



Citizens Advice – Broadband

METHODOLOGY NOTE

ComRes interviewed 2,025 British adults aged 18+ online between the 4th and 6th December 2015. Data were weighted to be representative of all adults in Great Britain aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Broadband Survey
ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 1
Pair Chosen
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2025	1061	964	198	298	331	374	304	520	617	578	311	519	227	861
Weighted base	2025	986	1039	235	351	333	361	292	454	544	545	442	494	254	892
A1/ A2	496 25%	223 23%	273 26% ^a	53 23%	81 23%	100 30% ^{dfh}	85 24%	69 24%	107 24%	142 26%	133 24%	98 22%	123 25%	63 25%	228 26%
B1/ B2	522 26%	251 25%	272 26%	75 32% ^{eh}	84 24%	76 23%	97 27%	80 27%	111 24%	144 27%	144 26%	123 28%	111 22%	77 30%	242 27%
C1/ C2	505 25%	259 26%	246 24%	52 22%	87 25%	82 25%	91 25%	67 23%	125 28%	140 26%	128 23%	105 24%	132 27%	53 21%	216 24%
D1/ D2	501 25%	254 26%	248 24%	55 23%	99 28%	74 22%	88 24%	76 26%	110 24%	118 22%	139 26%	116 26%	128 26%	61 24%	206 23%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Broadband Survey

ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 1
Pair Chosen
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2025	191	105	1729	83	205	183	198	149	208	229	292	182
Weighted base	2025	176	103*	1746	85*	233	172	182	150	196	267	283	178
A1/ A2	496 25%	34 19%	26 25%	437 25%	26 31%ag	61 26%	33 19%	51 28%ag	46 31%AG	52 26%	59 22%	66 23%	42 24%
B1/ B2	522 26%	58 33%DbehiJk	22 22%	442 25%	17 20%	64 28%j	49 28%j	44 24%	33 22%	37 19%	65 24%	80 28%J	53 30%J
C1/ C2	505 25%	39 22%	32 31%m	434 25%	19 22%	51 22%	47 27%	52 29%	35 23%	50 25%	72 27%	71 25%	37 21%
D1/ D2	501 25%	45 26%	23 22%	433 25%	24 28%	56 24%	44 25%	34 19%	36 24%	58 30%H	71 27%	66 23%	45 25%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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

Broadband Survey

ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 2

Q.1 From the information in the images below, which of the two broadband deals, if either, do you think would cost you the most money in total over the length of the contract? Please ignore any free gifts or vouchers that the images may mention.

Summary of Correct Answers

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2025	1061	964	198	298	331	374	304	520	617	578	311	519	227	861
Weighted base	2025	986	1039	235	351	333	361	292	454	544	545	442	494	254	892
NET: Any Correct	899 44%	459 46%	441 42%	99 42%	162 46%H	153 46%H	176 49%H	138 47%H	171 38%	236 43%	245 45%	194 44%	224 45%	118 46%	439 49%
A1	249 12%	126 13%	123 12%	28 12%	50 14%	50 15%h	42 12%	33 11%	46 10%	67 12%	68 13%	47 11%	67 13%	36 14%	123 14%
B2	226 11%	120 12%	107 10%	28 12%	27 8%	32 10%	46 13%d	40 14%D	52 12%	62 11%	62 11%	55 13%	47 9%	27 11%	111 12%
C1	186 9%	100 10%	86 8%	21 9%	33 9%	34 10%	37 10%	30 10%	32 7%	56 10%	47 9%	31 7%	51 10%	30 12%	86 10%
D2	238 12%	113 11%	125 12%	22 9%	52 15%H	37 11%	52 14%H	35 12%	41 9%	50 9%	67 12%	61 14%i	60 12%	25 10%	120 13%
NET: Any wrong	748 37%	366 37%	382 37%	86 36%	132 38%	105 31%	133 37%	102 35%	191 42%Eg	213 39%L	204 37%	172 39%i	160 32%	96 38%	293 33%
A2	196 10%	80 8%	116 11%A	19 8%	25 7%	33 10%	37 10%	33 11%	49 11%	60 11%	54 10%	40 9%	41 8%	24 9%	81 9%
B1	178 9%	76 8%	102 10%	29 12%G	38 11%g	25 7%	34 9%	17 6%	36 8%	51 9%	46 8%	46 10%	35 7%	32 13%	78 9%
C2	204 10%	115 12%B	89 9%	14 6%	37 11%e	21 6%	37 10%e	29 10%	67 15%CEfg	61 11%	52 9%	51 12%	41 8%	14 6%	79 9%
D1	170 8%	95 10%	76 7%	24 10%	32 9%	26 8%	26 7%	22 8%	40 9%	41 7%	52 10%	35 8%	43 9%	26 10%n	55 6%
NET: Any Cost the same	158 8%	65 7%	93 9%a	21 9%	29 8%	34 10%h	23 6%	23 8%	29 6%	43 8%	42 8%	29 7%	44 9%	18 7%	70 8%
A1/2	11 1%	3 *	8 1%	3 1%	2 1%	4 1%gh	1 *	- -	1 *	3 *	2 *	1 *	6 1%	- -	7 1%
B1/2	60 3%	28 3%	32 3%	9 4%	8 2%	10 3%	8 2%	10 3%	15 3%	21 4%	17 3%	9 2%	12 2%	5 2%	25 3%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

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Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Weighted base	2025	986	1039	235	351	333	361	292	454	544	545	442	494	254	892
C1/2	53 3%	22 2%	31 3%	5 2%	9 3%	14 4%h	10 3%	6 2%	9 2%	11 2%	19 3%k	6 1%	17 4%k	8 3%	21 2%
D1/2	35 2%	12 1%	22 2%	5 2%	9 2%	5 2%	4 1%	7 2%	5 1%	9 2%	4 1%	14 3%J	8 2%	5 2%	17 2%
NET: Any can't tell	219 11%	97 10%	122 12%	29 12%	28 8%	41 12%	29 8%	29 10%	62 14%DF	52 10%	55 10%	46 10%	67 14%i	22 9%	90 10%
A1/2	41 2%	14 1%	26 3%	3 1%	4 1%	12 4%dg	6 2%	3 1%	12 3%	12 2%	9 2%	10 2%	10 2%	3 1%	17 2%
B1/2	59 3%	27 3%	32 3%	9 4%	10 3%	10 3%	10 3%	13 4%H	8 2%	10 2%	19 3%	13 3%	17 4%	13 5%	28 3%
C1/2	61 3%	22 2%	40 4%a	13 5%dfG	7 2%	13 4%G	8 2%	2 1%	18 4%G	12 2%	10 2%	17 4%	22 5%iJ	1 1%	31 3%M
D1/2	59 3%	34 3%	25 2%	4 2%	6 2%	6 2%	6 2%	11 4%	25 5%cDEF	18 3%	16 3%	7 2%	18 4%	5 2%	14 2%

