	26% ^B	48% ^A ^B ^C	22%	33% ^B	27%	24%	25%	25%	24%	29%	24%	28%	26%	26%	22%	19%	25% ^B	18%	15%	21%	13%	23%	33% ^B ^C ^D ^E ^F ^G ^H ^I ^J ^K ^L ^M ^N ^O ^P ^Q ^R ^S ^T ^U ^V ^W ^X ^Y ^Z
	183	14	19	39	45	62	56	44	19	36	24	51	42	80	84	90	66	108	102	24	67	16	15	51	10	121	88
	16%	14% ^B	7%	17% ^B	14% ^B	27% ^A ^B ^C ^D ^E ^F ^G ^H ^I ^J ^K ^L ^M ^N ^O ^P ^Q ^R ^S ^T ^U ^V ^W ^X ^Y ^Z	15%	15%	14%	18%	17%	14%	13%	20% ^B	15%	17%	16%	16%	17% ^B	12%	16% ^B	11%	11%	14% ^B	10%	15% ^B	11% ^B

Proportions/Means. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 51
QE1/QG1: SUMMARY TABLE - Fibre to the cabinet (FTTC)

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently looking/ planning to look (a)	Not looking/ planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Claimed to understand AND said description matched	577	246	299	487	39	130	157	212	499	22	47	10	360	216	181	99	81	85	132	174	142	127	134	316	261	201	370
Claimed to understand BUT said description did not match	94	44	42	74	6	24	29	27	80	2	9	3	44	50	34	17	22	16	6	27	24	27	16	51	43	42	51
Claimed not to understand	266	216	305A	222	47% C	29%	25%	25%	26%	24%	29%	25%	18%	34% L	86	63	43	45	64	66	80	54	102	146	156	107	195
Had not heard of before	183	61	113	113	24	45	39	65	149	11	18	5	57	125	46	40	24	33	41	41	59	33	50	99	83	54	128
	18%	24%	27%	22%	25% C	16%	13%	16%	15%	22% L	17%	21%	10%	21% L	13%	18%	14%	18%	17%	13%	17% L	14%	17%	16%	15%	13%	17%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - efg - hij/k - lm - n/op/q/r - s/t/u/v/w/x - y/z.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 51
QE1/QG1: SUMMARY TABLE - Fibre to the cabinet (FTTC)

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly/ closely (a)	Didn't match very much/ at all (b)	Exactly/ almost exactly/ closely (c)	Didn't match very much/ at all (d)	Exactly/ almost exactly/ closely (e)	Didn't match very much/ at all (f)	Exactly/ almost exactly/ closely (g)	Didn't match very much/ at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
	Total		Total		Total		Total									
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Claimed to understand AND said description matched	577	521	56	577	-	508	68	523	54	120	457	137	439	432	115	30
	50%	62% B	18%	72% D	-	57% F	27%	58% H	22%	52%	49%	61% L	47%	51%	47%	48%
Claimed to understand BUT said description did not match	94	55	39	-	94	58	36	60	34	19	75	15	79	65	24	5
	8%	7%	12% A	-	27% C	6%	14% E	7%	14% G	8%	8%	7%	8%	8%	10%	8%
Claimed not to understand	202	168	134	153	149	205	97	202	99	47	254	35	257	213	71	18
	26%	20%	43% A	19%	43% C	23%	38% E	22%	40% G	20%	28%	15%	29% I	25%	29%	29%
Had not heard of before	183	97	85	83	100	126	56	123	60	45	138	37	146	139	35	9
	16%	12%	27% A	10%	29% C	14%	22% E	13%	24% G	20%	15%	16%	16%	16%	14%	14%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mno.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 52
QE1/QG1: SUMMARY TABLE - Cable broadband

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling										
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)		
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333	
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332	
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	609	279	
Claimed to understand AND said description matched	832	71	217	155	265	90	251	202	93	162	98	279	242	368	406	389	366	505	431	203	331	126	115	231	90	584	221	
	72%	70%	74%	79%	82%	46%	69%	72%	68%	83%	80%	77%	74%	67%	74%	72%	72%	72%	72%	81%	78%	83%	84%	79%	87%	87%	74%	67%
Claimed to understand BUT said description did not match	189	23	50	27	34	54	66	54	27	16	25	56	55	73	88	90	64	115	105	35	59	19	17	44	11	130	58	
	16%	23%	17%	13%	11%	28%	18%	19%	20%	8%	16%	15%	17%	18%	16%	17%	16%	17%	18%	14%	14%	13%	13%	15%	10%	16%	16%	
Claimed not to understand	105	8	18	16	20	37	41	24	11	14	8	23	24	47	42	50	44	55	45	5	25	3	2	15	2	57	42	
	9%	7%	6%	8%	6%	19%	11%	8%	8%	7%	6%	6%	7%	12%	8%	9%	11%	8%	7%	2%	6%	2%	2%	5%	1%	7%	13%	
Had not heard of before	29	-	6	2	6	14	7	5	6	3	8	7	5	14	13	16	11	17	15	4	7	3	2	3	1	19	10	
	2%	-	2%	1%	2%	4%	2%	2%	4%	1%	2%	2%	2%	3%	2%	3%	3%	3%	2%	2%	2%	2%	2%	1%	1%	2%	3%	

Proportions/Means. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table S2
QE1/QG1: SUMMARY TABLE - Cable broadband

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH			
	Total	Currently looking/ planning to look (a)	Not looking/ planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Claimed to understand AND said description matched	832	340	446	678	42	194	217	301	713	30	73	17	444	388	257	153	124	127	170	234	211	188	200	445	387	304	525
	72%	77%	69%	79%	45%	70%	72%	75%	73%	66%	70%	72%	75%	66%	74%	71%	73%	72%	70%	74%	69%	70%	66%	73%	71%	75%	71%
Claimed to understand BUT said description did not match	189	61	120	126	24	53	48	63	163	8	16	2	77	111	56	42	23	28	41	42	58	28	61	100	89	59	128
	16%	14%	18%	15%	23%	19%	16%	16%	17%	18%	15%	10%	14%	19%	16%	19%	13%	16%	17%	14%	19%	12%	20%	16%	15%	17%	
Claimed not to understand	105	34	64	45	20	25	32	25	82	5	14	4	36	69	28	14	20	15	29	29	23	18	34	53	52	33	71
	9%	8%	10%	5%	22%	9%	11%	6%	8%	11%	13%	15%	6%	12%	8%	6%	12%	8%	12%	10%	8%	8%	11%	9%	10%	8%	10%
Had not heard of before	29	8	19	13	7	5	4	15	24	3	2	1	9	20	6	9	3	8	3	2	13	6	8	14	14	8	20
	2%	2%	3%	2%	7%	2%	1%	4%	2%	6%	2%	2%	2%	3%	2%	4%	2%	5%	2%	1%	4%	3%	5%	4%	2%	2%	3%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - efg - hijk - lm - nlop/q/r - s/tu/vwx - yz.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 52
QE1/QG1: SUMMARY TABLE - Cable broadband

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)		
	Exactly/ almost exactly/ closely (a)	Didn't match very much/ at all (b)	Exactly/ almost exactly/ closely (c)	Didn't match very much/ at all (d)	Exactly/ almost exactly/ closely (e)	Didn't match very much/ at all (f)	Exactly/ almost exactly/ closely (g)	Didn't match very much/ at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)
	Total		Total		Total		Total								
Unweighted base	1155		1155		1155		1155		236	919	225	930	808	279	68
Base	842	313	800	355	896	259	926	229	231	924	224	931	849	245	61*
Effective base	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Claimed to understand AND said description matched	832	672	160	178	832	-	710	122	171	661	175	657	624	166	42
	72%	89%	51%	52%	89%	-	76%	50%	74%	72%	76%	72%	74%	68%	68%
Claimed to understand BUT said description did not match	189	101	89	96	-	189	113	77	34	155	24	165	131	47	12
	16%	12%	28%	28%	-	76%	12%	31%	15%	17%	11%	18%	15%	19%	19%
Claimed not to understand	105	54	51	52	54	51	69	26	21	84	21	84	71	27	7
	9%	6%	16%	15%	6%	20%	8%	14%	9%	9%	9%	9%	8%	11%	11%
Had not heard of before	29	14	14	15	11	18	17	12	5	24	4	25	23	4	1
	2%	2%	9%	4%	1%	7%	2%	9%	2%	3%	2%	3%	3%	2%	2%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/lo.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 53
QE1/QG1: SUMMARY TABLE - Fibre to the premises (FTTP)

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling										
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)		
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	533	291	100	790	333
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	536	292	103*	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	446	86	609	279	
Claimed to understand AND said description matched	677	54	225	108	215	44	218	159	76	123	73	215	191	280	338	295	242	403	360	157	260	96	62	179	74	473	175	
	59%	53% E	77% ACNE	53% E	67% ACD	60%	56%	56%	63%	52%	59%	59%	57%	62% N	55%	60%	58%	59%	64% S	61% S	63% S	68% S	61%	72% UV2	60% S	53%		
Claimed to understand BUT said description did not match	101	15	28	22	14	20	34	29	9	12	14	34	39	25	42	51	30	67	61	36	39	21	19	28	13	81	18	
	9%	15% D	10% D	11% D	4%	10% D	9%	10%	6%	6%	10%	9%	12% UV	6%	8%	10%	7%	10%	10% S	14% S	9%	14% S	16% S	10%	12% S	10% S	5%	
Claimed not to understand	242	21	24	48	67	79	74	63	33	33	36	78	68	84	106	122	85	140	111	41	69	26	15	44	10	145	94	
	21%	21% B	8%	23% B	21% B	40% ABCD	20%	22%	24%	17%	26%	21%	21%	21%	19%	23%	21%	20%	19% UV	17%	16%	17%	22%	15%	9%	18% UV	28% UVWXY	
Had not heard of before	136	12	15	26	29	53	38	34	19	28	16	38	29	63	63	69	48	83	74	14	55	9	11	41	7	89	45	
	12%	11% B	5%	13% B	9%	17% ACD	12%	12%	14%	14%	12%	12%	9%	16% UV	11%	13%	12%	12%	13% S	6%	7% S	6%	8%	14% UV	7%	11% S	14% UV	

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 53
QE1/QG1: SUMMARY TABLE - Fibre to the premises (FTTP)

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently looking/ planning to look (a)	Not looking/ planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Claimed to understand AND said description matched	677	274	355	567	39	157	186	238	580	27	56	14	388	288	191	120	108	108	149	200	175	145	157	375	302	231	441
Claimed to understand BUT said description did not match	596	308	355	300	218	57	62	59	59	58	54	59	200	49	55	55	64	61	200	200	175	145	157	375	302	231	441
Claimed not to understand	101	38	56	66	11	25	26	33	84	3	14	*	57	43	37	22	11	15	15	22	17	31	30	40	61	39	60
Had not heard of before	96	9	9	8	22%	9%	8%	8%	9%	6%	13%	2%	10%	7%	11%	10%	6%	8%	6%	7%	6%	12%	10%	6%	11%	10%	8%
242	80	155	145	40	65	63	81	209	9	18	5	80	161	85	46	31	31	49	55	68	41	79	123	119	90	152	
21%	28%	24%	17%	43%	24%	21%	20%	21%	20%	17%	22%	14%	27%	25%	21%	18%	17%	20%	18%	22%	17%	26%	20%	22%	22%	20%	
136	50	83	83	22	30	26	52	109	7	16	4	40	96	33	29	19	25	30	30	45	23	37	75	61	45	91	
12%	21%	23%	20%	24%	11%	9%	23%	21%	16%	15%	27%	7%	16%	10%	12%	12%	14%	12%	10%	15%	10%	12%	12%	11%	11%	12%	

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - efg - hijk - lm - nlop/q/r - s/t/u/v/w/x - yz.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 53
QE1/QG1: SUMMARY TABLE - Fibre to the premises (FTTP)

Base: All respondents

Total	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly/ closely (a)	Didn't match very much/ at all (b)	Exactly/ almost exactly/ closely (c)	Didn't match very much/ at all (d)	Exactly/ almost exactly/ closely (e)	Didn't match very much/ at all (f)	Exactly/ almost exactly/ closely (g)	Didn't match very much/ at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Claimed to understand AND said description matched	677	572	105	571	105	590	87	677	-	147	530	140	536	515	130	32
	59%	68%	33%	70%	31%	66%	34%	74%	-	64%	57%	63%	58%	63%	53%	52%
Claimed to understand BUT said description did not match	101	66	34	62	38	56	44	-	101	9	91	15	86	68	28	5
	9%	8%	11%	8%	11%	6%	17%	-	41%	4%	7%	9%	8%	11%	7%	7%
Claimed not to understand	242	122	120	117	125	166	76	154	88	41	201	42	199	167	57	18
	21%	16%	38%	14%	35%	18%	30%	17%	36%	28%	22%	19%	21%	20%	23%	29%
Had not heard of before	136	71	65	62	74	86	50	78	58	33	102	25	110	99	30	7
	12%	8%	21%	8%	21%	10%	20%	9%	24%	14%	11%	11%	12%	12%	12%	11%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/o.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 54
QG2: Copper broadband - You said your understanding of the phrase Copper broadband Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?

Base: All respondents whose understanding did not match very much or at all

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling								
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)
Unweighted base	313	14	39	66	91	95	104	80	32	50	100	86	111	148	143	126	166	152	52	110	35	32	75	24	196	109
Base	314	10**	40*	67*	89*	95*	100*	84*	32**	52*	92*	88*	117*	147	145	123	171	150	53*	112*	37*	32**	76*	25**	194	111*
Effective base	259	12	33	56	75	77	87	66	26	42	87	74	90	122	119	101	140	125	46	91	30	28	62	21	162	90
I didn't know what it was / had never heard of it / wasn't sure what it was in the first place etc.	141	6	10	27	43	50	42	40	9	28	17	43	34	63	68	58	70	52	17	46	12	10	30	8	72	65
I was unaware a street cabinet/box was involved	15	-	3	3	5	4	3	2	4	-	5	4	6	7	7	7	8	9	6	4	5	3	4	3	11	4
I just knew it involved copper wires/cabling	18	1	1	4	2	6	5	2	3	-	3	6	2	7	7	4	9	4	1	2	1	-	-	-	6	8
I didn't realise it could be slower / I thought it was faster than fibre etc.	45	6%	3%	5%	2%	7%	5%	3%	10%	-	9%	7%	6%	5%	5%	3%	5%	2%	2%	2%	2%	-	-	-	3%	3%
I didn't know it connected from the telephone exchange	9	-	4	2	1	1	3	2	1	1	2	5	3	5	4	4	4	2	-	1	-	-	1	-	2	7
I just knew that it was old/inferior technology e.g. slower, less durable, from the 90s etc.	3%	-	11%	3%	2%	1%	3%	3%	4%	3%	2%	5%	2%	3%	3%	3%	2%	1%	-	1%	-	-	1%	-	2%	6%
I didn't know it could be affected by distance	9	-	3	-	4	2	4	-	-	1	-	4	3	6	3	6	3	7	2	1	2	-	1	-	8	1
I didn't realise it could be affected by the weather	3%	-	6%	2%	4%	1%	4%	2%	-	5%	-	2%	2%	4%	2%	1%	3%	5%	4%	1%	6%	-	4%	-	4%	1%
Other misconception about how system links/connects to home e.g. I just thought it was a standalone machine on the street	7	-	2	*	*	4	4	1	-	2	-	3	-	3	4	2	5	7	-	1	-	-	1	-	7	1
I thought it was direct / I thought it came directly from the provider	2%	-	6%	*	1%	4%	4%	1%	-	4%	3%	-	3%	2%	3%	2%	3%	4%	-	1%	-	-	2%	-	3%	1%
I didn't know actual copper material was used	7	1	3	*	*	1	4	2	-	1	-	3	-	3	2	1	5	5	1	2	-	-	3	-	6	1
I thought it meant the price/level of broadband offered (not the material)	2%	9%	3%	*	*	1%	4%	2%	-	3%	4%	2%	1%	3%	1%	3%	3%	3%	2%	2%	-	-	3%	-	3%	1%
I thought it was new/innovative/superior technology	7	1	1	2	-	3%	4%	*	1	2	1	4	2	3	3	3	3	5	3	2	3	-	2	-	5	2
I didn't know Copper broadband was ADSL	2%	-	2%	4%	2%	-	3%	3%	-	2%	4%	2%	1%	2%	2%	2%	2%	3%	5%	1%	7%	-	2%	-	3%	1%

Proportions/Mean. Columns tested (1%,5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 *5 percent as lower case, 50 percent as UPPER CASE
 small base (under 100), *very small base (under 30) ineligible for sig testing

Table 54
QG2: Copper broadband - You said your understanding of the phrase Copper broadband Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?

Base: All respondents whose understanding did not match very much or at all

Total	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling								
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)
314	16**	40*	67*	89*	95*	100*	84*	32**	52*	38*	92*	88*	117*	147	145	123	171	150	53*	112*	37*	32**	76*	25**	194	111*
I thought it meant a connection in the house up to the TV / I thought it was fibre changing to copper in the home	4	-	-	1	2	2	1	-	1	-	1	2	*	2	2	4	*	3	1	2	1	1	1	1	4	-
I didn't realise that it was underground / I thought the lines were above houses	4	-	1	-	1	1	1	1	-	-	2	-	1	1	2	1	2	3	-	1	-	-	1	-	3	1
I didn't realise it was shared with other buildings/neighbours	3	-	2	-	-	1	2	-	-	-	-	-	2	-	3	3	-	-	3	1	-	1	-	-	3	-
I didn't realise it might be affected by multiple household users/other items in the home	2	-	-	-	2	*	-	1	-	-	-	1	*	2	-	1	*	-	-	-	-	-	-	-	-	2
I didn't realise it could be prone to faults/I thought it was reliable	2	-	-	-	1	*	-	-	-	-	-	*	1	1	1	*	1	-	-	-	-	-	-	-	-	2
Other	17	1	*	9	4	4	2	*	5	3	4	7	4	9	6	8	6	10	5	5	3	3	3	1	12	3
Don't know / did not match what I thought (unspecified) / did not understand the description / no answer	356	4%	1%	1%	3%	4%	3%	1%	10%	8%	5%	8%	3%	6%	4%	6%	4%	7%	3%	5%	3%	10%	4%	5%	6%	3%
	67	6	10	15	17	23	22	10	6	4	17	14	32	36	25	26	37	41	16	32	17	13	24	10	51	14
	21%	35%	24%	23%	20%	23%	27%	31%	22%	12%	19%	16%	27%	24%	17%	22%	22%	27%	11%	29%	12%	41%	31%	42%	26%	13%

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
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Base: All respondents whose understanding did not match very much or at all

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH			
	Currently looking to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)		
	Total																											
Unweighted base	313	109	187	181	54	52	71	98	221	37	25	181	30	93	219	81	70	52	50	60	88	94	46	85	182	131	111	201
Base	314	104*	192	180	50*	73*	86*	114*	273	13*	21**	6**	106*	207	92*	62*	48*	48*	64*	78*	85*	54*	97*	163	151	112**	201	
Effective base	259	91	154	154	43	50	68	93	210	36	24	29	83	176	71	57	46	40	47	75	78	38	72	153	110	93	165	
I didn't know what it was / had never heard of it / wasn't sure what it was in the first place etc.	141	42	94	49*	23	33	36	53	112	7	9	3	43	97	41	21	23	22	33	31	43	20	48	74	68	50	91	
I was unaware a street cabinet/box was involved	15	5	10	11	3	2	5	4	12	*	3	*	3	12	6	3	-	2	4	5	4	4	2	9	6	5	10	
I just knew it involved copper wires/cabling	14	7	7	7	5	2	5	5	11	*	2	*	3	11	7	6	-	2	*	2	6	1	5	8	6	5	9	
I didn't realise it could be slower / I thought it was faster than fibre etc.	46	7%	4%	4%	9%	3%	5%	4%	4%	2%	10%	4%	3%	5%	4%	5%	3%	3%	**	3%	7%	2%	5%	5%	4%	4%	5%	
I didn't know it connected from the telephone exchange	9	3	5	4	2	2	2	2	7	-	3	*	5	5	1	-	2	4	2	3	*	2	4	3	6	2	7	
I just knew that it was old/inferior technology e.g. slower, less durable, from the 90s etc.	8	3	5	4	3	1	2	4	3	*	-	*	3	5	1	1	2	2	1	3	2	1	2	5	3	5	3	
I didn't know it could be affected by distance	7	*	7	1	3	3	3	1	6	1	-	*	2	6	-	2	1	1	3	2	2	-	3	4	3	3	5	
I didn't realise it could be affected by the weather	7	1	4	2	1	2	1	2	6	*	-	1	3	3	-	2	1	3	1	2	1	-	4	3	4	2	4	
Other misconception about how system links/connects to home e.g. I just thought it was a standalone machine on the street	7	1	5	2	1	2	2	2	6	1	-	*	2	4	2	1	1	2	*	3	1	*	2	4	2	1	4	
I thought it was direct / I thought it came directly from the provider	6	2	4	6	-	-	3	1	4	*	2	-	1	5	4	1	-	1	-	2	*	3	1	2	4	3	4	
I didn't know actual copper material was used	6	2	4	2	2	-	2	3	5	*	-	-	2	3	2	1	-	-	2	3	1	-	2	4	2	1	5	
I thought it meant the price/level of broadband offered (not the material)	6	2%	2%	1%	2%	-	3%	3%	2%	3%	-	-	2%	2%	3%	2%	-	-	4%	3%	1%	-	2%	2%	1%	1%	2%	
I thought it was new/innovative/superior technology	5	4	2	4	*	-	3	2	5	*	-	-	2	4	-	*	4	-	1	2	1	-	3	3	3	2	3	
I didn't know Copper broadband was ADSL	5	-	5	3	1	1	-	4	5	*	-	-	3	2	-	1	-	-	1	5	-	-	5	-	-	1	4	

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - n/op/q/r - s/uv/w/x - yz.
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QG2: Copper broadband - You said your understanding of the phrase Copper broadband Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?

Base: All respondents whose understanding did not match very much or at all

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH			
	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)		
Base	314	104*	192	180	50*	73*	86*	114*	273	13*	21**	6**	106*	207	92*	62*	48*	48*	64*	78*	106*	85*	54*	97*	163	151	112**	201
I thought it meant a connection in the house up to the TV / I thought it was fibre changing to copper in the home	4	-	4	2	2	1	-	2	4	*	-	-	1	3	2	1	1	-	-	2	1	1	-	3	1	1	1	3
	1%	-	2%	1%	4%	1%	-	2%	1%	3%	-	-	1%	1%	2%	2%	2%	-	-	2%	1%	1%	-	3%	1%	1%	1%	3%
I didn't realise that it was underground / I thought the lines were above houses	4	1	2	1	1	1	1	-	3	-	1	-	-	4	3	1	-	-	-	-	3	-	1	3	1	-	4	
	1%	1%	1%	1%	2%	2%	-	-	1%	-	4%	-	2%	4%	3%	2%	-	-	-	-	3%	-	1%	3%	1%	-	2%	
I didn't realise it was shared with other buildings/neighbors	3	-	3	3	-	-	2	2	2	-	1	-	2	1	2	-	1	-	-	-	-	2	1	-	3	-	3	
	1%	-	1%	1%	-	-	2%	2%	2%	-	4%	-	2%	1%	2%	-	2%	-	-	-	-	2%	1%	-	3%	-	1%	
I didn't realise it might be affected by multiple household users/other items in the home	2	*	-	*	*	-	-	1	1	*	-	-	1	*	-	2	-	-	-	-	-	-	2	-	2	-	2	
	1%	*	-	*	1%	-	-	1%	1%	*	-	-	1%	*	-	3%	-	-	-	-	-	-	2%	-	2%	-	1%	
I didn't realise it could be prone to faults/I thought it was reliable	2	*	1	*	*	-	-	1	1	*	-	-	2	1	-	*	1	-	-	-	1	-	1	1	1	-	2	
	1%	*	1%	*	1%	-	-	1%	1%	*	-	-	2%	1%	-	3%	1%	-	-	-	1%	-	1%	1%	1%	-	1%	
Other	17	7	6	10	2	-	2	12	14	1	1	1	6	10	7	4	4	-	2	5	6	5	1	10	6	9	7	
	5%	7%	3%	6%	4%	-	2%	11%	5%	5%	3%	10%	6%	5%	8%	7%	7%	-	3%	6%	7%	9%	2%	6%	4%	8%	4%	
Don't know / did not match what I thought (unspecified) / did not understand the description / no answer	67	27	36	40	6	21	25	14	60	2	4	1	28	39	20	14	6	12	16	12	18	14	24	30	37	25	42	
	21%	25%	19%	22%	12%	7.3%	7.3%	12%	22%	1.1%	20%	1.6%	27%	19%	21%	22%	12%	23%	23%	13%	22%	23%	24%	18%	26%	23%	21%	

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - efg - hijk - lm - nop/q/r - stu/vwx - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 54
QG2: Copper broadband - You said your understanding of the phrase Copper broadband Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?

Base: All respondents whose understanding did not match very much or at all

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)		
	Total	Didn't match very much / at all (b)	Exactly / almost exactly / closely (c)	Didn't match very much / at all (d)	Exactly / almost exactly / closely (e)	Didn't match very much / at all (f)	Exactly / almost exactly / closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other / unclassified (o)
Unweighted base	313	313	101	212	184	129	193	120	65	248	40	273	217	72	24
Base	314	314	114*	200	182	132	188	128	60*	254	42*	272	224	69*	21**
Effective base	259	259	89	171	153	106	159	100	52	207	33	226	183	56	20
I didn't know what it was / had never heard of it / wasn't sure what it was in the first place etc.	141	141	43	98	88	54	86	55	26	115	18	123	98	35	8
I was unaware a street cabinet/box was involved	45%	45%	38%	49%	48%	41%	46%	43%	44%	45%	42%	45%	44%	51%	33%
I just knew it involved copper wires/cabling	15	15	6	9	6	9	9	6	1	14	-	15	9	6	*
I didn't realise it could be slower / I thought it was faster than fibre etc.	5%	5%	5%	5%	3%	7%	5%	5%	3%	6%	-	6%	4%	9%	1%
I didn't know it connected from the telephone exchange	14	14	1	13	6	8	7	7	4	10	-	14	11	2	1
I just knew that it was old/inferior technology e.g. slower, less durable, from the 90s etc.	4%	4%	2%	6%	3%	6%	4%	6%	6%	4%	-	5%	5%	3%	4%
I didn't know it connects to home e.g. I just thought it was a standalone machine on the street	9	9	4	5	7	3	5	4	1	8	1	8	7	1	1
I thought it was direct / I thought it came directly from the provider	3%	3%	4%	2%	2%	5%	3%	3%	3%	3%	2%	3%	2%	5%	-
I didn't know actual copper material was used	8	8	4	4	6	2	5	3	2	6	-	8	7	*	1
I thought it meant the price/level of broadband offered (not the material)	3%	3%	4%	2%	3%	2%	3%	3%	3%	2%	-	3%	3%	1%	5%
I thought it was new/innovative/superior technology	7	7	-	7	3	5	6	1	1	6	1	6	6	2	-
I didn't realise it could be affected by the weather	2%	2%	-	4%	1%	4%	3%	1%	2%	2%	3%	2%	3%	2%	-
Other misconception about how system links/connects to home e.g. I just thought it was a standalone machine on the street	7	7	1	6	4	3	7	-	1	5	1	5	6	-	1
I thought it was direct / I thought it came directly from the provider	2%	2%	1%	3%	2%	2%	4%	-	2%	2%	3%	2%	3%	-	4%
I didn't know actual copper material was used	7	7	2	3	2	4	3	3	*	6	-	7	5	*	1
I thought it meant the price/level of broadband offered (not the material)	2%	2%	3%	1%	1%	3%	2%	2%	*	3%	-	2%	2%	1%	5%
I thought it was new/innovative/superior technology	6	6	3	3	5	1	5	1	*	6	1	5	3	2	-
I didn't know Copper broadband was ADSL	2%	2%	3%	1%	3%	1%	3%	1%	3%	2%	2%	2%	2%	3%	-

Proportions/Mean. Columns tested (1%, 5% risk level) - ab - cid - eif - gh - ij - kl - mno.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 54
QG2: Copper broadband - You said your understanding of the phrase Copper broadband Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?

Base: All respondents whose understanding did not match very much or at all

Total	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)		
	Didn't match very much / at all (b)	Exactly/ almost exactly / closely (c)	Didn't match very much / at all (d)	Exactly/ almost exactly / closely (e)	Didn't match very much / at all (f)	Exactly/ almost exactly / closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
Base	314	114*	200	182	132	188	128	60*	254	42*	272	224	69*	21**	
I thought it meant a connection in the house up to the TV / I thought it was fibre changing to copper in the home	4 1%	4 1%	1 3	3 2%	4 3%	4 2%	-	1 2%	3 1%	-	4 1%	3 1%	1 2%	-	
I didn't realise that it was underground / I thought the lines were above houses	4 1%	1 1%	2 1%	1 1%	2 2%	4 2%	-	1 2%	2 1%	-	4 1%	3 1%	1 1%	-	
I didn't realise it was shared with other buildings/neighbours	3 1%	3 1%	2 1%	3 1%	-	3 1%	-	-	3 1%	-	3 1%	3 1%	-	-	
I didn't realise it might be affected by multiple household users/other items in the home	2 1%	2 1%	1 *	2 1%	-	2 1%	-	-	2 1%	-	2 1%	2 1%	-	-	
I didn't realise it could be prone to faults/ I thought it was reliable	2 1%	2 1%	-	2 1%	1 *	1 1%	1 1%	-	1 1%	-	1 1%	2 1%	-	-	
Other	17 5%	7 6%	10 5%	11 6%	6 4%	10 5%	6 5%	3 6%	13 5%	2 5%	14 5%	11 5%	3 4%	2 11%	
Don't know / did not match what I thought (unspecified) / did not understand the description / no answer	67 21%	31 27%	36 18%	38 21%	29 22%	31 17%	36 28%	16 27%	51 20%	12 28%	56 20%	47 21%	16 23%	5 23%	

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mno.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 55
QG2: Fibre to the cabinet (FTTC) - You said your understanding of the phrase Fibre to the cabinet (FTTC) Didn't match very much/Does not match at all.
Please can you explain the ways in which it did not match with what you thought it meant beforehand?

