**Superfast Business Omnibus Survey**

**Rotations 1 and 2 - April 2013**

### Introduction

Good morning/afternoon, my name is … and I am calling on behalf of the Cornwall Development Company. We are conducting some research around broadband usage amongst businesses.

Could I please speak to either the owner or the most senior person at the site with knowledge of your IT systems?

We’re conducting research to better understand usage of broadband amongst businesses and the impact this has on the business. The research will be used to inform current and future broadband projects and to ensure that businesses in Cornwall get the maximum benefit from superfast broadband.

The survey will take around 10-15 minutes, depending on your answers. Is it convenient to speak to you now or would you prefer to make an appointment for another time?

ADD IF NECESSARY

* The research is being conducted under the Code of Practice of the Market Research Society, which means that all of the answers you give are strictly confidential and anonymous and will only be presented in aggregate form. Participation in this survey is voluntary.
* The responses of all organisations taking part will be combined into a statistical report.
* Your organisation was selected at random from a list of businesses in England held by a commercial list broker.
* If you wish to check with the Market Research Society on 0800 8498014 or Katherine Stewart at Cornwall Development Company on 07896 941925.

### Screeners

S1 Can I just check, does your business currently use broadband?

IF MULTI SITE BUSINESS: Please answer based on the site where you are located.

Yes

No – CLOSE

Don’t know – CHECK THEY ARE THE BEST PERSON TO BE SPEAKING TO - CLOSE

CLOSING SCRIPT: Thank you for your time, but we are just interested in speaking to businesses’ that use broadband.

S2 Have you connected to superfast broadband?

IF NECESSARY: Provide explanation of superfast broadband

IF MULTI SITE BUSINESS: Please answer based on the site where you are located.

Yes

No – GO TO Q61

Don’t know – GO TO Q61

S3 When did you connect to superfast broadband?

PROBE FOR BEST ESTIMATE

Less than 6 months ago – GO TO S4 THEN CLOSE

6 months or more, but less than 12 months - – GO TO S4 THEN CLOSE 12 to 18 months ago – CONTINUE TO Q1

More than 18 months ago – CONTINUE TO Q1

S4: Thank you for your time, but we are currently interested in businesses that have been connected for over 12 months. Would you be happy to be re-contacted in 6/12 (substitute as appropriate) months’ time?

Yes No

### Main Survey

Q6 Now thinking about broadband, who is your Internet Service Provider? (e.g Who provides broadband for your business?)

PROBE AS PER PRE CODES, SINGLE CODE

Aaisp.net broadband BT Business

BT Residential/ Domestic Eclipse

Entanet Europacom.net IDNET

MacAce Mainstream Digital Onebill

Orange Plusnet Spitfire Sky

Talk Talk Tesco Timico Tiscali

Utility Warehouse U TV internet Virgin

XLN

Zen

Other (please specify) (Don’t know)

IF NOT UPGRADED TO SUPERFAST (CODE 2 OR 3 AT S2,) GO TO Q61, OTHERS CONTINUE WITH Q7

### Uses of Superfast Broadband

Q7 So thinking about your businesses’ use of superfast broadband, do you use superfast broadband for any of the following?

READ OUT, RANDOMISE LIST

FOR EACH ONE WHERE RESPONSE IS YES, ASK FOLLOW UP QUESTION:

Q8 And did you use broadband to do this before you upgraded to superfast?

WHERE YES AT Q8 ASK Q9

Q9 As a result of your upgrade to superfast broadband do you use this function more, less or the same as before you upgraded?

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Q7 Use superfast** | **Q8 Used broadband before upgrading** | **Q9 Change in frequency of usage since upgrade** |
| Send and receive large file (for example, video and graphic files) |  |  |  |
| 'Cloud computing' services (for example, software applications hosted remotely) |  |  |  |
| Remote data storage |  |  |  |
| Internet telephony – Voice over internet Protocols |  |  |  |
| Video conferencing |  |  |  |
| Web conferencing/collaboration (for example, many users sharing a workspace) |  |  |  |
| Virtual private networks |  |  |  |
| Remote access (for example, accessing your desk top remotely from an iPad) |  |  |  |
| Social media |  |  |  |
| Multiple connections (that is, more than one device connected at the same time) |  |  |  |
| Other (please specify) |  |  |  |
| None of the above |  |  |  |

Q10 In which of these areas, if any, would you or your staff benefit from information, advice or training to improve their ICT/Internet skills?

READ OUT, MULTI CODE, RANDOMISE LIST AS ABOVE

Send and receive large file (for example, video and graphic files)

'Cloud computing' services (for example, software applications hosted remotely) Remote data storage

Internet telephony (for example, Skype) Video conferencing

Web conferencing/collaboration Virtual private networks Remote access

Social media Multiple connections Other (please specify) None of the above

***IF ‘NONE OF THE ABOVE’ AT Q10, ASK:***

Q10a. Why do you say that you or your staff would not benefit from information, advice or training to improve ICT or Internet skills?

TYPE IN BELOW. training

Q12a And still thinking about your business’s use of superfast broadband, do you use superfast broadband for any of the following business processes?

READ OUT FOR EACH ONE WHERE RESPONSE IS YES, ASK FOLLOW UP QUESTIONS:

IF YES AT Q12a ASK Q12b:

Q12b And did you use broadband to do this before you upgraded to superfast?

IF YES AT Q12b ASK Q12c:

Q12c As a result of your upgrade to superfast broadband do you use this function more, less or the same as before you upgraded?

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Q12a Use superfast** | **Q12b Used broadband** | **Q12c Change in frequency of usage** |
| Online sales |  |  |  |
| Online marketing (e.g. e- newsletters, mailing lists, pay per click, search engine optimisation etc.) |  |  |  |
| Logistics/supply chain |  |  |  |
| Other (please specify) |  |  |  |

OPEN, PROBE TO CHECK WHETHER SUPERFAST HAS CHANGED SALES, MARKETING, LOGISTICS, SUPPLY CHAIN, ANYTHING ELSE?)

Q12d How much would you agree or disagree with the following statements about the impact that superfast broadband has had on your business to date?

**Superfast broadband has….**

READ OUT, RANDOMISE LIST IF NECESSARY: **Is that strongly or slightly?**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Strongly Agree** | **Slightly Agree** | **Slightly Disagree** | **Strongly disagree** | **Don’t know** | **Doesn’t apply** |
| **a)** Enabled the business to grow |  |  |  |  |  |  |
| **b)** Helped to generate new sales, win new business contracts, and access new markets or customers |  |  |  |  |  |  |
| **c)** Helped the business to develop new goods or services |  |  |  |  |  |  |
| d) Allowed the business to work in new and different ways, e.g. cloud computing |  |  |  |  |  |  |
| e) Saved the business time and/ or money |  |  |  |  |  |  |
| f) Allowed employees to work remotely and/or more efficiently from home |  |  |  |  |  |  |

IF STRONGLY/SLIGHTLY AGREE HAS GENERATED NEW SALES AT Q12d, GO TO Q13 . OTHERS GO TO Q14

Q13 You mentioned that superfast broadband has had an impact on in terms of generating new sales.

Are these new sales mainly to customers in:

READ OUT, SINGLE CODE

Cornwall

The region (South West) National

International (Don’t know)

ASK ALL:

Q14 Do you feel that upgrading to superfast broadband has given you a market advantage over your competitors?