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	Total	Region											
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Unweighted base	2025	191	105	1729	83	205	183	198	149	208	229	292	182
Weighted base	2025	176	103*	1746	85*	233	172	182	150	196	267	283	178
NET: Any Correct	899 44%	84 47%	52 51%f	763 44%	37 44%	90 39%	84 49%f	79 43%	61 41%	86 44%	117 44%	137 49%f	72 41%
A1	249 12%	18 10%	14 14%	217 12%	11 13%	28 12%	19 11%	25 14%	21 14%	22 11%	34 13%	34 12%	22 12%
B2	226 11%	27 16%dFJ	11 11%	188 11%	8 10%	19 8%	24 14%J	22 12%	15 10%	13 7%	26 10%	41 15%fJ	19 11%
C1	186 9%	22 12%fm	11 11%	153 9%	9 10%	16 7%	12 7%	16 9%	14 9%	19 9%	23 9%	33 12%f	12 7%
D2	238 12%	17 10%	16 15%i	205 12%	9 11%	27 11%	29 17%aHII	16 9%	11 7%	32 16%ahII	33 12%	28 10%	20 11%
NET: Any wrong	748 37%	60 34%	33 32%	655 38%	29 35%	98 42%	60 35%	73 40%	62 41%	74 38%	96 36%	99 35%	65 36%
A2	196 10%	13 7%	10 10%	173 10%	15 17%AfGKLm	20 9%	12 7%	21 12%	18 12%	26 13%ag	22 8%	23 8%	16 9%
B1	178 9%	18 10%	6 6%	153 9%	5 6%	29 12%	17 10%	13 7%	11 7%	15 8%	24 9%	22 8%	17 10%
C2	204 10%	10 6%	13 12%a	182 10%a	5 5%	27 11%a	23 13%A	24 13%A	13 9%	15 7%	32 12%a	26 9%	18 10%
D1	170 8%	19 11%Bg	3 3%	148 8%	5 6%	22 10%b	8 5%	15 8%	20 13%BGk	18 9%b	18 7%	27 9%b	14 8%
NET: Any Cost the same	158 8%	16 9%	7 7%	135 8%	11 13%h	19 8%	11 6%	10 6%	10 7%	16 8%	22 8%	23 8%	14 8%
A1/2	11 1%	2 1%	-	9 *	-	4 2%k	-	2 1%	1 1%	-	-	3 1%	-
B1/2	60 3%	8 5%	3 3%	49 3%	2 2%	10 4%	5 3%	4 2%	4 3%	4 2%	7 3%	7 3%	5 3%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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Weighted base	2025	176	103*	1746	85*	233	172	182	150	196	267	283	178
C1/2	53 3%	3 1%	3 3%	47 3%	2 3%	2 1%	5 3%	3 1%	3 2%	11 6%aFhk	6 2%	10 4%f	5 3%
D1/2	35 2%	3 2%	1 1%	31 2%	6 8%ABFGHIJL	3 1%	1 *	2 1%	1 1%	1 *	9 3%gj	3 1%	4 2%
NET: Any can't tell	219 11%	17 9%	11 11%	192 11%	7 9%	27 11%	17 10%	19 11%	17 11%	21 10%	33 12%	24 8%	28 15%L
A1/2	41 2%	2 1%	1 1%	38 2%	- -	9 4%a	2 1%	3 2%	6 4%	3 2%	4 1%	5 2%	5 3%
B1/2	59 3%	4 2%	2 2%	53 3%	1 2%	6 3%	2 1%	5 3%	4 3%	5 2%	7 3%	9 3%	13 7%abfGhiJKI
C1/2	61 3%	5 3%l	5 5%L	52 3%	3 3%	7 3%l	7 4%L	10 6%Lm	4 2%	5 3%l	11 4%L	2 1%	3 2%
D1/2	59 3%	6 3%h	3 3%	50 3%	3 4%h	4 2%	5 3%h	1 *	3 2%	7 4%h	11 4%H	8 3%	7 4%h

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 3

Q.1 From the information in the images below, which of the two broadband deals, if either, do you think would cost you the most money in total over the length of the contract? Please ignore any free gifts or vouchers that the images may mention.

Base: All respondents answering about A1/A2

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	506	249	257	48	77	96	96	71	118	156	153	68	129	59	230
Weighted base	496	223	273	53*	81*	100*	85*	69*	107*	142	133	98*	123*	63*	228
A1	249	126	123	28	50	50	42	33	46	67	68	47	67	36	123
	50%	56%B	45%	52%	61% ^H	50%	49%	48%	43%	47%	51%	48%	54%	58%	54%
A2	196	80	116	19	25	33	37	33	49	60	54	40	41	24	81
	39%	36%	42%	36%	31%	33%	43%	48% ^d	45% ^d	42%	40%	41%	33%	38%	35%
They would cost the same	11	3	8	3	2	4	1	-	1	3	2	1	6	-	7
	2%	1%	3%	5%	3%	4%	1%	-	1%	2%	1%	1%	5%	-	3%
Can't tell	41	14	26	3	4	12	6	3	12	12	9	10	10	3	17
	8%	6%	10%	6%	5%	12%	7%	4%	11%	8%	7%	10%	8%	4%	8%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

*** small base**

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Base: All respondents answering about A1/A2

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	506	40	25	441	28	53	38	61	45	51	48	68	49
Weighted base	496	34*	26**	437	26**	61*	33*	51*	46*	52*	59*	66*	42*
A1	249	18	14	217	11	28	19	25	21	22	34	34	22
	50%	52%	55%	50%	44%	46%	57%	50%	46%	43%	58%	52%	52%
A2	196	13	10	173	15	20	12	21	18	26	22	23	16
	39%	37%	41%	40%	56%	33%	36%	42%	39%	51%	36%	36%	37%
They would cost the same	11	2	-	9	-	4	-	2	1	-	-	3	-
	2%	6% ^k	-	2%	-	6%	-	3%	2%	-	-	4%	-
Can't tell	41	2	1	38	-	9	2	3	6	3	4	5	5
	8%	5%	5%	9%	-	15%	7%	6%	13%	6%	6%	8%	12%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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Broadband Survey
ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 4

Q.1 From the information in the images below, which of the two broadband deals, if either, do you think would cost you the most money in total over the length of the contract? Please ignore any free gifts or vouchers that the images may mention.