Base: All respondents whose understanding did not match very much or at all

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	355	23	28	79	96	120	119	91	32	59	45	115	96	126	164	167	150	181	170	56	127	34	91	86	23	225	121
Base	342	23**	26**	79*	90*	113*	109*	90*	32**	56*	45*	104*	93*	126	157	161	136	183	165	54*	125	33**	30**	86*	23**	217	115*
Effective base	287	20	23	65	78	93	94	74	25	48	38	92	79	101	131	137	114	152	136	47	103	28	70	19	182	98	
I didn't know what it was / had never heard of it / wasn't sure what it was in the first place etc.	122	10	9	27	26	47	42	34	12	16	15	33	35	51	67	46	48	67	57	18	43	13	12	33	11	71	49
I didn't understand the term cabinet/the cabinet system/that there was a cabinet in the street	36	2	2	6	17	10	12	6	5	8	6	14	7	15	11	23	16	19	18	3	12	2	2	8	2	23	14
I didn't know it was part copper/only fibre up to the cabinet/that cables from cabinet differ/ I thought it was all fibre	22	2	3	5	4	9	9	4	2	5	3	8	8	5	9	13	6	15	7	2	6	-	-	3	-	12	10
I thought it was fast / didn't realise it could be slower etc.	7	-	1	1	4	1	2	1	2	1	-	2	1	5	4	3	5	2	7	-	1	-	-	1	-	7	-
I didn't think there was anything in between	14	-	9%	-	4*	2%	1%	2%	7%	3%	-	2%	2%	4%	3%	2%	4%	2%	7%	1%	2%	-	-	2%	-	3%	-
I didn't know it connected from the telephone exchange	6	-	-	1	3	3	3	1	-	1	2	*	3	*	3	3	2	4	5	1	2	-	1	2	-	6	1
I thought it was direct / I didn't think there was anything in between	5	-	2	-	*	2	1	2	1	-	1	2	-	2	1	4	1	2	3	1	1	1	-	1	-	3	2
I didn't know it used thin glass threads/that fibre means thin glass threads	4	-	-	-	1	3	2	-	-	1	2	1	2	-	2	3	1	3	2	-	-	-	-	-	-	2	3
I didn't know it used telephone lines	4	-	-	1	2	*	*	*	-	3	-	-	*	3	4	-	2	2	3	-	3	-	-	3	-	3	*
I didn't know it could be affected by distance/ from the cabinet	2	-	-	1	1	*	2	1	-	1	1	2	-	4	1	1	2	*	1	1	1	1	1	1	1	1	1
Other	21	2	1	5	5	6	4	2	6	3	4	5	5	9	10	9	7	11	13	3	8	2	1	3	-	17	2
Don't know / did not match what I thought (unspecified) / did not understand the description / no answer	120	8	9	31	29	35	37	39	5	18	14	40	33	37	50	58	49	61	54	23	47	13	13	11	0	76	37
	35%	3%	3%	40%	32%	31%	34%	44%	15%	32%	31%	38%	36%	29%	32%	36%	36%	33%	33%	43%	38%	40%	45%	36%	40%	35%	33%

Proportions/Mean: Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z
 95 percent as lower case, 50 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 55
QG2: Fibre to the cabinet (FTTC) - You said your understanding of the phrase Fibre to the cabinet (FTTC) Didn't match very much/Does not match at all.
Please can you explain the ways in which it did not match with what you thought it meant beforehand?

Base: All respondents whose understanding did not match very much or at all

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
Unweighted base	355	135	204	225	53	62	73	94	229	44	37	45	111	243	95	71	57	66	66	89	109	62	95	198	157	123	231
Base	342	126	198	216	48*	85*	88*	111*	284	16*	33*	10*	115*	226	102*	63*	55*	59*	64*	76*	96*	73*	98*	172	170	124	218
Effective base	287	110	164	184	43	59	70	89	218	43	35	43	93	193	80	59	49	52	49	75	90	51	77	164	127	102	185
I didn't know what it was / had never heard of it / wasn't sure what it was in the first place etc.	122	41	76	75	19	24	31	47	101	6	12	3	30	92	31	31	19	15	26	28	41	21	33	69	53	34	88
	30%	32%	38%	35%	38%	28%	33%	42%	36%	38%	36%	33%	30%	41%	30%	37%	36%	23%	41%	30%	43%	28%	33%	40%	31%	28%	37%
I didn't understand the term cabinet/the cabinet system/that there was a cabinet in the street	36	16	19	25	4	7	9	12	28	2	5	1	10	27	15	6	5	4	6	11	12	7	7	22	14	13	23
	11%	12%	10%	11%	9%	8%	11%	10%	10%	15%	15%	10%	8%	12%	15%	10%	10%	7%	9%	14%	12%	9%	8%	13%	8%	11%	11%
I didn't know it was part copper/only fibre up to the cabinet/that cables from cabinet differ/ I thought it was all fibre	22	10	11	15	3	5	5	7	17	1	3	2	7	15	9	2	6	5	1	6	7	5	4	14	9	8	15
	7%	8%	6%	7%	5%	5%	6%	6%	6%	5%	10%	18%	6%	7%	9%	3%	10%	9%	2%	8%	8%	7%	4%	8%	5%	6%	7%
I thought it was fast / didn't realise it could be slower etc.	7	1	6	5	*	5	1	1	7	*	-	-	4	4	-	1	1	1	4	2	-	-	5	2	5	1	6
	2%	1%	3%	2%	1%	6%	2%	1%	2%	2%	3%	-	3%	2%	-	2%	2%	2%	6%	3%	-	-	5%	1%	3%	1%	3%
I didn't know it connected from the telephone exchange	6	-	6	4	2	-	2	2	4	1	1	-	-	6	2	-	1	1	2	2	2	-	3	4	3	2	4
	2%	-	3%	2%	3%	-	3%	1%	1%	4%	5%	-	-	3%	2%	-	2%	2%	3%	3%	2%	-	3%	2%	1%	2%	2%
I thought it was direct / I didn't think there was anything in between	5	-	5	3	-	-	1	2	4	1	-	-	2	2	3	-	-	1	-	1	3	1	-	3	1	*	4
	1%	-	2%	2%	-	-	1%	2%	1%	7%	-	-	2%	2%	3%	-	-	2%	-	1%	3%	2%	-	2%	1%	*	2%
I didn't know it used thin glass threads/that fibre meant thin glass threads	4	3	2	1	2	3	2	-	4	-	-	-	4	2	2	-	4	2	1	2	2	-	3	2	2	-	4
	1%	2%	1%	1%	3%	3%	2%	-	2%	-	-	-	3%	2%	-	-	2%	2%	1%	2%	2%	3%	-	2%	1%	-	2%
I didn't know it used telephone lines	4	2	1	3	*	3	-	-	3	*	-	*	2	2	-	*	3	-	-	*	-	3	*	*	3	2	2
	1%	2%	1%	1%	2%	4%	-	-	1%	3%	-	2%	1%	1%	-	2%	3%	-	-	*	-	3%	*	*	2%	1%	1%
I didn't know it could be affected by distance/ from the cabinet	2	1	1	1	*	1	-	-	1	*	-	*	*	2	*	1	-	1	-	*	1	*	*	1	1	-	2
	1%	1%	1%	1%	1%	1%	-	-	1%	3%	-	3%	1%	1%	1%	1%	-	2%	-	1%	1%	*	*	1%	*	*	1%
Other	21	12	7	13	4	8	4	6	18	*	2	*	7	13	8	3	4	3	2	5	5	5	6	9	11	11	9
	6%	10%	3%	6%	7%	10%	4%	5%	6%	3%	7%	2%	6%	6%	8%	5%	8%	6%	3%	6%	5%	7%	6%	5%	7%	9%	4%
Don't know / did not match what I thought (unspecified) / did not understand the description / no answer	120	43	68	73	18	31	35	37	102	5	9	3	53	66	34	19	15	28	24	21	28	23	41	49	70	53	65
	35%	34%	34%	34%	36%	38%	40%	33%	36%	30%	28%	34%	35%	29%	34%	30%	27%	31%	37%	27%	30%	40%	37%	39%	31%	31%	30%

Proportions/Means: Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - nlop/q/r - stu/vwx - yz.
 95 percent as lower case, 50 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 55
QG2: Fibre to the cabinet (FTTC) - You said your understanding of the phrase Fibre to the cabinet (FTTC) Didn't match very much/Does not match at all.
Please can you explain the ways in which it did not match with what you thought it meant beforehand?

Base: All respondents whose understanding did not match very much or at all

	Description matches understanding: Copper		Description matches understanding: FTTC	Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/almost exactly / closely (a)	Didn't match very much / at all (b)	Didn't match very much / at all (d)	Exactly/almost exactly / closely (e)	Didn't match very much / at all (f)	Exactly/almost exactly / closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
	Total														
Unweighted base	355	143	212	355	204	151	211	144	75	280	46	309	237	92	26
Base	342	142	200	342	199	144	194	149	71*	271	45*	298	239	80*	23**
Effective base	287	117	171	287	165	122	168	120	58	229	37	250	195	71	22
I didn't know what it was / I had never heard of it / wasn't sure what it was in the first place etc.	122	41	82	122	65	58	60	63	24	98	10	112	83	29	10
	36%	29%	47%	36%	33%	40%	31%	45%	33%	36%	22%	38%	35%	37%	43%
I didn't understand the term cabinet/the cabinet system/that there was a cabinet in the street	36	17	19	36	19	17	28	8	4	32	2	34	25	10	1
	11%	12%	9%	11%	10%	12%	14%	6%	5%	12%	5%	11%	11%	12%	5%
I didn't know it was part copper/only fibre up to the cabinet/that cables from cabinet differ/ I thought it was all fibre	22	10	12	22	17	5	19	4	3	19	3	20	18	3	1
	7%	7%	6%	7%	9%	4%	10%	2%	4%	7%	6%	7%	8%	4%	5%
I thought it was fast / didn't realise it could be slower etc.	7	3	4	7	4	3	6	1	3	4	1	7	7	-	-
	2%	2%	2%	2%	2%	2%	3%	1%	5%	2%	2%	2%	3%	-	-
I didn't know it connected from the telephone exchange	6	1	5	6	4	2	5	1	-	6	1	5	4	2	-
	2%	1%	2%	2%	2%	1%	3%	1%	-	2%	2%	2%	2%	2%	-
I thought it was direct / I didn't think there was anything in between	5	3	2	5	4	1	4	*	1	3	-	5	4	1	-
	1%	2%	1%	1%	2%	1%	2%	*	2%	1%	-	2%	2%	1%	-
I didn't know it used thin glass threads/that fibre meant thin glass threads	4	1	3	4	3	2	3	2	-	4	2	3	3	2	-
	1%	1%	2%	1%	1%	1%	1%	1%	-	2%	4%	1%	1%	2%	-
I didn't know it used telephone lines	4	3	*	4	4	-	4	-	1	2	1	2	4	-	-
	1%	2%	*	1%	2%	-	2%	-	2%	1%	3%	1%	2%	-	-
I didn't know it could be affected by distance/ from the cabinet	2	1	1	2	2	-	2	-	*	2	*	2	2	-	-
	1%	1%	*	1%	1%	-	1%	-	*	1%	1%	1%	1%	-	-
Other	21	11	9	21	12	9	8	13	6	14	6	14	12	6	3
	6%	8%	5%	6%	6%	6%	4%	9%	6%	9%	14%	5%	5%	7%	13%
Don't know / did not match what I thought (unspecified) / did not understand the description / no answer	120	53	67	120	69	51	63	57	28	92	19	101	81	30	9
	33%	37%	33%	33%	35%	35%	29%	38%	38%	34%	42%	34%	34%	37%	37%

Proportions/Mean: Columns tested (1% 5% risk level) - ab - cid - eif - gh - ij - kl - mno.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 56
QG2: Cable broadband - You said your understanding of the phrase Cable broadband Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?

Base: All respondents whose understanding did not match very much or at all

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	259	25	52	36	56	88	95	66	34	36	76	74	99	116	124	100	141	137	38	74	22	19	53	13	168	89	
Base	258	25**	60*	36*	49*	85*	90*	68*	37**	25**	35**	73*	74*	100*	116*	125	95*	146	137	39*	73*	22**	21**	50*	13**	169	86*
Effective base	214	21	47	30	45	69	78	55	29	21	29	63	61	81	94	106	79	120	113	32	62	18	17	43	11	140	72
I didn't know what it was / had never heard of it / wasn't sure what it was in the first place etc.	76	6	11	11	11	25	24	27	11	6	7	22	18	31	38	34	33	43	33	9	21	6	4	14	3	47	27
29%	23%	18%	31%	24%	41%	26%	39%	30%	25%	18%	31%	25%	31%	27%	32%	29%	32%	29%	27%	23%	29%	25%	19%	27%	22%	28%	31%
I didn't realise fibre was involved/that it was part fibre	13	2	4	-	2	5	6	2	3	-	4	1	7	5	8	3	9	6	1	1	1	-	1	-	6	7	
5%	7%	7%	-	3%	6%	7%	3%	9%	-	3%	6%	2%	7%	5%	6%	4%	6%	4%	2%	2%	3%	-	2%	-	4%	8%	
Other misconception about how system links/connects to home	10	1	3	-	2	4	4	1	3	-	*	3	5	6	4	5	5	7	4	2	3	1	2	1	8	2	
4%	4%	5%	-	4%	5%	5%	2%	2%	6%	8%	1%	4%	5%	3%	3%	5%	3%	5%	10%	3%	21%	5%	5%	8%	5%	2%	
I didn't realise about the different wires/cables/ I thought it was cable all the way/only cable	10	-	7	2	*	-	3	1	1	2	2	2	5	5	4	5	4	6	2	*	2	*	*	*	6	3	
4%	-	12%	5%	*	-	3%	2%	4%	7%	2%	2%	5%	4%	3%	5%	4%	3%	5%	6%	*	10%	2%	*	1%	4%	4%	
I was unaware a street cabinet/box was involved	9	1	2	2	3	1	4	2	*	1	1	-	3	6	3	6	3	7	-	4	-	-	4	-	8	1	
3%	4%	3%	6%	6%	2%	4%	4%	*	6%	4%	-	5%	6%	4%	2%	6%	2%	5%	-	6%	-	-	8%	-	5%	1%	
I thought cable broadband was same as fibre/full fibre/did not realise copper was involved	7	2	2	*	1	2	2	2	2	1	5	-	*	2	4	1	3	3	-	1	-	-	-	-	3	4	
3%	7%	4%	1%	2%	2%	2%	3%	6%	-	3%	5%	-	*	2%	3%	1%	2%	3%	-	1%	-	-	-	-	2%	4%	
I thought it was the same as copper broadband/that it was copper cable	6	-	4	-	-	2	2	2	2	-	3	-	3	2	4	-	6	4	-	1	-	-	1	-	4	2	
2%	-	7%	-	-	2%	2%	3%	6%	-	4%	-	3%	2%	3%	6%	-	4%	3%	-	1%	-	-	2%	-	2%	3%	
I thought it was direct / I thought it came directly from the provider/hub	6	1	2	2	-	1	1	3	1	1	-	2	2	2	3	3	3	3	-	4	-	-	3	-	4	2	
2%	3%	4%	5%	-	2%	2%	4%	3%	4%	-	3%	3%	2%	2%	3%	3%	2%	2%	-	5%	-	-	5%	-	2%	2%	
I thought it was quick/ more efficient etc.	4	-	1	2	2	-	3	2	-	-	-	1	3	3	2	2	3	4	2	2	2	2	2	2	4	-	
2%	-	2%	5%	3%	-	3%	3%	2%	-	-	-	1%	3%	2%	2%	2%	2%	3%	2%	5%	3%	2%	2%	2%	4%	3%	
I thought it was old/ slow/unreliable etc.	4	*	-	-	4	1	-	-	1	1	1	1	2	1	3	2	2	2	-	-	-	-	-	-	-	2	1
3%	1%	-	-	-	4%	1%	-	-	6%	3%	1%	2%	2%	1%	3%	2%	2%	2%	-	-	-	-	-	-	-	1%	2%
I thought that cable can be connected directly to devices/without router	3	-	-	-	2	-	1	-	-	1	-	-	*	-	2	1	2	*	-	-	-	-	-	-	-	*	1
1%	-	-	-	4%	-	1%	-	-	4%	-	-	2%	1%	-	1%	1%	1%	*	-	1%	-	-	1%	-	-	*	2%
I thought it was to do with satellite/cable and satellite	2	1	-	-	1	2	-	-	-	-	1	1	-	1	1	1	1	2	-	-	-	-	-	-	-	2	-
1%	5%	-	-	-	1%	3%	-	-	-	-	2%	2%	-	1%	1%	1%	1%	2%	-	-	-	-	-	-	-	1%	
I thought it was underground	2	-	1	-	1	1	1	-	-	-	-	-	2	2	-	-	1	2	-	1	-	-	1	-	2	-	
2%	-	2%	-	-	1%	1%	1%	-	-	-	-	-	2%	2%	-	-	1%	2%	-	1%	-	-	2%	-	2%	-	
I thought it might be to do with cable TV	2	-	1	-	1	1	1	-	4	-	-	-	2	1	1	1	1	*	-	1	-	-	-	-	1	1	
1%	-	2%	2%	1%	-	1%	1%	-	1%	-	-	-	2%	1%	1%	1%	1%	*	-	1%	-	-	-	1%	-	1%	
I didn't realise that demand could decrease performance/speed	1	-	-	-	1	-	1	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	
1%	-	-	-	2%	-	2%	-	-	-	2%	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-	-	2%	

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
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 Prepared by BVA BDRG
 Fieldwork: November 2022
 BVA BDRG/26505

Table 56
QG2: Cable broadband - You said your understanding of the phrase Cable broadband Didn't match very much/Does not match at all.
Please can you explain the ways in which it did not match with what you thought it meant beforehand?

Base: All respondents whose understanding did not match very much or at all

Total	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling								
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)
258	25**	60*	36*	49*	85*	90*	68*	37**	25**	35**	73*	74*	100*	116*	125	95*	146	137	39*	73*	22**	21**	50*	13**	169	86*
10	4*	4	1	1	4	4	2	2	1	1	3	5	1	4	7	2	6	2	1	3	1	1	2	1	9	7*
4%	1%	7%	3%	2%	4%	4%	3%	6%	5%	4%	4%	7**	1%	3%	5%	2%	4%	2%	3%	4%	5%	6%	4%	9%	2%	8**
104	13	21	17	25	27	35	26	15	10	17	29	37	34	44	51	35	60	55	20	35	8	12	23	6	73	31
40%	52%	36%	47%	52**	32%	39%	38%	41%	41%	49%	40%	51**	34%	38%	41%	37%	41%	40%	52%	48%	37%	62%	45%	47%	43%	36%

Proportions/Mean. Columns tested (1% 5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
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Table 56
QG2: Cable broadband - You said your understanding of the phrase Cable broadband Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?

Base: All respondents whose understanding did not match very much or at all

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	259	86	161	150	46	49	56	70	175	33	27	24	91	167	72	50	31	45	61	65	89	36	69	154	105	78	178
Base	258	81*	163	150	42*	66*	67*	83*	216	12*	24**	5**	92*	165	79*	47*	32**	40*	60*	60*	78*	38*	82*	138	120*	78*	177
Effective base	214	69	134	126	37	47	52	67	166	32	25	23	75	137	63	43	28	36	46	56	74	30	57	130	87	64	146
I didn't know what it was / had never heard of it / wasn't sure what it was in the first place etc.	76	18	55	38	16	17	21	26	63	4	7	2	18	38	22	12	11	9	22	14	26	11	24	41	35	19	57
	29%	22%	34%	26%	38%	25%	31%	31%	29%	53%	29%	33%	20%	28%	27%	26%	34%	23%	36%	24%	34%	30%	29%	29%	24%	32%	
I didn't realise fibre was involved/that it was part fibre	13	1	11	11	-	4	3	2	9	-	4	1	4	9	3	1	1	2	6	2	3	2	5	5	8	1	12
	5%	2%	7%	7%	-	6%	4%	2%	4%	-	15%	21%	4%	5%	4%	2%	4%	5%	9%	4%	4%	6%	6%	4%	6%	2%	7%
Other misconception about how system (link) connects to home	10	4	6	6	1	3	-	6	9	1	-	-	3	7	3	3	2	2	-	1	4	3	2	5	5	4	6
	4%	5%	4%	4%	2%	4%	-	7%	4%	10%	-	-	3%	4%	4%	6%	6%	6%	-	2%	5%	8%	2%	4%	4%	5%	3%
I didn't realise about the different wires/cables/ I thought it was cable all the way/only fibre	10	3	6	5	2	2	1	5	8	1	-	*	4	6	5	2	-	1	2	*	5	1	4	5	5	2	8
	4%	4%	4%	3%	5%	4%	2%	6%	4%	6%	-	9%	4%	3%	6%	4%	-	2%	4%	1%	6%	2%	5%	4%	4%	2%	4%
I was unaware a street cabinet/box was involved	9	3	6	7	2	2	3	2	7	*	1	*	1	8	3	1	1	1	2	5	2	*	3	6	3	2	7
	3%	3%	4%	4%	5%	3%	5%	2%	3%	2%	4%	8%	1%	5%	4%	2%	4%	2%	4%	8%	2%	1%	3%	4%	2%	3%	4%
I thought cable broadband was same as fibre/full fibre/did not realise copper was involved	7	2	4	5	-	1	2	1	4	*	2	*	5	2	3	-	-	4	-	1	3	1	2	4	3	1	5
	3%	2%	2%	3%	-	2%	3%	1%	2%	2%	8%	8%	6%	1%	4%	-	-	100%	-	2%	4%	3%	2%	3%	2%	1%	3%
I thought it was the same as copper broadband/that it was copper cable	6	1	5	4	-	3	3	-	6	-	-	-	3	3	-	1	-	-	5	1	1	-	4	2	4	1	5
	2%	1%	3%	3%	-	5%	4%	-	3%	-	-	-	4%	2%	-	2%	-	-	8%	2%	1%	-	5%	2%	4%	1%	3%
I thought it was direct / I thought it came directly from the provider/hub	6	1	5	4	1	1	2	-	4	1	2	*	2	5	3	1	1	2	-	3	-	*	3	3	3	1	5
	2%	2%	3%	2%	3%	2%	4%	-	2%	6%	7%	6%	2%	3%	3%	2%	4%	4%	-	6%	-	2%	3%	2%	2%	2%	3%
I thought it was quick/ more efficient etc.	4	-	3	3	-	2	-	3	4	-	-	-	-	4	3	-	-	1	-	1	-	2	1	3	3	3	1
	2%	-	2%	2%	-	3%	-	3%	2%	-	-	-	-	3%	4%	-	-	2%	-	2%	-	4%	2%	1%	3%	4%	1%
I thought it was old/ slow/unreliable etc.	4	2	2	4	*	1	1	1	4	2	-	*	-	4	1	2	1	-	-	1	1	-	1	2	1	2	2
	2%	3%	2%	2%	*	2%	1%	1%	2%	4%	-	3%	-	2%	2%	4%	3%	-	-	2%	2%	-	2%	2%	1%	2%	3%
I thought that cable can be connected directly to devices/without router	3	-	1	3	-	1	1	-	2	1	-	-	-	3	2	-	1	-	-	1	1	-	4	3	4	2	1
	1%	1%	1%	2%	-	2%	1%	-	1%	3%	7%	-	-	2%	3%	-	3%	-	-	2%	1%	-	1%	2%	4%	3%	1%
I thought it was to do with satellite/cable and satellite	2	-	2	-	2	1	-	1	2	-	-	-	1	1	1	-	1	-	-	2	-	-	2	-	-	-	2
	1%	-	1%	-	2%	2%	-	1%	1%	-	-	-	1%	1%	1%	-	1%	-	-	2%	-	-	2%	-	-	-	1%
I thought it was underground	2	1	1	1	1	1	-	1	2	-	-	-	-	2	-	-	1	1	-	1	-	1	-	1	1	1	1
	1%	1%	1%	1%	3%	1%	-	1%	1%	-	-	-	-	1%	-	-	3%	3%	-	2%	-	3%	-	1%	1%	1%	1%
I thought it might be to do with cable TV	2	1	1	1	-	2	-	-	2	-	-	-	2	*	*	-	-	1	1	2	-	-	*	2	*	*	2
	1%	2%	*	1%	-	3%	-	-	1%	-	-	6%	2%	*	*	-	-	3%	1%	3%	-	-	3%	*	3%	*	1%
I didn't realise that demand could decrease performance/speed	1%	-	1%	1%	-	2%	-	-	1%	-	-	-	-	1%	1	-	-	-	-	-	1	-	-	1	-	-	1
	0%	-	1%	1%	-	2%	-	-	1%	-	-	-	-	1%	2%	-	-	-	-	-	2%	-	-	1%	-	-	1%

Proportions/Means. Columns tested (1% 5% risk level) - ab - eid - efg - hij/k - lm - n/op/q/r - s/u/v/w/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing
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Ofcom: Broadband Terminology Research November 2022

Table 56
QG2: Cable broadband - You said your understanding of the phrase Cable broadband Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?

Base: All respondents whose understanding did not match very much or at all

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
Base	258	81*	163	150	42*	66*	67*	83*	216	12*	24**	5**	92*	165	79*	47*	32**	40*	60*	60*	78*	38*	82*	138	120*	78*	177
Other	10	4	6	7	*	-	2	4	6	1	4	-	4	6	5	3	1	1	1	4	1	5	1	5	6	2	6
48*	4%	4%	4%	5%	1%	-	3%	5%	3%	0%	15%	5%	5%	4%	6%	5%	3%	3%	3%	6%	1%	5%	1%	5%	6%	2%	6%
Don't know / did not match what I thought (unspecified) / did not understand the description / no answer	104	40	59	59	17	29	30	32	92	4	7	1	49	94	28	22	11	17	25	22	30	14	38	52	51	36	67
40%	49%	36%	39%	40%	44%	45%	39%	42%	30%	30%	23%	53**	33%	36%	47%	35%	42%	42%	37%	39%	30%	46%	38%	43%	46%	38%	

Proportions/Mean. Columns tested (1% 5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m - n/o/p/q/r - s/t/u/v/w/x - y/z.
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Base: All respondents whose understanding did not match very much or at all

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable	Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
	(a)	(b)	(c)	(d)	(f)	(g)	(h)							(o)	
Unweighted base	259	130	129	108	151	259	149	110	48	211	32	227	166	72	21
Base	258	126	132	114*	144	258	146	112*	43*	215	30**	227	176	62*	19**
Effective base	214	108	106	92	122	214	125	89	39	175	27	187	142	54	18
I didn't know what it was / had never heard of it / wasn't sure what it was in the first place etc.	76	30	46	20	55	76	41	35	8	68	3	72	53	19	3
	29%	24%	35%	18%	36%	29%	28%	31%	18%	32%	11%	32%	30%	31%	18%
I didn't realise fibre was involved/that it was part fibre	13	11	2	7	6	13	10	3	2	11	2	11	11	2	-
	5%	8%	1%	6%	4%	5%	7%	3%	6%	5%	5%	5%	6%	3%	-
Other misconception about how system links/ connects to home	10	5	5	5	5	10	7	3	2	8	2	8	9	1	-
	4%	4%	4%	5%	3%	4%	5%	3%	4%	4%	6%	4%	5%	2%	-
I didn't realise about the different wires/ cables / I thought it was cable all the way/only cable	10	6	4	9	1	10	6	4	*	9	*	9	5	5	-
	4%	5%	3%	7%	*	4%	4%	3%	1%	4%	1%	4%	3%	8%	-
I was unaware a street cabinet/box was involved	9	5	4	4	5	9	4	5	2	7	2	7	6	3	-
	3%	4%	3%	4%	3%	3%	3%	5%	4%	3%	5%	3%	4%	4%	-
I thought cable broadband was same as fibre/full fibre/did not realise copper was involved	7	6	1	4	3	7	6	1	7	7	1	6	3	1	3
	3%	4%	1%	4%	2%	3%	4%	*	-	3%	4%	3%	2%	2%	15%
I thought it was the same as copper broadband/that it was copper cable	6	6	-	4	2	6	6	-	2	4	-	6	6	-	-
	2%	4%	-	4%	1%	2%	4%	-	5%	2%	-	3%	4%	-	-
I thought it was direct / I thought it came directly from the provider/hub	6	5	1	5	2	6	5	2	2	5	2	5	3	2	1
	2%	4%	1%	4%	1%	2%	3%	2%	4%	2%	5%	2%	2%	3%	4%
I thought it was quick/ more efficient etc.	4	3	2	6	-	4	3	2	-	4	-	4	4	-	-
	2%	2%	1%	5%	-	2%	2%	2%	-	2%	-	2%	2%	-	-
I thought it was old/ slow/unreliable etc.	4	*	4	1	3	4	2	1	1	3	-	4	3	1	-
	1%	*	3%	1%	2%	1%	2%	1%	3%	1%	-	2%	2%	2%	-
I thought that cable can be connected directly to devices/without router	3	2	1	*	3	3	3	-	-	3	1	2	3	*	-
	1%	1%	1%	*	2%	1%	2%	-	-	1%	4%	1%	2%	1%	-
I thought it was to do with satellite/cable and satellite	2	1	1	1	1	2	1	1	-	2	-	2	2	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	1%	1%	-	-
I thought it was underground	2	1	1	1	1	2	1	1	-	2	-	2	1	-	1
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	1%	1%	-	5%
I thought it might be to do with cable TV	2	1	1	-	2	2	1	1	-	2	-	2	1	1	-
	1%	1%	1%	-	1%	1%	1%	1%	-	1%	-	1%	1%	1%	-
I didn't realise that demand could decrease performance/speed	1	1	-	-	1	1	1	-	-	1	-	1	1	-	-
	1%	1%	-	-	1%	1%	1%	-	-	1%	-	1%	1%	-	-

Proportions/Mean. Columns tested (1%,5% risk level) - ab - cid - eif - gh - ij - kl - m/n/o.
 95 percent as lower case, 99 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing
 Prepared by BVA BDRG
 Fieldwork: November 2022
 BVA BDRG/26505

Ofcom: Broadband Terminology Research November 2022

Table 56

QG2: Cable broadband - You said your understanding of the phrase Cable broadband Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?

Base: All respondents whose understanding did not match very much or at all

Total	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable	Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
	(a)	(b)	(c)	(d)	(f)	(g)	(h)								
Base	258	126	132	114*	144	258	146	112*	43*	215	30**	227	176	62*	19**
Other	10	5	5	5	5	10	5	5	1	9	1	9	6	3	2
	4%	4%	4%	5%	4%	4%	4%	5%	3%	4%	4%	4%	3%	4%	11%
Don't know / did not match what I thought (unspecified) / did not understand the description / no answer	106	49	54	49	54	104	52	52	26	77	18	85	67	26	11
	40%	39%	41%	43%	38%	40%	36%	46%	61%	36%	59%	38%	38%	41%	56%

Proportions/Mean. Columns tested (1% 5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n/o.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 57
QG2: Fibre to the premises (FTTP) - You said your understanding of the phrase Fibre to the premises (FTTP) Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?

Base: All respondents whose understanding did not match very much or at all

	Current fixed broadband service						Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling								
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	229	22	36	47	34	85	73	64	23	32	65	80	75	103	108	80	134	124	52	82	30	25	57	15	161	63	
Base	246	25**	40*	54*	36**	87**	73*	73*	28**	32**	68*	82*	87*	112*	116*	84*	148	135	58*	92*	34**	30**	64*	19**	176	66*	
Effective base	196	19	31	42	29	69	60	56	21	28	56	66	65	87	93	66	116	105	46	71	26	23	49	14	138	53	
I didn't know what it was / had never heard of it / wasn't sure what it was in the first place etc.	88	6	9	16	15	42	23	33	8	14	24	26	37	45	39	32	52	41	14	27	7	7	30	4	54	33	
That there was no cabinet / I thought it would have to connect to a cabinet/box before the home	12	1	3	3	2	3	5	2	3	-	4	4	4	7	5	2	10	11	5	6	5	3	4	3	12	-	
That it was direct / that it was straight to the home / surprised to see it going straight to the customer's residence	12	3	4	1	4	5	2	-	2	3	6	1	4	6	6	5	7	9	3	4	2	-	4	-	10	2	
Did not know it came from local exchange	5	1	2	2	-	-	1	-	1	3	2	1	2	2	3	2	3	5	2	2	2	-	2	-	5	-	
Did not know it was possible/could exist	4	1	1	-	2	1	1	-	-	3	1	4	-	1	3	1	3	1	1	1	1	-	1	-	1	3	
I thought wires would be above ground/overhead	4	1	2	-	-	1	1	-	1	1	-	3	-	-	3	-	3	3	1	1	1	-	1	-	3	-	
I thought it would be just fibre replacing copper between cabinet and home	4	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	4	4	2	2	2	2	2	2	4	-	
Just knew it was superior / I knew fibre was better	4	1	1	1	2	1	2	2	-	-	3	1	-	4	-	2	2	2	1	4	-	1	2	-	4	-	
I knew it was straight to the home / I thought fibre to the premises was self-explanatory	3	-	-	-	1	2	1	1	1	-	1	2	2	2	1	3	1	2	-	2	-	-	1	-	3	-	
I thought it involved phone lines	2	1	1	1	1	1	-	-	1	-	-	1	1	-	2	-	2	2	1	-	1	-	-	-	2	-	
Did not realise about speed / unaffected by distance / more reliable etc.	2	1	1	1	1	1	1	1	-	-	1	-	1	1	1	1	2	1	1	1	1	1	1	1	1	1	
Just didn't understand what abbreviation FTTP stood for	1	-	-	1	1	1	1	1	1	-	1	-	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Other	26	5	7	6	3	6	7	5	4	6	7	7	11	12	14	7	17	15	11	8	9	4	4	3	20	6	
Don't know / did not match what I thought (unspecified) / did not understand the description / no answer	96	8	15	25	14	31	29	28	13	12	24	36	31	39	44	34	54	55	24	40	12	14	28	8	73	21	
	20%	3%	3%	4%	3%	13%	12%	11%	5%	5%	10%	15%	14%	15%	16%	14%	20%	11%	5%	10%	5%	6%	16%	5%	32%	10%	

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 57
QG2: Fibre to the premises (FTTP) - You said your understanding of the phrase Fibre to the premises (FTTP) Didn't match very much/Does not match at all.
Please can you explain the ways in which it did not match with what you thought it meant beforehand?