Yes No

(Don’t know)

IF YES AT Q14:

Q15 And how long do you think this market advantage will last?

PROBE FOR BEST ESTIMATE

Months Years

Don’t know

Q16 Taking everything into account, overall how beneficial has superfast broadband been to your business? Would you say it has been

READ OUT

Extremely beneficial Quite beneficial

Not very beneficial Not at all beneficial (Don’t know)

IF NOT VERY BENEFICIAL OR NOT AT ALL BENEFICIAL AT Q16:

Q17 Why do you say that?

OPEN

### Changes in Staffing and Turnover

Now turning to staffing levels and turnover.

Q19 Including yourself, how many people does your business employ within Cornwall? Please answer based on FTEs.

IF MULTI SITE BUSINESS: Please answer based on all of your organisation’s employees in Cornwall

|  |  |
| --- | --- |
| Exact number given [SELECT AND TYPE IN BOX] |  |
| Don’t know [DO NOT READ OUT] |  |
| Refused |  |

***IF ‘Don’t know’ TO Q19, ASK:***

Q19a. Could you tell me approximately how many people your organisation employs, again including yourself?

Please answer based on FTEs.

IF MULTI SITE BUSINESS: Please answer based on all of your organisation’s employees in Cornwall

1

2-4

5-9

10-25

26-49

50-99

100-199

200-249

250-499

500-999

1000+

(Don’t know) (Refused)

Q20 Compared to 2 years ago, would you say that the number of employees has…? READ OUT

Please answer based on FTEs.

IF MULTI SITE BUSINESS: Please answer based on all of your organisation’s employees in Cornwall

Remained the same Increased

Or, decreased (Don’t know) (Refused)

WHERE BUSINESS SIZE HAS INCREASED OR DECREASED AT Q20:

Q20a. Approximately how many more/fewer [SUBSTITUTE AS APPROPRIATE] people are you employing now compared to two years ago? Please answer based on FTEs.

OPEN

ASK ALL

Q21 As a result of connecting to superfast broadband has the number of people you employ gone up, gone down, or stayed the same?

Gone up Gone down

Stayed the same - No difference Don’t know

IF Gone up OR Gone down AT Q21

Q22 Please could you confirm by how many? Please answer based on FTEs.

OPEN

IF ‘Gone up’ OR ‘Gone down’ at Q21:

Q22a Why has superfast broadband caused you to gain/lose [SUBSTITUTE AS APPROPRIATE] jobs?

OPEN

ASK ALL:

Q23 Do you expect to employ more or fewer people in the future as a consequence of connecting to superfast broadband in Cornwall?

Yes – more Yes- fewer

No – no change/ will stay the same (Don’t know)

IF YES AT Q23

Q24 Approximately how many? Please answer based on FTEs.

OPEN

ASK ALL

Q25 As a consequence of connecting to superfast broadband, have you, or do you expect to be able to safeguard any jobs (e.g. jobs that were forecast to be at risk, but are now no longer at risk of being lost within the next year)?

Yes No

(Don’t know)

IF YES AT Q25

Q26a How many? Please answer based on FTEs.

OPEN

If ‘Gone up’ at Q21 OR ‘Yes at Q25.

Q26b We would like to find out a bit more information about these jobs that have been [created or safeguarded] (delete as appropriate). Can we email you a link to a short on-line form to complete relating to these jobs?

Yes – and willing for responses to this survey to be linked to contact details Yes, but not willing for responses to this survey to be linked to contact details No

Q27 What was your business’s annual turnover in the last financial year?

IF MULTI SITE BUSINESS: Please answer based on all of your organisation’s sites in Cornwall..

WRITE IN. IF UNSURE PLEASE INDICATE BANDING

£0 – ceased trading/ We were not trading

£1 - £5,000

£5,001 - £10,000

£10,001 - £20,000

£20,001 - £30,000

£30,001 - £50,000

£50,001 - £100,000

£100,001 - £150,000

£150,001 - £200,000

£200,001 - £250,000

£250,001 - £300,000

£300,001 - £500,000

£500,001 - £1 million Over £1 million (Don’t know) (Refused)

Q28 And what was the annual turnover of your business in the full financial year before that?

IF MULTI SITE BUSINESS: Please answer based on all of your organisation’s sites in Cornwall.

WRITE IN. IF UNSURE PLEASE INDICATE BANDING

£0 – ceased trading/ We were not trading

£1 - £5,000

£5,001 - £10,000

£10,001 - £20,000

£20,001 - £30,000

£30,001 - £50,000

£50,001 - £100,000

£100,001 - £150,000

£150,001 - £200,000

£200,001 - £250,000

£250,001 - £300,000

£300,001 - £500,000

£500,001 - £1 million

Over £1 million (Don’t know) (Refused)

Q29 Do you expect your turnover to remain the same, increase or decrease in the current financial year?

IF MULTI SITE BUSINESS: Please answer based on all of your organisation’s sites in Cornwall.

Increase

Remain the same Decrease

Don't know Refused

Q32 As a result of connecting to superfast broadband, has your turnover increased, decreased, or has it had no effect?

IF ‘Increased’ OR ‘Decreased’ CHECK - Is that significantly or slightly?

Increased significantly Increased slightly

Stayed about the same/ No change / No effect Decreased slightly

Decreased significantly (Don’t know)

IF Increase AT Q29 AND INCREASED SIGNIFICANTLY OR SLIGHTLY AT Q32:

Q33 What proportion of this increase in turnover would you attribute to upgrading to superfast broadband?

PROBE WITH PRE CODES

0%

1-9%

10-19%

20-29%

30-49%

50-69%

70% or more Don’t know Refused

IF Increase AT Q29 AND INCREASED SIGNIFICANTLY OR SLIGHTLY AT Q32, ASK:

Q33a. Approximately how much, in pounds, of the increase in turnover do you think you could attribute to Superfast broadband?

TYPE IN BELOW.

Don’t know

Q34 As a result of connecting to superfast broadband have your profits gone:

READ OUT

Up significantly Up slightly

Stayed about the same Down slightly

Down significantly (Don’t know)

Q35 Has connecting to superfast broadband helped your business to reduce costs?

READ OUT

Yes – significantly reduced costs Yes – slightly reduced costs Stayed about the same

No - slightly increased costs

No – significantly increased costs

### Awareness/Use of Funding Streams

I just have a few questions about funding.

Q36 Have you received funding or support from any EU project or funding stream?

Yes No

Don’t know

IF YES AT Q36

Q37 Which of the following EU project or funding streams have you received funding or support from?

READ OUT. MULTI CODE

Pool or Tremough Innovation Centre Grow Cornwall

Unlocking Cornish Potential New Enterprise Programme Business Investment Grant Partner to Succeed (YTKO) Other (please specify) (Don’t know)

Q38 Have you heard of the Superfast Cornwall Fund?

IF NECESSARY: This is part of the Business Boost suite of investment funds that is designed to help enhance business growth in Cornwall. The Superfast Cornwall Fund is specifically for businesses who wish to exploit the Superfast Cornwall fibre optic network to gain a competitive advantage.