Base: All respondents answering about B1/B2

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	505	260	245	54	69	79	98	79	126	159	135	87	124	62	222
Weighted base	522	251	272	75*	84*	76*	97*	80*	111	144	144*	123*	111*	77*	242
B1	178 34%	76 30%	102 37%	29 38%g	38 45%G	25 32%	34 35%g	17 21%	36 32%	51 36%	46 32%	46 37%	35 31%	32 41%	78 32%
B2	226 43%	120 48%b	107 39%	28 38%	27 33%	32 42%	46 47%	40 50%d	52 47%d	62 43%	62 43%	55 45%	47 42%	27 35%	111 46%
They would cost the same	60 11%	28 11%	32 12%	9 12%	8 10%	10 13%	8 8%	10 12%	15 13%	21 15%	17 12%	9 7%	12 11%	5 7%	25 10%
Can't tell	59 11%	27 11%	32 12%	9 12%	10 12%	10 13%	10 10%	13 16%h	8 7%	10 7%	19 13%	13 10%	17 16%l	13 17%	28 12%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

*** small base**

Broadband Survey

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Absolutes/col percents

Table 4

Q.1 From the information in the images below, which of the two broadband deals, if either, do you think would cost you the most money in total over the length of the contract? Please ignore any free gifts or vouchers that the images may mention.

Base: All respondents answering about B1/B2

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	505	63	22	420	17	53	52	42	34	42	50	83	47
Weighted base	522	58*	22**	442	17**	64*	49*	44*	33**	37*	65*	80*	53*
B1	178 34%	18 32%	6 28%	153 35%	5 31%	29 44%l	17 35%	13 29%	11 32%	15 41%	24 37%	22 28%	17 32%
B2	226 43%	27 47%	11 50%	188 42%	8 49%	19 30%	24 49%f	22 49%f	15 44%	13 36%	26 41%	41 52%F	19 35%
They would cost the same	60 11%	8 14%	3 13%	49 11%	2 12%	10 16%	5 11%	4 9%	4 12%	4 10%	7 11%	7 9%	5 9%
Can't tell	59 11%	4 7%	2 9%	53 12%	1 8%	6 10%	2 5%	5 12%	4 12%	5 13%	7 11%	9 11%	13 24%AfGI

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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Table 5

Q.1 From the information in the images below, which of the two broadband deals, if either, do you think would cost you the most money in total over the length of the contract? Please ignore any free gifts or vouchers that the images may mention.

Base: All respondents answering about C1/C2

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	506	284	222	47	76	78	87	72	146	159	138	77	132	47	207
Weighted base	505	259	246	52**	87*	82*	91*	67*	125	140	128	105*	132	53*	216
C1	186 37%	100 39%	86 35%	21 40%	33 38%h	34 41%H	37 40%H	30 45%H	32 25%	56 40%	47 37%	31 30%	51 39%	30 56%n	86 40%
C2	204 40%	115 45%b	89 36%	14 26%	37 43%E	21 25%	37 40%e	29 44%E	67 53%Ef	61 43%l	52 40%	51 49%L	41 31%	14 27%	79 36%
They would cost the same	53 10%	22 8%	31 13%	5 9%	9 11%	14 18%H	10 11%	6 8%	9 7%	11 8%	19 15%ik	6 6%	17 13%	8 15%	21 10%
Can't tell	61 12%	22 8%	40 16%A	13 25%	7 8%	13 16%G	8 9%	2 4%	18 14%G	12 9%	10 8%	17 16%	22 17%ij	1 2%	31 14%m

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

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Broadband Survey

ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 5

Q.1 From the information in the images below, which of the two broadband deals, if either, do you think would cost you the most money in total over the length of the contract? Please ignore any free gifts or vouchers that the images may mention.

Base: All respondents answering about C1/C2

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	506	41	34	431	18	47	46	56	36	56	67	66	39
Weighted base	505	39*	32**	434	19**	51*	47**	52*	35**	50*	72*	71*	37*
C1	186 37%	22 56%DFHKm	11 36%	153 35%	9 48%	16 31%	12 25%	16 30%	14 41%	19 37%	23 32%	33 47%	12 32%
C2	204 40%	10 26%	13 39%	182 42%a	5 25%	27 52%Aj	23 49%	24 45%a	13 39%	15 30%	32 44%a	26 37%	18 48%a
They would cost the same	53 10%	3 7%	3 10%	47 11%	2 13%	2 3%	5 11%	3 5%	3 10%	11 22%aFHK	6 8%	10 14%f	5 12%
Can't tell	61 12%	5 12%l	5 15%	52 12%	3 15%	7 14%L	7 15%	10 19%L	4 11%	5 11%l	11 16%L	2 2%	3 8%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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

Broadband Survey
ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 6

Q.1 From the information in the images below, which of the two broadband deals, if either, do you think would cost you the most money in total over the length of the contract? Please ignore any free gifts or vouchers that the images may mention.

Base: All respondents answering about D1/D2

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	508	268	240	49	76	78	93	82	130	143	152	79	134	59	202
Weighted base	501	254	248	55*	99*	74*	88*	76*	110	118	139	116*	128	61*	206
D1	170 34%	95 37%	76 31%	24 44%	32 32%	26 35%	26 29%	22 30%	40 36%	41 35%	52 37%	35 30%	43 33%	26 42%N	55 27%
D2	238 47%	113 45%	125 50%	22 40%	52 53%h	37 49%	52 59%cH	35 46%	41 37%	50 43%	67 48%	61 52%	60 47%	25 41%	120 58%M
They would cost the same	35 7%	12 5%	22 9%	5 8%	9 9%	5 7%	4 5%	7 10%	5 4%	9 7%	4 3%	14 12%J	8 6%	5 8%	17 8%
Can't tell	59 12%	34 13%	25 10%	4 8%	6 6%	6 8%	6 7%	11 15%	25 23%CDEF	18 15%k	16 11%	7 6%	18 14%	5 9%	14 7%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

*** small base**

Broadband Survey
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Absolutes/col percents

Table 6

Q.1 From the information in the images below, which of the two broadband deals, if either, do you think would cost you the most money in total over the length of the contract? Please ignore any free gifts or vouchers that the images may mention.