Base: All respondents whose understanding did not match very much or at all

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	229	85	134	134	43	44	51	71	166	19	27	17	82	147	63	53	30	39	44	56	62	51	60	118	111	84	144
Base	246	91*	145	144	43*	63*	62*	88*	213	6**	23**	4**	94*	153	82*	53*	29**	35*	47*	53*	57*	64*	73*	110	137*	94*	151
Effective base	195	72	114	117	34	42	49	67	158	18	26	16	72	123	58	48	26	30	34	50	52	45	51	102	96	75	119
I didn't know what it was / had never heard of it / wasn't sure what it was in the first place etc.	88	27	55	55	15	23	20	30	73	3	10	3	21	67	32	21	14	10	12	16	27	17	27	43	45	35	52
	205	30%	38%	38%	34%	36%	23%	34%	34%	41%	41%	68%	22%	44%	38%	39%	47%	27%	26%	30%	27%	27%	38%	38%	33%	37%	35%
That there was no cabinet / I thought it would have to connect to a cabinet/box before the home	12	6	6	6	2	6	1	4	11	1	-	*	10	2	3	-	3	4	3	2	3	3	3	5	7	1	11
	5%	6%	4%	4%	6%	10%	2%	4%	5%	11%	-	7%	11%	2%	3%	-	9%	11%	6%	4%	6%	5%	5%	5%	5%	2%	7%
That it was direct / that it was straight to the home / surprised to see it going straight to the customer's residence	12	4	8	8	4	5	1	5	11	-	1	*	6	6	-	5	2	1	4	3	-	2	8	3	9	5	7
	5%	4%	6%	6%	9%	7%	2%	6%	5%	-	3%	23%	6%	4%	-	8%	5%	4%	6%	5%	-	2%	11%	2%	7%	5%	5%
Did not know it came from local exchange	5	1	4	2	2	-	1	2	3	-	2	-	2	3	-	2	-	-	3	2	-	1	2	2	3	2	3
	2%	1%	2%	1%	5%	-	2%	2%	1%	-	6%	-	2%	2%	-	4%	-	-	6%	2%	-	1%	2%	2%	2%	2%	2%
Did not know it was possible/could exist	4	4	*	2	*	2	-	1	3	*	1	-	1	3	2	1	*	1	-	2	2	2	-	2	2	2	2
	2%	4%	*	1%	1%	2%	-	1%	2%	3%	3%	-	1%	2%	2%	1%	2%	2%	-	3%	2%	3%	-	2%	2%	2%	2%
I thought wires would be above ground/overhead	4	1	2	3	1	3	-	-	3	-	-	-	3	3	1	-	2	*	-	1	3	-	3	3	4	-	4
	2%	1%	1%	2%	2%	3%	-	-	2%	6%	-	-	4%	2%	2%	-	7%	2%	-	2%	6%	-	3%	3%	4%	-	3%
I thought it would be just fibre replacing copper between cabinet and home	4	2	2	4	-	3	-	-	3	*	-	-	4	-	-	-	2	*	2	-	2	*	2	2	2	2	4
	2%	2%	2%	3%	-	5%	-	-	2%	6%	-	-	4%	-	-	-	5%	2%	4%	-	3%	2%	2%	2%	2%	2%	2%
Just knew it was superior / I knew fibre was better	4	1	2	1	2	2	1	1	4	-	-	-	1	2	1	2	-	1	-	2	-	2	-	2	2	2	2
	2%	1%	2%	1%	6%	2%	2%	2%	2%	-	-	-	1%	2%	1%	3%	-	3%	-	4%	-	2%	-	2%	2%	2%	2%
I knew it was straight to the home / I thought fibre to the premises was self-explanatory	3	2	1	2	*	-	1	1	2	*	1	-	-	3	1	-	2	-	*	2	*	1	-	2	1	2	1
	1%	2%	1%	1%	2%	-	2%	1%	1%	4%	4%	-	-	2%	1%	-	7%	-	1%	4%	*	1%	-	2%	1%	2%	1%
I thought it involved phone lines	2	-	2	1	1	1	-	1	2	-	-	-	1	1	1	-	-	-	1	-	1	1	-	1	1	-	2
	1%	-	2%	1%	3%	2%	-	1%	1%	-	-	-	1%	1%	2%	-	1%	-	2%	-	2%	2%	-	1%	1%	-	2%
Did not realise about speed / unaffected by distance / more reliable etc.	2	1	1	1	-	1	-	-	1	*	1	-	2	*	-	1	-	1	-	1	-	-	1	1	1	-	2
	1%	1%	1%	1%	-	1%	-	-	1%	5%	4%	-	2%	*	-	2%	-	4%	-	2%	-	-	1%	1%	1%	-	2%
Just didn't understand what abbreviation FTTP stood for	1	1	*	1	*	-	1	-	1	*	-	-	-	1	-	1	-	-	*	-	1	-	-	1	-	-	1
	0%	1%	*	1%	2%	-	2%	-	1%	4%	-	-	-	2%	-	2%	-	-	2%	-	2%	-	-	1%	-	-	1%
Other	26	11	14	16	5	5	7	13	25	-	2	-	12	14	10	6	3	2	4	9	6	6	6	15	11	9	16
	12%	12%	10%	12%	12%	8%	11%	14%	12%	-	7%	-	13%	9%	12%	12%	12%	7%	9%	17%	10%	9%	8%	14%	8%	10%	12%
Don't know / did not match what I thought (unspecified) / did not understand the description / no answer	96	36	57	51	16	22	29	34	85	2	8	1	44	52	32	19	5	16	24	15	17	32	33	32	65	40	57
	39%	40%	39%	35%	37%	35%	46%	39%	40%	33%	35%	19%	47%	34%	39%	35%	18%	46%	51%	28%	29%	27%	43%	29%	47%	42%	37%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - n/op/q/r - s/uv/w/x - yz.
 95 percent as lower case, 50 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 57
QG2: Fibre to the premises (FTTP) - You said your understanding of the phrase Fibre to the premises (FTTP) Didn't match very much/Does not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand?

Base: All respondents whose understanding did not match very much or at all

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP	Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban (m)	Rural (n)	Other/ unclassified (o)	
	(a)	(b)	(c)	(d)	(e)	(f)	(h)	(i)	(j)	(k)	(l)			(o)	
Unweighted base	229	109	120	85	144	119	110	229	43	186	32	197	152	58	19
Base	246	120*	126	98*	149	135	112*	246	43*	203	36**	210	171	58*	17**
Effective base	195	95	100	75	120	106	89	195	34	161	28	167	134	46	16
I didn't know what it was / had never heard of it / wasn't sure what it was in the first place etc.	88	36	52	26	61	44	43	88	17	71	15	73	60	22	6
	38%	30%	43%	27%	41%	33%	39%	36%	38%	35%	41%	35%	35%	37%	33%
That there was no cabinet / I thought it would have to connect to a cabinet/box before the home	12	8	4	9	3	9	3	12	*	12	-	12	9	2	*
	5%	7%	3%	6%	2%	7%	3%	5%	1%	6%	-	6%	5%	4%	2%
That it was direct / that it was straight to the home / surprised to see it going straight to the customer's residence	12	5	7	8	3	7	5	12	3	9	*	12	6	6	-
	5%	4%	6%	6%	2%	5%	4%	5%	6%	5%	2%	5%	3%	11%	-
Did not know it came from local exchange	5	2	3	3	2	3	2	5	-	5	-	5	3	2	-
	2%	1%	2%	2%	1%	2%	2%	2%	-	2%	-	2%	1%	2%	-
Did not know it was possible/could exist	4	2	2	2	2	4	-	4	1	3	3	1	3	1	-
	2%	1%	2%	2%	2%	3%	-	2%	2%	1%	8%	*	2%	2%	-
I thought wires would be above ground/over-head	4	3	1	3	1	2	2	4	-	4	1	3	3	*	1
	2%	2%	1%	3%	1%	2%	2%	2%	-	2%	3%	1%	1%	1%	5%
I thought it would be just fibre replacing copper between cabinet and home	4	3	*	4	-	3	4	4	-	4	-	4	3	*	4
	2%	3%	*	4%	-	2%	*	2%	-	2%	-	2%	2%	1%	-
Just knew it was superior / I knew fibre was better	4	-	4	3	1	1	2	4	1	2	-	4	4	-	-
	2%	-	3%	2%	1%	1%	2%	2%	3%	1%	-	2%	2%	-	-
I knew it was straight to the home / I thought fibre to the premises was self-explanatory	3	-	3	1	2	1	2	3	1	2	-	3	3	-	-
	1%	-	3%	1%	2%	1%	2%	1%	2%	1%	-	2%	2%	-	-
I thought it involved phone lines	2	2	-	2	-	1	1	2	-	2	-	2	1	1	-
	1%	2%	-	2%	-	1%	1%	1%	-	1%	-	1%	1%	2%	-
Did not realise about speed / unaffected by distance / more reliable etc.	2	1	1	-	2	1	2	2	-	2	-	2	-	2	-
	1%	1%	1%	-	2%	1%	1%	1%	-	1%	-	1%	-	4%	-
Just didn't understand what abbreviation FTTP stood for	1	-	1	-	1	-	1	1	-	1	-	1	1	-	-
	*	-	1%	-	1%	-	1%	*	-	1%	-	1%	1%	-	-
Other	26	14	12	11	15	15	11	26	5	21	5	21	20	4	2
	11%	12%	10%	12%	10%	11%	11%	11%	11%	10%	13%	10%	12%	7%	12%
Don't know / did not match what I thought (unspecified) / did not understand the description / no answer	96	52	45	39	58	50	46	96	16	80	12	84	66	22	8
	39%	43%	36%	39%	39%	37%	42%	39%	37%	39%	34%	40%	38%	38%	48%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mno.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 58
 QH1: Please indicate which is most useful to you and which is least useful to you. You can only select one most useful and one least useful per question.

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Monthly cost, i.e. the ongoing cost per month to receive the service	25.55	37.46c	24.18	22.12	25.63	20.41c	23.92	25.66	36.30fcd	25.20	22.18	25.97	24.74	26.89	26.80	25.27	26.67	25.15	26.163mVz	18.99	22.57Yx	20.06	16.76	22.53Vx	16.05	24.97ouVx	22.29STUwVz
Reliability, i.e. the degree to which the service operates without faults or interruptions	21.43	22.69	20.49	19.78	22.57	22.48	22.86	20.25	19.65	21.86	21.94	21.94	19.39	21.00	21.26	21.65	19.94	22.54	21.85	19.00	20.34	19.99	18.38	21.10	19.19	21.03	22.68
Download speed, i.e. how fast data can travel from the internet to your computer or other device	13.89	11.99	15.48dE	15.24E	13.92E	10.73	14.24	13.31	11.86	14.94h	14.26	14.00	14.61	13.07	13.39	14.27	14.98	13.25	12.65	13.41	13.40	11.80	13.49	12.13	12.19	13.44	14.78ruw
Suitability for your household's needs (e.g. number of devices that can connect at the same time)	10.91	9.84	11.17	11.74	10.46	11.21	11.20h	13.40H	7.15	9.65	10.74	11.18	10.21	11.44	10.85	11.23	10.64	10.85	11.22	11.93	12.66z	13.13	13.91z	13.22z	15.43yZ	11.29	10.14
Upload speed, i.e. how fast data can travel from your computer or other device to the internet	6.94	5.52	7.94E	7.40E	7.11E	4.69	6.48	6.46	6.12	7.65	7.92	7.05	7.29	6.27	6.75	6.75	7.55	6.62	5.70	6.98RuWYZ	7.16r	6.67	6.78RuZ	6.12	7.61r	6.89r	6.61
Cost of equipment/ installation, i.e. any initial cost of setting up your service including your router, engineer visits etc.	6.91	7.95	5.73	6.88	7.22	6.88	6.93	6.74	6.61	6.37	7.18	6.66	7.50	6.23	6.64	6.90	6.70	7.18	7.06	7.82z	7.36	7.52z	7.72	7.51	7.71	7.13	5.94
Contract length, i.e. the minimum length of time you agree to pay for the service	3.95	3.79	3.49	4.64	3.66	4.22	3.79	3.80	4.04	3.87	4.32	3.95	4.35m	3.36	3.68	4.10	4.10	3.73	3.93	4.79	3.76	5.03	4.74	3.83	4.98	3.94	3.82
A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	3.75	3.38	4.41	4.69ou	3.09	2.82	3.78	3.82	2.22	3.49	5.00h	3.38	4.55	3.34	3.77	3.55	2.84	4.09p	3.73	5.78RuYZ	4.12	5.54zZ	5.24z	4.18	5.67zZ	4.05	2.89
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	3.45	2.11	4.15h	3.63h	3.50	2.81	4.15g	2.74	2.86	3.26	3.88	3.13	4.16m	2.89	3.44	3.32	3.26	3.42	3.52	4.78yz	3.60	4.57	5.37RuZ	3.85	5.11y	3.51	3.28
Other services included in the deal (e.g. TV, landline)	3.23	2.27	2.99	3.89	2.83	3.75	2.67	3.76	3.20	3.70	2.53	2.74	3.20	3.46	3.41	2.96	3.34	3.16	4.31Z	4.48Z	4.82Z	5.28Z	5.61yZ	5.70YZ	6.07Yz	3.86Z	1.57
Neutral Usefulness	0.75	0.35	0.78	1.20AD+	0.59	0.65	0.84	0.80	0.63	0.52	0.77	0.66	0.91	0.62	0.69	0.73	0.66	0.68	0.70	1.33RuWYZ	0.83	1.28RuYZ	1.24wZ	0.71	1.12z	0.81	0.57

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 58
 QH1: Please indicate which is most useful to you and which is least useful to you. You can only select one most useful and one least useful per question.

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Monthly cost, i.e. the ongoing cost per month to receive the service	25.55	25.37	25.98	24.85	31.91c	25.92	26.62	24.94	25.73	24.38	23.98	27.09	25.64	25.51	21.24	24.80	25.17n	27.16n	30.78No	23.58	27.60u	22.14	28.18uu	25.58	25.51	22.18	27.53Y
Reliability, i.e. the degree to which the service operates without faults or interruptions	21.43	20.59	22.31	21.47	24.48	23.36	21.35	20.23	21.45	24.10	19.98	21.70	21.45	21.33	18.78	21.57	23.37n	21.92	23.39h	23.34k	20.76	20.10	20.62	22.36	20.39	20.21	22.21
Download speed, i.e. how fast data can travel from the internet to your computer or other device	13.89	14.67	13.60	14.69D	9.84	12.53	12.99	14.51E	13.90	13.25	13.95	14.57	12.20M	12.58	17.40GQR	13.22	12.30	13.12	11.16	14.27V	14.48V	16.30VV	11.00	14.37V	13.84v	15.16z	13.13
Suitability for your household's needs (e.g. number of devices that can connect at the same time)	10.91	10.26	11.51	11.11	10.15	10.99	11.11	10.26	10.73	11.36	12.52	10.33	8.77	12.98L	11.21	11.36	12.05	11.33	8.97	11.15	10.89	11.38	10.30	11.02	10.78	12.36a	10.19
Upload speed, i.e. how fast data can travel from your computer or other device to the internet	6.94	7.50	6.48	6.94D	4.33	6.26	6.92	7.56	7.00	6.68	6.38	7.22	6.94	6.92	8.87uR	7.33R	6.68R	6.98R	3.96	6.27	6.56	7.84	7.27	6.42	7.52	7.92z	6.40
Cost of equipment/ installation, i.e. any initial cost of setting up your service including your router, engineer visits etc.	6.91	6.97	6.47	6.93	7.79	6.03	6.12	7.70e	6.78	6.37	8.23	7.34	6.80	7.03	6.39	8.17p	5.74	6.53	7.60	6.55	6.80	7.06	7.25	6.68	7.17	7.05	6.78
Contract length, i.e. the minimum length of time you agree to pay for the service	3.95	3.96	3.79	3.72	3.70	3.54	4.26	4.20	4.03	3.85	3.32	3.49	4.14	3.78	4.43q	4.66q	3.46	3.19	3.53	3.09	3.72	4.04	4.985W	3.40	4.665W	4.65z	3.58
A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	3.75	4.01	3.44	3.84	2.52	3.85	3.82	3.59	3.73	4.03	3.98	2.85	4.33m	3.21	4.69r	3.42	3.52	3.83	2.97	4.31	3.02	4.70	3.16	3.67	3.84	3.83	3.68
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	3.45	3.71	3.14	3.30	2.42	4.06	3.61	3.02	3.49	3.12	3.37	2.83	3.42	3.49	4.10	3.16	3.15	2.98	3.35	3.99	2.85	2.91	3.94	3.42	3.49	3.58	3.25
Other services included in the deal (e.g. TV, landline)	3.23	2.95	3.28	3.15	2.87	3.46	3.20	2.89	3.15	2.87	4.29	2.57	3.30	3.16	3.00	2.31	3.55	2.99	4.32O	2.85	3.31	3.52	3.30	3.08	3.39	3.17	3.26
Neutral Usefulness	0.75	0.85	0.65	0.83	0.33	0.81	0.73	0.76	0.77	0.66	0.64	0.59	0.86	0.64	1.07N	0.64	0.84v	0.59	0.43	0.73	0.61	0.88	0.80	0.67	0.84	0.80	0.68

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - efg - hijk - lm - nlop/q/r - s/uv/w/x - yz.
 95 percent as lower case, 50 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 58
 QH1: Please indicate which is most useful to you and which is least useful to you. You can only select one most useful and one least useful per question.

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly/ closely (a)	Didn't match very much/ at all (b)	Exactly/ almost exactly/ closely (c)	Didn't match very much/ at all (d)	Exactly/ almost exactly/ closely (e)	Didn't match very much/ at all (f)	Exactly/ almost exactly/ closely (g)	Didn't match very much/ at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
	Total															
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	190	772	190	777	692	217	60
Monthly cost, i.e. the ongoing cost per month to receive the service	25.55	25.43	25.87	25.17	26.45	25.28	26.48	25.36	26.24	20.95	26.70	17.80	27.41K	25.79	25.83	21.11
Reliability, i.e. the degree to which the service operates without faults or interruptions	21.43	21.10	22.32	20.52	23.60	21.06	22.74	21.55	20.99	20.76	21.60	21.05	21.53	21.47	21.93	18.93
Download speed, i.e. how fast data can travel from the internet to your computer or other device	13.89	15.03B	10.83	14.69D	12.00	14.40F	12.12	14.63H	11.16	12.57	14.22	14.45	13.75	14.00	13.36	14.51
Suitability for your household's needs (e.g. number of devices that can connect at the same time)	10.91	9.86	13.70A	10.70	11.40	10.73	11.51	10.59	12.07	10.70	10.96	10.63	10.97	10.33	12.17	13.84
Upload speed, i.e. how fast data can travel from your computer or other device to the internet	6.94	7.27	6.04	7.49D	5.61	7.11	6.31	7.32E	5.53	7.93	6.69	8.63L	6.48	7.17	6.12	7.03
Cost of equipment/ installation, i.e. any initial cost of setting up your service including your router, engineer visits etc.	6.91	6.60	7.73	6.75	7.27	6.94	6.78	6.82	7.24	7.60	6.73	7.95	6.66	7.20	6.39	4.90
Contract length, i.e. the minimum length of time you agree to pay for the service	3.95	3.82	4.29	3.85	4.18	3.86	4.25	3.68	4.96D	3.69	4.01	3.62	4.03	3.78	4.09	6.69m
A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	3.75	4.09b	2.86	4.02	3.10	3.95	3.05	3.75	3.76	5.72J	3.26	6.75L	3.03	3.64	3.75	5.33
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	3.45	3.57	3.14	3.54	3.26	3.20	4.32c	3.27	4.13	6.16I	2.78	8.23L	3.03	3.40	3.17	6.29m
Other services included in the deal (e.g. TV, landline)	3.23	3.23	3.22	3.27	3.11	3.45	2.43	3.04	3.92	3.92	3.05	3.69	3.11	3.22	3.20	3.38
Neutral Usefulness	0.75	0.78	0.66	0.67	0.93	0.71	0.87	0.70	0.91	0.47	0.62I	0.58	0.79	0.68	0.79	1.49m

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/vo.
 95 percent as lower case, 99 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 59
QH2(1): Download speed, i.e. how fast data can travel from the internet to your computer or other device
 Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	864	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Not useful	39	4	4	9	8	10	13	7	11	3	3	13	13	8	16	18	12	26	18	9	11	5	8	6	5	24	13
3%	4%	1%	3%	2%	2%	4%	2%	3%	1%	2%	2%	4%	4%	2%	3%	3%	3%	4%	3%	4%	3%	3%	6%	2%	4%	3%	4%
Somewhat useful	180	11	35	34	46	52	64	52	19	24	18	59	58	57	78	93	62	110	91	41	66	22	19	44	14	128	50
16%	11%	12%	17%	14%	15%	18%	18%	14%	12%	13%	16%	18%	14%	17%	14%	17%	15%	17%	17%	16%	14%	14%	15%	13%	16%	15%	
Fairly useful	403	39	102	79	110	60	123	114	43	60	48	117	113	147	202	178	130	253	226	96	159	68	55	129	47	278	112
35%	39%	35%	39%	34%	31%	34%	40%	31%	32%	35%	37%	37%	33%	37%	37%	32%	37%	37%	38%	30%	38%	40%	40%	38%	40%	35%	
Very useful	533	46	151	82	164	74	163	113	64	106	70	175	143	190	254	246	200	304	261	102	186	58	55	114	38	359	157
46%	46%	52%	40%	50%	38%	45%	40%	46%	46%	50%	50%	48%	44%	47%	46%	46%	50%	44%	44%	42%	44%	38%	41%	39%	36%	46%	
NET Very/fairly useful	936	86	253	161	274	133	287	227	107	168	118	293	256	337	456	425	330	557	487	197	345	125	110	242	85	637	270
81%	83%	83%	74%	82%	68%	79%	79%	78%	78%	83%	83%	80%	78%	84%	83%	79%	82%	80%	82%	80%	82%	80%	80%	83%	82%	82%	
NET Very/fairly/somewhat useful	1116	97	287	195	320	185	351	229	126	192	116	351	313	394	533	518	393	667	578	239	411	147	129	286	99	765	319
97%	96%	93%	95%	96%	95%	96%	96%	92%	92%	93%	96%	96%	96%	98%	97%	97%	97%	96%	97%	96%	97%	94%	98%	98%	96%	97%	
Mean	3.24	3.26	3.37	3.14	3.01	3.20	3.17	3.16	3.34	3.25	3.18	3.29	3.26	3.22	3.28	3.21	3.23	3.17	3.23	3.17	3.15	3.20	3.14	3.23	3.25		
SD	0.83	0.83	0.75	0.86	0.80	0.93	0.86	0.80	0.95	0.76	0.77	0.85	0.86	0.78	0.81	0.85	0.83	0.84	0.81	0.84	0.81	0.79	0.87	0.77	0.81	0.83	
SE	0.02	0.08	0.04	0.06	0.04	0.07	0.04	0.05	0.08	0.06	0.07	0.04	0.05	0.04	0.03	0.04	0.04	0.03	0.03	0.05	0.04	0.06	0.08	0.05	0.08	0.03	

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 59
QH2(1): Download speed, i.e. how fast data can travel from the internet to your computer or other device
 Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Not useful	39	12	23	34	2	7	9	14	30	4	5	4	18	21	11	4	6	7	11	15	8	2	14	23	16	8	29
	3%	3%	4%	4%	2%	3%	3%	4%	3%	1%	1%	1%	3%	4%	3%	2%	3%	4%	5%	4%	2%	1%	4%	3%	2%	2%	4%
Somewhat useful	180	67	110	107	28	48	46	60	155	6	15	4	87	92	62	28	21	30	38	39	37	37	67	75	105	72	108
	16%	15%	17%	12%	30% C	17%	15%	15%	16%	13%	14%	18%	15%	16%	18%	13%	13%	17%	16%	13%	12%	16%	24% W	12%	19% W	18%	15%
Fairly useful	403	142	238	292	33	99	107	143	349	12	34	8	179	223	103	84	61	61	94	106	102	82	113	208	195	134	266
	35%	32%	37%	34%	36%	36%	35%	35%	40%	26%	33%	34%	32%	34%	30%	34%	35%	34%	35%	35%	33%	34%	37%	34%	34%	33%	36%
Very useful	533	222	278	420	30	123	138	187	449	24	50	11	281	251	171	102	82	80	100	147	150	119	108	305	227	180	341
	46%	50% A	43%	50% D	32%	44%	46%	46%	46%	53%	48%	47%	50% M	43%	49%	47%	48%	41%	41%	48%	52% V	52% V	50% V	36%	50% V	42%	47%
NET Very/fairly useful	936	364	516	721	63	222	245	330	797	36	84	19	460	475	273	186	143	141	194	254	260	201	221	514	422	325	606
	81%	82%	80%	84% D	68%	80%	82%	80%	81%	79%	80%	81%	81%	81%	79%	85%	84%	79%	80%	83%	85% V	85% V	84%	73%	84% V	78%	80%
NET Very/fairly/somewhat useful	1116	431	626	828	90	270	292	390	952	42	99	23	547	567	335	214	164	171	231	292	297	238	288	589	527	396	715
	97%	97%	96%	96%	97%	98%	97%	97%	97% D	92%	95%	94%	97%	96%	97%	96%	97%	96%	96%	95%	96%	96%	95%	96%	96%	95%	96%
Mean	3.24	3.30	3.19	3.30	2.97	3.22	3.25	3.25	3.24	3.24	3.23	3.27	3.28	3.20	3.25	3.30	3.28	3.20	3.16	3.28	3.30	3.28	3.04	3.30	3.17	3.25	3.23
SD	0.83	0.82	0.84	0.83	0.85	0.82	0.82	0.83	0.82	0.97	0.88	0.81	0.84	0.83	0.86	0.76	0.82	0.86	0.85	0.86	0.79	0.76	0.88	0.83	0.84	0.82	0.84
SE	0.02	0.04	0.03	0.03	0.09	0.06	0.05	0.05	0.03	0.09	0.08	0.08	0.04	0.03	0.05	0.05	0.06	0.06	0.05	0.05	0.04	0.05	0.05	0.03	0.04	0.04	0.03

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cid - efg - hijk - lm - nopq/r - s/uvwx - yz.
 95 percent as lower case, 50 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 59
QH2(1): Download speed, i.e. how fast data can travel from the internet to your computer or other device
 Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Not useful	39	25	14	21	18	28	11	27	12	8	31	4	35	28	9	2
	3%	3%	5%	3%	5%	3%	4%	3%	5%	3%	3%	2%	4%	3%	4%	3%
Somewhat useful	180	124	56	118	62	124	46	139	61	10	170	19	161	120	43	7
	16%	15%	18%	15%	18%	15%	18%	13%	22%	4%	18%	8%	17%	15%	18%	12%
Fairly useful	403	270	133	265	138	304	99	316	87	63	340	45	358	300	85	18
	35%	32%	42%	33%	40%	34%	39%	35%	35%	27%	37%	20%	38%	35%	35%	29%
Very useful	533	422	111	410	124	432	101	447	87	150	383	156	378	392	107	34
	46%	50%	35%	50%	36%	48%	39%	49%	33%	65%	41%	70%	41%	46%	44%	56%
NET Very/fairly useful	936	693	244	674	262	736	201	763	173	213	723	201	735	692	192	52
	81%	82%	78%	83%	77%	82%	78%	84%	70%	92%	78%	80%	79%	81%	79%	85%
NET Very/fairly/somewhat useful	1116	817	300	792	324	870	247	882	235	223	893	220	897	821	235	59
	97%	97%	95%	97%	95%	96%	97%	97%	95%	97%	96%	98%	96%	97%	96%	97%
Mean	3.24	3.24	3.08	3.17	3.07	3.13	3.01	3.24	3.01	3.16	3.16	3.16	3.14	3.14	3.13	3.38
SD	0.83	0.82	0.84	0.81	0.87	0.83	0.81	0.81	0.89	0.73	0.84	0.72	0.84	0.83	0.86	0.81
SE	0.02	0.02	0.05	0.03	0.05	0.03	0.05	0.03	0.06	0.05	0.03	0.03	0.03	0.03	0.05	0.10

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - m/n/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 60
QH2(2): Upload speed, i.e. how fast data can travel from your computer or other device to the internet
 Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling										
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)		
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333	
Base	1155	101*	291	204	328	195	864	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332	
Effective base	967	85	248	170	278	159	821	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279	
Not useful	59	4	17	12	14	12	25	11	14	6	3	21	15	19	23	31	14	40	30	9	19	6	4	13	4	39	19	
5%	5%	4%	6%	6%	4%	6%	3%	4%	10% ^{ab}	3%	2%	6%	5%	5%	4%	6%	4%	6%	5%	4%	4%	4%	3%	4%	4%	5%	6%	
Somewhat useful	257	20	75	35	62	59	89	62	42	36	23	79	78	84	125	119	91	152	137	60	82	34	21	58	15	181	71	
22%	22%	20%	26% ^c	17%	19%	30% ^{cd}	24%	22%	30% ^d	19%	17%	22%	22%	21%	23%	22%	22%	22%	23%	24%	19%	22%	15%	20%	14%	23%	21%	
Fairly useful	415	42	100	83	112	63	121	117	38	74	51	125	115	152	216	173	142	254	230	74	160	53	47	123	38	280	121	
30%	30%	42%	34%	41%	34%	32%	33%	43% ^{ab}	28%	38%	37%	34%	30%	38%	35%	32%	35%	37%	35%	30%	38%	33%	34%	43% ^{ab}	37%	36%	37%	
Very useful	424	35	99	73	140	61	129	96	43	79	62	139	118	147	184	212	157	247	200	104	162	59	65	99	46	288	121	
37%	37%	34%	34%	36%	31%	31%	35%	34%	32%	40%	40%	38%	36%	37%	34%	40%	39%	40%	34%	42% ^{bc}	38%	39%	48% ^{bcwxy}	34%	49% ^d	37%	36%	
NET Very/fairly useful	839	77	200	156	253	124	250	213	82	153	113	264	233	299	401	385	299	500	429	178	322	112	112	222	85	568	242	
73%	73%	70% ^{ab}	68%	72% ^{bc}	67% ^{cd}	64%	69%	73% ^{de}	59%	78% ^{ef}	61% ^{gh}	72%	72%	74%	73%	72%	74%	72%	72%	72%	70%	70%	72% ^{bc}	76%	82%	72%	73%	
NET Very/fairly/somewhat useful	1096	98	275	192	315	183	839	275	123	189	110	343	311	383	526	505	390	633	566	238	404	145	133	280	100	749	313	
95%	95%	96%	94%	94%	96%	94%	93%	96% ^{ab}	90%	97% ^{ab}	96% ^{ab}	94%	95%	95%	96%	94%	96%	94%	95%	96%	96%	96%	97% ^{bcwxy}	96%	96%	95%	94%	
Mean	3.04	3.07	2.97	3.07	3.18 ^{bcde}	2.88	2.97	3.04 ^{bc}	2.81	3.16 ^{bc}	3.24 ^{cd}	3.05	3.03	3.06	3.02	3.06	3.09	3.02	3.01	3.10	3.10	3.09	3.07	3.27 ^{bcwxy}	3.05	3.23 ^d	3.04	3.03
SD	0.89	0.84	0.91	0.88	0.87	0.92	0.94	0.84	0.84	1.00	0.83	0.80	0.91	0.89	0.87	0.86	0.92	0.87	0.90	0.87	0.90	0.87	0.82	0.84	0.83	0.89	0.90	
SE	0.03	0.08	0.05	0.06	0.05	0.07	0.05	0.05	0.09	0.06	0.07	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.06	0.04	0.07	0.07	0.05	0.08	0.03	0.05	