Yes

No Skip to Q42 (Don’t know) Skip to Q42

Q39 To date, have you tried to access funding from the Superfast Cornwall Fund?

Yes

No Skip to next section (Don’t know) Skip to next section

Q40 To date, have you been successful in securing funding through the Superfast Cornwall Fund?

Yes

No Skip to next section (Don’t know) Skip to next section

Q41 We are particularly interested in businesses that have secured funding through the Superfast Cornwall Fund. Would you be willing to speak to a member of the evaluation team directly to discuss the impact of your Superfast connection and the Superfast Cornwall fund?

Yes – and willing for responses to this survey to be linked to contact details Yes, but not willing for responses to this survey to be linked to contact details No

Q42 Would you like to find out more about the Superfast Cornwall Fund?

Yes

No Skip Q44\_1 or Q44\_2 (Don’t know) Skip to Q44\_1 or Q44\_2

Q43 More information is available from the Cornwall Development Company website. Alternatively I can take your contact details and someone will contact you.

Would you like the website address?

Yes - [www.cornwalldevelopmentcompany.co.uk](http://www.cornwalldevelopmentcompany.co.uk/)

Would you like someone from Cornwall Development Company to contact you to provide more details?

Yes – and willing for responses to this survey to be linked to contact details Yes, but not willing for responses to this survey to be linked to contact details No

### CUSTOMER SATISFACTION – Q44\_1 TO Q52\_1 IN ROTATION 1 ONLY

Now turning to your views about your superfast broadband connection.

Q44\_1 What service package do you take (e.g. business or consumer and name of package if known)?

OPEN

Q45\_1 Have you done a speedtest recently?

Yes/No

ASK IF Yes at Q45\_1

Q46\_1 What download speed did you achieve? Q47\_1 What upload speed did you achieve?

ASK ALL

Q48\_1 What is your data cap (maximum amount that can be downloaded in a month), if you have one?

OPEN

Q49\_1 How satisfied are you with …?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Very Satisfied** | **Quite Satisfied** | **Neither Satisfied or Dissatisfied** | **Quite Satisfied** | **Very Dissatisfied** | **Don’t know** |
| The speed of your connection |  |  |  |  |  |  |
| The Reliability of your connection |  |  |  |  |  |  |

Q52\_1 Where have you seen or heard information about Superfast Cornwall?

PROMPT AS PER PRE CODES. MULTI CODE.

Word of mouth (from friends, family, colleagues etc.) Surfing the web

News story or ad in newspaper Email newsletter/update

News story - on TV News story - on radio

Local event (e.g. parish council presentation or business networking meeting)

Poster (on local notice board or shop window) or leaflet (through door or in local shop, etc) Village / parish / school newsletter

Letter from Superfast Cornwall

Social media (Facebook, Twitter, YouTube) Poster – on mobile vehicle

Telephone call from Superfast Cornwall Postcard from Superfast Cornwall

From BT member of staff (from an engineer) From BT literature (direct mailing etc.) Other source (please specify)

Don’t know/don’t remember Nowhere

Q50\_1 Have you contacted the Superfast Cornwall team for any support or advice at any stage?

Yes No

(Don’t know)

IF YES AT Q50\_1

Q51\_1 How satisfied were you with the response to your query? Would you say you were

***READ OUT***

Very satisfied Quite satisfied

Neither satisfied or dissatisfied Quite dissatisfied

Very dissatisfied

(Don’t know)

Q 53\_1 What prompted you to contact your internet service provider and order superfast broadband?

Direct mail: letter, post card or leaflet through the door

Local event (e.g. parish council meeting, business networking meeting or community event) Sign on a green cab (roadside cabinet) saying that superfast had arrived to my area

Ad in the paper Online ad

Commercial on the radio

News story: online, in the newspaper on TV or radio Other source (please specify)

Don’t know/don’t remember

### CUSTOMER SATISFACTION – Q44\_2 TO Q52\_2 IN ROTATION 2 ONLY

Now turning to your views about the customer service you have received whilst connecting to Superfast and since then.

Q44\_2 How satisfied are you with

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Very Satisfied | Quite Satisfied | Neither Satisfied or Dissatisfied | Quite Satisfied | Very Dissatisfied | Don’t know |
| The product knowledge and advice provided by your Internet Service Provider (ISP) |  |  |  |  |  |  |
| The ease of placing your order to upgrade to superfast broadband? |  |  |  |  |  |  |
| The superfast installation experience from your internet service provider? |  |  |  |  |  |  |

Q45\_2 Have you encountered any problems with your superfast service that meant you had to contact your internet service provider?

Yes No

(Don’t know)

IF YES AT Q45\_2

Q45\_3 What problems did you encounter?

IF YES AT Q45\_2

Q46\_2 How satisfied were you with the overall customer service you experienced in resolving your problem? Would you say you were

READ OUT

Very satisfied Quite satisfied

Neither satisfied or dissatisfied Quite dissatisfied

Very dissatisfied (Don’t know)

Q47\_2 How much do you pay per month for your superfast connection?

OPEN

Q48\_2 Would you say, the cost of your superfast connection was

READ OUT

Too high About right Too low (Don’t know)

Q49\_2 How much were you paying per month before you connected to superfast? PROMPT i.e. FOR YOUR BROADBAND CONNECTION

OPEN

### Superfast Cornwall Carbon Calculator

Q50\_2 Are you aware of the Superfast Cornwall Carbon Calculator and Smartphone application (Carbon Diem)?

Yes – GO TO Q51\_2a No – GO TO Q51\_2b

IF YES TO Q50\_2:

Q51\_2a Have you used, or do you intend to use, the calculator and/or smartphone application to calculate your business carbon footprint?

Yes – used

Yes – intend to use No

(Don’t know)

IF NO TO Q50\_2:

Q51\_2b. Superfast Cornwall provides a free-to-use carbon calculator to enable businesses to measure their carbon footprint. Full details are available on the website: [www.superfastcornwall.org.](http://www.superfastcornwall.org/) Do you think that you would make use of this online carbon calculator?

Yes – used

Yes – intend to use No

(Don’t know)

WHERE NO AT Q51\_2a or Q51\_2b, ASK Q52\_2

Q52\_2 Why have you decided not to use the carbon calculator?

MULTI-CODE, PROBE USING PRE-CODES

Do not see the benefit to my business Carbon calculator tools are too complicated Do not have enough time

I am not interested in green issues Don’t know

### Re-Contact

Q57 Would you be willing to be contacted again in 12 months and in 2 years time to participate in more detailed research to assess how superfast broadband is helping your business?

Yes – and willing for responses to this survey to be linked to contact details Yes, but not willing for responses to this survey to be linked to contact details No

(Don’t know)

IF YES AT Q57, Q43 or Q41

Q58 Can I just confirm your contact details?

Business name: Respondent name:

Phone number or email address:

If NO at Q57, but YES at Q41

Q59 You mentioned previously that you would be happy for a member of the evaluation team to speak to you directly about the impact of the Superfast Cornwall Fund. Can I just confirm your contact details for this purpose?

Business name Respondent name:

Phone number or email address:

If NO at Q57 AND NO at Q41, but YES at Q43

Q60. You mentioned that you would like someone from Cornwall Development Company to contact you about the Superfast Cornwall Fund. Can I just confirm your contact details for this purpose?