Base: All respondents answering about D1/D2

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	508	47	24	437	20	52	47	39	34	59	64	75	47
Weighted base	501	45*	23**	433	24**	56*	44*	34*	36**	58*	71*	66*	45*
D1	170 34%	19 42%G	3 14%	148 34%	5 21%	22 40%g	8 19%	15 45%Gk	20 56%	18 31%	18 26%	27 40%G	14 31%
D2	238 47%	17 37%	16 68%	205 47%	9 38%	27 48%	29 68%AfhkLm	16 46%	11 31%	32 55%	33 46%	28 43%	20 44%
They would cost the same	35 7%	3 7%	1 4%	31 7%	6 27%	3 5%	1 1%	2 6%	1 4%	1 2%	9 12%gj	3 4%	4 10%
Can't tell	59 12%	6 13%	3 13%	50 11%	3 13%	4 7%	5 12%	1 3%	3 9%	7 13%	11 16%h	8 12%	7 15%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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

Broadband Survey

ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 7

Q.2 From the information presented above, how much do you think this broadband deal would cost on average per month?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2025	1061	964	198	298	331	374	304	520	617	578	311	519	227	861
Weighted base	2025	986	1039	235	351	333	361	292	454	544	545	442	494	254	892
£5	140 7%	64 7%	76 7%	23 10%Gh	37 11%fGH	25 7%g	22 6%	10 4%	23 5%	26 5%	38 7%	35 8%i	41 8%l	14 6%	73 8%
£11.66	239 12%	111 11%	127 12%	37 16%F	43 12%	46 14%F	30 8%	32 11%	50 11%	83 15%L	64 12%l	52 12%	39 8%	27 10%	100 11%
£21.99	525 26%	219 22%	306 29%A	68 29%gH	111 32%GH	96 29%GH	98 27%gH	60 21%	92 20%	116 21%	120 22%	144 33%lJ	145 29%lJ	67 26%	238 27%
£27.98	344 17%	191 19%B	153 15%	44 19%	66 19%	52 16%	63 17%	54 19%	66 15%	95 17%	103 19%l	75 17%	71 14%	46 18%	175 20%
£28.65	438 22%	238 24%B	199 19%	39 17%	58 17%	67 20%	89 25%cD	71 24%cD	113 25%CD	128 23%	133 24%kl	80 18%	97 20%	68 27%N	176 20%
Can't tell	339 17%	161 16%	177 17%	24 10%	36 10%	48 14%	58 16%cd	64 22%CDEF	109 24%CDEF	96 18%k	87 16%	55 12%	101 20%jK	32 13%	130 15%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Broadband Survey

ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 7

Q.2 From the information presented above, how much do you think this broadband deal would cost on average per month?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2025	191	105	1729	83	205	183	198	149	208	229	292	182
Weighted base	2025	176	103*	1746	85*	233	172	182	150	196	267	283	178
£5	140 7%	13 7%	5 5%	123 7%	4 5%	18 8%	8 4%	13 7%	8 6%	15 7%	27 10%gM	22 8%	7 4%
£11.66	239 12%	21 12%	12 12%	205 12%	7 8%	32 14%	22 13%	22 12%	13 9%	21 11%	22 8%	39 14%k	26 15%k
£21.99	525 26%	45 26%	26 26%	453 26%	23 27%	68 29%M	49 28%M	40 22%	42 28%m	54 27%M	82 31%hIM	64 23%	32 18%
£27.98	344 17%	27 16%	21 20%	296 17%	16 19%	30 13%	24 14%	29 16%	32 21%f	36 18%	43 16%	58 21%f	29 16%
£28.65	438 22%	41 23%	30 29% ^{dij} kl	367 21%	25 29%k	54 23%	44 26%k	39 21%	28 19%	36 19%	47 18%	54 19%	41 23%
Can't tell	339 17%	28 16%	9 8%	302 17%B	11 13%	31 13%	25 15%	39 21%Bf	27 18%b	35 18%b	45 17%b	46 16%b	43 24% ^{aBeFgl}

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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

Broadband Survey
ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 8
Q.3 To what extent, if at all, do you agree with each of the following statements?
Summary
Base: All respondents

	Statements					
	I find it easy to compare broadband prices	It is straightforward to find the information I need to compare different broadband deals	It is clear to me that the 'headline' price for broadband is not what I would end up paying per month	It would be easier to choose the right broadband option for me if the cost of the line rental was included in the 'headline' price	I find it easy to work out from an advert how much I will be paying for my broadband per month	The information in most adverts for broadband is too complicated to compare deals easily
Unweighted base	2025	2025	2025	2025	2025	2025
Weighted base	2025	2025	2025	2025	2025	2025
NET: Agree	742 37%	691 34%	1679 83%	1783 88%	804 40%	1526 75%
Strongly agree (4)	193 10%	174 9%	1101 54%	1177 58%	207 10%	721 36%
Tend to agree (3)	549 27%	517 26%	579 29%	606 30%	597 29%	806 40%
Tend to disagree (2)	816 40%	871 43%	203 10%	100 5%	765 38%	320 16%
Strongly disagree (1)	359 18%	354 17%	68 3%	58 3%	373 18%	109 5%
NET: Disagree	1175 58%	1226 61%	271 13%	157 8%	1138 56%	428 21%
Don't know	108 5%	108 5%	74 4%	85 4%	83 4%	71 3%
Mean	2.30	2.27	3.39	3.50	2.33	3.09
Standard deviation	0.89	0.86	0.81	0.73	0.90	0.86
Standard error	0.02	0.02	0.02	0.02	0.02	0.02

Broadband Survey
ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 9

Q.3 To what extent, if at all, do you agree with each of the following statements?**I find it easy to compare broadband prices****Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2025	1061	964	198	298	331	374	304	520	617	578	311	519	227	861
Weighted base	2025	986	1039	235	351	333	361	292	454	544	545	442	494	254	892
NET: Agree	742 37%	398 40%B	344 33%	95 40%GH	162 46%GH	142 43%GH	144 40%GH	85 29%	114 25%	200 37%	192 35%	152 35%	197 40%	93 37%	385 43%
Strongly agree	(4) 193 10%	117 12%B	76 7%	18 8%	44 13%gH	41 12%gH	38 11%h	22 8%	29 6%	67 12%J	38 7%	39 9%	48 10%	20 8%	113 13%m
Tend to agree	(3) 549 27%	281 29%	268 26%	77 33%GH	117 33%GH	101 30%GH	106 29%GH	63 22%	85 19%	132 24%	154 28%	113 26%	149 30%I	73 29%	271 30%
Tend to disagree	(2) 816 40%	382 39%	434 42%	96 41%	131 37%	136 41%	135 37%	136 47%DF	182 40%	216 40%	238 44%L	179 41%	182 37%	108 42%	338 38%
Strongly disagree	(1) 359 18%	173 18%	186 18%	22 9%	34 10%	45 13%	62 17%CD	59 20%CDE	138 30%CDEFG	109 20%j	86 16%	87 20%	78 16%	42 16%	126 14%
NET: Disagree	1175 58%	555 56%	620 60%	118 50%	164 47%	180 54%	197 55%d	195 67%CDEF	320 71%CDEF	325 60%L	324 59%L	266 60%I	260 53%	149 59%	464 52%
Don't know	108 5%	33 3%	75 7%A	22 9%EGH	24 7%e	10 3%	20 6%	12 4%	19 4%	20 4%	28 5%	23 5%	37 7%I	12 5%	44 5%
Mean	2.30	2.36B	2.24	2.43GH	2.53FGH	2.43GH	2.35GH	2.17H	2.01	2.30	2.28	2.25	2.37	2.30	2.44m
Standard deviation	0.89	0.92	0.85	0.79	0.85	0.88	0.90	0.85	0.89	0.94	0.83	0.89	0.89	0.85	0.90
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Broadband Survey

ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 9

Q.3 To what extent, if at all, do you agree with each of the following statements?

I find it easy to compare broadband prices

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2025	191	105	1729	83	205	183	198	149	208	229	292	182
Weighted base	2025	176	103*	1746	85*	233	172	182	150	196	267	283	178
NET: Agree	742 37%	61 34%	45 44%M	636 36%	34 40%m	91 39%M	67 39%M	64 35%	51 34%	81 41%M	103 39%M	97 34%	48 27%
Strongly agree	(4) 193 10%	14 8%	16 16%daHjM	162 9%	8 10%	24 10%m	17 10%	13 7%	18 12%M	16 8%	28 11%m	29 10%m	9 5%
Tend to agree	(3) 549 27%	46 26%	29 28%	474 27%	26 30%	67 29%	50 29%	50 28%	33 22%	65 33%iLM	75 28%	68 24%	39 22%
Tend to disagree	(2) 816 40%	73 42%	40 38%	703 40%	32 38%	100 43%	71 42%	75 41%	59 39%	79 40%	100 37%	119 42%	68 38%
Strongly disagree	(1) 359 18%	37 21%B	11 10%	311 18%b	15 18%	34 15%	28 17%	33 18%	27 18%	32 16%	46 17%	48 17%	48 27%BFGhiJKL
NET: Disagree	1175 58%	110 63%B	50 49%	1015 58%	48 56%	134 58%	100 58%	108 59%	86 57%	111 57%	146 55%	167 59%	116 65%Bk
Don't know	108 5%	5 3%	8 8%j	95 5%	3 4%	7 3%	5 3%	11 6%	13 9%AFGJ	5 2%	18 7%j	20 7%afgJ	14 8%afgJ
Mean	2.30	2.22	2.53DAHIM	2.29	2.33m	2.36M	2.34M	2.26m	2.31M	2.33M	2.34M	2.30M	2.05
Standard deviation	0.89	0.88	0.91	0.88	0.90	0.87	0.88	0.86	0.94	0.85	0.91	0.89	0.86
Standard error	0.02	0.06	0.09	0.02	0.10	0.06	0.07	0.06	0.08	0.06	0.06	0.05	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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

Broadband Survey

ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 10
Q.3 To what extent, if at all, do you agree with each of the following statements?
It is straightforward to find the information I need to compare different broadband deals
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2025	1061	964	198	298	331	374	304	520	617	578	311	519	227	861
Weighted base	2025	986	1039	235	351	333	361	292	454	544	545	442	494	254	892
NET: Agree	691 34%	362 37%B	329 32%	102 43%FGH	153 44%FGH	130 39%GH	118 33%gH	73 25%	115 25%	185 34%	177 32%	144 33%	185 38%	77 30%	362 41%M
Strongly agree	(4) 174 9%	102 10%B	72 7%	15 6%	44 13%cGH	42 13%CGH	32 9%G	11 4%	30 7%	56 10%J	31 6%	42 10%j	44 9%j	15 6%	103 12%M
Tend to agree	(3) 517 26%	261 26%	256 25%	87 37%EFGH	109 31%fGH	89 27%H	86 24%h	61 21%	84 19%	128 24%	145 27%	102 23%	141 29%i	62 24%	260 29%
Tend to disagree	(2) 871 43%	399 40%	472 45%A	98 42%	136 39%	130 39%	171 47%de	136 47%de	201 44%	224 41%	234 43%	208 47%	205 41%	115 45%	363 41%
Strongly disagree	(1) 354 17%	183 19%	172 17%	19 8%	37 10%	52 16%Cd	57 16%Cd	68 23%CDEF	123 27%CDEF	116 21%kL	102 19%l	68 15%	68 14%	45 18%	125 14%
NET: Disagree	1226 61%	582 59%	644 62%	117 50%	172 49%	182 55%	227 63%CDe	204 70%CDE	323 71%CDEF	340 62%L	336 62%l	276 63%l	273 55%	160 63%n	488 55%
Don't know	108 5%	42 4%	66 6%a	17 7%h	25 7%H	20 6%	16 4%	16 5%	16 3%	20 4%	32 6%	21 5%	36 7%l	17 7%	42 5%
Mean	2.27	2.30	2.24	2.45FGH	2.49FGH	2.38GH	2.27GH	2.06	2.05	2.24	2.21	2.28	2.35iJ	2.20	2.40M
Standard deviation	0.86	0.90	0.83	0.75	0.86	0.92	0.84	0.79	0.86	0.92	0.83	0.85	0.85	0.82	0.88
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.04	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Broadband Survey

ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 10

Q.3 To what extent, if at all, do you agree with each of the following statements?
It is straightforward to find the information I need to compare different broadband deals
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2025	191	105	1729	83	205	183	198	149	208	229	292	182
Weighted base	2025	176	103*	1746	85*	233	172	182	150	196	267	283	178
NET: Agree	691 34%	67 38%M	45 44%dfM	579 33%	32 38%M	76 33%M	60 35%M	63 35%M	51 34%M	69 35%M	100 37%M	90 32%M	38 21%
Strongly agree	(4) 174 9%	21 12%M	9 8%	144 8%	11 13%M	16 7%	15 9%m	14 8%	19 13%fM	15 8%	22 8%	25 9%m	7 4%
Tend to agree	(3) 517 26%	46 26%m	36 35%DILM	435 25%	21 25%	60 26%m	45 26%m	49 27%m	32 21%	54 28%M	78 29%M	64 23%	32 18%
Tend to disagree	(2) 871 43%	81 46%k	39 38%	752 43%	35 42%	114 49%iK	74 43%	78 43%	57 38%	89 45%	98 37%	117 41%	89 50%bIKI
Strongly disagree	(1) 354 17%	25 14%	14 14%	315 18%	16 19%	36 15%	29 17%	28 16%	29 19%	28 14%	52 19%	53 19%	45 25%ABFgHJ
NET: Disagree	1226 61%	105 60%	54 52%	1067 61%	51 60%	149 64%b	103 60%	107 59%	86 57%	117 60%	149 56%	170 60%	135 76%ABEFGHIJKL
Don't know	108 5%	4 2%	4 4%	100 6%a	1 2%	8 3%	8 5%	12 7%a	13 9%Aefm	10 5%	18 7%a	24 8%AeFM	5 3%
Mean	2.27	2.37M	2.40M	2.25	2.33M	2.25M	2.28M	2.29M	2.30M	2.30M	2.28M	2.24M	2.00
Standard deviation	0.86	0.88	0.85	0.86	0.94	0.80	0.87	0.84	0.96	0.82	0.89	0.89	0.77
Standard error	0.02	0.06	0.08	0.02	0.10	0.06	0.07	0.06	0.08	0.06	0.06	0.05	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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

Broadband Survey
ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 11

Q.3 To what extent, if at all, do you agree with each of the following statements?

It is clear to me that the 'headline' price for broadband is not what I would end up paying per month

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2025	1061	964	198	298	331	374	304	520	617	578	311	519	227	861
Weighted base	2025	986	1039	235	351	333	361	292	454	544	545	442	494	254	892
NET: Agree	1679 83%	846 86%B	833 80%	170 72%	271 77%	278 84%Cd	304 84%Cd	261 90%CDef	395 87%CD	464 85%K	453 83%	349 79%	413 84%	213 84%	736 82%
Strongly agree	(4) 1101 54%	572 58%B	529 51%	105 45%	146 42%	165 50%d	203 56%CD	195 67%CDef	286 63%CDEF	321 59%JK	283 52%	216 49%	280 57%k	138 54%	460 52%
Tend to agree	(3) 579 29%	275 28%	304 29%	65 28%	125 36%fGH	114 34%GH	101 28%	66 23%	108 24%	143 26%	170 31%i	133 30%	133 27%	75 30%	276 31%
Tend to disagree	(2) 203 10%	73 7%	130 13%A	41 18%FGH	50 14%GH	39 12%GH	37 10%GH	13 4%	23 5%	57 10%l	59 11%l	51 12%l	36 7%	28 11%	109 12%
Strongly disagree	(1) 68 3%	35 4%	33 3%	5 2%	14 4%e	5 2%	9 2%	13 4%e	23 5%Ef	13 2%	14 3%	28 6%lJL	13 3%	5 2%	23 3%
NET: Disagree	271 13%	108 11%	163 16%A	46 19%fGH	64 18%fGH	44 13%	46 13%	26 9%	45 10%	70 13%	73 13%	79 18%iL	49 10%	33 13%	133 15%
Don't know	74 4%	32 3%	42 4%	19 8%EFGH	15 4%g	10 3%	12 3%	5 2%	14 3%	11 2%	19 3%	13 3%	32 6%lJK	8 3%	23 3%
Mean	3.39	3.45B	3.33	3.25	3.20	3.36D	3.43CD	3.55CDEF	3.50CDE	3.45K	3.37k	3.25	3.47JK	3.41	3.35
Standard deviation	0.81	0.79	0.83	0.84	0.85	0.75	0.78	0.78	0.81	0.78	0.79	0.91	0.76	0.77	0.80
Standard error	0.02	0.02	0.03	0.06	0.05	0.04	0.04	0.05	0.04	0.03	0.03	0.05	0.03	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Broadband Survey

ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 11

Q.3 To what extent, if at all, do you agree with each of the following statements?

It is clear to me that the 'headline' price for broadband is not what I would end up paying per month

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2025	191	105	1729	83	205	183	198	149	208	229	292	182
Weighted base	2025	176	103*	1746	85*	233	172	182	150	196	267	283	178
NET: Agree	1679 83%	151 86%HK	87 84%k	1441 83%	70 83%	196 84%hK	147 85%HK	138 76%	130 87%HK	173 88%HK	196 74%	236 83%hK	154 87%HK
Strongly agree	(4) 1101 54%	98 55%	60 58%k	943 54%	42 50%	121 52%	100 58%K	99 54%	87 58%k	100 51%	125 47%	157 55%k	112 63%efJK
Tend to agree	(3) 579 29%	54 31%h	27 26%	498 29%	28 33%h	75 32%H	47 27%	39 22%	43 29%	73 37%bgHKIM	71 27%	79 28%	43 24%
Tend to disagree	(2) 203 10%	9 5%	11 10%	183 10%a	11 13%a	28 12%A	15 9%	31 17%AGIJLM	11 7%	13 7%	36 14%AiJm	27 9%	12 7%
Strongly disagree	(1) 68 3%	10 6%bf	1 1%	57 3%	2 2%	4 2%	6 4%	7 4%	3 2%	6 3%	16 6%bf	8 3%	5 3%
NET: Disagree	271 13%	19 11%	12 11%	240 14%	13 15%	32 14%	21 12%	38 21%AbfgIJLM	14 9%	19 10%	52 19%AgIJIM	35 12%	17 10%
Don't know	74 4%	6 3%	5 5%	64 4%	2 2%	5 2%	4 3%	6 3%	5 4%	4 2%	19 7%FgJ	12 4%	7 4%
Mean	3.39	3.40k	3.48K	3.38	3.33	3.37	3.43K	3.31	3.49K	3.39	3.23	3.42K	3.53fHK
Standard deviation	0.81	0.83	0.73	0.81	0.80	0.77	0.81	0.89	0.73	0.76	0.92	0.79	0.75
Standard error	0.02	0.06	0.07	0.02	0.09	0.05	0.06	0.06	0.06	0.05	0.06	0.05	0.06

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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

Broadband Survey

ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 12

Q.3 To what extent, if at all, do you agree with each of the following statements?