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/gh/ij - k/l/m - n/o - p/q - r/st/uv/w/xy/z.
 95 percent as lower case, 90 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 60
QH2(2): Upload speed, i.e. how fast data can travel from your computer or other device to the internet
Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH			
	Total	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Not useful	59	17	39	44	6	14	14	21	49	4	6	1	38	22	16	4	5	10	24	16	15	2	26	31	28	14	44
Somehow useful	55	4%	6%	5%	7%	5%	5%	5%	5%	9%	6%	2%	24%	4%	5%	2%	3%	6%	10%	16%	15%	1%	2%	3%	3%	2%	6%
Fairly useful	257	101	147	176	25	58	66	92	216	9	27	5	131	125	74	45	37	43	59	63	61	51	82	124	133	78	178
Very useful	415	143	243	295	37	103	112	143	358	16	32	10	204	211	21%	21%	22%	24%	24%	21%	20%	21%	29%	20%	25%	19%	24%
NET Very/fairly useful	839	325	463	642	61	205	220	292	717	33	70	18	396	442	256	169	128	126	160	228	229	187	194	457	381	313	522
NET Fairly/somewhat useful	726	273	446	567	66%	74%	72%	72%	73%	72%	68%	76%	70%	75%	74%	76%	75%	70%	66%	74%	75%	78%	64%	75%	70%	77%	70%
Mean	3.04	3.11	2.99	3.10	2.85	3.05	3.05	3.04	3.05	3.02	2.98	3.09	2.97	3.11	3.16R	3.15wR	3.07R	3.00W	2.77	3.09v	3.08v	3.13v	2.88	3.09v	2.99	3.02	2.96
SD	0.89	0.88	0.90	0.90	0.89	0.88	0.87	0.89	0.88	0.97	0.94	0.82	0.92	0.86	0.92	0.82	0.82	0.90	0.90	0.90	0.88	0.77	0.96	0.89	0.89	0.86	0.89
SE	0.03	0.04	0.04	0.03	0.09	0.05	0.05	0.05	0.03	0.09	0.09	0.08	0.04	0.03	0.05	0.05	0.06	0.07	0.06	0.05	0.05	0.05	0.06	0.03	0.04	0.04	0.03

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - nlop/q/r - s/uv/w/x - yz.
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 60
QH2(2): Upload speed, i.e. how fast data can travel from your computer or other device to the internet
 Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Not useful	59	41	18	42	18	42	17	42	18	8	51	6	53	37	18	5
	5%	5%	6%	5%	5%	5%	7%	5%	7%	3%	6%	3%	6%	4%	7%	7%
Somewhat useful	253	188	69	187	70	199	64	191	66	16	231	17	240	184	59	15
	22%	22%	22%	23%	21%	22%	25%	21%	27%	11%	25%	8%	26%	22%	24%	24%
Fairly useful	415	286	129	271	144	315	100	331	84	64	351	61	354	304	91	20
	36%	34%	41%	33%	42%	35%	39%	36%	34%	28%	38%	27%	38%	36%	37%	32%
Very useful	424	327	97	313	110	348	76	345	79	133	290	139	284	324	77	22
	37%	31%	31%	39%	32%	39%	30%	38%	32%	57%	31%	61%	31%	38%	32%	36%
NET Very/fairly useful	839	612	226	584	254	663	176	675	163	197	641	201	638	629	168	42
	73%	73%	72%	72%	74%	74%	68%	74%	66%	85%	69%	80%	69%	74%	68%	68%
NET Very/fairly/somewhat useful	1096	800	295	771	325	856	229	873	223	223	873	218	878	812	227	57
	95%	95%	94%	95%	95%	95%	93%	95%	93%	97%	94%	97%	94%	96%	93%	93%
Mean	3.04	3.07	2.97	3.05	3.01	3.07	2.91	3.07	2.91	2.95	3.07	2.93	3.07	2.93	2.97	2.97
SD	0.89	0.90	0.88	0.90	0.86	0.88	0.93	0.88	0.93	0.82	0.89	0.75	0.89	0.88	0.92	0.96
SE	0.02	0.02	0.05	0.03	0.05	0.03	0.06	0.03	0.06	0.05	0.03	0.05	0.03	0.03	0.06	0.12

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - m/n/o.
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 61
QH2(3): Reliability, i.e. the degree to which the service operates without faults or interruptions
 Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	864	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	821	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Not useful	22	-	4	8	4	4	7	6	2	3	1	4	8	7	10	9	11	6	11	7	9	7	5	6	5	13	6
2%	-	1%	4%	2%	2%	2%	2%	2%	1%	1%	1%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	5%	4%	2%	5%	2%	2%
Somewhat useful	144	9	43	34	27	30	50	36	17	23	16	48	47	42	74	62	56	79	71	48	58	29	28	37	20	103	39
13%	8%	15% ^{ab}	16% ^{ab}	8%	15% ^{ab}	14%	14%	13%	22%	22%	21%	23%	24%	20%	13%	14%	14%	21%	22%	20% ^{ab}	24%	19% ^{ab}	20% ^{ab}	23%	19%	23%	12%
Fairly useful	351	31	88	59	99	60	97	103	39	57	41	110	108	111	160	166	113	221	176	75	130	43	38	100	33	232	105
30%	31%	30%	29%	30%	31%	27%	30% ^{ab}	29%	30%	30%	30%	29%	31%	30%	29%	31%	26%	32%	30%	30%	31%	29%	34%	34%	32%	39%	32%
Very useful	638	62	157	104	199	102	211	140	79	112	80	202	163	243	305	299	224	386	338	117	226	72	66	149	46	440	183
55%	61%	54%	51%	61% ^{ab}	52%	58% ^{ab}	58% ^{ab}	49%	58%	58%	58%	56%	50%	60% ^{ab}	55%	56%	55%	56%	57% ^{ab}	47%	53%	47%	48%	51%	45%	54% ^{ab}	55%
NET Very/fairly useful	989	93	245	163	298	162	308	243	118	169	122	313	271	354	465	465	337	607	514	192	356	116	104	249	79	672	288
80%	72% ^{ab}	84%	80%	87% ^{ab}	83%	80%	84%	85%	86%	87%	86%	86%	83%	88%	85%	87%	82%	88%	86% ^{ab}	79%	86% ^{ab}	76%	76%	80% ^{ab}	76%	85% ^{ab}	87% ^{ab}
NET Very/fairly/somewhat useful	1133	101	288	196	324	192	357	279	135	192	118	361	318	395	539	527	393	685	585	241	414	145	112	296	98	775	326
98%	100%	99%	96%	99%	98%	98%	98%	98%	99%	99%	99%	99%	98%	98%	98%	99%	97%	99%	98%	97%	98%	95%	96%	98%	95%	98%	98%
Mean	3.39	3.62 ^{ab}	3.36	3.27	3.58 ^{ab}	3.31	3.40	3.32	3.42	3.43	3.44	3.40	3.31	3.47 ^{ab}	3.38	3.41	3.36	3.42	3.41 ^{ab}	3.22	3.26 ^{ab}	3.19	3.21	3.34	3.16	3.39 ^{ab}	3.40 ^{ab}
SD	0.78	0.65	0.78	0.87	0.70	0.80	0.79	0.78	0.76	0.75	0.73	0.75	0.80	0.75	0.79	0.76	0.82	0.73	0.77	0.86	0.79	0.91	0.89	0.78	0.90	0.78	0.76
SE	0.02	0.07	0.05	0.06	0.04	0.06	0.04	0.05	0.07	0.06	0.06	0.04	0.04	0.04	0.03	0.03	0.04	0.03	0.03	0.05	0.04	0.07	0.08	0.05	0.09	0.03	0.04

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 61
QH2(3): Reliability, i.e. the degree to which the service operates without faults or interruptions
Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH			
	Total	Currently planning to look (a)	Not planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Not useful	22	9	17	-	-	8	6	5	19	-	2	4	10	12	12	2	5	1	2	7	5	5	6	12	10	9	11
Useful	252	2%	12%	2%	-	3%	4%	1%	2%	-	2%	1%	2%	2%	4%	1%	3%	1%	1%	2%	1%	2%	2%	2%	2%	2%	2%
Somewhat useful	144	56	83	96	12	40	33	53	126	4	12	2	76	67	56	24	19	28	17	36	39	23	46	75	70	56	87
Fairly useful	13%	13%	13%	11%	13%	14%	11%	13%	13%	9%	12%	10%	13%	11%	10%	11%	11%	10%	7%	12%	13%	10%	15%	12%	13%	14%	12%
Fairly useful	351	143	187	253	32	81	82	134	297	14	33	7	166	185	102	75	50	47	77	82	95	78	97	177	174	136	233
Very useful	30%	32%	29%	29%	33%	29%	27%	33%	30%	31%	32%	31%	29%	31%	29%	35%	29%	26%	32%	27%	31%	32%	29%	32%	34%	34%	29%
NET Very/fairly useful	63%	25%	37%	49%	48	148	179	213	540	28	56	13	313	334	176	117	97	101	147	182	167	134	155	349	289	303	422
NET Very/fairly/somewhat useful	86%	85%	86%	87%	87%	82%	87%	86%	83%	42	89	20	479	509	278	192	146	149	224	264	262	212	251	526	463	339	646
NET Very/fairly/somewhat useful	113%	434	640	845	93	269	294	399	963	46	101	23	555	576	334	216	165	179	241	300	300	236	297	600	533	395	733
Mean	3.39	3.37	3.42	3.42	3.38	3.33	3.45	3.37	3.38	3.52	3.38	3.46	3.39	3.40	3.28	3.41	3.40	3.39	3.43	3.43	3.39	3.42	3.32	3.41	3.37	3.32	3.42
SD	0.78	0.78	0.76	0.77	0.71	0.83	0.77	0.75	0.78	0.66	0.79	0.73	0.78	0.77	0.86	0.71	0.79	0.78	0.66	0.79	0.76	0.75	0.80	0.78	0.78	0.80	0.76
SE	0.02	0.04	0.03	0.03	0.07	0.06	0.05	0.04	0.03	0.06	0.07	0.07	0.03	0.03	0.05	0.05	0.06	0.06	0.04	0.04	0.04	0.05	0.05	0.03	0.04	0.04	0.03

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cid - efg - hijk - lm - nopq/r - s/uvwx - yz.
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 61
QH2(3): Reliability, i.e. the degree to which the service operates without faults or interruptions

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

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Not useful	22	19	3	13	9	18	4	16	6	2	19	5	17	10	9	3
Somewhat useful	144	102	42	110	35	104	40	106	38	11	134	8	136	107	29	9
Fairly useful	351	258	93	236	115	272	78	267	84	38	313	41	310	269	64	18
Very useful	698	312	303	293	343	303	303	293	343	166	369	283	326	326	263	303
NET Very/fairly/somewhat useful	989	720	269	690	299	776	213	797	202	180	458	169	469	463	143	32
NET Very/fairly/somewhat useful	1133	822	311	800	334	880	254	893	241	229	905	219	914	839	236	58
Mean	3.39	3.38	3.41	3.39	3.39	3.41	3.33	3.38	3.33	3.11	3.11	3.11	3.12	3.40	3.40	3.28
SD	0.78	0.78	0.75	0.78	0.77	0.77	0.80	0.76	0.81	0.60	0.60	0.65	0.65	0.75	0.75	0.88
SE	0.02	0.02	0.04	0.03	0.04	0.03	0.05	0.03	0.05	0.04	0.03	0.04	0.03	0.03	0.05	0.11

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/vo.
95 percent as lower case, 90 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table B2
QH2(4): Monthly cost, i.e. the ongoing cost per month to receive the service
Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	864	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	821	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Not useful	11	-	4	3	4	-	5	3	1	1	1	4	4	3	3	6	3	5	3	6	4	3	2	2	8	3	
1%	-	2%	2%	2%	2%	-	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Somewhat useful	147	14	33	28	35	31	44	40	32	30	14	44	41	50	68	66	47	88	72	46	65	25	29	44	21	108	33
13%	14%	13%	14%	14%	11%	16%	12%	14%	9%	16%	10%	12%	13%	13%	12%	12%	12%	13%	12%	12%	13%	16%	15%	15%	21%	14%	20%
Fairly useful	319	17	86	59	107	41	104	87	25	52	43	120	93	109	150	151	116	188	158	77	127	47	45	89	36	218	93
28%	17%	29%	29%	29%	21%	27%	30%	27%	18%	33%	27%	27%	28%	27%	27%	28%	27%	27%	27%	31%	30%	31%	33%	30%	35%	38%	28%
Very useful	678	70	168	113	183	124	212	155	99	111	81	217	187	240	328	312	238	412	362	118	226	77	60	158	45	456	203
59%	69%	58%	55%	56%	63%	58%	54%	72%	57%	58%	60%	57%	60%	60%	59%	59%	59%	61%	61%	48%	54%	51%	44%	54%	43%	58%	61%
NET Very/fairly useful	997	87	255	172	290	165	316	242	124	163	124	317	280	349	478	463	354	599	520	196	353	124	105	247	81	673	296
86%	86%	87%	85%	88%	84%	87%	85%	90%	84%	89%	87%	86%	86%	87%	87%	86%	88%	88%	87%	87%	87%	82%	77%	84%	78%	85%	89%
NET Very/fairly/somewhat useful	1144	101	287	201	324	195	860	282	136	194	118	361	321	399	546	530	401	688	520	242	418	149	114	291	102	781	328
99%	100%	99%	98%	99%	100%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	98%	99%	98%	98%	98%	98%	99%	99%
Mean	3.44	3.55	3.44	3.38	3.43	3.48	3.44	3.38	3.62	3.40	3.47	3.45	3.42	3.46	3.46	3.43	3.45	3.45	3.47	3.24	3.24	3.31	3.18	3.18	3.19	3.42	3.48
SD	0.75	0.73	0.75	0.78	0.72	0.75	0.75	0.76	0.68	0.77	0.71	0.75	0.76	0.73	0.73	0.75	0.73	0.74	0.73	0.84	0.78	0.81	0.84	0.76	0.82	0.76	0.72
SE	0.02	0.07	0.04	0.06	0.04	0.05	0.04	0.05	0.06	0.06	0.06	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.05	0.04	0.07	0.07	0.04	0.08	0.03	0.04

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
95 percent as lower case, 99 percent as UPPER CASE.
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 62

QH2(4): Monthly cost, i.e. the ongoing cost per month to receive the service
 Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Not useful	11	6	5	10	-	3	2	6	11	-	1	-	7	5	4	3	1	3	-	-	3	4	4	3	8	3	8
15%	2%	1%	1%	1%	-	1%	1%	2%	1%	-	1%	-	1%	1%	1%	1%	2%	-	-	1%	1%	1%	1%	1%	1%	1%	1%
Somewhat useful	147	61	76	103	9	38	36	54	129	6	10	2	84	63	54	30	23	21	19	28	38	45	36	66	81	59	87
Fairly useful	319	136	172	228	23	73	74	130	276	10	26	6	155	163	124	60	48	33	55	89	67	77	87	155	164	122	194
24%	31%	26%	26%	23%	26%	25%	32%	28%	21%	25%	28%	27%	28%	28%	24%	21%	23%	28%	29%	22%	22%	23%	25%	25%	26%	26%	26%
Very useful	678	340	395	521	61	163	159	214	566	30	67	15	320	358	164	125	92	122	163	191	157	114	176	308	290	221	456
59%	94%	91%	60%	65%	59%	61%	53%	58%	65%	64%	63%	57%	62%	62%	47%	53%	53%	60%	60%	62%	60%	48%	58%	63%	53%	55%	61%
NET Very/fairly useful	997	376	567	749	84	236	263	343	843	40	93	21	475	521	288	185	146	154	223	279	264	191	262	543	453	342	649
86%	85%	87%	87%	91%	85%	82%	85%	86%	86%	86%	90%	91%	84%	89%	83%	85%	86%	86%	92%	91%	87%	80%	87%	89%	84%	85%	87%
NET Very/fairly/somewhat useful	1144	437	643	852	93	275	299	398	971	46	103	23	558	584	342	215	169	176	243	307	302	236	298	609	534	402	736
96%	90%	90%	90%	100%	90%	90%	98%	99%	99%	100%	99%	100%	90%	90%	90%	90%	98%	100%	100%	100%	99%	98%	100%	98%	96%	95%	95%
Mean	3.44	3.38	3.48	3.46	3.56	3.43	3.50	3.36	3.42	3.52	3.53	3.54	3.39	3.49	3.29	3.41	3.43	3.43	3.50	3.50	3.40	3.26	3.43	3.50	3.35	3.38	3.47
SD	0.75	0.77	0.73	0.75	0.66	0.76	0.72	0.77	0.76	0.73	0.70	0.67	0.78	0.71	0.77	0.77	0.75	0.77	0.63	0.66	0.75	0.82	0.76	0.70	0.79	0.76	0.74
SE	0.02	0.04	0.03	0.03	0.07	0.05	0.05	0.04	0.03	0.06	0.06	0.07	0.03	0.03	0.04	0.05	0.06	0.06	0.04	0.04	0.04	0.06	0.05	0.03	0.04	0.04	0.03

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cid - efg - hijk - lm - nopq/r - s/uvwx - yz.

95 percent as lower case, 90 percent as UPPER CASE

*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 62
QH2(4): Monthly cost, i.e. the ongoing cost per month to receive the service

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

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Not useful	11	7	4	4	7	8	3	8	3	2	10	2	9	-	-	2
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	2%
Somewhat useful	147	108	40	106	41	117	31	112	36	12	135	11	137	101	34	12
	13%	13%	13%	13%	12%	13%	12%	12%	14%	5%	15%	5%	15%	12%	14%	19%
Fairly useful	319	227	92	229	90	250	69	241	78	41	278	46	273	239	64	15
	28%	27%	29%	28%	26%	28%	27%	27%	32%	18%	30%	21%	29%	28%	26%	25%
Very useful	676	499	178	473	204	523	155	548	130	176	502	166	512	499	146	32
	59%	59%	57%	58%	60%	58%	60%	60%	53%	75%	54%	73%	55%	59%	60%	53%
NET Very/fairly useful	997	727	270	703	294	773	224	799	207	217	779	211	785	738	211	48
	86%	86%	86%	86%	86%	86%	87%	84%	84%	94%	84%	93%	84%	87%	86%	78%
NET Very/fairly/somewhat useful	1144	834	310	809	335	890	254	901	243	229	914	222	922	840	245	59
	99%	99%	99%	99%	98%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	97%
Mean	3.44	3.45	3.41	3.44	3.43	3.44	3.45	3.46	3.35	3.73	3.38	3.38	3.45	3.46	3.46	3.28
SD	0.75	0.74	0.76	0.73	0.79	0.75	0.74	0.78	0.77	0.60	0.60	0.60	0.60	0.74	0.73	0.88
SE	0.02	0.02	0.04	0.03	0.04	0.02	0.05	0.02	0.05	0.04	0.03	0.04	0.03	0.03	0.04	0.11

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/lo.
95 percent as lower case, 90 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 63
QH2(5): Cost of equipment/installation, i.e. any initial cost of setting up your service including your router, engineer visits etc.
 Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	864	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	821	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Not useful	32	3	6	12	6	5	13	7	7	4	1	10	9	13	13	17	10	15	16	9	11	5	5	8	5	22	9
3%	3%	2%	6%	2%	3%	3%	3%	3%	5%	2%	1%	3%	3%	3%	2%	3%	3%	3%	4%	2%	3%	3%	3%	3%	4%	3%	3%
Somewhat useful	250	20	59	41	73	52	76	68	24	47	31	98	67	77	118	118	78	158	131	58	98	34	31	71	22	173	73
Fairly useful	409	24	102	81	138	99	132	118	33	65	47	117	121	144	189	193	164	236	203	92	160	55	50	107	37	281	115
22%	2%	20%	20%	22%	27%	21%	21%	24%	28%	24%	22%	27%	20%	29%	22%	22%	19%	23%	22%	23%	22%	23%	24%	21%	22%	22%	21%
35%	24%	35%	35%	35%	30%	30%	30%	32%	24%	33%	34%	37%	36%	36%	35%	36%	35%	34%	34%	37%	36%	36%	37%	36%	36%	36%	34%
Very useful	465	54	125	70	120	79	144	92	73	79	59	140	130	168	228	208	152	291	247	89	153	58	51	106	39	313	135
40%	5%	43%	34%	37%	40%	40%	40%	32%	15%	41%	43%	40%	42%	42%	42%	39%	38%	41%	41%	36%	36%	38%	37%	36%	38%	40%	41%
NET Very/fairly useful	873	78	227	151	249	138	276	210	106	144	107	257	250	313	418	401	315	517	449	181	314	113	101	213	77	593	249
75%	7%	72%	74%	76%	71%	76%	76%	74%	77%	74%	77%	70%	77%	82%	76%	75%	78%	75%	75%	73%	74%	73%	74%	73%	74%	75%	75%
NET Very/fairly/somewhat useful	1123	98	286	192	322	190	852	278	130	191	118	355	317	389	536	519	394	674	580	239	412	147	112	284	99	966	323
97%	9%	93%	94%	96%	97%	97%	97%	97%	95%	98%	99%	97%	97%	97%	98%	97%	97%	97%	97%	96%	98%	97%	97%	97%	96%	97%	97%
Mean	3.13	3.27*	3.19	3.02	3.11	3.08	3.12	3.03	3.16	3.12	3.19	3.06	3.14	3.16	3.15	3.10	3.13	3.14	3.14	3.05	3.08	3.10	3.08	3.06	3.08	3.12	3.13
SD	0.84	0.89	0.82	0.88	0.81	0.88	0.85	0.82	0.92	0.85	0.81	0.87	0.83	0.84	0.84	0.85	0.81	0.86	0.85	0.86	0.83	0.85	0.86	0.85	0.88	0.85	0.85
SE	0.02	0.09	0.05	0.06	0.04	0.06	0.04	0.05	0.08	0.06	0.07	0.05	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.05	0.04	0.07	0.07	0.05	0.09	0.03	0.05

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 50 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

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Table 63
QH2(5): Cost of equipment/installation, i.e. any initial cost of setting up your service including your router, engineer visits etc.
 Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Not useful	32	19	13	24	1	8	7	11	26	1	4	1	26	6	12	6	4	10	6	6	9	10	13	19	8	24	8
	3%	4%	2%	3%	1%	3%	2%	3%	3%	0%	0%	0%	4%	1%	3%	2%	2%	5%	2%	2%	3%	3%	4%	5%	2%	2%	2%
Somewhat useful	250	93	147	181	13	66	72	76	214	11	21	5	125	124	87	41	36	45	41	63	62	54	71	125	125	100	149
	22%	21%	23%	21%	14%	24%	24%	19%	22%	23%	20%	20%	22%	21%	25%	19%	21%	23%	17%	20%	20%	23%	23%	20%	23%	25%	20%
Fairly useful	409	151	234	301	40	92	113	148	353	16	31	9	201	207	122	84	64	62	77	99	104	102	104	203	206	144	260
	35%	34%	36%	35%	43%	33%	33%	37%	36%	34%	30%	41%	36%	35%	35%	39%	37%	32%	32%	32%	34%	33%	33%	33%	36%	36%	35%
Very useful	465	180	254	356	39	111	109	169	390	19	48	8	213	251	126	87	66	71	115	139	133	74	118	180	212	192	312
	40%	41%	39%	41%	42%	40%	36%	42%	40%	41%	46%	36%	38%	43%	36%	40%	39%	40%	39%	40%	40%	32%	39%	44%	44%	37%	42%
NET Very/fairly useful	873	331	489	657	79	203	222	317	742	34	79	18	414	458	248	171	129	133	192	238	237	176	222	475	399	296	571
	76%	75%	75%	76%	85%	73%	74%	79%	76%	74%	76%	77%	73%	78%	72%	79%	76%	74%	78%	78%	78%	74%	73%	78%	73%	73%	77%
NET Very/fairly/somewhat useful	1123	423	636	838	92	269	294	394	956	45	100	22	539	582	335	212	165	178	232	301	298	211	293	599	524	396	721
	97%	96%	97%	97%	99%	97%	98%	97%	97%	97%	96%	97%	95%	96%	97%	97%	97%	97%	96%	98%	98%	97%	98%	98%	98%	98%	97%
Mean	3.13	3.11	3.13	3.15	3.26	3.10	3.08	3.18	3.13	3.12	3.18	3.09	3.07	3.20	3.05	3.16	3.12	3.14	3.22	3.21	3.19	3.01	3.09	3.20	3.05	3.09	3.15
SD	0.84	0.88	0.83	0.85	0.73	0.87	0.83	0.83	0.84	0.86	0.89	0.85	0.88	0.80	0.86	0.82	0.83	0.80	0.87	0.84	0.83	0.83	0.87	0.83	0.85	0.84	0.85
SE	0.02	0.04	0.03	0.03	0.07	0.06	0.05	0.04	0.03	0.08	0.08	0.08	0.04	0.03	0.05	0.05	0.06	0.06	0.06	0.05	0.05	0.06	0.05	0.03	0.04	0.04	0.03

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cid - efg - hijk - lm - nopq/r - s/uvwx - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 63
 QH2(5): Cost of equipment/installation, i.e. any initial cost of setting up your service including your router, engineer visits etc.
 Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Not useful	32	22	10	16	23	9	20	12	5	20	12	2	30	18	11	3
	3%	3%	3%	2%	3%	4%	2%	2%	2%	2%	3%	1%	3%	2%	5%	5%
Somewhat useful	250	176	73	165	85	196	54	187	63	30	218	30	229	179	58	12
	22%	21%	23%	20%	25%	22%	21%	21%	25%	13%	24%	9%	25%	21%	24%	20%
Fairly useful	409	308	101	302	106	328	80	328	81	54	355	66	343	297	92	20
	35%	37%	32%	37%	31%	37%	31%	36%	33%	23%	38%	29%	37%	35%	38%	32%
Very useful	465	335	130	429	136	350	115	374	91	142	322	136	329	355	84	26
	40%	40%	41%	40%	40%	39%	44%	41%	37%	61%	35%	61%	35%	42%	34%	42%
NET Very/fairly useful	873	643	230	631	242	678	195	702	172	196	201	672	652	176	46	46
	76%	76%	73%	76%	71%	76%	76%	77%	70%	85%	73%	80%	72%	77%	72%	75%
NET Very/fairly/somewhat useful	1123	819	304	796	327	874	249	889	234	226	897	222	901	831	234	58
	97%	97%	97%	96%	95%	97%	96%	98%	90%	90%	97%	90%	97%	90%	95%	95%
Mean	3.13	3.14	3.12	3.16	3.06	3.12	3.17	3.10	3.02	3.15	3.05	3.04	3.04	3.02	3.11	3.11
SD	0.84	0.83	0.87	0.81	0.91	0.83	0.88	0.82	0.91	0.80	0.84	0.85	0.85	0.83	0.87	0.91
SE	0.02	0.02	0.05	0.03	0.05	0.03	0.05	0.03	0.06	0.05	0.03	0.05	0.03	0.03	0.05	0.11

Proportions/Mean. Columns tested (1% 5% risk level) - a-b - c-d - e-f - g-h - i-j - k-l - m-n/o.
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Absolutes/col percents

Table 64
QH2(6): Contract length, i.e. the minimum length of time you agree to pay for the service
 Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling										
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)		
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333	
Base	1155	101*	291	204	328	195	864	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332	
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279	
Not useful	13	-	5	4	7	3	5	2	3	7	2	6	5	7	9	9	5	11	4	8	4	2	1	*	-	13	6	
2%	-	2%	2%	2%	2%	1%	1%	1%	2%	4%	1%	2%	2%	2%	2%	2%	1%	2%	1%	3%	2%	1%	*	-	2%	2%	2%	
Somewhat useful	249	20	57	51	66	47	75	70	21	42	34	80	63	90	121	108	82	150	116	62	91	30	32	58	22	170	71	
22%	20%	20%	25%	20%	24%	21%	21%	24%	16%	21%	24%	22%	20%	22%	20%	20%	22%	22%	19%	25%	22%	20%	24%	20%	24%	20%	22%	21%
Fairly useful	415	28	116	76	116	62	149	116	39	55	41	128	121	139	202	186	148	248	221	94	165	63	52	127	44	282	116	
36%	28%	40%	37%	35%	32%	33%	33%	34%	20%	20%	20%	33%	33%	35%	37%	35%	37%	37%	37%	38%	39%	41%	38%	42%	42%	36%	35%	
Very useful	473	53	113	72	140	84	137	97	74	90	63	151	137	166	217	232	169	284	255	83	162	57	51	107	38	323	139	
42%	52%	39%	35%	43%	43%	38%	38%	34%	34%	34%	34%	41%	42%	41%	40%	43%	42%	41%	43%	34%	38%	37%	37%	37%	37%	36%	41%	42%
NET Very/fairly useful	887	81	229	149	256	146	285	213	113	146	104	279	257	305	419	418	317	532	476	178	327	120	103	234	82	605	255	
77%	80%	79%	73%	78%	75%	73%	73%	75%	62%	73%	73%	76%	79%	76%	76%	78%	78%	78%	80%	72%	77%	79%	79%	80%	79%	79%	77%	77%
NET Very/fairly/somewhat useful	1136	101	286	205	322	193	360	283	134	188	117	359	321	395	540	527	399	682	591	239	418	149	115	212	103	775	326	
96%	100%	98%	98%	98%	99%	99%	99%	99%	98%	96%	99%	98%	98%	98%	98%	98%	98%	98%	99%	97%	99%	98%	99%	100%	100%	98%	98%	
Mean	3.16	3.32	3.15	3.06	3.19	3.16	3.14	3.08	3.18	3.19	3.16	3.16	3.19	3.16	3.14	3.20	3.19	3.16	3.22	3.02	3.15	3.14	3.11	3.17	3.15	3.16	3.17	
SD	0.81	0.79	0.80	0.83	0.82	0.84	0.78	0.78	0.82	0.89	0.84	0.82	0.80	0.83	0.81	0.82	0.80	0.81	0.78	0.85	0.79	0.79	0.80	0.74	0.75	0.82	0.82	
SE	0.02	0.08	0.05	0.06	0.04	0.06	0.04	0.05	0.07	0.07	0.07	0.04	0.04	0.04	0.03	0.04	0.04	0.03	0.03	0.05	0.04	0.06	0.07	0.04	0.07	0.03	0.05	