Business name Respondent name:

Phone number or email address:

If Yes at Q26a (jobs created/safeguarded– recontact)

Q60a You mentioned previously that you were happy to receive an email link to an on-line form relating to the jobs created. Can I just confirm your contact details for this purpose?

Business name Respondent name: Email address:

NOW GO TO Q65 – BACKGROUND INFORMATION

### ROUTE: Not upgraded to superfast:

THOSE NOT UPGRADED TO SUPERFAST AT S2

Q61 Why has your business not yet connected to superfast broadband?

PROBE AS PER PRE CODES, MULTI-CODE

1. ORDERED, BUT WAITING - I’ve ordered – we’re waiting for the connection

**b.** GIVEN UP FOR NOW - Have tried applying, but have given up for

1. NOT AWARE - Didn’t know that it’s available in this area
2. NOT AVAILABLE IN AREA - I know that it’s not available in this area
3. HAVEN’T CHECKED - Haven’t checked to find out whether it’s available in this area
4. DIDN’T KNOW I HAD TO ORDER - Thought line would upgrade automatically)
5. NOT AVAILABLE FROM MY PROVIDER - Our ISP doesn’t offer superfast broadband
6. TIED INTO EXISTING CONTRACT - Tied into existing contract with ISP
7. NOT GOT ROUND TO IT - Just haven’t got around to it yet
8. DON’T NEED IT - Don’t need it – current service is fine
9. DON’T WANT TO DISRUPT MY CONNECTION - Concerned about disrupting current service to upgrade to superfast
10. TOO EXPENSIVE - Superfast will be too expensive
11. SUPERFAST WON’T BE MUCH FASTER - Don’t believe that broadband speed will be as fast as they claim
12. UNSURE OF BENEFITS OF SUPERFAST - Not sure what the benefits are
13. (Don’t know)
14. Other – please specify

IF (j) DON’T NEED IT AT Q61

Q62 Why do you feel you don’t need superfast broadband?

OPEN

IF ANY ANSWER TO Q61 EXCEPT a, j, k, ASK Q63 & Q64, OTHERWISE GO TO Q65:

Q63 If the price was similar or slightly more expensive than standard broadband is now, how likely are you to upgrade your connection to superfast broadband when it’s available?

READ OUT

Very likely Fairly likely Not very likely Not at all likely (Don’t know)

Q64 Once you know that you can connect to superfast broadband, how long do you think it will take you to get round to upgrading your business connection to this service?

PROBE AS PER PRE CODES

Immediately/ As quickly as possible Less than a month

Over 1 month, up to 3 months Over 3 months, up to 6 months Over 6 months, up to 12 months More than 12 months, up to 2 years More than 2 years

Wouldn’t have any plans to upgrade (Don’t know)

### Background Information

Finally, I just need to take a few details about you and your business Q65 Are you the ,,,?

Owner

Joint/Co-owner (majority owner) Joint/Co-owner (minority owner) Other position (specify)

Q66 What is the postcode of your business (if unwilling to give full postcode, ask for first part and the number that starts the second part, e.g. TR1 1)?

OPEN

### Business Information

Q67 How long ago was your business established?

READ OUT – CLARIFY AS NECESSARY: This means when the business started trading. AS NECESSARY: This means the business in its current form.

AS NECESSARY: If the business is a subsidiary just refer to the subsidiary in which you work.

SINGLE CODE

Within the last year

Over 1 year, up to 2 years ago Over 2 years, up to 3 years ago Over 3 years, up to 4 years ago Over 4 years, up to 5 years ago Over 5 years, up to 10 years ago Over 10 years, up to 20 years ago Over 20 years ago

Don’t know Refused

Q68 How would you describe your aspirations for business growth? Is the aspiration for your business to achieve..

READ OUT, SINGLE CODE

A planned high rate of growth A planned steady rate of growth

Would like to expand but have not clear or definite plans Plan to remain about the same

Plan to contract Don’t know Other

Q69 In what industry does your business mainly operate?

PROBE AS PER PRE CODES, SINGLE CODE

Public administration and defence Finance and insurance Agriculture, forestry and fishing Mining and quarrying Manufacturing

Electricity, gas and air-conditioning supply Water supply and sewerage

Waste management and remediation Construction

Wholesale and retail trade Repair of motor vehicles Transport and storage

Accommodation and food services Information and communication Real estate

Professional, scientific and technical activities Administration and support services Education

Health and social work

Arts, entertainment and recreation Other support services

Other (specify) (Don’t know) (Refused)

### Other Information

IF OWNER/JOINT OWNER (majority) AT Q65, ASK Q70 TO 73, OTHERWISE CLOSE

Just finally a few questions about you. Please note, this data will is being collected to monitor equal opportunities. It will be stored separately from the other information collected in the survey

Q70 Which of the following age groups are you in?

READ OUT

18 – 25

26 – 34

35 – 44

45 – 54

55 - 64

65+

(Refused)

Q70a. The Disability Discrimination Act defines a person as having a disability if he or she “has a physical or mental impairment, which has a substantial and long-term adverse effect on his or her ability to carry out normal day-to-day activities”.

Do you consider yourself to have a disability?

Yes No

Prefer not to say

Q71 How would you describe your ethnicity?

PROBE AS PER PRE-CODES

Prefer not to say

**White** British Irish

Any other white background

Mixed

White and Black Caribbean White and Black African White and Asian

Any other Mixed background

Asian or Asian Black

Indian Pakistani Bangladeshi

Any other Asian background **Black and Black British** Caribbean

African

Any other Black background **Chinese or other ethnic group** Chinese

Other (specify)

Q72 GENDER (DO NOT ASK RESPONDENT):

Male Female

### Thank and Close

**Superfast Business Counterfactual Survey FINAL PILOT VERSION – APPROVED January 2013**

### Introduction

Good morning/afternoon, my name is … and I am calling on behalf of the Cornwall Development Company. We are conducting some research around broadband usage amongst businesses.

Could I please speak to either the owner or the most senior person at the site with knowledge of your IT systems?

We’re conducting research to better understand usage of broadband amongst businesses and the impact this has on the business. The research will be used to assess the benefit of superfast broadband compared to ADSL Broadband.

The survey will take around 10 minutes, depending on your answers. Is it convenient to speak to you now or would you prefer to make an appointment for another time?

ADD IF NECESSARY

* The research is being conducted under the Code of Practice of the Market Research Society, which means that all of the answers you give are strictly confidential and anonymous and will only be presented in aggregate form. Participation in this survey is voluntary.
* The responses of all organisations taking part will be combined into a statistical report.
* Your organisation was selected at random from a list of businesses in England held by a commercial list broker.
* If you wish to check that xxx is a bona fide research unit you can contact xxxx on xxxx or Katherine Stewart at CDC on 07896 941925

### Screener

S1 Can I just check, does your business currently use broadband?

IF MULTI SITE BUSINESS: Please answer based on the site where you are located.

Yes

No – CLOSE

Don’t know – CHECK THEY ARE THE BEST PERSON TO BE SPEAKING TO - CLOSE

S2 Have you upgraded to a superfast broadband package?

IF NECESSARY: Provide explanation of superfast broadband

IF MULTI SITE BUSINESS: Please answer based on the site where you are located.