It would be easier to choose the right broadband option for me if the cost of the line rental was included in the 'headline' price

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2025	1061	964	198	298	331	374	304	520	617	578	311	519	227	861
Weighted base	2025	986	1039	235	351	333	361	292	454	544	545	442	494	254	892
NET: Agree	1783 88%	877 89%	906 87%	196 83%	294 84%	304 91%CD	324 90%cD	265 91%CD	401 88%	488 90%	475 87%	392 89%	429 87%	224 88%	794 89%
Strongly agree (4)	1177 58%	581 59%	596 57%	105 45%	185 53%	199 60%C	233 64%CD	190 65%CDh	265 58%C	326 60%	319 58%	262 59%	270 55%	157 62%	531 59%
Tend to agree (3)	606 30%	296 30%	310 30%	90 38%FGh	109 31%	105 32%	91 25%	75 26%	136 30%	161 30%	156 29%	130 29%	159 32%	67 26%	264 30%
Tend to disagree (2)	100 5%	49 5%	51 5%	21 9%EFGH	30 8%EFGH	10 3%	11 3%	7 3%	19 4%	34 6%k	33 6%k	13 3%	20 4%	10 4%	47 5%
Strongly disagree (1)	58 3%	29 3%	28 3%	1 *	9 3%	5 2%	9 3%	14 5%Ce	19 4%Ce	9 2%	15 3%	21 5%l	13 3%	7 3%	21 2%
NET: Disagree	157 8%	78 8%	79 8%	22 9%e	39 11%EF	16 5%	21 6%	21 7%	38 8%e	43 8%	48 9%	34 8%	33 7%	16 6%	67 8%
Don't know	85 4%	32 3%	53 5%a	17 7%GH	18 5%g	13 4%	16 5%g	6 2%	14 3%	14 3%	22 4%	16 4%	33 7%lj	13 5%	30 3%
Mean	3.50	3.50	3.50	3.38	3.41	3.55CD	3.59CDH	3.54Cd	3.47	3.52	3.49	3.49	3.49	3.56	3.51
Standard deviation	0.73	0.73	0.73	0.68	0.77	0.64	0.69	0.77	0.78	0.69	0.74	0.78	0.71	0.71	0.71
Standard error	0.02	0.02	0.02	0.05	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.02

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Broadband Survey

ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 12

Q.3 To what extent, if at all, do you agree with each of the following statements?

It would be easier to choose the right broadband option for me if the cost of the line rental was included in the 'headline' price

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2025	191	105	1729	83	205	183	198	149	208	229	292	182
Weighted base	2025	176	103*	1746	85*	233	172	182	150	196	267	283	178
NET: Agree	1783 88%	158 90%k	93 91%	1532 88%	75 88%	212 91%HIK	160 93%HIKI	152 83%	125 83%	182 93%HIKI	222 83%	248 87%	156 88%
Strongly agree	(4) 1177 58%	103 58%	57 55%	1017 58%	45 53%	155 67%beghKL	96 56%	102 56%	89 59%	114 58%	153 57%	160 56%	103 58%
Tend to agree	(3) 606 30%	55 31%	36 35%fi	515 29%	30 35%	57 25%	64 37%FhIK	50 27%	36 24%	68 34%fik	69 26%	88 31%	53 30%
Tend to disagree	(2) 100 5%	3 1%	6 6%a	91 5%A	2 3%	13 6%a	5 3%	11 6%A	11 7%A	9 5%	16 6%A	16 6%A	9 5%a
Strongly disagree	(1) 58 3%	11 6%DbEFgJL	1 1%	46 3%	- -	1 *	4 2%	10 6%beFjL	8 5%eFI	3 2%	11 4%F	5 2%	4 2%f
NET: Disagree	157 8%	14 8%	7 7%	137 8%	2 3%	14 6%	8 5%	21 12%EfG	19 12%EfGj	12 6%	26 10%e	21 7%	13 7%
Don't know	85 4%	4 2%	3 3%	77 4%	8 9%AFGJ	7 3%	3 2%	9 5%J	7 4%j	2 1%	18 7%afGJ	15 5%J	9 5%J
Mean	3.50	3.46	3.49	3.50	3.55	3.62AgHIKI	3.50	3.41	3.44	3.51	3.46	3.50	3.51
Standard deviation	0.73	0.82	0.66	0.72	0.56	0.61	0.66	0.85	0.85	0.67	0.80	0.69	0.71
Standard error	0.02	0.06	0.06	0.02	0.06	0.04	0.05	0.06	0.07	0.05	0.05	0.04	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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

Broadband Survey

ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 13
Q.3 To what extent, if at all, do you agree with each of the following statements?
I find it easy to work out from an advert how much I will be paying for my broadband per month
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2025	1061	964	198	298	331	374	304	520	617	578	311	519	227	861
Weighted base	2025	986	1039	235	351	333	361	292	454	544	545	442	494	254	892
NET: Agree	804 40%	430 44%B	374 36%	83 35%	170 49%CGH	152 46%CH	154 43%H	112 38%H	133 29%	210 39%	210 39%	168 38%	217 44%	104 41%	408 46%
Strongly agree (4)	207 10%	122 12%B	85 8%	15 6%	52 15%CFH	45 14%CH	35 10%	28 10%	32 7%	65 12%	49 9%	39 9%	54 11%	19 7%	125 14%M
Tend to agree (3)	597 29%	308 31%	289 28%	68 29%h	119 34%H	106 32%H	120 33%H	84 29%h	101 22%	145 27%	161 30%	128 29%	162 33%l	85 34%	283 32%
Tend to disagree (2)	765 38%	342 35%	423 41%A	96 41%	121 34%	117 35%	127 35%	112 38%	192 42%def	211 39%	211 39%	174 40%	168 34%	96 38%	313 35%
Strongly disagree (1)	373 18%	182 18%	191 18%	36 15%	43 12%	50 15%	61 17%	63 22%De	120 26%CDEF	107 20%	105 19%	82 19%	79 16%	45 18%	135 15%
NET: Disagree	1138 56%	524 53%	614 59%A	131 56%d	164 47%	167 50%	189 52%	174 60%DEF	312 69%CDEFG	318 58%L	316 58%L	256 58%l	248 50%	141 56%	448 50%
Don't know	83 4%	32 3%	50 5%	21 9%eGH	16 5%h	14 4%h	18 5%gH	6 2%	8 2%	16 3%	19 4%	18 4%	30 6%lj	9 4%	36 4%
Mean	2.33	2.39B	2.27	2.29H	2.53CFGH	2.46cGH	2.37H	2.27H	2.10	2.32	2.29	2.30	2.41j	2.32	2.46m
Standard deviation	0.90	0.94	0.87	0.82	0.90	0.92	0.89	0.91	0.88	0.93	0.89	0.88	0.91	0.86	0.93
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Broadband Survey
ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 13

Q.3 To what extent, if at all, do you agree with each of the following statements?