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 64
QH2(6): Contract length, i.e. the minimum length of time you agree to pay for the service
 Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH			
	Total	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753	
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744	
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623	
Not useful	19	10	8	15	*	3	3	9	16	1	1	1	13	5	9	5	3	1	1	4	1	8	5	5	13	5	13	
	0.2%	2%	1%	2%	*	1%	1%	2%	2%	0%	0%	0%	2%	1%	2%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	
Somewhat useful	249	88	151	179	18	72	68	78	217	9	17	6	135	112	73	54	36	34	52	68	54	59	68	122	127	95	154	
	22%	20%	23%	21%	20%	23%	23%	23%	22%	19%	16%	26%	24%	19%	21%	25%	21%	19%	21%	22%	18%	25%	22%	20%	23%	24%	21%	
Fairly useful	415	157	230	297	36	83	103	157	343	15	48	9	195	220	115	75	67	57	100	105	108	89	113	213	202	148	262	
	36%	35%	35%	34%	38%	30%	34%	37%	35%	33%	36%	37%	34%	37%	33%	35%	40%	32%	41%	34%	36%	37%	37%	35%	37%	36%	35%	
Very useful	473	188	260	370	38	119	136	161	405	21	38	8	222	251	149	83	64	65	90	131	141	84	117	272	201	157	316	
	41%	43%	40%	43%	42%	42%	40%	40%	42%	46%	37%	34%	39%	43%	42%	38%	38%	48%	37%	42%	46%	35%	39%	44%	37%	39%	42%	
NET Very/fairly useful	887	345	490	667	74	202	229	318	749	36	86	16	417	471	265	158	131	144	190	236	249	173	230	485	402	305	578	
	77%	78%	75%	77%	80%	72%	76%	79%	76%	78%	31%	21%	74%	80%	76%	72%	77%	80%	78%	77%	82%	72%	76%	79%	74%	75%	78%	
NET Very/fairly/somewhat useful	1136	432	641	847	92	274	297	395	966	45	103	22	552	583	338	212	167	178	241	303	304	212	298	607	529	400	731	
	98%	98%	99%	98%	100%	99%	99%	98%	98%	97%	99%	97%	98%	99%	98%	98%	98%	100%	100%	99%	100%	97%	98%	99%	98%	99%	98%	
Mean	3.16	3.18	3.14	3.19	3.21	3.15	3.17	3.16	3.16	3.21	3.18	3.01	3.11	3.22	3.17	3.08	3.14	3.20	3.15	3.18	3.20	3.04	3.13	3.13	3.13	3.09	3.13	3.18
SD	0.81	0.83	0.81	0.82	0.77	0.84	0.81	0.81	0.82	0.85	0.74	0.87	0.85	0.78	0.85	0.85	0.80	0.79	0.76	0.82	0.76	0.86	0.82	0.79	0.83	0.81	0.82	
SE	0.02	0.04	0.03	0.03	0.08	0.06	0.05	0.04	0.03	0.07	0.07	0.09	0.04	0.03	0.05	0.06	0.06	0.06	0.05	0.04	0.04	0.06	0.05	0.03	0.04	0.04	0.03	

Proportions/Mean. Columns tested (1% 5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m - n/o/p/q/r - s/t/u/v/w/x - y/z.
 95 percent as lower case, 99 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 64
QH2(6): Contract length, i.e. the minimum length of time you agree to pay for the service
 Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	904	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Not useful	19	16	3	13	5	15	4	14	5	4	14	3	16	6	1	2
	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	1%	0%	3%
Somewhat useful	249	172	77	167	82	195	54	200	49	19	230	35	224	170	62	17
	22%	20%	24%	21%	24%	22%	21%	22%	20%	8%	25%	11%	24%	20%	23%	28%
Fairly useful	415	307	108	294	121	324	91	330	85	73	341	65	349	310	84	20
	36%	37%	34%	36%	35%	36%	35%	36%	34%	22%	37%	29%	38%	37%	34%	33%
Very useful	473	346	127	338	135	364	109	365	108	114	338	130	343	353	98	22
	41%	42%	40%	42%	39%	42%	42%	42%	44%	49%	37%	58%	37%	42%	40%	36%
NET Very/fairly/somewhat useful	887	653	234	632	255	687	200	695	192	208	680	195	692	663	183	42
	77%	78%	75%	78%	75%	77%	77%	78%	78%	90%	74%	87%	74%	78%	75%	68%
NET Very/fairly/somewhat useful	1136	825	311	799	337	882	254	895	242	227	910	221	916	833	245	59
	98%	98%	99%	98%	98%	98%	99%	98%	98%	98%	98%	99%	98%	98%	98%	95%
Mean	3.16	3.17	3.14	3.18	3.12	3.15	3.18	3.15	3.20	3.15	3.09	3.09	3.09	3.18	3.15	3.00
SD	0.81	0.81	0.82	0.81	0.83	0.82	0.81	0.81	0.82	0.72	0.82	0.75	0.82	0.81	0.80	0.90
SE	0.02	0.02	0.02	0.02	0.04	0.02	0.02	0.02	0.02	0.05	0.02	0.02	0.02	0.02	0.02	0.11

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - m/n/o.
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 65
QH2(7): Other services included in the deal (e.g. TV, landline)

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

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Not useful	146	20	39	19	37	28	53	23	25	22	19	48	40	47	63	74	54	83	51	15	10	8	4	4	2	62	80
	13%	19%	13%	9%	11%	14%	15%	8%	19%	11%	13%	13%	12%	12%	11%	14%	13%	12%	8%	5%	2%	3%	2%	2%	2%	8%	9%
Somewhat useful	368	27	101	64	96	68	130	75	46	54	50	116	105	125	164	180	117	229	166	74	112	37	31	68	20	335	120
	32%	27%	34%	31%	29%	35%	36%	26%	34%	28%	36%	32%	32%	31%	30%	34%	29%	33%	28%	30%	26%	25%	23%	23%	19%	30%	35%
Fairly useful	383	36	97	71	106	65	120	113	30	36	60	46	120	108	137	137	148	230	227	97	160	64	61	123	50	285	90
	33%	35%	33%	35%	32%	33%	33%	41%	22%	31%	33%	33%	35%	32%	35%	32%	37%	32%	30%	30%	26%	25%	23%	23%	19%	30%	35%
Very useful	257	19	55	50	89	34	61	69	35	58	24	80	73	92	130	111	86	161	152	62	141	43	41	96	32	206	42
	22%	19%	19%	25%	27%	17%	17%	24%	25%	30%	17%	22%	22%	23%	24%	21%	21%	23%	22%	22%	19%	16%	13%	13%	11%	15%	16%
NET Very/fairly useful	640	55	152	121	195	100	181	187	65	119	70	201	181	230	323	282	233	381	378	159	301	107	102	220	81	491	132
	55%	54%	52%	59%	59%	51%	50%	50%	47%	51%	51%	55%	56%	57%	59%	53%	58%	55%	56%	54%	51%	49%	47%	47%	43%	56%	62%
NET Very/fairly/somewhat useful	1009	82	253	195	291	167	311	283	111	173	120	316	286	355	486	462	351	610	545	231	412	144	133	288	102	705	252
	87%	81%	87%	81%	89%	86%	85%	82%	82%	89%	87%	87%	88%	88%	89%	86%	87%	88%	86%	84%	81%	79%	78%	78%	75%	84%	86%
Mean	2.65	2.54	2.58	2.76	2.78	2.54	2.52	2.54	2.54	2.54	2.64	2.66	2.68	2.71	2.60	2.66	2.66	2.66	2.60	2.62	2.62	2.59	2.59	2.59	2.59	2.60	2.68
SD	0.96	1.01	0.94	0.93	0.98	0.94	0.94	0.89	1.07	1.00	0.93	0.97	0.96	0.96	0.95	0.97	0.96	0.96	0.92	0.87	0.83	0.85	0.80	0.79	0.76	0.92	0.97
SE	0.03	0.10	0.06	0.07	0.05	0.07	0.05	0.05	0.09	0.07	0.08	0.05	0.05	0.05	0.04	0.04	0.05	0.04	0.04	0.06	0.04	0.07	0.07	0.05	0.08	0.03	0.05

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
95 percent as lower case, 99 percent as UPPER CASE.
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 65
QH2(7): Other services included in the deal (e.g. TV, landline)

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

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Not useful	146	46	91	107	20	39	28	53	121	6	16	3	93	53	42	25	17	26	34	33	37	26	50	70	76	37	107
	12%	11%	14%	12%	22%	14%	9%	13%	12%	14%	16%	3%	17%	9%	12%	11%	10%	16%	14%	11%	12%	11%	14%	14%	9%	14%	12%
Somewhat useful	368	141	208	258	27	86	101	128	315	14	32	7	165	202	128	69	52	57	61	102	88	80	98	191	178	139	227
	32%	32%	32%	30%	29%	31%	34%	32%	32%	30%	31%	32%	29%	34%	37%	32%	31%	32%	25%	33%	29%	33%	29%	31%	33%	34%	30%
Fairly useful	383	162	203	290	28	84	101	142	327	18	31	7	197	196	103	81	66	45	88	107	116	79	82	223	161	141	241
	33%	37%	31%	34%	30%	30%	34%	35%	33%	40%	29%	30%	37%	33%	30%	32%	29%	30%	35%	35%	32%	33%	27%	32%	30%	35%	32%
Very useful	257	94	146	208	18	68	70	81	219	8	25	6	120	137	73	43	35	47	59	65	63	56	73	128	89	169	
	22%	21%	23%	24%	19%	24%	23%	20%	22%	16%	24%	25%	21%	23%	21%	20%	20%	27%	24%	21%	21%	23%	24%	21%	24%	22%	23%
NET Very/fairly useful	640	255	350	497	46	152	171	223	546	26	56	13	308	333	176	124	101	93	147	172	179	135	155	351	289	229	410
	55%	58%	54%	58%	49%	55%	57%	55%	56%	56%	54%	55%	54%	57%	51%	57%	59%	52%	52%	56%	59%	56%	52%	57%	53%	57%	55%
NET Very/fairly/somewhat useful	1009	396	558	755	73	238	272	351	861	40	88	20	472	535	304	193	153	150	208	274	267	214	253	542	467	368	637
	87%	89%	86%	87%	79%	86%	91%	87%	88%	80%	84%	87%	84%	85%	80%	80%	84%	80%	80%	80%	80%	84%	80%	80%	80%	81%	86%
Mean	2.65	2.68	2.62	2.64	2.47	2.65	2.71	2.62	2.66	2.59	2.62	2.67	2.59	2.71	2.60	2.65	2.70	2.63	2.71	2.67	2.67	2.68	2.59	2.67	2.63	2.70	2.63
SD	0.96	0.92	0.98	0.97	1.04	1.00	0.93	0.95	0.96	0.93	1.02	1.02	1.00	0.92	0.95	0.92	0.91	1.04	0.99	0.93	0.94	0.95	1.03	0.93	0.99	0.91	0.99
SE	0.03	0.04	0.04	0.03	0.10	0.07	0.06	0.05	0.03	0.08	0.09	0.10	0.04	0.04	0.05	0.06	0.07	0.08	0.06	0.05	0.05	0.07	0.06	0.04	0.05	0.05	0.04

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cid - efg - hijk - lm - nopq/r - stu/vwx - yz.

95 percent as lower case, 90 percent as UPPER CASE

*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 65
QH2(7): Other services included in the deal (e.g. TV, landline)

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

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Not useful	146	100	46	107	39	102	44	122	24	19	127	17	129	103	32	11
	13%	12%	15%	13%	11%	11%	17%	13%	10%	8%	14%	8%	14%	13%	13%	18%
Somewhat useful	368	258	110	256	112	289	90	383	86	39	330	46	332	252	84	23
	32%	31%	35%	32%	33%	32%	31%	31%	35%	17%	36%	21%	35%	30%	30%	37%
Fairly useful	383	295	88	268	115	294	89	303	81	63	320	62	321	300	69	15
	33%	35%	28%	33%	34%	33%	35%	33%	33%	27%	35%	28%	34%	30%	28%	24%
Very useful	257	188	69	181	76	212	45	201	56	110	147	58	159	194	50	13
	22%	22%	22%	22%	22%	24%	18%	22%	23%	45%	16%	25%	17%	23%	21%	21%
NET Very/fairly useful	640	483	158	449	191	506	134	504	137	174	467	160	480	495	119	27
	55%	57%	50%	55%	56%	56%	52%	55%	55%	75%	51%	72%	52%	58%	49%	44%
NET Very/fairly/somewhat useful	1009	741	268	705	304	795	214	786	222	212	797	206	802	746	213	50
	87%	88%	85%	87%	89%	89%	83%	87%	86%	82%	86%	82%	86%	88%	87%	82%
Mean	2.65	2.68	2.58	2.64	2.67	2.68	2.51	2.64	2.69	2.53	2.53	2.55	2.69	2.56	2.47	2.47
SD	0.96	0.95	0.99	0.97	0.95	0.96	0.97	0.97	0.93	0.98	0.92	0.98	0.93	0.96	0.96	1.02
SE	0.03	0.03	0.06	0.03	0.05	0.03	0.06	0.03	0.06	0.06	0.03	0.07	0.03	0.03	0.06	0.12

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/lo.
95 percent as lower case, 90 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 66
QH2(8): Suitability for your household's needs (e.g. number of devices that can connect at the same time)
 Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	964	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	821	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Not useful	46	6	15	10	9	7	14	8	13	9	3	11	19	16	22	22	9	15	20	5	9	1	1	7	-	34	13
Useful	409	6%	5%	5%	3%	4%	4%	3%	10(9%)	5%	2%	3%	6%	4%	4%	4%	2%	5(4%)	5(4%)	2%	2%	1%	1%	2%	-	4%	4%
Somewhat useful	228	22	68	31	58	44	75	54	33	41	20	80	60	71	110	103	75	140	111	46	73	23	20	47	12	151	70
Fairly useful	412	20%	21%	23%	15%	18%	21%	19%	24%	21%	14%	22%	18%	18%	20%	19%	19%	20%	19%	18%	17%	15%	15%	16%	16%	19%	21%
Very useful	469	40%	43%	43%	44%	39%	43%	40%	40%	40%	40%	39%	34%	35%	33%	36%	36%	35%	35%	38%	38%	35%	41%	37%	35%	35%	
NET Very/fairly useful	881	74	209	163	261	144	276	224	91	145	116	274	247	316	417	411	321	519	455	197	341	127	116	239	91	603	249
NET Very/fairly/somewhat useful	1109	96	277	194	319	188	351	270	124	185	130	354	307	386	527	514	395	609	567	243	413	150	135	286	103	755	319
Mean	3.13	3.11	3.03	3.19	3.21H	3.09	3.14H	3.21H	2.93	3.04	3.20H	3.11	3.12	3.19	3.15	3.13	3.20	3.09	3.13	3.21	3.21	3.28H	3.33H	3.20	3.40HwY	3.14	3.11
SD	0.87	0.93	0.90	0.86	0.83	0.87	0.87	0.84	0.99	0.86	0.78	0.85	0.91	0.86	0.88	0.86	0.81	0.88	0.88	0.81	0.80	0.76	0.76	0.79	0.69	0.87	0.87
SE	0.03	0.09	0.05	0.06	0.04	0.06	0.04	0.05	0.09	0.06	0.07	0.04	0.05	0.04	0.04	0.04	0.04	0.03	0.04	0.05	0.04	0.06	0.07	0.05	0.07	0.03	0.05

Proportions/Means. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 66
QH2(8): Suitability for your household's needs (e.g. number of devices that can connect at the same time)
 Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Not useful	46	16	29	37	2	9	11	20	40	1	5	4	32	14	5	7	4	5	25	9	10	5	21	20	27	7	39
	4%	4%	4%	4%	2%	3%	4%	5%	4%	3%	4%	1%	6%	2%	2%	2%	2%	2%	10%	3%	3%	2%	3%	3%	3%	3%	4%
Somewhat useful	228	80	134	155	25	69	68	88	195	6	23	3	118	109	50	47	32	46	52	64	44	52	69	108	120	75	151
	20%	18%	21%	18%	26%	25%	23%	24%	20%	14%	22%	15%	21%	18%	15%	22%	19%	26%	21%	18%	14%	22%	18%	22%	19%	20%	15%
Fairly useful	412	167	218	299	31	83	104	165	353	17	31	11	219	192	138	60	62	82	82	100	123	92	97	222	189	141	267
	36%	38%	34%	35%	33%	30%	35%	33%	36%	36%	30%	17%	39%	33%	40%	32%	35%	35%	34%	32%	40%	39%	32%	36%	35%	35%	36%
Very useful	469	178	268	371	36	116	118	161	394	22	45	9	196	273	113	94	73	65	84	134	129	91	116	263	207	182	287
	41%	40%	42%	42%	39%	42%	39%	40%	40%	48%	43%	37%	35%	46%	44%	42%	43%	36%	35%	44%	42%	38%	38%	43%	38%	45%	39%
NET Very/fairly useful	881	346	486	670	66	199	222	326	746	39	76	19	415	465	291	163	133	127	166	234	251	183	213	485	396	323	554
	76%	78%	75%	78%	72%	72%	74%	81%	76%	82%	73%	84%	73%	79%	84%	75%	79%	71%	69%	76%	72%	70%	73%	79%	73%	80%	74%
NET Fairly/somewhat useful	1109	426	620	825	91	268	290	384	941	45	99	23	533	574	341	210	166	173	218	298	294	235	281	593	516	398	705
	96%	96%	96%	96%	98%	97%	96%	96%	96%	97%	96%	99%	94%	93%	91%	91%	91%	91%	90%	91%	91%	91%	91%	91%	91%	91%	91%
Mean	3.13	3.15	3.12	3.17	3.08	3.10	3.09	3.15	3.12	3.20	3.12	3.20	3.02	3.23	3.27	3.15	3.19	3.05	2.93	3.17	3.21	3.12	3.01	3.19	3.06	3.22	3.08
SD	0.87	0.84	0.89	0.87	0.85	0.89	0.87	0.85	0.87	0.81	0.91	0.74	0.89	0.83	0.76	0.87	0.83	0.86	0.98	0.86	0.81	0.82	0.95	0.84	0.89	0.81	0.89
SE	0.03	0.04	0.03	0.03	0.09	0.06	0.05	0.05	0.03	0.07	0.08	0.07	0.04	0.03	0.04	0.06	0.06	0.06	0.06	0.05	0.04	0.06	0.06	0.03	0.04	0.04	0.03

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cid - efg - hijk - lm - nopq/r - s/uvwx - yz.
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

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Table 66
QH2(8): Suitability for your household's needs (e.g. number of devices that can connect at the same time)
 Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely (a)	Didn't match very much / at all (b)	Exactly/ almost exactly / closely (c)	Didn't match very much / at all (d)	Exactly/ almost exactly / closely (e)	Didn't match very much / at all (f)	Exactly/ almost exactly / closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	777	190	777	692	217	60
Not useful	46	37	10	36	10	28	18	34	12	3	43	3	43	28	16	3
	4%	4%	3%	4%	3%	3%	4%	4%	5%	1%	5%	1%	5%	3%	6%	5%
Somewhat useful	228	182	47	167	61	182	45	173	55	20	207	19	209	162	52	14
	20%	22%	15%	21%	18%	20%	17%	19%	22%	9%	22%	9%	22%	20%	21%	22%
Fairly useful	412	300	111	291	121	327	85	322	90	57	355	59	352	324	73	14
	36%	36%	36%	36%	35%	36%	33%	35%	36%	25%	38%	27%	38%	39%	30%	24%
Very useful	469	324	146	318	151	360	110	380	90	151	319	142	327	336	103	30
	41%	38%	47%	39%	44%	40%	42%	42%	36%	65%	34%	61%	35%	40%	42%	49%
NET Very/fairly useful	881	624	257	609	272	686	195	702	179	208	673	202	679	660	177	44
	76%	74%	82%	75%	79%	76%	75%	77%	73%	90%	73%	90%	72%	78%	72%	72%
NET Very/fairly/somewhat useful	1109	805	304	776	332	869	240	874	234	228	881	221	888	821	229	58
	96%	96%	97%	96%	97%	93%	96%	96%	95%	97%	95%	97%	95%	94%	94%	95%
Mean	3.13	3.08	3.23	3.10	3.20	3.13	3.11	3.15	3.04	3.09	3.03	3.03	3.14	3.08	3.18	3.18
SD	0.87	0.88	0.82	0.88	0.83	0.84	0.83	0.86	0.89	0.71	0.87	0.71	0.87	0.83	0.84	0.86
SE	0.02	0.02	0.05	0.03	0.04	0.03	0.06	0.03	0.06	0.05	0.03	0.05	0.03	0.03	0.06	0.12

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - m/n/o.
 95 percent as lower case, 50 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 67
QH2(9): An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)
 Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	864	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	821	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	699	279
Not useful	138	11	19	25	42	35	33	34	25	16	16	43	24	44	62	65	50	82	69	22	42	15	11	30	11	87	47
	12%	11%	7%	13%	13%	18%	9%	12%	19%	13%	11%	12%	13%	11%	11%	12%	12%	12%	12%	9%	10%	10%	8%	10%	11%	11%	14%
Somewhat useful	406	39	101	66	121	68	128	102	49	70	45	149	96	135	189	195	136	243	205	81	135	38	34	91	22	381	114
	35%	38%	35%	32%	37%	35%	35%	36%	36%	36%	32%	41%	29%	34%	34%	36%	34%	35%	34%	33%	32%	25%	25%	31%	21%	39%	34%
Fairly useful	380	31	117	69	95	59	116	97	38	60	54	110	120	133	172	185	134	230	197	90	147	63	52	101	42	262	109
	33%	31%	40%	34%	29%	30%	32%	34%	28%	34%	39%	30%	37%	33%	31%	35%	33%	33%	33%	36%	35%	42%	38%	35%	41%	37%	33%
Very useful	231	20	54	44	71	33	87	52	23	34	25	63	67	90	126	90	84	138	124	54	99	35	40	70	28	160	62
	20%	20%	18%	21%	22%	17%	24%	18%	17%	18%	18%	17%	20%	22%	21%	17%	21%	20%	21%	22%	23%	23%	29%	24%	27%	20%	19%
NET Very/fairly useful	611	51	171	112	165	91	203	149	62	100	79	173	186	223	298	275	218	368	321	145	246	99	92	171	70	421	171
	53%	51%	53%	53%	50%	47%	56%	52%	49%	51%	57%	47%	53%	53%	54%	51%	54%	53%	54%	54%	58%	58%	60%	57%	58%	60%	53%
NET Very/fairly/somewhat useful	1017	90	272	178	286	160	331	251	111	170	123	322	292	358	487	471	354	611	527	226	381	137	125	262	92	702	285
	88%	89%	93%	87%	87%	82%	91%	88%	82%	87%	89%	88%	87%	89%	89%	88%	88%	88%	88%	88%	91%	90%	92%	90%	89%	89%	86%
Mean	2.61	2.60	2.70%	2.64	2.59	2.45	2.71%	2.58	2.43	2.56	2.63	2.53	2.64	2.67	2.66	2.56	2.62	2.63	2.63	2.71	2.73%	2.73%	2.68%	2.72%	2.64%	2.63	2.56
SD	0.94	0.94	0.84	0.96	0.96	0.97	0.93	0.92	0.99	0.93	0.90	0.91	0.95	0.94	0.95	0.91	0.95	0.94	0.94	0.91	0.93	0.92	0.93	0.94	0.94	0.93	0.95
SE	0.03	0.09	0.05	0.07	0.05	0.07	0.05	0.05	0.09	0.07	0.08	0.05	0.05	0.05	0.04	0.04	0.05	0.04	0.04	0.06	0.05	0.07	0.08	0.06	0.09	0.03	0.05

Proportions/Means. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 90 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 67
QH2(9): An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)
 Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH			
	Currently looking/ planning to look (a)	Not looking/ planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Not useful	138	41	88	101	18	36	44	39	118	5	10	4	77	61	51	26	18	21	22	37	37	28	36	74	64	42	94
Somehow useful	406	157	230	291	32	94	100	156	349	14	36	7	207	198	122	65	63	61	95	93	112	94	107	205	201	137	268
Fairly useful	380	149	211	293	29	89	99	134	322	16	35	7	170	209	116	83	53	54	73	110	96	78	96	206	174	136	242
Very useful	231	96	119	177	14	58	58	76	192	11	23	5	110	120	57	36	43	36	43	68	59	41	63	127	104	91	140
NET Very/fairly useful	611	245	330	469	43	148	156	210	514	27	58	12	281	330	173	126	89	97	125	178	155	119	159	333	278	227	382
NET Very/fairly/somewhat useful	1017	402	560	763	75	242	256	366	863	41	94	19	488	527	296	192	152	158	220	271	268	212	267	538	479	363	690
Mean	2.61	2.68	2.56	2.63	2.43	2.61	2.56	2.61	2.60	2.70	2.68	2.58	2.56	2.66	2.52	2.66	2.63	2.67	2.64	2.68	2.58	2.55	2.62	2.63	2.59	2.68	2.58
SD	0.94	0.91	0.94	0.94	0.97	0.96	0.96	0.90	0.93	0.96	0.93	1.04	0.96	0.92	0.94	0.93	0.93	0.97	0.92	0.95	0.94	0.91	0.95	0.94	0.93	0.93	0.94
SE	0.03	0.04	0.04	0.03	0.10	0.07	0.06	0.05	0.03	0.08	0.08	0.10	0.04	0.04	0.05	0.06	0.07	0.06	0.05	0.05	0.05	0.06	0.06	0.04	0.04	0.05	0.03

Proportions/Means. Columns tested (1% 5% risk level) - a-b - cid - e/f/g - h/i/j/k - lm - n/o/p/q/r - s/u/v/w/x - y/z.
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 67
 QH2(9): An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)
 Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Not useful	138	86	52	76	62	101	37	101	37	-	138	9	129	102	31	5
	12%	10%	17%	9%	18%	11%	14%	11%	15%	-	15%	4%	14%	12%	11%	9%
Somewhat useful	406	300	106	290	116	308	98	320	96	-	406	34	392	295	85	26
	35%	36%	34%	36%	34%	34%	38%	35%	35%	-	44%	11%	41%	35%	35%	42%
Fairly useful	380	284	96	287	93	300	80	299	81	-	380	61	319	289	77	15
	33%	34%	30%	35%	27%	33%	31%	33%	33%	-	41%	27%	34%	34%	31%	24%
Very useful	231	171	60	160	71	188	43	188	43	231	-	130	101	164	52	16
	20%	20%	19%	20%	21%	21%	17%	21%	18%	100%	-	57%	11%	19%	21%	25%
NET Very/fairly useful	611	455	156	446	165	488	123	487	124	231	380	191	420	452	128	30
	53%	54%	50%	55%	48%	54%	50%	54%	50%	100%	41%	85%	45%	52%	49%	30
NET Very/fairly/somewhat useful	1017	755	262	737	280	796	221	807	210	231	786	215	802	747	214	56
	88%	89%	83%	87%	82%	89%	86%	89%	85%	100%	85%	93%	88%	87%	93%	51%
Mean	2.61	2.64	2.52	2.54	2.51	2.64	2.50	2.63	2.53	2.61	2.26	2.42	2.61	2.61	2.61	2.66
SD	0.94	0.92	0.98	0.90	1.02	0.94	0.93	0.95	0.95	0.90	0.70	0.83	0.86	0.93	0.96	0.96
SE	0.02	0.02	0.06	0.03	0.05	0.03	0.06	0.03	0.06	0.00	0.02	0.06	0.03	0.03	0.06	0.12

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - m/n/o.
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table B8
QH2(10): A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)
Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	864	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	821	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Not useful	154	10	28	24	53	30	43	41	33	24	12	53	46	51	80	67	63	84	79	23	49	15	12	31	9	101	53
	13%	10%	10%	12%	15%	15%	12%	14%	14%	12%	9%	15%	14%	13%	15%	12%	16%	12%	13%	9%	12%	10%	9%	11%	9%	13%	16%
Somewhat useful	417	42	103	81	113	74	135	110	47	73	47	133	110	156	191	209	134	263	208	84	155	42	39	103	29	392	120
	36%	41%	35%	40%	34%	38%	37%	39%	34%	38%	34%	37%	34%	39%	35%	39%	33%	38%	35%	34%	37%	28%	29%	35%	28%	37%	36%
Fairly useful	360	29	95	59	96	62	114	79	42	55	54	107	110	117	162	171	133	207	186	87	121	58	49	87	37	238	106
	31%	29%	33%	29%	30%	32%	31%	28%	30%	28%	28%	29%	34%	29%	29%	32%	33%	30%	31%	33%	25%	30%	30%	30%	35%	30%	32%
Very useful	224	21	66	40	64	20	72	56	15	42	26	72	61	78	117	89	74	141	123	54	97	37	37	28	158	53	
	19%	20%	23%	20%	19%	10%	20%	20%	11%	22%	19%	20%	19%	19%	21%	17%	18%	20%	21%	22%	23%	24%	27%	24%	28%	20%	16%
NET Very/fairly useful	584	50	161	100	162	83	186	134	56	97	80	179	170	195	278	260	207	348	309	141	218	95	85	158	65	395	159
	51%	49%	53%	49%	42%	42%	51%	47%	41%	50%	49%	49%	52%	49%	51%	49%	52%	50%	52%	47%	52%	42%	42%	54%	43%	50%	48%
NET Very/fairly/somewhat useful	1001	91	263	180	275	156	321	245	104	171	127	312	280	351	469	469	341	609	517	225	374	137	124	261	94	687	279
	87%	90%	90%	89%	84%	80%	88%	80%	70%	88%	81%	85%	86%	87%	85%	88%	84%	88%	87%	91%	90%	91%	89%	91%	91%	87%	84%
Mean	2.57	2.60%	2.68%	2.57%	2.53%	2.31	2.59%	2.53%	2.28	2.59%	2.67%	2.54	2.57	2.55	2.57	2.53	2.54	2.58	2.59	2.63	2.77%	2.66%	2.66%	2.62%	2.57	2.48	
SD	0.95	0.93	0.93	0.94	0.98	0.91	0.94	0.96	0.95	0.96	0.88	0.97	0.95	0.94	0.98	0.91	0.96	0.95	0.96	0.91	0.96	0.93	0.94	0.96	0.94	0.95	0.94
SE	0.03	0.09	0.05	0.07	0.05	0.07	0.05	0.06	0.08	0.07	0.08	0.05	0.05	0.05	0.04	0.04	0.05	0.04	0.04	0.06	0.05	0.08	0.08	0.06	0.09	0.03	0.05