Yes - CLOSE

No

Don’t know - CLOSE

CLOSING SCRIPT: Thank you for your time, but we are just interested in speaking to businesses that use a standard speed broadband connection.

### Main Survey

Q6 Now thinking about broadband, who is your Internet Service Provider? (e.g Why provides broadband for your business?)

PROBE AS PER PRE CODES, SINGLE CODE

Aaisp.net broadband BT Business

BT Residential/ Domestic Eclipse

Entanet Europacom.net IDNET

MacAce Mainstream Digital Onebill

Orange Plusnet Spitfire Sky

Talk Talk Tesco Timico Tiscali

Utility Warehouse U TV internet Virgin

XLN

Zen

Other (please specify) (Don’t know)

### Uses of Broadband

Q8 Do you use your broadband connection for any of the following?

READ OUT, MULTI CODE, RANDOMISE LIST

Send and receive large files (e.g. video and graphic files)

'Cloud computing' services (e.g. software applications hosted remotely) Remote data storage

Internet telephony – Voice over internet Protocols Video conferencing

Web conferencing/collaboration (e.g. many users sharing a workspace) Virtual private networks

Remote access (e.g. accessing your desk top remotely from an iPad) Social media

Multiple connections (that is, more than one device connected at the same time) Other (please specify)

None of the above

Q9 Would using superfast broadband, rather than just broadband, allow you to do things differently in your business?

IF NECESSARY: Provide explanation of superfast broadband

Yes No

Don’t know

IF YES AT Q9

Q10 What would it allow you to do differently, and how?

OPEN

### Changes in Staffing and Turnover

Now turning to staffing levels and turnover:

Q11 Including yourself, how many people does your business employ within Cornwall? Please answer based on FTEs.

IF MULTI SITE BUSINESS: Please answer based on all of your organisation’s employees in Cornwall

|  |  |
| --- | --- |
| Exact number given [SELECT AND TYPE IN BOX] |  |
| Don’t know [DO NOT READ OUT] |  |
| Refused |  |

***IF ‘Don’t know’ TO Q19, ASK:***

Q11a. Could you tell me approximately how many people your organisation employs, again including yourself?

Please answer based on FTEs.

IF MULTI SITE BUSINESS: Please answer based on all of your organisation’s employees in Cornwall

1

2-4

5-9

10-25

26-49

50-99

100-199

200-249

250-499

500-999

1000+

(Don’t know) (Refused)

Q12 Compared to 2 years ago, would you say that the number of employees has…?

READ OUT **Please answer based on FTEs.**

IF MULTI SITE BUSINESS: Please answer based on all of your organisation’s employees in Cornwall.

Remained the same Increased

Or, decreased (Don’t know) (Refused)

WHERE INCREASED OR DECREASED AT Q12:

Q12a. Approximately how many more/fewer [SUBSTITUTE AS APPROPRIATE] people are you employing now compared to two years ago? Please answer based on FTEs.

OPEN

Q13 What was your business’s annual turnover in the last full financial year?

IF MULTI SITE BUSINESS: Please answer based on all of your organisation’s sites in Cornwall..

WRITE IN. IF UNSURE PLEASE INDICATE BANDING

£0 – ceased trading/ We were not trading

£1 - £5,000

£5,001 - £10,000

£10,001 - £20,000

£20,001 - £30,000

£30,001 - £50,000

£50,001 - £100,000

£100,001 - £150,000

£150,001 - £200,000

£200,001 - £250,000

£250,001 - £300,000

£300,001 - £500,000

£500,001 - £1 million Over £1 million (Don’t know) (Refused)

Q14 And what was the annual turnover of your business in the full financial year before that?

IF MULTI SITE BUSINESS: Please answer based on all of your organisation’s sites in Cornwall..

WRITE IN. IF UNSURE PLEASE INDICATE BANDING

£0 – ceased trading/ We were not trading

£1 - £5,000

£5,001 - £10,000

£10,001 - £20,000

£20,001 - £30,000

£30,001 - £50,000

£50,001 - £100,000

£100,001 - £150,000

£150,001 - £200,000

£200,001 - £250,000

£250,001 - £300,000

£300,001 - £500,000

£500,001 - £1 million Over £1 million (Don’t know) (Refused)

Q15 Do you expect your turnover to remain the same, increase or decrease in the current financial year?

IF MULTI SITE BUSINESS: Please answer based on the site where you are located.

Increase

Remain the same Decrease

(Don't know) (Refused)

### Customer Satisfaction

Now turning to your views about your broadband package:

Q44\_1 [FROM SFB-areas’ QUESTIONNAIRE] What service package do you take (e.g. business or consumer, and name of package if known)?

OPEN

Q16 Have you done a speed test recently?

Yes No

ASK IF Yes at Q16

Q17 What download speed did you achieve? Q18 What upload speed did you achieve?

Q19 What is your data cap (maximum amount that can be downloaded in a month), if you have one?

OPEN

Q20 How satisfied are you with

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Very Satisfied** | **Quite Satisfied** | **Neither Satisfied or Dissatisfied** | **Quite Satisfied** | **Very Dissatisfied** | **Don’t know** |
| The speed of your connection |  |  |  |  |  |  |
| The Reliability of your connection |  |  |  |  |  |  |

Q21 Is the cost of your broadband connection …?

READ OUT

High About right Low

(Don’t know)

Q22 If the price was similar or slightly more expensive than standard broadband is now, how likely are you to upgrade your connection to superfast broadband when it’s available? READ OUT

Very likely Fairly likely Not very likely Not at all likely (Don’t know)

Q23 Once you know that you can connect to superfast broadband, how long do you think it will take you to get round to upgrading your business connection to this service?

PROBE AS PER PRE CODES

Immediately/ As quickly as possible Less than a month

Over 1 month, up to 3 months Over 3 months, up to 6 months Over 6 months, up to 12 months More than 12 months, up to 2 years More than 2 years

Wouldn’t have any plans to upgrade (Don’t know)

### Background Information

I just need to take a few details about you and your business Q24 Interviewee position

Owner Joint/Co-owner Other (specify)

Q25 What is the postcode of your business (if unwilling to give full postcode, ask for first part and the number that starts the second part, e.g. TR1 1)??

OPEN

### Business Information

Q26 How long ago was your business established? READ OUT – CLARIFY AS NECESSARY: This means when the business started trading.

AS NECESSARY: This means the business in its current form.

AS NECESSARY: If the business is a subsidiary just refer to the subsidiary in which you work.

Within the last year

Over 1 year, up to 2 years ago Over 2 years, up to 3 years ago Over 3 years, up to 4 years ago Over 4 years, up to 5 years ago Over 5 years, up to 10 years ago Over 10 years, up to 20 years ago Over 20 years ago

Don’t know Refused

Q27 How would you describe your aspirations for business growth? Is the aspiration for your business to achieve..

READ OUT

A planned high rate of growth A planned steady rate of growth

Would like to expand but have not clear or definite plans Plan to remain about the same

Plan to contract (Don’t know) (Other)

Q28 In what industry does your business mainly operate?