I find it easy to work out from an advert how much I will be paying for my broadband per month

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2025	191	105	1729	83	205	183	198	149	208	229	292	182
Weighted base	2025	176	103*	1746	85*	233	172	182	150	196	267	283	178
NET: Agree	804 40%	69 39%	40 39%	695 40%	34 40%	101 43%M	67 39%	68 37%	62 42%m	82 42%m	110 41%m	114 40%m	56 31%
Strongly agree	(4) 207 10%	12 7%	12 12%M	183 10%	9 11%m	24 10%M	17 10%M	16 9%m	28 19%AfgHJIM	18 9%m	33 12%M	31 11%M	7 4%
Tend to agree	(3) 597 29%	57 32%	28 27%	513 29%	25 29%	77 33%i	50 29%	52 28%	35 23%	65 33%i	77 29%	84 30%	49 28%
Tend to disagree	(2) 765 38%	76 43%K	44 42%	645 37%	31 36%	96 41%k	66 38%	72 40%	55 37%	71 36%	87 32%	106 38%	62 35%
Strongly disagree	(1) 373 18%	26 15%	17 17%	330 19%	17 20%	30 13%	36 21%f	32 18%	26 17%	34 18%	50 19%	53 19%	51 29%AbFHIJKL
NET: Disagree	1138 56%	102 58%	61 59%	976 56%	48 56%	126 54%	102 59%	104 57%	81 54%	106 54%	137 51%	159 56%	114 64%fjK
Don't know	83 4%	6 3%	2 2%	75 4%	3 4%	6 2%	3 2%	10 5%	7 4%	8 4%	20 7%bFGI	10 4%	9 5%
Mean	2.33	2.33M	2.35M	2.33	2.32m	2.42M	2.28M	2.30M	2.45M	2.35M	2.38M	2.34M	2.07
Standard deviation	0.90	0.82	0.91	0.91	0.94	0.85	0.91	0.88	1.00	0.89	0.96	0.91	0.87
Standard error	0.02	0.06	0.09	0.02	0.11	0.06	0.07	0.06	0.08	0.06	0.07	0.05	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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

Broadband Survey
ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 14

Q.3 To what extent, if at all, do you agree with each of the following statements?
The information in most adverts for broadband is too complicated to compare deals easily
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2025	1061	964	198	298	331	374	304	520	617	578	311	519	227	861
Weighted base	2025	986	1039	235	351	333	361	292	454	544	545	442	494	254	892
NET: Agree	1526 75%	753 76%	773 74%	172 73%	251 72%	252 76%	264 73%	232 79%df	356 78%df	428 79%K	417 77%	315 71%	366 74%	184 72%	671 75%
Strongly agree	(4) 721 36%	392 40%B	329 32%	60 25%	101 29%	122 37%Cd	114 32%	127 44%CDF	196 43%CDF	210 39%k	203 37%	138 31%	170 34%	80 31%	298 33%
Tend to agree	(3) 806 40%	362 37%	444 43%A	113 48%eGH	150 43%h	129 39%	150 41%h	104 36%	160 35%	218 40%	214 39%	177 40%	196 40%	105 41%	372 42%
Tend to disagree	(2) 320 16%	151 15%	169 16%	43 18%H	68 19%H	53 16%	63 17%H	40 14%	52 12%	92 17%	87 16%	68 15%	72 15%	46 18%	143 16%
Strongly disagree	(1) 109 5%	57 6%	52 5%	3 1%	16 5%c	19 6%C	24 7%C	11 4%	35 8%Cg	18 3%	22 4%	39 9%J	29 6%i	14 6%	49 6%
NET: Disagree	428 21%	208 21%	221 21%	46 20%	84 24%	72 22%	87 24%g	52 18%	87 19%	111 20%	109 20%	107 24%	102 21%	60 24%	192 22%
Don't know	71 3%	25 3%	45 4%a	17 7%EFgH	15 4%	8 3%	10 3%	9 3%	11 2%	6 1%	18 3%l	20 4%l	27 5%l	10 4%	29 3%
Mean	3.09	3.13b	3.06	3.05	3.00	3.09	3.01	3.23CDeF	3.17DF	3.15K	3.14K	2.98	3.08	3.02	3.07
Standard deviation	0.86	0.89	0.84	0.72	0.84	0.88	0.88	0.84	0.92	0.82	0.84	0.93	0.87	0.86	0.86
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Broadband Survey

ONLINE Fieldwork: 4th-6th December 2015

Absolutes/col percents

Table 14

Q.3 To what extent, if at all, do you agree with each of the following statements?
The information in most adverts for broadband is too complicated to compare deals easily
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2025	191	105	1729	83	205	183	198	149	208	229	292	182
Weighted base	2025	176	103*	1746	85*	233	172	182	150	196	267	283	178
NET: Agree	1526 75%	134 76%	69 67%	1324 76%b	63 74%	181 78%bHk	132 77%h	123 68%	107 72%	154 78%bHk	185 69%	231 81%BHIK	148 83%BHIK
Strongly agree	(4) 721 36%	71 40%Fk	34 33%	616 35%	32 37%	67 29%	65 38%	59 32%	53 36%	69 35%	84 31%	109 38%f	78 44%FHK
Tend to agree	(3) 806 40%	63 36%	34 33%	708 41%	31 37%	113 49%ABgHIK	67 39%	65 36%	54 36%	84 43%	102 38%	122 43%	70 39%
Tend to disagree	(2) 320 16%	27 16%	21 20%IM	271 16%	17 19%m	34 15%	32 19%IM	46 25%AFIJKLM	21 14%	30 15%	41 15%	33 12%	17 10%
Strongly disagree	(1) 109 5%	11 6%	11 10%DeGJLM	87 5%	3 3%	15 7%m	5 3%	9 5%	14 9%GjIM	7 4%	19 7%gm	11 4%	4 3%
NET: Disagree	428 21%	39 22%M	32 31%DjLM	358 21%	19 22%m	50 21%M	37 22%M	55 30%fJLM	34 23%M	37 19%	61 23%IM	44 16%	21 12%
Don't know	71 3%	4 2%	3 3%	64 4%	3 4%	2 1%	3 1%	4 2%	8 5%Fg	5 3%	21 8%AFGHJL	8 3%	9 5%F
Mean	3.09	3.12	2.92	3.10b	3.13	3.01	3.13b	2.97	3.04	3.13b	3.01	3.20BFHK	3.31aBFgHIjK
Standard deviation	0.86	0.90	0.99	0.85	0.84	0.84	0.82	0.89	0.95	0.81	0.91	0.80	0.76
Standard error	0.02	0.07	0.10	0.02	0.09	0.06	0.06	0.06	0.08	0.06	0.06	0.05	0.06

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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