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 68
QH2(10): A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)
Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Not useful	154	52	96	114	17	45	43	47	135	6	9	4	75	78	39	25	21	29	39	35	47	26	45	82	71	42	132
15%	12%	12%	12%	18%	16%	14%	12%	14%	14%	13%	9%	6%	12%	12%	11%	11%	12%	16%	16%	11%	13%	12%	12%	12%	10%	12%	12%
Somewhat useful	417	146	260	285	46	100	109	146	355	16	39	7	211	205	133	66	60	59	99	104	107	107	99	211	206	136	277
36%	33%	40%	33%	46%	36%	36%	36%	36%	36%	35%	38%	28%	37%	35%	38%	30%	35%	33%	33%	34%	35%	34%	33%	34%	34%	34%	37%
Fairly useful	360	146	189	280	19	76	89	141	306	14	32	8	159	201	97	87	53	49	75	94	96	62	108	190	170	138	220
33%	33%	29%	32%	20%	28%	30%	35%	31%	29%	31%	35%	28%	28%	24%	28%	31%	28%	31%	31%	31%	32%	26%	30%	31%	31%	34%	30%
Very useful	224	97	104	182	11	56	59	70	185	10	23	5	121	103	78	40	35	42	29	74	55	44	51	128	95	89	135
19%	22%	16%	21%	12%	20%	20%	17%	19%	22%	23%	20%	21%	21%	18%	23%	18%	21%	12%	24%	18%	19%	17%	21%	28%	22%	18%	18%
NET Very/fairly useful	584	244	293	462	30	133	148	211	492	24	56	13	280	304	174	127	88	91	104	168	151	107	158	319	265	227	355
52%	55%	45%	54%	32%	48%	49%	52%	50%	52%	54%	55%	49%	52%	50%	50%	52%	51%	54%	43%	50%	49%	45%	52%	52%	49%	56%	48%
NET Very/fairly/somewhat useful	1001	390	533	748	76	232	257	357	847	40	95	19	490	510	307	193	148	150	203	272	258	214	258	530	471	363	632
87%	88%	80%	82%	62%	64%	66%	68%	60%	67%	61%	64%	67%	67%	67%	69%	69%	67%	64%	64%	69%	65%	60%	65%	67%	67%	65%	65%
Mean	2.57	2.68	2.47	2.61	2.26	2.52	2.55	2.58	2.55	2.61	2.67	2.59	2.58	2.56	2.61	2.55	2.60	2.58	2.67	2.52	2.52	2.54	2.60	2.53	2.53	2.51	2.51
SD	0.95	0.95	0.93	0.96	0.90	0.99	0.97	0.91	0.95	0.98	0.92	1.01	0.97	0.93	0.96	0.91	0.96	1.02	0.90	0.97	0.96	0.92	0.94	0.97	0.93	0.93	0.96
SE	0.03	0.04	0.04	0.03	0.09	0.07	0.06	0.05	0.03	0.09	0.08	0.10	0.04	0.04	0.05	0.06	0.07	0.07	0.06	0.05	0.05	0.06	0.06	0.04	0.04	0.05	0.03

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cid - efg - hijk - lm - nopq/r - s/uv/w/x - yz.
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 68
QH2(10): A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)
Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	777	190	777	692	217	60
Not useful	154	98	56	87	67	116	38	120	33	8	146	-	154	114	34	5
	13%	12%	18%	11%	21%	13%	15%	13%	14%	4%	16%	-	17%	13%	12%	9%
Somewhat useful	413	292	125	278	129	308	109	310	107	27	390	-	437	306	90	21
	36%	35%	40%	34%	41%	34%	42%	34%	44%	12%	42%	-	47%	36%	37%	35%
Fairly useful	360	270	91	269	91	280	80	291	70	65	295	-	360	267	74	19
	31%	32%	29%	33%	27%	31%	32%	32%	28%	28%	32%	-	39%	31%	30%	32%
Very useful	224	182	42	179	45	193	30	188	36	130	94	224	-	162	47	15
	19%	21%	13%	22%	13%	22%	12%	21%	15%	55%	10%	47%	-	19%	29%	25%
NET Very/fairly/somewhat useful	584	455	133	448	136	473	111	478	106	195	389	224	360	429	121	34
	51%	54%	42%	55%	40%	53%	43%	53%	43%	85%	42%	100%	39%	51%	49%	56%
NET Very/fairly/somewhat useful	1001	743	258	726	275	781	213	778	223	778	224	777	735	210	56	56
	87%	88%	82%	89%	80%	87%	80%	86%	84%	86%	83%	83%	87%	86%	85%	93%
Mean	2.57	2.64	2.38	2.60	2.33	2.61	2.40	2.60	2.44	2.36	2.56	2.22	2.56	2.54	2.54	2.72
SD	0.95	0.95	0.93	0.94	0.94	0.96	0.88	0.96	0.90	0.83	0.87	0.80	0.71	0.95	0.96	0.94
SE	0.03	0.03	0.05	0.03	0.05	0.03	0.05	0.03	0.06	0.05	0.03	0.02	0.02	0.03	0.06	0.11

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/vo.
 95 percent as lower case, 90 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 69
QH2: SUMMARY TABLE - VERY USEFUL

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

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101%	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103%	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Download speed, i.e. how fast data can travel from the internet to your computer or other device	533	46	151	82	155	74	163	113	64	105	70	175	143	150	254	245	200	305	261	102	186	58	55	114	38	359	157
Upload speed, i.e. how fast data can travel from your computer or other device to the internet	424	35	99	73	140	61	129	96	43	79	62	139	118	147	184	212	157	247	200	104	162	59	65	99	46	288	121
Reliability, i.e. the degree to which the service operates without faults or interruptions	638	62	157	104	199	102	211	140	79	112	80	202	163	243	305	299	224	386	338	117	226	72	66	149	46	440	183
Monthly cost, i.e. the ongoing cost per month to receive the service	678	70	168	113	183	124	212	155	99	111	81	217	187	240	328	312	238	412	362	118	226	77	60	158	45	456	203
Cost of equipment/ installation, i.e. any initial cost of setting up your service including your router, engineer visits etc.	465	54	125	70	120	79	144	92	73	79	59	140	130	168	228	208	152	291	247	89	153	58	51	106	39	313	135
Contract length, i.e. the minimum length of time you agree to pay for the service	473	53	113	72	140	84	137	97	74	90	63	151	137	166	217	232	169	284	255	83	162	57	51	107	38	323	139
Other services included in the deal (e.g. TV, landline)	257	19	55	50	89	34	61	69	35	58	24	80	73	92	130	111	86	161	152	62	141	43	41	96	32	206	42
Suitability for your household's needs (e.g. number of devices that can connect at the same time)	469	44	107	88	144	76	155	128	49	67	61	143	136	177	236	216	174	269	246	108	180	70	68	120	53	329	131
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	231	20	54	44	71	33	87	52	23	34	25	63	67	90	126	90	84	138	124	54	99	35	40	70	28	160	62
A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	224	21	66	40	64	20	72	56	15	42	26	72	61	78	117	89	74	141	123	54	97	37	37	71	28	158	53

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z
95 percent as lower case, 90 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 69
QH2: SUMMARY TABLE - VERY USEFUL

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

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Download speed, i.e. how fast data can travel from the internet to your computer or other device	538 46%	222 47%	278 42%	429 49%	30 32%	123 44%	138 46%	187 46%	448 46%	24 18%	50 40%	11 11%	281 47%	251 41%	171 40%	102 47%	82 46%	80 42%	100 41%	147 43%	158 47%	119 45%	108 36%	306 49%	227 42%	190 47%	341 46%
Upload speed, i.e. how fast data can travel from your computer or other device to the internet	424 37%	182 41%	219 34%	347 40%	24 26%	102 37%	108 36%	149 37%	360 37%	18 38%	38 37%	8 35%	192 34%	231 39%	160 46%	91 42%	58 34%	62 35%	52 21%	123 40%	115 38%	87 36%	98 32%	239 39%	185 34%	185 40%	237 32%
Reliability, i.e. the degree to which the service operates without faults or interruptions	638 55%	235 53%	370 57%	496 58%	48 52%	148 54%	179 60%	213 53%	540 55%	28 61%	56 54%	13 58%	313 55%	324 53%	176 51%	117 54%	97 57%	101 57%	147 61%	182 59%	167 55%	134 56%	155 51%	349 57%	289 53%	203 50%	432 58%
Monthly cost, i.e. the ongoing cost per month to receive the service	678 59%	240 54%	396 61%	521 60%	61 65%	163 59%	189 63%	214 53%	566 58%	30 65%	67 64%	15 63%	320 57%	358 61%	164 47%	125 53%	98 56%	122 63%	168 60%	391 62%	107 60%	114 48%	176 60%	388 63%	290 53%	221 55%	456 61%
Cost of equipment/ installation, i.e. any initial cost of setting up your service including your router, engineer visits etc.	465 40%	180 41%	254 39%	356 41%	39 42%	111 40%	109 36%	169 42%	390 40%	19 41%	24 46%	8 36%	213 38%	251 43%	126 36%	87 40%	66 39%	71 40%	115 47%	139 40%	133 44%	74 31%	118 39%	272 49%	192 35%	152 37%	312 42%
Contract length, i.e. the minimum length of time you agree to pay for the service	473 41%	188 43%	260 40%	370 43%	38 41%	119 43%	126 42%	161 40%	406 41%	21 46%	38 37%	8 34%	222 39%	251 43%	149 43%	83 38%	64 38%	86 48%	90 37%	131 43%	141 44%	84 35%	117 39%	272 44%	201 37%	157 39%	316 42%
Other services included in the deal (e.g. TV, landline)	257 22%	94 21%	146 23%	208 24%	18 19%	68 24%	70 23%	81 20%	219 22%	8 16%	25 24%	6 25%	120 21%	137 23%	73 21%	43 20%	35 20%	47 27%	59 24%	65 22%	63 21%	56 23%	73 24%	128 21%	129 24%	89 22%	169 23%
Suitability for your household's needs (e.g. number of devices that can connect at the same time)	469 41%	178 40%	268 41%	371 43%	36 39%	116 42%	118 39%	161 40%	394 40%	22 48%	45 43%	9 37%	196 35%	273 46%	153 44%	94 43%	73 43%	65 36%	84 35%	134 44%	128 42%	91 38%	116 38%	263 43%	207 38%	182 45%	287 39%
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	231 20%	96 22%	119 18%	177 20%	14 16%	58 22%	58 19%	76 19%	192 20%	11 23%	23 22%	5 23%	110 20%	120 20%	57 16%	43 20%	36 21%	43 24%	52 22%	68 22%	59 19%	41 17%	63 21%	127 21%	104 19%	91 22%	140 19%
A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	224 19%	97 21%	104 16%	182 21%	11 12%	56 20%	59 20%	70 17%	185 19%	10 22%	23 23%	5 20%	121 21%	103 18%	78 21%	40 18%	36 21%	42 21%	29 12%	74 24%	55 18%	44 19%	51 17%	128 21%	95 18%	89 22%	135 18%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - n/op/q/r - s/uv/w/x - yz.
95 percent as lower case, 50 percent as UPPER CASE.
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 69
QH2: SUMMARY TABLE - VERY USEFUL
Now please use the following scale to say how useful information about each item would be when deciding on a broadband service.

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)		
	Exactly/ almost exactly / closely (a)	Didn't match very much / at all (b)	Exactly/ almost exactly / closely (c)	Didn't match very much / at all (d)	Exactly/ almost exactly / closely (e)	Didn't match very much / at all (f)	Exactly/ almost exactly / closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)
Total															
Unweighted base	1155	842	313	800	355	896	259	926	229	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	904	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	772	190	777	692	217	60
Download speed, i.e. how fast data can travel from the internet to your computer or other device	533 46%	422 50%	111 35%	410 50%	124 36%	432 48%	101 39%	447 48%	87 35%	150 41%	156 70%	378 41%	392 46%	107 44%	34 56%
Upload speed, i.e. how fast data can travel from your computer or other device to the internet	424 37%	227 53%	97 31%	213 39%	110 32%	249 59%	76 29%	345 38%	79 32%	123 58%	290 31%	129 62%	284 38%	77 32%	21 36%
Reliability, i.e. the degree to which the service operates without faults or interruptions	638 55%	462 55%	176 56%	454 56%	184 54%	503 56%	135 52%	520 57%	118 48%	180 78%	458 50%	169 76%	469 55%	143 58%	32 52%
Monthly cost, i.e. the ongoing cost per month to receive the service	678 59%	499 59%	178 57%	473 58%	204 60%	523 58%	155 60%	548 60%	130 53%	176 76%	502 54%	166 76%	512 55%	146 60%	32 53%
Cost of equipment/ installation, i.e. any initial cost of setting up your service including your router, engineer visits etc.	465 40%	335 40%	130 41%	329 40%	136 40%	350 39%	115 44%	374 41%	91 37%	142 64%	322 35%	136 61%	329 35%	84 34%	26 42%
Contract length, i.e. the minimum length of time you agree to pay for the service	473 41%	346 41%	127 40%	338 42%	135 39%	364 41%	109 42%	365 40%	108 44%	134 58%	338 37%	130 68%	343 42%	98 40%	22 36%
Other services included in the deal (e.g. TV, landline)	257 22%	188 22%	69 22%	181 22%	76 22%	212 24%	45 23%	201 22%	56 23%	110 48%	147 26%	98 44%	159 27%	50 21%	13 21%
Suitability for your household's needs (e.g. number of devices that can connect at the same time)	469 41%	324 38%	146 45%	318 39%	151 44%	360 40%	110 43%	380 42%	90 36%	151 55%	319 34%	142 64%	327 40%	103 42%	30 49%
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	231 20%	171 20%	60 19%	160 20%	71 21%	188 21%	43 17%	188 21%	43 18%	231 100%	-	130 58%	101 21%	52 21%	16 25%
A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	234 19%	192 22%	41 13%	179 22%	45 13%	192 21%	30 12%	188 21%	36 15%	130 56%	94 10%	224 100%	-	47 19%	15 25%

Proportions/Mean. Columns tested (1% 5% risk level) - a-b - c-d - e-f - g-h - i-j - k-l - m/n/o.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 70
QH2: SUMMARY TABLE - NET VERY/FAIRLY USEFUL

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

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	699	279
Download speed, i.e. how fast data can travel from the internet to your computer or other device	81%	85%	87%	81%	83%	68%	79%	79%	78%	80%	85%	80%	78%	84%	83%	79%	82%	80%	82%	80%	82%	82%	80%	83%	82%	81%	81%
Upload speed, i.e. how fast data can travel from your computer or other device to the internet	83%	77%	200	156	253	124	250	213	82	153	113	264	233	299	401	385	299	500	429	178	322	112	112	222	85	568	242
Reliability, i.e. the degree to which the service operates without faults or interruptions	86%	83%	245	163	296	162	308	243	118	169	122	313	271	354	465	465	337	607	514	192	356	116	104	249	79	672	288
Monthly cost, i.e. the ongoing cost per month to receive the service	86%	86%	255	172	290	165	316	242	124	163	124	317	280	349	478	463	354	599	520	196	353	124	105	247	81	673	256
Cost of equipment/ installation, i.e. any initial cost of setting up your service including your router, engineer visits etc.	87%	78%	227	151	249	138	276	210	106	144	107	257	250	313	418	401	315	517	449	181	314	113	101	213	77	593	249
Contract length, i.e. the minimum length of time you agree to pay for the service	87%	81%	229	149	256	146	285	213	113	146	104	279	257	305	419	418	317	532	476	178	327	120	103	234	82	605	255
Other services included in the deal (e.g. TV, landline)	53%	55%	152	121	195	100	181	197	65	119	70	201	181	230	323	282	233	381	378	159	301	107	102	220	81	491	132
Suitability for your household's needs (e.g. number of devices that can connect at the same time)	81%	74%	209	163	261	144	276	224	91	145	116	274	247	316	417	411	321	519	455	197	341	127	116	239	91	603	249
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	61%	51%	171	112	165	91	203	149	62	100	79	173	186	223	298	275	218	368	321	145	246	99	92	171	70	421	171
A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	58%	51%	161	100	162	83	186	134	56	97	80	179	170	195	278	260	207	348	309	141	218	95	85	158	65	395	159

Proportions/Means. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 90 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 70
QH2: SUMMARY TABLE - NET VERY/FAIRLY USEFUL

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

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Download speed, i.e. how fast data can travel from the internet to your computer or other device	936	364	536	721	63	222	245	330	797	36	84	19	460	475	273	186	143	141	194	254	260	201	221	514	422	325	606
	81%	82%	80%	83%	68%	80%	82%	82%	82%	79%	80%	81%	81%	81%	79%	85%	84%	79%	80%	82%	82%	82%	82%	82%	80%	80%	81%
Upload speed, i.e. how fast data can travel from your computer or other device to the internet	839	325	463	642	61	205	220	292	717	33	70	18	396	442	256	169	128	126	160	228	229	187	194	457	381	313	522
	73%	73%	71%	74%	66%	74%	73%	72%	73%	72%	68%	76%	70%	75%	74%	76%	75%	70%	66%	78%	78%	78%	64%	75%	70%	77%	70%
Reliability, i.e. the degree to which the service operates without faults or interruptions	989	378	557	749	80	229	261	347	837	42	89	20	479	509	278	192	146	149	224	264	262	212	251	526	463	339	646
	86%	85%	86%	87%	87%	83%	87%	86%	85%	91%	86%	89%	85%	87%	80%	86%	86%	83%	87%	86%	86%	88%	83%	86%	85%	84%	87%
Monthly cost, i.e. the ongoing cost per month to receive the service	997	376	567	749	84	236	263	343	843	40	93	21	475	521	288	185	146	154	223	279	264	191	262	543	453	342	649
	86%	85%	87%	87%	91%	85%	88%	85%	86%	86%	90%	91%	84%	85%	83%	83%	86%	86%	85%	87%	87%	80%	87%	86%	84%	85%	87%
Cost of equipment/ installation, i.e. any initial cost of setting up your service including your router, engineer visits etc.	873	331	489	657	79	203	222	317	742	34	79	18	414	458	248	171	129	133	192	238	237	176	222	475	399	296	571
	76%	75%	75%	76%	85%	73%	74%	79%	76%	74%	76%	77%	73%	76%	72%	79%	76%	74%	79%	78%	78%	74%	73%	78%	73%	73%	77%
Contract length, i.e. the minimum length of time you agree to pay for the service	887	345	490	667	74	202	229	318	749	36	86	16	417	471	265	158	131	144	190	236	249	173	230	485	402	305	578
	78%	78%	75%	77%	80%	73%	76%	79%	76%	78%	83%	71%	74%	80%	76%	72%	77%	80%	78%	77%	82%	72%	76%	79%	74%	75%	78%
Other services included in the deal (e.g. TV, landline)	640	255	350	497	46	152	171	223	546	26	56	13	308	333	176	124	101	93	147	172	179	135	155	351	289	229	410
	55%	58%	54%	58%	49%	53%	57%	55%	56%	56%	54%	55%	54%	57%	51%	57%	59%	52%	61%	56%	59%	56%	52%	57%	53%	57%	55%
Suitability for your household's needs (e.g. number of devices that can connect at the same time)	881	346	486	670	66	199	222	326	746	39	76	19	415	465	291	163	133	127	166	234	251	183	213	485	396	323	554
	76%	78%	75%	78%	72%	72%	74%	81%	76%	83%	73%	84%	73%	79%	84%	75%	79%	71%	69%	76%	82%	76%	70%	79%	73%	80%	74%
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	611	245	330	469	43	148	156	210	514	27	58	12	281	330	173	126	89	97	125	178	155	119	159	333	278	227	382
	53%	55%	51%	54%	46%	53%	52%	52%	52%	58%	56%	53%	50%	56%	50%	58%	52%	54%	52%	58%	51%	49%	53%	54%	51%	56%	51%
A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	584	244	293	462	30	133	148	211	492	24	56	13	280	304	174	127	88	91	104	168	151	107	158	319	265	227	355
	51%	55%	45%	54%	32%	48%	49%	52%	50%	52%	54%	55%	49%	52%	50%	55%	51%	43%	43%	55%	49%	45%	52%	52%	49%	56%	48%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - n/op/q/r - s/t/u/v/w/x - yz.
95 percent as lower case, 50 percent as UPPER CASE.
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 70
QH2: SUMMARY TABLE - NET VERY/FAIRLY USEFUL

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

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely (a)	Didn't match very much / at all (b)	Exactly/ almost exactly / closely (c)	Didn't match very much / at all (d)	Exactly/ almost exactly / closely (e)	Didn't match very much / at all (f)	Exactly/ almost exactly / closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	904	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Download speed, i.e. how fast data can travel from the internet to your computer or other device	936 81%	693 82%	244 78%	674 85%	262 77%	736 82%	201 78%	763 84%	173 70%	213 85%	723 88%	201 80%	735 79%	692 81%	192 79%	52 85%
Upload speed, i.e. how fast data can travel from your computer or other device to the internet	829 72%	612 72%	226 72%	584 72%	254 74%	663 74%	176 68%	675 74%	162 66%	197 85%	641 69%	201 80%	638 69%	629 74%	168 69%	42 68%
Reliability, i.e. the degree to which the service operates without faults or interruptions	989 86%	720 86%	269 86%	690 85%	299 87%	776 86%	213 83%	787 87%	202 82%	218 84%	771 83%	211 84%	778 84%	732 86%	207 85%	50 82%
Monthly cost, i.e. the ongoing cost per month to receive the service	997 86%	727 86%	270 86%	703 86%	294 86%	773 86%	224 87%	789 87%	207 84%	217 86%	779 84%	211 85%	785 84%	738 87%	211 86%	48 78%
Cost of equipment/ installation, i.e. any initial cost of setting up your service including your router, engineer visits etc.	873 76%	643 76%	230 73%	631 78%	242 71%	678 76%	195 76%	702 77%	172 70%	196 88%	677 73%	201 80%	672 72%	652 77%	176 72%	46 75%
Contract length, i.e. the minimum length of time you agree to pay for the service	887 77%	653 78%	234 75%	632 78%	255 75%	687 77%	200 78%	695 77%	192 78%	208 90%	680 74%	195 87%	692 74%	663 78%	183 75%	42 68%
Other services included in the deal (e.g. TV, landline)	640 55%	483 57%	158 50%	449 55%	191 56%	506 56%	134 52%	504 55%	137 55%	174 75%	467 51%	160 72%	480 52%	495 58%	119 49%	27 44%
Suitability for your household's needs (e.g. number of devices that can connect at the same time)	881 76%	624 74%	257 81%	609 72%	272 79%	686 76%	195 76%	702 77%	179 73%	208 90%	673 73%	202 80%	679 73%	660 78%	177 72%	44 72%
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	611 53%	455 54%	156 50%	446 55%	165 48%	488 54%	123 48%	487 54%	124 50%	231 100%	380 42%	191 85%	420 45%	452 53%	128 52%	30 49%
A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	584 51%	451 54%	133 42%	448 55%	136 40%	472 51%	111 43%	478 51%	106 43%	195 85%	389 42%	224 100%	360 39%	429 51%	121 49%	34 56%

Proportions/Mean. Columns tested (1% 5% risk level) - a-b - c-d - e-f - g-h - i-j - k-l - m-n/o.
95 percent as lower case, 50 percent as UPPER CASE.
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 71
QH2: SUMMARY TABLE - NET VERY/FAIRLY/SOMEWHAT USEFUL

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

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling										
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)		
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333	
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332	
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	236	349	127	113	243	86	659	279	
Download speed, i.e. how fast data can travel from the internet to your computer or other device	1116	97	287	195	330	182	351	220	126	192	136	314	313	384	523	518	332	657	578	239	411	147	129	286	99	765	319	
	97%	96%	95% de	95%	98%	95%	96%	98% de	92%	99% de	98% de	96%	96%	98%	97%	97%	97%	96%	97%	96%	97%	97%	94%	98%	96%	97%	96%	
Upload speed, i.e. how fast data can travel from your computer or other device to the internet	1096	98	275	192	315	183	339	275	123	189	136	343	311	383	526	505	390	653	566	238	404	146	133	280	100	749	313	
	95%	96%	94%	94%	96%	94%	93%	96% de	90%	97% de	98% de	94%	95%	95%	96%	94%	96%	94%	95%	96%	96%	96%	97%	96%	96%	95%	94%	
Reliability, i.e. the degree to which the service operates without faults or interruptions	1133	101	288	196	324	192	357	279	135	192	138	361	318	395	539	527	393	685	585	241	414	145	132	286	98	775	326	
	98%	100%	99%	96%	99%	98%	98%	98%	99%	99%	99%	99%	98%	98%	98%	98%	97%	99%	98%	97%	98%	96%	98%	98%	95%	81% de	98%	
Monthly cost, i.e. the ongoing cost per month to receive the service	1144	101	287	201	324	195	360	282	136	194	138	361	321	399	546	530	401	688	592	242	418	149	134	291	102	781	328	
	99%	100%	99%	98%	99%	100%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	98%	99%	98%	98%	98%	98%	99%	99%
Cost of equipment/ installation, i.e. any initial cost of setting up your service including your router, engineer visits etc.	1123	98	286	192	322	190	352	278	130	191	138	355	317	389	536	519	394	674	580	239	412	147	132	284	99	766	323	
	97%	97%	95% de	94%	96% de	97%	97%	97%	95%	98%	99%	97%	97%	97%	98%	97%	97%	97%	97%	97%	96%	98%	97%	97%	97%	96%	97%	97%
Contract length, i.e. the minimum length of time you agree to pay for the service	1136	101	286	200	322	193	360	283	134	188	137	359	321	395	540	527	399	682	591	239	418	149	135	292	103	775	326	
	98%	100%	98%	98%	98%	99%	99%	99%	98%	96%	99%	98%	98%	98%	98%	98%	99%	99%	98%	99%	97%	99%	99%	100% de	100%	98%	98%	
Other services included in the deal (e.g. TV, landline)	1009	82	253	185	291	167	311	263	111	173	120	316	286	355	486	462	351	610	545	233	412	144	133	288	102	726	252	
	87%	81%	87%	91% de	89%	86%	85%	92% de	82%	89%	87%	87%	88%	88%	87%	86%	87%	88%	87%	91% de	94% de	95% de	95% de	97% de	98% de	98% de	92% de	76%
Suitability for your household's needs (e.g. number of devices that can connect at the same time)	1109	96	277	194	319	188	351	278	124	186	136	354	307	386	527	514	396	659	567	243	413	150	135	286	103	755	319	
	96%	94%	95%	95%	97%	96%	96% de	97% de	90%	95%	98% de	97%	94%	96%	96%	96%	98% de	95%	95%	95%	98%	98% de	99%	98%	98% de	100% de	96%	
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	1017	90	272	178	286	160	331	251	111	170	123	322	282	358	487	471	354	611	527	226	381	137	125	262	92	702	285	
	88%	89%	95% de	87%	87%	82%	91% de	88%	81%	87%	89%	88%	87%	89%	89%	88%	88%	88%	88%	88%	91%	90%	90%	92%	90%	89%	89%	
A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	1001	91	263	180	275	156	321	245	104	171	127	312	280	351	469	469	341	609	517	225	374	137	124	261	94	687	279	
	87%	90% de	90% de	88% de	84%	80%	89% de	85% de	76%	88% de	91% de	85%	86%	87%	85%	88%	84%	88%	87%	87%	88%	88%	92%	89%	91%	87%	84%	

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z
95 percent as lower case, 50 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 71
QH2: SUMMARY TABLE - NET VERY/FAIRLY/SOMEWHAT USEFUL

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

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	733
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Download speed, i.e. how fast data can travel from the internet to your computer or other device	1116 97%	491 87%	626 96%	828 96%	90 97%	270 98%	292 97%	390 97%	952 97%	42 92%	99 95%	23 97%	547 97%	567 96%	335 97%	214 98%	164 97%	171 96%	231 95%	292 95%	297 98%	238 97%	288 95%	589 96%	527 97%	396 98%	715 96%
Upload speed, i.e. how fast data can travel from your computer or other device to the internet	1096 95%	426 96%	610 94%	818 95%	86 93%	263 95%	287 95%	384 95%	933 95%	42 91%	98 94%	23 98%	527 93%	567 96%	330 95%	214 98%	165 97%	169 94%	218 90%	291 95%	290 95%	238 99%	277 91%	581 95%	514 95%	391 97%	700 94%
Reliability, i.e. the degree to which the service operates without faults or interruptions	1133 98%	434 98%	640 99%	845 98%	93 100%	269 97%	294 98%	399 99%	963 98%	46 100%	101 98%	23 99%	555 98%	576 98%	334 96%	216 99%	165 97%	177 99%	241 99%	300 98%	300 99%	236 98%	297 98%	600 98%	533 98%	395 98%	733 98%
Monthly cost, i.e. the ongoing cost per month to receive the service	1144 98%	437 99%	643 99%	852 99%	93 100%	275 99%	299 99%	398 98%	971 99%	46 100%	103 99%	23 100%	558 99%	584 99%	342 99%	215 99%	169 99%	176 98%	243 100%	307 100%	302 99%	236 98%	298 99%	609 100%	534 98%	402 99%	736 99%
Cost of equipment/ installation, i.e. any initial cost of setting up your service including your router, engineer visits etc.	1123 97%	423 96%	636 98%	838 97%	92 99%	269 97%	294 98%	394 97%	956 97%	45 97%	100 96%	22 97%	539 95%	582 99%	335 97%	212 97%	165 97%	178 100%	232 96%	301 98%	298 98%	231 96%	293 97%	599 98%	524 96%	396 98%	721 97%
Contract length, i.e. the minimum length of time you agree to pay for the service	1136 98%	432 98%	641 99%	847 98%	92 100%	274 99%	297 99%	395 98%	966 98%	45 97%	103 99%	22 97%	552 98%	583 99%	338 98%	212 98%	167 98%	178 100%	241 100%	303 99%	304 100%	232 97%	298 98%	607 99%	529 98%	400 99%	731 98%
Other services included in the deal (e.g. TV, landline)	1009 87%	396 89%	558 86%	755 88%	73 91%	238 86%	272 91%	351 87%	861 88%	40 86%	88 84%	20 87%	472 84%	535 91%	304 88%	193 89%	153 90%	150 84%	208 86%	274 89%	267 88%	214 89%	253 84%	542 89%	467 86%	368 91%	637 86%
Suitability for your household's needs (e.g. number of devices that can connect at the same time)	1109 96%	426 96%	620 96%	825 96%	91 98%	268 97%	290 96%	384 95%	941 96%	45 97%	99 96%	23 99%	533 94%	574 98%	341 98%	210 97%	156 98%	172 97%	218 90%	298 97%	294 97%	235 98%	281 93%	593 97%	516 95%	398 98%	705 95%
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	1017 88%	402 91%	560 86%	761 88%	75 81%	242 87%	256 85%	366 90%	863 88%	41 88%	94 90%	19 83%	488 86%	527 90%	296 85%	192 88%	152 89%	158 88%	220 91%	271 88%	268 88%	212 88%	267 88%	538 88%	479 88%	363 90%	650 87%
A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	1001 87%	390 88%	553 85%	748 87%	76 82%	232 84%	257 86%	357 88%	847 86%	40 87%	95 91%	19 84%	490 87%	510 87%	307 89%	193 89%	148 87%	150 84%	203 84%	272 89%	258 85%	214 89%	258 85%	530 87%	471 87%	363 90%	632 85%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - n/op/q/r - s/t/u/v/w/x - yz.
95 percent as lower case, 50 percent as UPPER CASE.
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 71
QH2: SUMMARY TABLE - NET VERY/FAIRLY/SOMEWHAT USEFUL

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

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely (a)	Didn't match very much / at all (b)	Exactly/ almost exactly / closely (c)	Didn't match very much / at all (d)	Exactly/ almost exactly / closely (e)	Didn't match very much / at all (f)	Exactly/ almost exactly / closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	904	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Download speed, i.e. how fast data can travel from the internet to your computer or other device	1116	817	300	792	324	870	247	882	235	223	893	220	897	821	235	59
	97%	97%	95%	97%	95%	97%	96%	97%	95%	97%	97%	98%	96%	97%	96%	97%
Upload speed, i.e. how fast data can travel from your computer or other device to the internet	1096	800	295	771	225	856	240	866	229	223	873	218	878	812	227	57
	95%	95%	94%	95%	95%	95%	93%	95%	93%	97%	94%	97%	94%	96%	93%	93%
Reliability, i.e. the degree to which the service operates without faults or interruptions	1133	822	311	800	334	880	254	893	241	229	905	219	914	839	236	58
	98%	98%	99%	98%	97%	98%	98%	98%	98%	99%	98%	98%	98%	99%	96%	95%
Monthly cost, i.e. the ongoing cost per month to receive the service	1144	834	310	809	335	890	254	901	243	229	914	222	922	840	245	59
	99%	99%	99%	100%	98%	99%	99%	99%	99%	99%	99%	99%	99%	99%	100%	97%
Cost of equipment/ installation, i.e. any initial cost of setting up your service including your router, engineer visits etc.	1123	819	304	796	327	874	249	889	234	226	897	222	901	831	234	58
	97%	97%	97%	98%	95%	97%	96%	98%	95%	98%	97%	99%	97%	98%	95%	95%
Contract length, i.e. the minimum length of time you agree to pay for the service	1136	825	311	799	337	882	254	895	242	227	910	221	916	833	245	59
	98%	98%	99%	98%	98%	98%	99%	98%	98%	98%	98%	99%	98%	98%	100%	96%
Other services included in the deal (e.g. TV, landline)	1009	741	268	705	304	795	214	786	222	212	797	206	802	746	213	50
	87%	88%	85%	87%	89%	89%	83%	87%	90%	92%	86%	92%	86%	88%	87%	82%
Suitability for your household's needs (e.g. number of devices that can connect at the same time)	1109	806	304	776	332	869	240	874	234	228	881	221	888	821	229	58
	96%	96%	97%	96%	97%	97%	93%	96%	93%	97%	95%	96%	95%	97%	94%	95%
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	1017	755	262	737	280	796	221	807	210	231	786	215	802	747	214	56
	88%	90%	83%	91%	82%	89%	86%	89%	85%	100%	85%	96%	86%	88%	87%	91%
A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	1001	742	258	726	275	781	220	789	212	223	778	224	777	725	210	56
	87%	88%	82%	89%	80%	87%	85%	87%	86%	90%	84%	90%	83%	87%	86%	91%