PROBE AS PER PRE CODES, SINGLE CODE

Public administration and defence Finance and insurance Agriculture, forestry and fishing Mining and quarrying Manufacturing

Electricity, gas and air-conditioning supply Water supply and sewerage

Waste management and remediation Construction

Wholesale and retail trade Repair of motor vehicles Transport and storage

Accommodation and food services Information and communication Real estate

Professional, scientific and technical activities Administration and support services Education

Health and social work

Arts, entertainment and recreation Other support services

Other (specify) (Don’t know) (Refused)

### Other Information

IF OWNER/JOINT OWNER AT Q24, ASK Q70 TO 73, OTHERWISE CLOSE

Just finally a few questions about you. Please note, this data will is being collected to monitor equal opportunities. It will be stored separately from the other information collected in the survey

Q70 Which of the following age groups are you in?

READ OUT

18 – 25

26 – 34

35 – 44

45 – 54

55 - 64

65+

(Refused)

Q70a. The Disability Discrimination Act defines a person as having a disability if he or she “has a physical or mental impairment, which has a substantial and long-term adverse effect on his or her ability to carry out normal day-to-day activities”.

Do you consider yourself to have a disability?

Yes

No

IF OWNER/JOINT OWNER AT Q1

Q71 How would you describe your ethnicity?

PROBE AS PER PRE-CODES

Prefer not to say

**White** British Irish

Any other white background

Mixed

White and Black Caribbean White and Black African White and Asian

Any other Mixed background

Asian or Asian Black

Indian Pakistani Bangladeshi

Any other Asian background **Black and Black British** Caribbean

African

Any other Black background **Chinese or other ethnic group** Chinese

Other (specify)

Q72 GENDER (DO NOT ASK RESPONDENT):

Male Female

IF JOINT OWNER AND MALE

Q73 Are any of the joint owners female?

Yes No

(Don’t know)

### Thank and Close

**Superfast Household Survey FINAL VERSION – APRIL 2013**

### Introduction

Good morning/afternoon, my name is … and I am calling on behalf of the Cornwall Development Company. We are conducting some research around internet usage in the home.

Could I please speak to an adult member of the household able to discuss how the internet is used in your home.

We’re conducting research to better understand usage of the internet in the home and the impact this has on the household members. The research will be used to inform current and future broadband projects and will ensure that Cornwall gets the maximum benefit from superfast broadband.

The survey will take around 15 minutes, depending on your answers. Is it convenient to speak to you now or would you prefer to make an appointment for another time?

ADD IF NECESSARY

* The research is being conducted under the Code of Practice of the Market Research Society, which means that all of the answers you give are strictly confidential and anonymous and will only be presented in aggregate form. Participation in this survey is voluntary.
* The responses of all individuals taking part will be combined into a statistical report.
* Your home was selected at random using random digit dialling.
* If you wish to check that xxx is a bona fide research unit you can contact xxxx on xxxx or Katherine Stewart at CDC on 07896 941925

### Screeners

S1 Can I just check, do you currently have internet access in your home?

Yes

No – GO TO Q67

Don’t know – CHECK THEY ARE THE BEST PERSON TO BE SPEAKING TO (ARRANGE CALL BACK IF NECESSARY), BUT IF STILL NO INTERNET ACCESS THEN CLOSE

S2 Have you upgraded to superfast broadband?

IF NECESSARY: Provide explanation of superfast broadband

Yes

No – GO TO, UNLESS QUARTERLY QUOTA REACHED, THEN CLOSE

Don’t know – GO TO S3) UNLESS QUARTERLY QUOTA REACHED, THEN CLOSE

S3 When did you connect to superfast broadband?

PROBE FOR BEST ESTIMATE

Less than 6 months ago – CLOSE

6 months or more, but less than 12 months - GO TO INTERVIEW 12 to 18 months ago - GO TO INTERVIEW

More than 18 months ago - GO TO INTERVIEW

### Uses of the Internet at home

Q6 On average, how often do you use the internet at home?

Daily Weekly Monthly Less than this Never

Q7 Now thinking about your internet, who is your Internet Service Provider? (e.g Who provides broadband for your home?)

PROBE AS PER PRE CODES, SINGLE CODE

AOL

BE (or ‘Be Digital’ or ‘Be There’) BT

Eclipse O2

Orange PlusNet Post Office Sky

Talk Talk Tesco Virgin

Mobile broadband OTHER THAN Orange or O2 Tiscali

Utility Warehouse Other (TYPE IN)

Don’t know/ Can’t remember Refused

Q8a/b Thinking about how you use the internet, do you or anyone else in your

household use the internet for any of the following functions:

READ OUT, MULTI CODE

FOR EACH ONE WHERE RESPONDENT RESPONSE IS YES, ASK FOLLOW UP QUESTION, IF YES AT S2:

Q9 And did you use broadband to do this before you upgraded to superfast?

Yes No

**WHERE YES AT Q9 ASK Q10**

Q10 As a result of your upgrade to superfast broadband do you use this function more, less or the same as before you upgraded?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Q8a Respondent Use** | **Q8b – Other household member use** | **Q9 – USED WITH BROADBAND** | **Q10 – USE MORE, LESS, ABOUT THE SAME POST\_UPGRADE** |
| Download films, music and/or e-books |  |  |  |  |
| Stream films and TV (on demand) |  |  |  |  |
| Online gaming |  |  |  |  |
| Upload videos and photos |  |  |  |  |
| Video calls (e.g. Skype or Facetime) |  |  |  |  |
| Telehealth/telecare services |  |  |  |  |
| Other (please specify) |  |  |  |  |

Q11 Do you or anyone else in the household use the internet to access any of the following Government Services online:

READ OUT, MULTI CODE

|  |  |  |
| --- | --- | --- |
|  | Respondent | Other Household Member |
| Motoring – road tax, licences etc |  |  |
| Benefits, tax and pensions (e.g. filed online tax return) |  |  |
| Caring support and health (e.g. NHS Direct) |  |  |
| Council tax/other local government services |  |  |
| Employment and job seeking |  |  |
| Police/reporting crime |  |  |
| Travel advice/passports |  |  |
| Contact an MP, local councillor or politician |  |  |
| Used library or similar services |  |  |
| Looked for information about government policy |  |  |
| Other (please specify) |  |  |

IF ANY SELECTED BY RESPONDENT AT Q11, ASK FOLLOW UP QUESTION, IF YES AT S2:

Q12 And did you use broadband to access government services before you upgraded to superfast?

Yes

No

WHERE YES AT Q12 ASK Q13

Q13 As a result of your upgrade to superfast broadband do you access government services more, less or the same as before you upgraded?

More

Less

About the same

Q14 Do you or anyone else in the household use the internet to access education in any of the following ways?

READ OUT, MULTI CODE

|  |  |  |
| --- | --- | --- |
|  | Respondent | Other Household Member |
| Undertaken short online course |  |  |
| Accessed online library articles Webinars |  |  |
| Formalised distance learning using forums (e.g. moodle) |  |  |
| Formalised distance learning using videoconferencing technology |  |  |
| Other (please specify) |  |  |

IF ANY SELECTED BY RESPONDENT AT Q14, ASK FOLLOW UP QUESTION, IF YES AT S2:

Q15 And did you use broadband to access education before you upgraded to superfast?

Yes No

WHERE YES AT Q15 ASK Q16

Q16 As a result of your upgrade to superfast broadband do you access education more, less or the same as before you upgraded?