Proportions/Mean. Columns tested (1% 5% risk level) - a-b - c-d - e-f - g-h - i-j - k-l - m-n/o.
95 percent as lower case, 99 percent as UPPER CASE.
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 72
QH2: SUMMARY TABLE - NOT USEFUL

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

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Download speed, i.e. how fast data can travel from the internet to your computer or other device	39	4	4	9	8	10	13	7	11	3	3	13	13	8	16	18	12	26	18	9	11	5	8	6	5	24	13
Upload speed, i.e. how fast data can travel from your computer or other device to the internet	59	4	17	12	14	12	25	11	14	6	3	21	15	19	23	31	14	40	30	9	19	6	4	13	4	39	19
Reliability, i.e. the degree to which the service operates without faults or interruptions	22	-	4	8	4	4	7	6	2	3	1	4	8	7	10	9	11	8	11	7	9	7	5	6	5	13	6
Monthly cost, i.e. the ongoing cost per month to receive the service	11	-	4	3	4	-	5	3	1	1	1	4	4	3	3	6	3	5	3	6	4	3	3	2	2	8	3
Cost of equipment/ installation, i.e. any initial cost of setting up your service including your router, engineer visits etc.	32	3	6	12	6	5	13	7	7	4	1	10	9	13	13	17	10	19	16	9	11	5	5	8	5	22	9
Contract length, i.e. the minimum length of time you agree to pay for the service	19	-	5	4	7	3	5	2	3	7	2	6	5	7	9	9	5	11	4	8	4	2	1	*	-	13	6
Other services included in the deal (e.g. TV, landline)	146	20	39	19	37	28	53	23	26	22	19	48	40	47	63	74	54	83	51	15	10	8	4	4	2	62	80
Suitability for your household's needs (e.g. number of devices that can connect at the same time)	46	6	15	10	9	7	14	8	13	9	3	11	19	16	22	22	9	34	29	5	9	1	1	7	-	34	13
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	138	11	19	26	42	35	33	34	26	25	16	43	44	44	62	65	50	82	69	22	42	15	11	30	11	87	47
A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	154	10	28	24	53	39	43	41	33	24	12	53	46	51	80	67	63	84	79	23	49	15	12	31	9	101	53

Proportions/Mean: Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z
95 percent as lower case, 90 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Absolutes/col percents

Table 72
QH2: SUMMARY TABLE - NOT USEFUL

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

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	48	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Download speed, i.e. how fast data can travel from the internet to your computer or other device	39	12	23	34	2	7	9	14	30	4	5	4	18	21	11	4	6	7	11	15	8	2	14	23	16	8	29
	3%	3%	4%	4%	2%	2%	3%	3%	3%	3%	3%	3%	3%	4%	3%	2%	3%	4%	3%	4%	2%	1%	4%	4%	3%	2%	4%
Upload speed, i.e. how fast data can travel from your computer or other device to the internet	59	17	39	44	6	14	14	21	49	4	6	1	38	22	16	4	5	10	24	16	15	2	26	31	28	14	44
	5%	4%	6%	5%	7%	5%	5%	5%	5%	9%	6%	2%	7%	4%	5%	2%	3%	6%	10%	5%	5%	1%	9%	5%	5%	3%	6%
Reliability, i.e. the degree to which the service operates without faults or interruptions	22	9	9	17	-	8	6	5	19	-	2	*	10	12	12	2	5	1	2	7	5	5	6	12	10	9	11
	2%	2%	1%	2%	-	3%	2%	1%	2%	-	2%	1%	2%	2%	4%	1%	3%	1%	1%	2%	1%	2%	2%	2%	2%	2%	2%
Monthly cost, i.e. the ongoing cost per month to receive the service	11	6	5	10	-	3	2	6	11	-	1	-	7	5	4	3	1	3	-	-	3	4	4	3	8	3	8
	1%	1%	1%	1%	-	1%	1%	2%	1%	-	1%	-	1%	1%	1%	1%	1%	2%	-	-	1%	1%	1%	1%	1%	1%	1%
Cost of equipment/ installation, i.e. any initial cost of setting up your service including your router, engineer visits etc.	32	19	13	24	1	8	7	11	26	1	4	1	26	6	12	6	4	*	10	6	6	9	10	13	19	8	24
	3%	4%	2%	3%	1%	3%	2%	3%	3%	3%	4%	3%	5%	2%	3%	3%	3%	*	4%	2%	2%	4%	3%	2%	4%	2%	3%
Contract length, i.e. the minimum length of time you agree to pay for the service	19	10	8	15	*	3	3	9	16	1	1	1	13	5	9	5	3	1	1	4	1	8	5	5	13	5	13
	2%	2%	1%	2%	*	1%	1%	2%	2%	3%	1%	3%	2%	1%	2%	2%	2%	*	*	1%	1%	3%	2%	1%	3%	1%	2%
Other services included in the deal (e.g. TV, landline)	146	46	91	107	20	39	28	53	121	6	16	3	93	53	42	25	17	28	34	33	37	26	50	70	76	37	107
	13%	12%	14%	12%	22%	14%	9%	13%	12%	14%	16%	2%	16%	9%	12%	11%	10%	16%	14%	12%	12%	11%	16%	11%	14%	9%	14%
Suitability for your household's needs (e.g. number of devices that can connect at the same time)	46	16	29	37	2	9	11	20	40	1	5	*	32	14	5	7	4	5	25	9	10	5	21	20	27	7	39
	4%	4%	4%	4%	2%	3%	4%	5%	4%	3%	4%	1%	6%	2%	2%	3%	2%	3%	10%	3%	3%	2%	5%	3%	5%	2%	5%
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	138	41	88	101	18	36	44	39	118	5	10	4	77	61	51	26	18	21	22	37	37	28	36	74	64	42	94
	12%	9%	14%	12%	19%	13%	15%	10%	12%	12%	10%	17%	14%	10%	15%	12%	11%	12%	9%	12%	12%	12%	12%	12%	12%	10%	13%
A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	154	52	96	114	17	45	43	47	135	6	9	4	75	78	39	25	21	29	39	35	47	26	45	82	71	42	112
	13%	12%	15%	13%	18%	16%	14%	12%	14%	13%	9%	16%	13%	13%	11%	11%	13%	16%	16%	11%	15%	11%	15%	13%	13%	10%	15%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - efg - hijk - lm - nlop/q/r - stu/vwx - yz.
95 percent as lower case, 50 percent as UPPER CASE.
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 72
QH2: SUMMARY TABLE - NOT USEFUL

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

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely (a)	Didn't match very much / at all (b)	Exactly/ almost exactly / closely (c)	Didn't match very much / at all (d)	Exactly/ almost exactly / closely (e)	Didn't match very much / at all (f)	Exactly/ almost exactly / closely (g)	Didn't match very much / at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	904	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Download speed, i.e. how fast data can travel from the internet to your computer or other device	39 3%	25 3%	14 5%	21 3%	18 5%	28 4%	11 4%	12 3%	12 5%	8 3%	31 3%	4 2%	35 4%	28 3%	9 4%	2 3%
Upload speed, i.e. how fast data can travel from your computer or other device to the internet	59 5%	41 5%	18 6%	42 5%	18 5%	42 5%	18 7%	42 5%	17 7%	8 3%	51 6%	6 3%	53 6%	27 4%	18 7%	5 7%
Reliability, i.e. the degree to which the service operates without faults or interruptions	22 2%	19 2%	3 1%	13 2%	9 3%	18 2%	4 2%	16 2%	6 2%	2 1%	19 2%	5 2%	17 2%	10 1%	9 4%	3 5%
Monthly cost, i.e. the ongoing cost per month to receive the service	11 1%	7 1%	4 1%	4 *	7 2%	8 1%	3 2%	8 1%	3 1%	2 1%	10 1%	2 1%	10 1%	9 1%	-	2 2%
Cost of equipment/ installation, i.e. any initial cost of setting up your service including your router, engineer visits etc.	32 3%	22 3%	10 3%	16 2%	16 5%	23 3%	9 4%	20 2%	12 5%	5 2%	27 3%	2 1%	30 3%	18 2%	11 5%	3 5%
Contract length, i.e. the minimum length of time you agree to pay for the service	19 2%	16 2%	3 1%	13 2%	5 2%	15 2%	4 1%	14 2%	5 2%	4 2%	14 2%	3 1%	16 2%	16 2%	* *	3 5%
Other services included in the deal (e.g. TV, landline)	146 13%	100 12%	46 15%	107 13%	39 11%	102 11%	44 17%	122 13%	24 10%	19 8%	127 14%	17 8%	129 14%	103 12%	32 13%	11 18%
Suitability for your household's needs (e.g. number of devices that can connect at the same time)	46 4%	37 4%	10 3%	36 4%	10 3%	28 3%	18 7%	34 4%	12 5%	3 1%	43 5%	3 1%	43 5%	28 3%	16 6%	3 5%
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	138 12%	86 10%	52 17%	76 9%	62 18%	101 11%	37 14%	101 11%	37 15%	-	138 15%	9 4%	129 14%	102 12%	31 13%	5 9%
A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	154 13%	98 12%	56 18%	87 11%	67 20%	116 13%	28 15%	120 13%	32 14%	8 4%	146 16%	-	154 17%	114 13%	34 14%	5 9%

Proportions/Mean. Columns tested (1% 5% risk level) - a-b - c/d - e/f - g/h - i/j - k/l - m/n/o.
95 percent as lower case, 50 percent as UPPER CASE.
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 73
QH2: SUMMARY TABLE

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

Base: All respondents

	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 the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)
Unweighted base	1155	1155	1155	1155	1155	1155	1155	1155	1155	1155
Base	1155	1155	1155	1155	1155	1155	1155	1155	1155	1155
Effective base	967	967	967	967	967	967	967	967	967	967
Not useful	39 .3%	59 .5%	22 .2%	11 .1%	32 .3%	19 .2%	146 .13%	46 .4%	138 .12%	154 .13%
Somewhat useful	180 .16%	257 .22%	144 .13%	147 .13%	250 .22%	249 .22%	368 .32%	228 .20%	406 .35%	417 .36%
Fairly useful	403 .35%	415 .36%	351 .30%	319 .28%	409 .35%	415 .36%	383 .33%	412 .36%	380 .33%	360 .31%
Very useful	533 .46%	424 .37%	638 .55%	678 .59%	465 .40%	473 .41%	357 .32%	469 .41%	231 .20%	224 .19%
NET Very/fairly useful	936 .81%	839 .73%	989 .86%	997 .86%	873 .76%	887 .77%	640 .55%	881 .76%	611 .53%	584 .51%
NET Very/fairly/somewhat useful	1116 .97%	1096 .95%	1133 .98%	1144 .99%	1123 .97%	1136 .98%	1009 .87%	1109 .96%	1017 .88%	1001 .87%
Mean	3.24	3.04	3.39	3.44	3.13	3.16	2.65	3.13	2.61	2.57
SD	0.83	0.89	0.78	0.75	0.84	0.81	0.96	0.87	0.94	0.95
SE	0.02	0.03	0.02	0.02	0.02	0.02	0.03	0.03	0.03	0.03

Proportions/Mean. Columns tested (1% .5% risk level) - ab - cd - ef - gh - ij - kl - mno.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 74
Q11: Where in the process of deciding on a fixed broadband service would ... be useful to you?
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling										
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)		
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	371	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	964	285	137	195	139	365	326	402	549	536	404	693	596	348	423	152	137	292	103*	788	332	
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	296	349	127	113	243	86	699	279	
On a provider's website	578	49	173	103	155	72	190	136	64	103	69	193	159	156	279	269	198	353	317	111	213	74	60	148	47	407	155	
	50%	48%	59% ab	59% ac	59% ad	37%	52%	48%	47%	53%	49%	53%	49%	49%	51%	50%	49%	52%	53%	45%	50%	49%	44%	51%	45%	52%	47%	
At the point of purchase	469	45	125	78	136	71	156	110	55	78	56	147	118	178	227	219	157	287	248	101	171	64	53	119	40	325	130	
	41%	45%	43%	38%	41%	36%	43%	39%	40%	40%	40%	40%	36%	44%	41%	41%	39%	42%	42%	41%	40%	42%	39%	41%	39%	41%	39%	
On a provider's printed material	367	34	104	60	111	46	118	90	52	55	40	107	97	143	184	161	122	230	205	88	146	58	54	103	43	268	87	
	32%	33%	35% ac	30%	31% ad	23%	32%	32%	30%	30%	29%	30%	30%	34%	30%	30%	33%	33%	33% ac	33% ad	33% ae	33% af	33% ag	33% ah	33% ai	33% aj	33% ak	33% al
In the terms and conditions	283	17	78	53	89	38	95	64	34	51	31	87	76	105	141	126	94	178	151	74	118	52	42	80	35	214	61	
	25%	17%	27%	26%	27%	19%	26%	22%	25%	26%	22%	24%	23%	26%	26%	23%	23%	26%	27% ac	30% ad	28% ae	30% af	27% ag	34% ah	27% ai	34% aj	27% ak	28%
In ads	235	21	71	40	58	37	77	59	29	35	27	77	71	72	132	111	74	149	126	50	89	34	32	62	25	163	64	
	20%	21%	24%	20%	18%	19%	22%	22%	18%	19%	19%	21%	22%	18%	20%	22%	18%	22%	22%	20%	22%	22%	22%	21%	24%	22%	19%	
In third party information, e.g. comparison sites, reviews etc.	226	10	73	42	62	34	73	58	29	31	30	65	67	82	123	93	71	145	135	53	89	40	14	65	29	167	53	
	20%	10%	23% ac	22% ad	19%	18%	20%	20%	20%	16%	22%	18%	21%	20%	22%	18%	22%	18%	23% ac	21%	22%	23% ae	15% af	22%	23% ah	21%	16%	
It would not be useful anywhere in the process	56	4	15	6	18	13	15	16	13	11	1	14	14	26	31	21	25	31	31	7	21	5	5	17	5	37	18	
	5%	3%	5%	3%	5%	7%	4%	5%	9% ac	5%	1%	4%	4%	6%	6%	4%	6%	4%	6%	5%	3%	5%	4%	4%	6%	5%	5%	
Don't know/not sure	73	7	9	10	16	31	22	19	7	14	10	20	20	24	33	28	26	42	33	9	24	2	5	16	2	44	27	
	6%	6%	3%	5%	5%	16% ac	6%	7%	5%	7%	7%	5%	6%	6%	6%	5%	6%	6%	6%	6%	3%	6%	2%	4%	5%	2%	6%	9% ad

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 % percent as lower case, 50 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 74
Q11: Where in the process of deciding on a fixed broadband service would ... be useful to you?
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
On a provider's website	578	239	309	456	37	141	153	194	488	26	54	9	286	291	176	106	99	87	116	183	164	103	128	347	231	201	373
	50%	54%	48%	53%	40%	51%	51%	48%	50%	27%	27%	33%	51%	50%	51%	45%	55%	49%	48%	57%	53%	43%	43%	57%	47%	50%	50%
At the point of purchase	469	171	270	357	29	108	128	163	399	15	46	9	228	240	132	84	68	74	110	121	123	96	129	244	225	147	319
	41%	39%	42%	41%	31%	39%	43%	40%	41%	32%	44%	40%	40%	41%	38%	39%	40%	42%	45%	40%	40%	40%	43%	40%	41%	36%	43%
On a provider's printed material	367	156	184	299	20	85	86	137	309	16	34	8	202	165	104	51	71	56	86	110	98	73	86	208	159	121	245
	32%	35%	29%	34%	22%	31%	29%	34%	31%	35%	33%	34%	35%	29%	30%	24%	31%	33%	34%	36%	32%	30%	29%	34%	29%	30%	33%
In the terms and conditions	285	132	134	219	23	75	78	90	242	12	25	6	142	143	86	42	55	41	60	85	82	58	61	167	119	103	183
	25%	30%	21%	25%	25%	27%	26%	22%	25%	26%	24%	28%	25%	24%	25%	19%	23%	25%	23%	28%	27%	24%	20%	27%	22%	25%	25%
In ads	235	100	118	190	15	61	59	81	200	7	23	5	116	118	78	44	38	32	43	79	61	38	57	140	95	82	151
	20%	23%	18%	22%	16%	20%	20%	20%	20%	15%	22%	20%	21%	20%	22%	20%	22%	18%	28%	26%	20%	16%	18%	23%	17%	20%	20%
In third party information, e.g. comparison sites, reviews etc.	226	105	112	181	14	67	47	78	192	10	21	4	104	121	72	33	41	34	45	68	58	43	58	126	100	72	153
	20%	24%	17%	21%	15%	27%	16%	19%	20%	22%	20%	16%	18%	21%	21%	15%	19%	18%	22%	22%	19%	18%	19%	21%	18%	18%	21%
If would not be useful anywhere in the process	56	15	40	38	7	21	16	13	50	2	3	1	32	24	11	8	4	15	17	14	10	13	19	24	32	15	41
	5%	3%	6%	4%	8%	7%	5%	3%	5%	4%	3%	1%	6%	4%	3%	4%	2%	4%	7%	5%	3%	5%	6%	4%	6%	4%	6%
Don't know/not sure	73	14	51	31	17	18	28	63	2	6	2	33	39	13	17	9	13	21	12	15	21	25	27	46	21	50	
	6%	3%	8%	4%	10%	6%	6%	7%	6%	5%	6%	8%	6%	7%	4%	8%	5%	7%	8%	4%	5%	9%	9%	10%	5%	7%	

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cd - efg - hij/k - lm - n/op/q/r - s/t/u/v/w/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 74
Q11: Where in the process of deciding on a fixed broadband service would ... be useful to you?
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)								
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
On a provider's website	578	436	140	433	145	460	118	477	101	129	449	131	447	425	125	29
	50%	52%	45%	52%	42%	51%	46%	52%	42%	56%	49%	59%	48%	50%	51%	47%
At the point of purchase	465	325	139	321	127	370	99	371	98	114	354	100	368	352	93	24
	41%	40%	42%	41%	40%	41%	38%	41%	40%	50%	38%	45%	40%	41%	38%	39%
On a provider's printed material	367	250	77	285	82	286	81	288	69	81	286	87	280	265	86	16
	32%	30%	25%	35%	24%	32%	32%	33%	28%	35%	31%	39%	30%	31%	35%	26%
In the terms and conditions	285	214	72	210	76	225	60	230	55	75	211	57	209	224	50	12
	25%	25%	23%	26%	22%	25%	23%	25%	23%	32%	23%	31%	22%	20%	20%	20%
In ads	235	189	46	182	53	190	45	195	40	53	181	54	180	178	47	11
	20%	22%	15%	22%	15%	21%	17%	21%	16%	23%	20%	24%	19%	21%	19%	18%
In third party information, e.g. comparison sites, reviews etc.	226	177	50	161	65	187	39	187	39	47	179	42	184	179	38	9
	20%	21%	16%	20%	19%	21%	15%	21%	16%	20%	19%	19%	20%	21%	16%	15%
It would not be useful anywhere in the process	56	32	24	32	25	41	16	42	14	5	51	6	50	41	15	1
	5%	4%	8%	4%	7%	5%	6%	5%	6%	2%	6%	3%	5%	5%	6%	1%
Don't know/not sure	73	48	24	43	30	52	21	47	26	12	61	7	66	52	14	3
	6%	6%	8%	5%	9%	6%	8%	5%	10%	5%	7%	3%	7%	6%	6%	11%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 75
Q11i: Where in the process of deciding on a fixed broadband service would ... be useful to you?
A detailed description indicating the characteristics of the service

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling										
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)		
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	371	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	864	285	137	195	139	365	326	402	549	536	404	693	596	348	423	152	137	292	103*	788	332	
Effective base	967	85	248	170	278	159	721	240	108	154	116	312	276	327	462	446	339	572	501	296	349	127	113	243	86	659	279	
On a provider's website	638	56	170	104	155	87	202	143	80	110	79	212	176	224	295	310	215	394	317	128	226	82	65	161	51	443	179	
	55%	55%	61% c	51%	60% c	45%	55%	50%	58%	61% c	57%	58%	54%	56%	54%	58%	53%	58%	54%	52%	53%	54%	48%	55%	50%	56%	54%	
At the point of purchase	488	51	109	90	150	75	154	120	55	90	56	156	129	175	229	235	161	300	249	101	178	61	59	125	45	328	146	
	42%	50% b	37%	44%	46%	38%	42%	42%	40%	46%	40%	43%	40%	44%	42%	44%	40%	43%	42%	42%	40%	43%	43%	44%	44%	42%	44%	
On a provider's printed material	369	27	109	65	102	56	124	88	49	58	40	109	106	139	190	162	113	243	211	70	142	47	43	98	33	268	90	
	32%	26%	37%	32%	31%	29%	34%	31%	33%	30%	29%	30%	32%	35%	30%	26%	28%	32%	28%	28%	24%	31%	31%	34%	32%	34%	27%	
In the terms and conditions	333	32	74	70	105	40	105	78	47	54	36	98	96	121	156	158	116	201	173	77	133	49	45	91	37	334	86	
	29%	32% a	25%	34% b	32% a	20%	29%	27%	34%	28%	26%	29%	28%	29%	28%	29%	29%	29%	29%	31%	31%	32%	33%	31%	36%	30%	26%	
In third party information, e.g. comparison sites, reviews etc.	202	14	64	38	54	26	58	49	31	37	23	53	65	75	93	102	75	121	127	47	85	38	32	61	27	155	41	
	18%	14%	22% a	19%	17%	13%	16%	17%	22%	19%	16%	15%	20%	19%	17%	19%	18%	17%	21% c	19% c	20% c	21% c	24% c	21% c	26% c	20% c	12%	
In ads	192	17	54	37	47	32	66	40	24	34	22	67	50	63	86	99	69	115	101	52	70	32	29	53	24	134	52	
	17%	17%	19%	18%	14%	16%	18%	14%	17%	17%	16%	18%	13%	16%	16%	18%	17%	17%	17%	21%	17%	21%	18%	23%	17%	17%	16%	
Elsewhere (please type in)	1	-	-	-	-	1	1	-	-	-	-	-	-	-	1	1	1	-	1	1	1	1	1	1	1	1	1	
It would not be useful anywhere in the process	40	1	6	6	11	15	11	14	6	5	2	7	8	21	22	12	19	19	25	8	16	7	6	13	5	28	11	
	3%	1%	2%	3%	3%	4% b	3%	5%	3%	2%	2%	2%	3%	5% b	4%	2%	5%	5%	4%	3%	4%	5%	4%	5%	4%	4%	3%	
Don't know/not sure	59	5	10	9	10	24	18	14	6	10	9	18	16	19	25	24	20	36	25	6	20	-	3	12	-	36	22	
	5%	5%	4%	4%	3%	12% c	5%	5%	3%	7%	7%	5%	5%	5%	5%	4%	5%	5%	7% c	3%	6% c	-	2%	4% c	-	6% c	7% c	

Proportions/Means. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 75
Q1ii: Where in the process of deciding on a fixed broadband service would ... be useful to you?
A detailed description indicating the characteristics of the service

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
On a provider's website	638	261	341	505	40	152	163	227	543	26	58	11	315	321	189	115	98	107	129	196	171	126	146	367	271	220	416
53%	59%	52%	57%	43%	43%	54%	56%	53%	53%	57%	56%	47%	56%	55%	54%	52%	58%	60%	52%	45%	50%	48%	49%	50%	54%	56%	56%
At the point of purchase	488	207	251	376	29	119	124	178	420	17	41	9	234	252	150	102	69	68	98	133	131	102	121	264	223	187	300
42%	47%	39%	44%	31%	43%	41%	44%	44%	43%	38%	39%	40%	41%	43%	43%	47%	41%	38%	41%	43%	43%	43%	40%	43%	41%	46%	40%
On a provider's printed material	369	160	188	291	24	100	97	123	321	13	28	7	202	167	96	60	57	56	100	124	93	70	82	217	152	119	249
33%	36%	29%	34%	26%	35%	33%	31%	33%	33%	28%	27%	29%	30%	28%	28%	28%	34%	31%	31%	31%	29%	27%	27%	28%	29%	29%	33%
In the terms and conditions	333	157	151	275	14	91	77	107	276	12	16	9	163	170	121	54	52	47	59	101	91	66	74	193	140	128	204
23%	35%	22%	32%	15%	32%	26%	27%	28%	28%	26%	35%	37%	29%	29%	25%	32%	26%	24%	25%	30%	30%	28%	24%	31%	26%	32%	27%
In third party information, e.g. comparison sites, reviews etc.	202	95	96	159	11	51	55	66	171	9	16	6	101	101	55	30	36	38	43	68	53	33	48	121	82	65	136
18%	22%	15%	18%	12%	18%	18%	16%	17%	17%	19%	16%	14%	18%	17%	16%	14%	21%	21%	22%	22%	17%	14%	16%	20%	15%	16%	18%
In ads	192	88	90	149	15	36	53	73	162	8	18	4	95	98	75	30	26	21	40	66	42	33	51	108	84	69	120
17%	20%	14%	17%	16%	12%	18%	18%	17%	17%	17%	18%	19%	17%	17%	22%	14%	15%	12%	17%	22%	14%	14%	17%	18%	15%	17%	16%
Elsewhere (please type in)	1	-	1	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-	1
4	4	4	4	-	-	-	-	-	-	-	31%	-	-	-	-	-	-	-	-	-	-	-	4	-	4	-	4
It would not be useful anywhere in the process	40	8	30	21	9	13	9	11	34	2	4	*	16	24	7	7	3	5	18	7	7	9	16	14	26	10	30
3%	2%	1%	1%	10%	3%	2%	3%	3%	3%	4%	3%	2%	3%	4%	2%	3%	2%	3%	3%	2%	2%	4%	5%	4%	5%	3%	4%
Don't know/not sure	59	12	42	23	8	17	10	25	52	2	4	1	27	33	10	14	11	8	16	11	11	16	22	21	38	17	40
5%	3%	6%	3%	9%	6%	3%	6%	5%	5%	4%	4%	6%	5%	6%	3%	6%	5%	7%	3%	3%	4%	7%	4%	7%	4%	5%	5%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - efg - hijk - lm - nop/q/r - s/uv/w/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 75
Q1ii: Where in the process of deciding on a fixed broadband service would ... be useful to you?
A detailed description indicating the characteristics of the service

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	777	190	777	692	217	60
On a provider's website	638	487	152	463	175	513	125	523	116	136	503	145	493	479	129	30
	55%	57%	48%	57%	51%	57%	49%	57%	47%	59%	54%	32%	53%	56%	13%	49%
At the point of purchase	488	352	136	340	147	381	107	388	100	108	380	95	388	364	97	26
	42%	42%	43%	42%	43%	42%	41%	43%	40%	47%	42%	44%	42%	43%	40%	43%
On a provider's printed material	369	290	79	278	91	295	74	300	69	93	276	99	270	277	78	13
	32%	34%	25%	34%	27%	33%	29%	33%	28%	40%	30%	36%	29%	33%	32%	22%
In the terms and conditions	333	252	81	240	93	271	62	276	56	84	248	88	245	256	63	13
	29%	30%	26%	30%	27%	30%	24%	30%	23%	30%	27%	26%	26%	30%	22%	22%
In third party information, e.g. comparison sites, reviews etc.	202	152	50	146	56	165	37	173	29	48	155	50	152	165	32	5
	18%	18%	16%	18%	16%	18%	15%	19%	12%	23%	17%	33%	16%	19%	13%	9%
In ads	192	156	37	142	51	155	37	154	38	39	153	47	146	148	37	8
	17%	18%	12%	17%	15%	17%	14%	17%	16%	17%	17%	21%	16%	17%	15%	13%
Elsewhere (please type in)	1	-	1	-	1	1	-	-	-	1	-	-	1	1	-	-
	4	-	4	-	4	4	-	-	-	4	-	4	4	4	-	-
It would not be useful anywhere in the process	40	17	23	17	23	20	20	23	17	4	36	5	35	24	13	2
	3%	2%	7%	2%	7%	2%	8%	3%	7%	2%	4%	2%	4%	3%	5%	4%
Don't know/not sure	59	41	18	40	20	40	19	38	21	7	52	5	54	42	13	5
	5%	5%	6%	5%	6%	4%	7%	4%	9%	3%	6%	2%	6%	5%	5%	8%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/vo.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 76
Q12: And at which stage would it be most useful to have this information?
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling										
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)		
Unweighted base	1155	98	287	197	345	196	893	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333	
Base	1155	101*	291	204	328	195	964	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332	
Effective base	967	85	248	170	278	159	821	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279	
On a provider's website	401	36	121	77	104	52	127	97	42	72	52	135	112	136	188	191	136	246	205	75	143	50	37	96	27	368	120	
	35%	35%	41% ^{sd}	38% ^{sd}	32%	26%	35%	34%	31%	37%	37%	37%	34%	34%	34%	36%	35%	34%	34%	30%	34%	33%	27%	33%	26%	34%	36%	
At the point of purchase	253	22	57	39	87	45	80	54	38	43	34	84	61	98	111	132	85	152	127	52	83	32	27	59	19	162	87	
	22%	21%	20%	19%	26%	23%	22%	19%	28%	22%	24%	23%	19%	24%	20%	25%	21%	22%	21%	22%	20%	20%	20%	19%	21%	26%	25%	
On a provider's printed material	114	11	26	16	35	19	32	38	12	15	11	34	29	43	57	48	44	66	61	32	48	17	16	35	14	87	21	
	10%	11%	9%	8%	11%	10%	9%	12%	9%	8%	8%	9%	9%	11%	10%	9%	11%	9%	10%	8%	10%	11%	12%	11%	10%	11%	6%	
In ads	100	14	19	29	17	17	31	27	10	16	13	32	33	30	50	45	29	64	50	22	39	14	15	24	12	69	28	
	9%	14% ^{sd}	7%	18% ^{sd}	5%	9%	9%	9%	7%	8%	10%	9%	10%	7%	9%	8%	7%	9%	8%	9%	9%	9%	11%	8%	11%	9%	8%	
In third party information, e.g. comparison sites, reviews etc.	81	2	28	11	26	12	27	19	7	13	13	25	28	23	42	35	27	50	49	24	32	17	15	24	12	61	17	
	7%	2%	9% ^{sd}	5%	8% ^{sd}	6%	7%	7%	5%	7%	9%	7%	9%	6%	8%	6%	7%	7%	8%	10%	8%	11% ^{sd}	11%	8%	12% ^{sd}	8%	5%	
In the terms and conditions	77	7	18	17	26	6	31	16	9	12	6	21	29	22	36	36	31	43	40	27	33	15	16	21	12	61	13	
	7%	7%	6%	8% ^{sd}	8% ^{sd}	3%	8%	6%	6%	6%	5%	6%	9%	6%	6%	7%	8%	6%	7%	13% ^{sd}	10%	10% ^{sd}	12% ^{sd}	7%	11% ^{sd}	6% ^{sd}	4%	
It would not be useful anywhere in the process	56	4	15	6	18	13	15	16	13	11	1	14	14	26	31	21	25	31	31	7	21	5	5	17	5	37	18	
	5%	3%	5%	3%	5%	7%	4%	5%	9% ^{sd}	5% ^{sd}	1%	4%	4%	6%	6%	4%	6%	4%	5%	3%	5%	4%	4%	6%	5%	5%	5%	
Don't know/not sure	73	7	9	10	16	31	22	19	7	14	10	20	20	24	33	28	26	42	33	9	24	2	5	16	2	44	27	
	6%	6%	3%	5%	5%	16% ^{sd}	6%	7%	5%	7%	7%	5%	6%	6%	6%	5%	6%	6%	6%	6%	3%	6%	2%	4%	5%	2%	9% ^{sd}	10% ^{sd}

Proportions/Mean. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 76
Q12: And at which stage would it be most useful to have this information?
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH			
	Total	Currently looking/ planning to look (a)	Not looking/ planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753	
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744	
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623	
On a provider's website	401	162	219	317	27	90	113	134	337	20	37	7	188	213	125	78	64	63	73	120	117	83	92	237	164	142	257	
At the point of purchase	253	89	151	189	16	57	63	92	212	8	29	5	118	134	71	53	30	31	68	51	111	47	84	122	131	84	168	
On a provider's printed material	114	39	66	87	11	27	27	38	93	5	12	4	60	53	36	12	20	19	25	30	25	29	30	55	59	40	73	
In ads	100	46	49	81	8	23	24	42	88	3	7	1	53	47	40	22	11	13	14	34	25	15	26	59	41	39	60	
In third party information, e.g. comparison sites, reviews etc.	81	37	40	61	6	22	18	31	72	3	5	1	42	39	26	10	14	13	19	24	20	15	22	44	37	26	55	
In the terms and conditions	77	41	32	58	7	20	21	26	67	3	4	2	38	39	24	18	18	11	7	22	22	19	15	44	34	36	41	
If would not be useful anywhere in the process	56	15	40	38	7	21	16	13	50	2	3	1	32	24	11	8	4	15	17	14	10	13	19	24	32	15	41	
Don't know/not sure	73	14	51	31	9	17	18	28	63	2	6	2	33	39	13	17	9	13	21	12	15	21	25	27	46	21	50	
	6%	3%	8%	4%	7%	6%	6%	7%	6%	5%	6%	8%	6%	7%	4%	8%	5%	7%	8%	4%	5%	6%	6%	4%	6%	5%	5%	7%

Proportions/Mean. Columns tested (1% 5% risk level) - ab - cid - efg - hij/k - lm - n/op/q/r - s/tu/vwx - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 76
Q12: And at which one stage would it be most useful to have this information?
An easily understood one- or two-word term on the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	777	190	777	692	217	60
On a provider's website	401	296	105	290	111	319	83	326	75	86	316	92	309	292	90	19
	35%	35%	34%	36%	32%	36%	32%	37%	34%	37%	34%	41%	33%	34%	37%	33%
At the point of purchase	253	167	86	165	88	189	60	189	64	59	194	50	203	187	50	16
	22%	20%	27%	20%	26%	22%	23%	21%	26%	22%	21%	22%	22%	22%	21%	26%
On a provider's printed material	114	86	27	83	30	80	34	91	23	16	97	20	93	78	32	3
	10%	10%	9%	10%	9%	9%	13%	10%	9%	7%	11%	9%	10%	9%	13%	6%
In ads	100	81	18	77	23	84	16	81	18	20	80	24	76	75	18	6
	9%	10%	6%	9%	7%	9%	6%	9%	8%	9%	9%	11%	8%	9%	8%	9%
In third party information, e.g. comparison sites, reviews etc.	81	70	11	62	19	71	10	71	10	13	68	10	71	64	13	5
	7%	8%	3%	8%	6%	8%	4%	8%	4%	6%	7%	4%	8%	7%	5%	8%
In the terms and conditions	77	60	17	61	16	59	18	61	16	21	57	15	62	60	13	5
	7%	7%	6%	8%	5%	7%	7%	7%	7%	9%	6%	7%	7%	7%	5%	8%
It would not be useful anywhere in the process	56	32	24	32	25	41	16	42	14	5	51	6	50	41	15	1
	5%	4%	8%	4%	7%	5%	6%	5%	6%	2%	6%	3%	5%	5%	6%	1%
Don't know/not sure	73	48	24	43	30	52	26	61	26	12	61	7	66	52	14	7
	6%	6%	8%	5%	9%	6%	8%	5%	10%	5%	7%	3%	7%	6%	6%	11%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/vo.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 77
 Q12ii: And at which one stage would it be most useful to have this information?
 A detailed description indicating the characteristics of the service

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling											
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)			
Unweighted base	1155	98	287	197	345	196	893	287	128	178	287	137	371	329	397	553	533	433	660	602	371	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	964	285	137	195	139	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332	
Effective base	967	85	248	170	278	159	821	240	108	154	116	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	699	279	
On a provider's website	434	37	111	76	120	57	142	103	47	82	47	47	146	120	148	207	201	152	261	212	96	152	61	46	105	33	301	120	
At the point of purchase	275	27	57	44	96	44	91	65	29	49	35	35	101	68	93	127	138	100	157	131	48	93	29	28	68	22	169	100	
In the terms and conditions	246	26%	20%	22%	30% ^{ab}	22%	25%	23%	21%	25%	25%	25%	28%	21%	23%	23%	26%	22%	22%	19%	22%	22%	21%	21%	21%	21%	30% ^{ab}	100	
On a provider's printed material	103	7	24	18	28	22	29	29	17	13	10	10	22	34	42	54	42	31	66	57	19	40	12	12	25	9	76	22	
In ads	75	11	18	13	11	18	30	13	8	12	9	8	27	20	23	32	40	17	56	28	22	28	10	12	17	9	48	24	
In third party information, e.g. comparison sites, reviews etc.	62	3	23	9	18	7	13	17	9	8	13	8	11	24	23	28	32	22	38	44	14	26	12	10	22	10	50	10	
Other	1	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	1	1	-	-	1	1	-	1	-	1	-	-	
It would not be useful anywhere in the process	40	1	6	6	11	15	11	14	6	5	2	2	7	8	21	22	12	19	19	25	8	16	7	6	13	5	28	11	
Don't know/not sure	59	5	10	9	10	24	18	14	6	10	9	9	18	16	19	25	24	20	36	25	6	20	-	3	12	-	36	22	

Proportions/Means. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 77
Q12ii: And at which one stage would it be most useful to have this information?
A detailed description indicating the characteristics of the service

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Currently planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
On a provider's website	434	169	242	345	33	99	120	149	369	18	40	8	205	229	129	81	70	77	99	134	124	78	99	258	177	147	285
	38%	38%	37%	40%	35%	36%	40%	37%	38%	28%	33%	34%	36%	39%	37%	37%	41%	42%	45%	43%	41%	32%	33%	41%	38%	36%	38%
At the point of purchase	275	104	157	205	15	68	67	98	233	11	27	4	135	141	85	56	36	38	62	64	74	59	78	139	137	99	177
	24%	24%	24%	24%	17%	25%	22%	24%	24%	24%	26%	19%	24%	24%	24%	26%	21%	21%	25%	21%	24%	25%	26%	23%	25%	24%	24%
In terms and conditions	106	47	53	87	7	26	27	37	90	3	10	3	45	61	46	19	18	12	10	24	30	28	24	54	52	49	57
	9%	11%	8%	10%	8%	9%	9%	9%	9%	7%	9%	2%	8%	10%	13%	8%	10%	7%	4%	8%	10%	22%	8%	9%	10%	12%	8%
On a provider's printed material	103	41	56	77	9	25	30	33	88	5	7	2	62	40	20	15	15	19	14	26	24	25	28	50	53	32	70
	9%	9%	9%	9%	10%	9%	10%	8%	9%	10%	7%	10%	9%	7%	6%	7%	9%	11%	14%	8%	8%	10%	9%	8%	10%	8%	9%
In ads	75	33	39	61	6	16	20	27	62	2	8	2	43	32	37	15	7	6	8	22	16	15	21	38	36	32	41
	6%	7%	6%	7%	6%	6%	7%	7%	6%	5%	8%	9%	8%	5%	11%	7%	4%	4%	3%	7%	5%	6%	7%	6%	7%	8%	6%
In third party information, e.g. comparison sites, reviews etc.	62	28	30	43	5	13	18	23	54	4	3	1	33	29	12	10	9	13	18	19	19	11	13	38	24	19	43
	5%	6%	5%	5%	6%	5%	6%	6%	5%	5%	3%	6%	6%	5%	4%	5%	5%	7%	7%	6%	6%	4%	4%	6%	4%	5%	6%
Other	1	-	1	1	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	1	-	1	-	1	1
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
It would not be useful anywhere in the process	40	8	30	21	9	13	9	11	34	2	4	*	16	24	7	7	3	5	18	7	7	9	16	14	26	10	30
	3%	2%	5%	2%	10%	5%	3%	3%	3%	4%	3%	2%	3%	4%	2%	3%	3%	3%	7%	2%	2%	4%	5%	4%	6%	3%	4%
Don't know/not sure	59	12	42	23	8	17	10	25	52	2	4	1	27	33	10	14	11	8	16	11	11	16	22	21	38	17	40
	5%	3%	6%	3%	9%	6%	3%	6%	5%	4%	4%	6%	5%	6%	3%	6%	6%	5%	7%	3%	4%	7%	7%	4%	7%	4%	5%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - efg - hijk - lm - nop/q/r - s/uv/w/x - yz.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 77
 Q12ii: And at which one stage would it be most useful to have this information?
 A detailed description indicating the characteristics of the service

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	Exactly/ almost exactly / closely	Didn't match very much / at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban	Rural	Other/ unclassified	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
On a provider's website	434	334	100	314	120	346	88	357	77	87	347	89	345	323	90	21
At the point of purchase	380	290	90	290	35%	30%	34%	31%	38%	38%	40%	40%	37%	38%	37%	35%
In the terms and conditions	106	78	28	77	29	88	18	83	23	27	78	26	80	81	21	4
On a provider's printed material	109	75	28	81	22	81	22	82	21	26	77	21	82	70	25	9
In ads	75	59	15	54	20	63	11	57	17	9	65	13	62	58	15	2
In third party information, e.g. comparison sites, reviews etc.	62	47	16	43	19	50	12	52	10	12	50	14	48	76	6%	3%
Other	1	-	1	-	1	1	-	-	-	-	1	-	1	1	-	-
It would not be useful anywhere in the process	40	17	23	17	23	20	20	23	17	4	36	5	35	24	13	2
Don't know/not sure	59	41	18	40	20	40	19	38	21	7	52	5	54	42	13	5

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - eif - gh - ij - kl - mnlv.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 78
QK1: Which of these fixed broadband services does your household have? Again, please think about the one you consider to be your main service.

Base: All with fixed broadband service

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1123	98	287	197	345	196	393	287	128	178	137	371	329	402	553	533	419	646	602	244	416	150	131	291	100	790	333
Base	1120	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	390	677	596	248	423	152	137	292	103*	788	332
Effective base	998	85	248	170	278	159	321	240	108	116	116	312	276	327	462	446	328	559	501	206	349	127	113	243	86	609	279
Fibre to the premises (FTTP)	228	-	-	-	228	-	108	73	33	79	34	124	82	116	157	162	152	161	151	67	132	41	41	87	33	214	114
29%	-	-	-	-	100%ABCD	-	30%	26%	24%	41%GHI	25%	34%	25%	29%	29%	30%	39%	24%	25%	27%	31%	27%	30%	30%	32%	27%	34%JK
Fibre to the cabinet (FTTC)	291	-	291	-	-	-	108	70	52	30	32	92	97	98	170	118	77	202	180	75	102	46	43	73	30	225	66
26%	-	-	100%ACD	-	-	-	39%	24%	38%e	15%	23%	25%	30%	24%	31%	22%	20%	30%P	30%z	30%z	24%	30%z	32%z	25%	29%	29%	20%
Cable broadband	204	-	-	204	-	-	47	61	17	60	19	55	65	81	90	109	56	137	114	60	100	37	31	71	24	159	45
18%	-	-	-	100%ABCD	-	-	13%	21%	12%	33%GHI	14%	15%	20%	20%	16%	20%	14%	30%g	21%z	21%z	21%z	14%z	15%z	15%z	21%z	21%z	14%
Copper broadband (ADSL)	101	101	-	-	-	-	37	25	16	4	20	34	32	31	46	51	27	73	63	22	31	16	13	25	12	73	28
9%	100%BCD	-	-	-	-	-	10%	8%	12%	2%	14%	9%	10%	8%	7%	10%	7%	11%	8%	7%	11%	10%	8%	12%	9%	8%	
Don't know	195	-	-	-	195	-	64	56	19	22	34	59	50	76	86	95	77	107	88	24	58	12	8	37	5	117	78
17%	-	-	-	-	100%ABCD	-	18%	20%	14%	11%	24%	16%	15%	19%	16%	18%	20%	16%	13%mn	10%	14%w	8%	6%	13%w	5%	15%wxyz	24%STUVWXYZ

Proportions/Means. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 78
QK1: Which of these fixed broadband services does your household have? Again, please think about the one you consider to be your main service.

Base: All with fixed broadband service

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)
Unweighted base	1123	451	642	838	99	201	240	334	775	128	119	101	526	595	300	221	169	187	246	340	319	203	261	659	464	377	741
Base	1120	442	649	831	93*	269	288	394	950	46	102	22*	548	571	335	205	167	173	241	303	293	234	291	595	525	382	733
Effective base	938	382	531	704	81	192	229	318	737	123	114	96	443	494	259	187	149	154	194	290	272	172	218	562	390	321	613
Fibre to the premises (FTTP)	328	133	190	267	12	90	75	108	272	16	10	10	159	169	101	67	59	36	65	85	96	67	80	180	148	137	190
	29%	30%	29%	32% cd	13%	34%	26%	27%	39%	35%	29%	45% cd	29%	30%	32% bc	33% bc	33% bc	22%	27%	28%	23%	29%	38%	30%	28%	35%	26%
Fibre to the cabinet (FTTC)	251	127	157	231	16	64	86	99	249	11	27	4	122	120	75	43	36	70	68	97	62	59	73	159	132	75	213
	26%	29%	24%	28% d	17%	24%	30%	25%	26%	25%	26%	28%	31% ab	21%	22%	21%	21%	41% NPDP	28%	32% d	21%	25%	25%	27%	25%	20%	29% d
Cable broadband	204	85	115	149	19	48	47	85	180	6	15	3	97	107	79	34	28	27	37	60	57	47	39	118	86	80	124
	18%	19%	18%	18%	20%	18%	16%	22%	19%	14%	14%	3%	18%	19%	34% cd	16%	17%	16%	15%	20%	20%	20%	13%	30% cd	16%	21%	17%
Copper broadband (ADSL)	101	41	56	80	9	18	33	34	85	2	13	1	64	58	20	19	19	15	25	26	23	25	27	50	52	24	76
	9%	9%	9%	10%	9%	7%	11%	9%	9%	5%	13%	5%	12% ab	7%	6%	9%	11%	9%	13% bc	9%	8%	8%	11%	9%	8%	6%	11% d
Don't know	195	57	130	104	38	48	48	68	164	9	17	5	55	138	61	43	25	24	42	34	54	35	72	88	107	67	128
	17%	13%	20% A	12%	41% c	18%	17%	17%	17%	20%	17%	21%	10%	24% L	18%	21%	15%	14%	17%	11%	19% s	15%	21% cd	15%	20% cd	17%	12%

Proportions/Means. Columns tested (1% 5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m - n/o/p/q/r - s/t/u/v/w/x - y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 78
QK1: Which of these fixed broadband services does your household have? Again, please think about the one you consider to be your main service.

Base: All with fixed broadband service

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly/ closely	Didn't match very much/ at all	Exactly/ almost exactly/ closely	Didn't match very much/ at all	Exactly/ almost exactly/ closely	Didn't match very much/ at all	Exactly/ almost exactly/ closely	Didn't match very much/ at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban (m)	Rural (n)	Other/ unclassified (o)	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)				
Unweighted base	1123	818	305	777	346	866	257	899	224	226	897	214	909	789	271	63
Base	1120	815	306	788	332	865	255	879	241	221	899	211	909	828	236	57*
Effective base	938	686	252	659	279	727	212	748	191	186	752	180	759	674	210	56
Fibre to the premises (FTTP)	328	239	89	238	90	279	49	292	36	71	258	64	264	251	62	15
Fibre to the cabinet (FTC)	293	252	40	255	26	231	60	212	40	54	228	65	226	207	71	14
Cable broadband	204	137	67	125	79	168	36	150	54	44	160	40	164	159	33	12
Copper broadband (ADSL)	181	86	16	166	140	196	146	176	226	206	286	196	296	146	146	226
Don't know	195	101	95	83	113	110	85	108	87	33	163	30	175	146	37	12
	12%	12%	31%	10%	34%	13%	33%	12%	36%	15%	18%	10%	19%	18%	16%	22%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - mn/vo.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 79
QK2: Are there any children under 18 in your household? Please include yourself if you are under 18.

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling								
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)
Unweighted base	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	321	240	108	154	116	312	276	327	462	446	339	572	901	206	349	127	113	243	86	609	279
Yes	465	24	75	80	137	67	114	101	54	51	144	105	127	170	203	163	222	176	103	159	63	65	109	50	361	120
	35%	23%	26%	39% ^{uab}	42% ^{uad}	31%	35%	25%	42% ^{uab}	37%	39% ^{uab}	32%	32%	31%	38% ^{uab}	40% ^{uac}	32%	30%	43% ^{uac}	40% ^{uac}	41% ^{uac}	47% ^{uav}	37% ^{uav}	48% ^{uav}	33%	36%
No	744	78	213	124	150	128	245	184	103	113	221	218	275	378	329	241	467	418	143	254	89	72	183	54	524	208
	64%	77% ^{uad}	73% ^{uac}	61%	58%	65%	67%	64%	75% ^{uac}	58%	61%	67%	68% ^{uac}	65% ^{uac}	61%	60%	67% ^{uac}	70% ^{uav}	58%	60%	59%	53%	63%	52%	68% ^{uav}	63%
Prefer not to say	6	-	3	-	2	1	5	1	-	-	-	2	-	1	4	-	4	1	2	-	-	-	-	-	3	3
	2%	-	1%	-	1%	1%	1%	1%	-	-	-	1%	-	1%	1%	-	1%	1%	1%	-	-	-	-	-	1%	1%

Proportions/Means. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 79
QK2: Are there any children under 18 in your household? Please include yourself if you are under 18.

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH			
	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Yes	405	183	194	318	27	112	102	135	348	16	33	7	171	233	169	143	63	24	6	112	121	88	83	233	171	405	-
	35%	41%	30%	37%	29%	40%	34%	33%	35%	35%	32%	31%	30%	39%	62%	61%	36%	13%	2%	37%	39%	27%	33%	28%	37%	40%	-
No	744	258	452	540	66	165	195	269	628	30	70	16	388	355	175	72	126	155	232	194	184	150	212	378	366	-	744
	64%	58%	70%	63%	72%	60%	65%	66%	64%	65%	67%	69%	69%	60%	30%	32%	62%	87%	96%	63%	60%	62%	72%	57%	62%	67%	-
Prefer not to say	6	1	3	4	-	-	4	1	5	-	1	-	6	-	3	2	1	-	-	1	-	3	2	1	5	-	-
	2%	+	+	+	-	-	2%	+	2%	-	2%	-	1%	-	1%	2%	2%	-	-	+	-	2%	2%	+	2%	-	-

Proportions/Means. Columns tested (1% 5% risk level) - a-b - c/d - e/f/g - h/i/j/k - l/m - n/o/p/q/r - s/t/u/v/w/x - y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 79
QK2: Are there any children under 18 in your household? Please include yourself if you are under 18.

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly/ closely (a)	Didn't match very much/ at all (b)	Exactly/ almost exactly/ closely (c)	Didn't match very much/ at all (d)	Exactly/ almost exactly/ closely (e)	Didn't match very much/ at all (f)	Exactly/ almost exactly/ closely (g)	Didn't match very much/ at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
	Total															
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Yes	405	293	112	281	124	327	78	310	94	91	314	89	316	305	78	21
	35%	35%	36%	35%	36%	36%	30%	34%	38%	39%	34%	40%	34%	38%	28%	33%
No	748	543	201	527	218	567	177	593	151	140	604	135	610	540	167	38
	64%	65%	64%	65%	64%	63%	69%	65%	61%	61%	65%	60%	65%	64%	68%	62%
Prefer not to say	6	5	1	5	1	3	3	5	1	-	6	-	6	4	-	2
	2%	2%	*	2%	*	*	2%	2%	*	-	2%	-	2%	*	-	3%***

Proportions/Means. Columns tested (1% 5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n/o.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table 80
K3: Full fibre availability (from postcode)

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling								
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)
Unweighted base	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	964	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	321	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	609	279
Full fibre available	404	27	77	56	152	72	130	96	68	54	130	105	146	197	184	402	-	196	86	156	56	51	103	39	267	123
	35%	27%	26%	27%	46% AAC	49% AAC	38%	25%	35%	39%	36%	32%	36%	36%	34%	100% Q	-	33%	35%	37%	37%	37%	35%	38%	34%	37%
Full fibre not available	693	71	202	137	161	107	213	174	97	77	216	204	243	325	327	-	693	379	143	251	86	77	182	59	487	190
	60%	70% AB	65% DE	67% DA	49%	55%	59%	61%	71% F	55%	59%	63%	61%	59%	61%	-	100% P	64%	58%	59%	57%	57%	62%	57%	62%	57%
Prefer not to say	58	4	13	11	15	11	13	16	6	11	19	17	12	27	25	-	-	21	19	16	10	8	8	5	35	19
	5%	4%	4%	6%	5%	6%	4%	6%	4%	6%	5%	5%	3%	5%	5%	-	-	3%	3%	4%	7%	6%	3%	5%	4%	6%

Proportions/Means. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 80
K3: Full fibre availability (from postcode)

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade						Children under 18 in HH		
	Total	Currently looking/planning to look (a)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
		Not looking/planning to look (b)																									
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Full fibre available	404	130	231	293	33	97	86	163	346	14	25	19	196	208	136	76	58	57	78	96	118	86	104	214	191	163	241
	35%	34%	36%	34%	35%	35%	29%	40%	35%	29%	24%	19%	35%	35%	39%	35%	34%	32%	31%	33%	30%	34%	35%	35%	32%	32%	32%
Full fibre not available	693	268	391	523	57	161	200	223	583	32	75	3	342	350	180	130	102	118	164	194	169	149	181	363	330	222	467
	60%	61%	60%	61%	62%	58%	56%	55%	59%	73%	23%	13%	61%	59%	52%	60%	60%	60%	60%	63%	55%	62%	60%	59%	61%	55%	58%
Prefer not to say	58	24	27	46	3	19	15	18	52	*	4	1	27	31	31	12	10	4	1	17	18	5	17	35	22	19	37
	5%	5%	4%	5%	3%	7%	5%	5%	5%	2%	4%	4%	5%	5%	3%	2%	2%	2%	2%	6%	6%	2%	6%	6%	4%	5%	5%

Proportions/Means. Columns tested (1% 5% risk level) - ab - cid - e/f/g - h/i/j/k - lm - n/o/p/q/r - s/t/u/v/w/x - y/z.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Table 80
K3: Full fibre availability (from postcode)

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly/ closely (a)	Didn't match very much/ at all (b)	Exactly/ almost exactly/ closely (c)	Didn't match very much/ at all (d)	Exactly/ almost exactly/ closely (e)	Didn't match very much/ at all (f)	Exactly/ almost exactly/ closely (g)	Didn't match very much/ at all (h)	"Very useful" (i)	Not "Very useful" (j)	"Very useful" (k)	Not "Very useful" (l)	Urban (m)	Rural (n)	Other/ unclassified (o)	
	Total															
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Full fibre available	404	281	123	268	136	309	95	320	84	84	321	74	330	326	76	2
	35%	33%	39%	33%	39%	34%	37%	35%	34%	36%	35%	33%	35%	40%	28%	3%
Full fibre not available	653	522	171	510	183	547	146	545	148	138	555	141	552	472	160	7
	60%	62%	55%	63%	54%	62%	57%	60%	60%	60%	63%	59%	63%	59%	60%	22%
Prefer not to say	58	38	19	35	23	41	16	43	15	9	49	9	49	5	-	52
	5%	5%	6%	4%	7%	5%	6%	5%	6%	4%	5%	4%	5%	2%	-	5%

Proportions/Means. Columns tested (1% 5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n/o.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing

Ofcom: Broadband Terminology Research November 2022

Table B1
Urbanity (from postcode)

Base: All respondents

	Current fixed broadband service					Current fixed broadband provider					Time with current provider			Engagement with current provider		Full fibre area (from postcode)		Bundling									
	Copper (a)	FTTC (b)	Cable (c)	FTTP (d)	Don't know (e)	BT (inc. EE & Plusnet) (f)	Sky (g)	TalkTalk (h)	Virgin Media (i)	Other (j)	Up 12 months (k)	13 months to 2 years (l)	2 years or more (m)	Stayed with existing (n)	Switched, first contract or moved house (o)	Yes (p)	No (q)	Internet & landline (r)	Internet & mobile (s)	Internet & pay TV (t)	Internet, mobile & landline (u)	Internet, mobile & pay TV (v)	Internet, landline & pay TV (w)	Internet, mobile, landline & pay TV (x)	Any bundling (y)	Standalone broadband (z)	
Unweighted base	1155	98	287	197	345	196	393	287	128	178	137	371	329	397	553	533	433	660	602	244	416	150	131	291	100	790	333
Base	1155	101*	291	204	328	195	364	285	137	195	139	365	326	402	549	536	404	693	596	248	423	152	137	292	103*	788	332
Effective base	967	85	248	170	278	159	321	240	108	154	116	312	276	327	462	446	339	572	501	206	349	127	113	243	86	659	279
Urban	849	65	207	155	251	146	239	217	106	169	96	267	241	303	397	404	326	517	443	189	342	114	111	234	82	657	230
	74%	64%	71%	73%	77%	75%	66%	70%	77%	87%	69%	73%	74%	75%	72%	75%	81%	75%	74%	76%	81%	75%	82%	80%	79%	76%	69%
Rural	245	33	71	33	62	37	110	51	25	14	35	79	67	84	120	109	76	168	131	40	64	29	17	50	16	156	80
	21%	33% ^{ns}	24%	16%	19%	19%	39% ^{ns}	18%	18%	7%	25%	22%	21%	21%	22%	20%	19%	24%	23% ^{ns}	16%	15%	19%	13%	17%	15%	20%	24% ^{ns}
Other/unclassified	61	4	14	12	15	12	15	17	6	11	8	19	17	15	32	24	2	7	21	19	17	9	8	9	6	36	21
	5%	4%	5%	6%	4%	6%	4%	6%	4%	6%	6%	5%	5%	4%	6%	4%	*	1%	3%	17% ^{ns}	4%	6%	6%	3%	6%	5%	6%

Proportions/Means. Columns tested (1% 5% risk level) - ab/c/d/e - f/g/h/i/j - k/l/m - n/o - p/q - r/s/t/u/v/w/x/y/z.
 95 percent as lower case, 99 percent as UPPER CASE.
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 81
Urbanity (from postcode)

Base: All respondents

	Thinking about new fixed broadband deal		Understand different options for broadband services in market		Region			Nation				Gender		Age					Social grade					Children under 18 in HH			
	Currently looking/planning to look (a)	Not looking/planning to look (b)	Agree (c)	Disagree (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Man (l)	Woman (m)	16-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	AB (s)	C1 (t)	C2 (u)	DE (v)	ABC1 (w)	C2DE (x)	Yes (y)	No (z)	
	Total																										
Unweighted base	1155	451	642	866	99	208	251	342	801	129	121	104	541	612	309	233	173	192	248	345	333	207	270	678	477	397	753
Base	1155	442	649	862	93*	277	300	404	982	46	104	23*	565	588	346	218	170	179	243	307	305	240	303	612	543	405	744
Effective base	967	382	531	729	81	199	240	326	762	124	116	99	457	509	267	198	152	159	195	295	283	176	227	578	403	339	623
Urban	849	336	469	641	66	221	208	329	758	31	48	12	420	428	268	158	129	123	171	230	226	179	214	456	393	305	540
	74%	76%	72%	74%	71%	69%	69%	69%	77%	46%	40%	53%	74%	73%	77%	72%	76%	69%	70%	73%	74%	73%	71%	75%	75%	75%	73%
Rural	245	83	148	173	24	35	76	58	169	15	52	10	115	129	52	44	31	50	68	59	59	55	72	118	127	78	167
	21%	19%	23%	20%	26%	13%	23%	14%	17%	32%	50%	41%	20%	22%	15%	20%	18%	28%	19%	19%	19%	23%	24%	19%	23%	19%	22%
Other/unclassified	61	23	31	48	3	21	17	18	56	1	4	1	30	31	26	16	10	5	4	18	20	6	17	38	23	21	38
	5%	5%	5%	6%	3%	7%	6%	4%	6%	2%	3%	6%	5%	5%	8%	7%	6%	3%	2%	6%	7%	3%	6%	6%	4%	5%	5%

Proportions/Mean. Columns tested (1% 5% risk level) - a-b - c/d - e/f/g - h/i/j/k - l/m - n/o/p/q/r - s/t/u/v/w/x - y/z.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 100), **very small base (under 30) ineligible for sig testing

Table 81
Urbanity (from postcode)

Base: All respondents

	Description matches understanding: Copper		Description matches understanding: FTTC		Description matches understanding: Cable		Description matches understanding: FTTP		Would find 1-2 word description of underlying technology useful		Would find detailed description of underlying technology useful		Urbanity (from postcode)			
	Exactly/ almost exactly/ closely	Didn't match very much/ at all	Exactly/ almost exactly/ closely	Didn't match very much/ at all	Exactly/ almost exactly/ closely	Didn't match very much/ at all	Exactly/ almost exactly/ closely	Didn't match very much/ at all	"Very useful"	Not "Very useful"	"Very useful"	Not "Very useful"	Urban (m)	Rural (n)	Other/ unclassified (o)	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)			(o)	
Unweighted base	1155	842	313	800	355	896	259	926	229	236	919	225	930	808	279	68
Base	1155	841	314	813	342	897	258	909	248	231	924	224	931	849	245	61*
Effective base	967	708	259	679	287	753	214	773	195	195	772	190	777	692	217	60
Urban	849	625	224	610	239	673	176	678	171	164	685	162	687	849	-	-
	74%	74%	71%	75%	70%	75%	68%	75%	69%	71%	74%	72%	74%	100%#M	-	-
Rural	245	176	69	165	80	183	62	187	58	52	193	47	190	-	245	-
	21%	21%	22%	20%	23%	20%	24%	22%	21%	22%	21%	21%	21%	-	100%#M	-
Other/unclassified	61	40	21	38	23	42	19	44	17	16	46	15	46	-	-	61
	5%	5%	7%	5%	7%	5%	7%	5%	7%	7%	5%	7%	5%	-	-	100%#M

Proportions/Means. Columns tested (1% 5% risk level) - ab - cd - ef - gh - ij - kl - m/n/o.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 100), **very small base (under 30) ineligible for sig testing