More Less

About the same

Q17 Do you or other member of the household use the internet to do any of the following retail activities?

|  |  |  |
| --- | --- | --- |
|  | Respondent | Other Household Member |
| Online shopping |  |  |
| Compare products and prices (for example, comparison websites such as Go Compare or Moneysupermarket) |  |  |
| Selling goods and services over the internet |  |  |
| Online auctions – selling (for example, eBay) |  |  |
| Online auctions – buying (for example, eBay) |  |  |
| Switching utilities providers |  |  |
| Use online banking facilities |  |  |
| Make travel reservations or bookings |  |  |
| Other (please specify) |  |  |

IF ANY SELECTED BY RESPONDENT AT Q17, ASK FOLLOW UP QUESTION, IF YES AT S2:

Q18 And did you use broadband to access retail activities before you upgraded to superfast?

Yes No

WHERE YES AT Q18 ASK Q19

Q19 As a result of your upgrade to superfast broadband do you access retail activities services more, less or the same as before you upgraded?

More Less

About the same

### Devices Connected to the Internet

Q20 How many of the following devices do you have at home?

FOR EACH ONE WHERE RESPONSE IS YES, ASK FOLLOW UP QUESTION:

Q21 Is this ever connected to the internet?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Q20  Write in number | Q20  Don’t know | Q20  Refused to say | Q21  Connected to the Internet | Q21  Don’ t know |
| Home computer, including laptops |  |  |  |  |  |
| Wireless notebooks or tablet devices |  |  |  |  |  |
| Games console |  |  |  |  |  |
| Smart phone (mobile phone with internet access and a touch screen/keyboard) |  |  |  |  |  |
| Digital TV box with an internet connection for on- demand TV |  |  |  |  |  |
| Other wireless devices that access the internet via your phone line |  |  |  |  |  |

IF MORE THAN ONE DEVICE MENITONED AT Q21, OTHERS SKIP TO Q24

Q22 Thinking about these different devices (e.g. laptop, smart phone), on a normal day, how many of these different devices would be accessing the internet in your household at the same time?

Write in

Q23 And what would you say would be the maximum number of those different devices that ever access the internet at the same time at your home?

Write in

### Uses of the home internet for work or business

Q24 Do you or any other member of your household currently use the internet at home to do work or business related activities?

Yes – GO TO Q25 No – GO TO Q32

Q25a/b Which statement best describes the nature of this home working now?

|  |  |  |
| --- | --- | --- |
|  | Q25a. Respondent | Q25b. Other Household Member |
| I/they work from home occasionally, but most of my work is conducted elsewhere |  |  |
| I/they work from home on a part time basis (e.g. 50% of my working time) |  |  |
| I/they work from home on a full time basis |  |  |

ASK IF YES AT S2, IF NO GO TO Q28

Q26a/b Which statement best describes the nature of your home working before connecting to superfast broadband?

|  |  |  |
| --- | --- | --- |
|  | Q26a. Respondent | Q26b. Other Household Member |
| I/they worked from home occasionally, but most of my work was conducted elsewhere |  |  |
| I/they worked from home on a part time basis (e.g. 50% of my working time) |  |  |
| I/they worked from home on a full time basis |  |  |
| I/they was unemployed/looking for work |  |  |

IF INCREASE IN HOME WORKING SINCE CONNECTING TO SUPERFAST BY RESPONDENT (Q25, Q26), ASK Q27

Q27 How important was connecting to Superfast Broadband in your decision to work from home more? READ OUT, SINGLE CODE

Very Important Important

Not important

Not at all important

Q28 Is your work from home conducted through a Virtual Private Network (provide explanation if necessary)

Yes No

Q29 Does being able to work from home result in a reduction in your commute to work?

Yes No

Q30 How do/did you normally travel to work? READ OUT, MULTI-CODE

Car Foot/bicycle Public transport

ASK IF CAR AT Q30

Q31 Can you estimate how many miles less you drive each week as a result of working from home?

Write in - miles

ASK ALL

Q32a/b Have you (and or another household member) used the internet to look for a job?

|  |  |  |
| --- | --- | --- |
|  | Respondent | Other Household Member |
| **Yes** |  |  |
| **No** |  |  |
| **Don’t Know** |  |  |

ASK IF YES AT Q32 BY RESPONDENT AND YES AT S2

Q33 Has connecting to superfast broadband changed the way you use the internet for job search activities?

Yes No

Don’t know Not applicable

If YES at Q33

Q34 Can you describe how this has changed?

Open

Q35 Have you (and/or another household member) used the internet to set up your own business?

|  |  |  |
| --- | --- | --- |
|  | Respondent | Other Household Member |
| **Yes** |  |  |
| **No** |  |  |
| **Don’t Know** |  |  |

**ASK IF YES AT Q35 BY RESPONDENT AND YES AT S2.**

Q36 How important was connecting to superfast broadband in your decision to set up your own business?

Very Important Important

Not important

Not at all important

IF NOT UPGRADED TO SUPERFAST (CODE 2 OR 3 AT S2) GO TO Q56, OTHERS CONTINUE WITH Q37

### Customer satisfaction

Now turning to your views about your superfast broadband connection and service provided by your internet service provider.

Q37 What service package do you take (e.g. business or consumer and name of package if known)?

OPEN

Q38 Have you done a speedtest recently?

Yes No

ASK IF Yes at Q38

Q39 What download speed did you achieve? Q40 What upload speed did you achieve?

ASK ALL

Q41 What is your data cap (maximum amount that can be downloaded in a month), if you have one?

OPEN

**Q42 How satisfied are you with** READ OUT, SINGLE CODE

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Very Satisfied** | **Quite Satisfied** | **Neither Satisfied or Dissatisfied** | **Quite Satisfied** | **Very Dissatisfied** | **Don’t know** |
| The speed of your connection |  |  |  |  |  |  |
| The Reliability of your connection |  |  |  |  |  |  |
| The product knowledge and advice provided by your Internet Service Provider (ISP) |  |  |  |  |  |  |
| The ease of placing your order to upgrade to superfast broadband? |  |  |  |  |  |  |
| The superfast installation experience from your internet service provider? |  |  |  |  |  |  |

Q43 Have you contacted the Superfast Cornwall team for any support or advice at any stage?

Yes No

(Don’t know)

IF YES AT Q43

Q44 How satisfied were you with the response to your query? Would you say you were

READ OUT

Very satisfied Quite satisfied

Neither satisfied or dissatisfied Quite dissatisfied

Very dissatisfied (Don’t know)

Q45 Where have you seen or heard information about Superfast Cornwall?

PROMPT AS PER PRE CODES, MULTI CODE

Word of mouth (from friends, family, colleagues etc.) Surfing the web

News story or ad in newspaper Email newsletter/update

News story - on TV News story - on radio

Local event (e.g. parish council presentation or business networking meeting)

Poster (on local notice board or shop window) or leaflet (through door or in local shop, etc) Village / parish / school newsletter

Letter from Superfast Cornwall

Social media (Facebook, Twitter, YouTube) Poster – on mobile vehicle

Telephone call from Superfast Cornwall Postcard from Superfast Cornwall Other source (please specify)

Don’t know/don’t remember No where

Q46 Have you encountered any problems with your superfast service that meant you had to contact your internet service provider?

Yes No

(Don’t know)

IF YES AT Q46

Q47 How satisfied were you with the overall customer service you experienced in resolving your problem? Would you say you were

READ OUT

Very satisfied Quite satisfied

Neither satisfied or dissatisfied Quite dissatisfied

Very dissatisfied (Don’t know)

Q48 How much do you pay per month for your superfast connection?

OPEN

Q49 Would you say, the cost of your superfast connection was

READ OUT

Too high About right Too low (Don’t know)

Q50 How much were you paying per month before you connected to superfast? PROMPT i.e. FOR YOUR BROADBAND CONNECTION

OPEN

### Superfast Cornwall Carbon Calculator

Q51 Are you aware of the Superfast Cornwall Carbon Calculator and Smartphone application (Carbon Diem)?

IF NO TO Q50\_2:

Q51\_2b. Superfast Cornwall provides a free-to-use carbon calculator to enable businesses to measure their carbon footprint. Full details are available on the website: [www.superfastcornwall.org.](http://www.superfastcornwall.org/) Do you think that you would make use of this online carbon calculator?

Yes – used

Yes – intend to use No

(Don’t know)

IF Yes AT Q51\_2b

Q52\_2a Are you aware of the Superfast Cornwall Carbon Calculator and Smartphone application (Carbon Diem)?

Yes No

IF No AT Q51\_2b

Q52\_2b Have you used, or do you intend to use, the calculator and/or smartphone application to calculate your home carbon footprint?

Yes – used

Yes – intend to use No

(Don’t know)

IF NO AT Q52\_2a OR Q52\_2b, ASK Q53

Q53 Why have you decided not to use the carbon calculator?

MULTI-CODE, PROBE USING PRE-CODES

Do not see the benefit

Carbon calculator tools are too complicated Do not have enough time

I am not interested in green issues Don’t know

### RE-CONTACT

Q54 May we contact you to talk to you again in more detail about:

How you used superfast broadband to improve your job search activities – IF YES AT Q33

How you used superfast broadband to work from home – IF IMPORTANT OR VERY IMPORTANT AT Q27

How you used superfast broadband to set up a business - – IF IMPORTANT OR VERY IMPORTANT AT Q36

Yes – and willing for responses to this survey to be linked to contact details Yes, but not willing for responses to this survey to be linked to contact details No

(Don’t know)

Q55 Can I just confirm your contact details for this purpose?

Name:

Phone number or email address:

THANK AND CLOSE

### ROUTE: Not upgraded to superfast:

THOSE NOT UPGRADED TO SUPERFAST AT S2

Q56 Why have you not yet connected to superfast broadband?

PROBE AS PER PRE CODES, MULTI-CODE

ORDERED, BUT WAITING - I’ve ordered – we’re waiting for the connection GIVEN UP FOR NOW - Have tried applying, but have given up for

NOT AWARE - Didn’t know that it’s available in this area

NOT AVAILABLE IN AREA - I know that it’s not available in this area

HAVEN’T CHECKED - Haven’t checked to find out whether it’s available in this area DIDN’T KNOW I HAD TO ORDER - Thought line would upgrade automatically)

NOT AVAILABLE FROM MY PROVIDER - Our ISP doesn’t offer superfast broadband TIED INTO EXISTING CONTRACT - Tied into existing contract with ISP

NOT GOT ROUND TO IT - Just haven’t got around to it yet DON’T NEED IT - Don’t need it – current service is fine

DON’T WANT TO DISRUPT MY CONNECTION - Concerned about disrupting current service to upgrade to

superfast

TOO EXPENSIVE - Superfast will be too expensive

SUPERFAST WON’T BE MUCH FASTER - Don’t believe that broadband speed will be as fast as they claim

UNSURE OF BENEFITS OF SUPERFAST - Not sure what the benefits are (Don’t know)

Other – please specify

IF DON’T NEED IT AT Q56

Q57 Can you tell us why you feel you don’t need superfast broadband?

OPEN

IF ANY ANSWER TO Q61 EXCEPT a, j, k, ASK Q58 & Q59, OTHERWISE GO TO Q60:

Q58 If the price was similar or slightly more expensive than standard broadband is now, how likely are you

to upgrade your connection to superfast broadband when it’s available? READ OUT

Very likely Fairly likely Not very likely Not at all likely (Don’t know)

Q59 How long do you think it will take you to get round to upgrading your home connection to this service?

PROBE AS PER PRE CODES

Immediately/ As quickly as possible Less than a month

Over 1 month, up to 3 months Over 3 months, up to 6 months Over 6 months, up to 12 months More than 12 months, up to 2 years More than 2 years

Wouldn’t have any plans to upgrade (Don’t know)

### About your Household

Q60. That completes the main survey questions. I just need to collect some information about you now, just to

make sure that we’re talking to a range of people across Cornwall. Firstly, please could you tellme your age?

RECORD THEIR ANSWER AS ONE OF THE AGE BANDS BELOW. READ OUT THE LIST ONLY IF NECESSARY.

|  |  |
| --- | --- |
| 18 to 24 | O |
| 25 to 34 | O |
| 35 to 44 | O |
| 45 to 54 | O |
| 55 to 64 | O |
| 65 to 74 | O |
| 75 or older | O |
| Refused (DO NOT READ OUT) | O |

Q61. RECORD GENDER (DO NOT ASK)

|  |  |
| --- | --- |
| Male | O |
| Female | O |

Q62a. Which of the following best describes you? If you are retired or not in paid employment, please base your answer on your most recent occupation.

[READ OUT LIST BELOW. CODE ONE ANSWER ONLY]

|  |  |
| --- | --- |
| Higher managerial / professional / administrative, such as an established doctor, board director or head teacher | O |
| Intermediate managerial / professional / administrative, such as a solicitor or middle manager | O |
| Supervisory or clerical /junior managerial / professional / administrative, such as an office worker, or a site foreman with 25+ employees | O |
| Skilled manual worker, such as a skilled bricklayer, or an ambulance driver | O |
| Semi or unskilled manual work, such as a taxi driver, manual worker or apprentice | O |
| Never worked | O |
| Student/ In full-time education | O |
| Unable to classify (TYPE IN JOB TITLE) | O ] |
| Refused to say | O |

IF NOT STUDENT/ FULLT-TIME EDUCATION AT Q62a:

Q62b. Which of the following best describes your employment status? If you are retired or not in paid employment, please base your answer on your most recent occupation.

[READ OUT LIST BELOW. CODE ONE ANSWER ONLY]

|  |  |
| --- | --- |
| Working full-time | O |
| Working part-time | O |
| Unemployed | O |
| Self-employed | O |
| Retired from paid work | O |
| Looking after family home | O |
| Long-term sick/ disabled | O |
| Not in paid work for some other reason | O ] |
| Refused to say | O |

Q63. How many adults, aged 18 or older, are there in your household, excluding students who normally live away from home ?

|  |  |
| --- | --- |
| One | O |
| Two | O |
| Three | O |
| Four or more | O |
| Refused | O |

Q64. How many children aged 11-17, or 18 if they’re still at school or college, are there in your household ?

|  |  |
| --- | --- |
| None | O |
| One | O |
| Two | O |
| Three | O |
| Four or more | O |
| Refused | O |

Q65. And how many children aged 5 to 10 are there in your household ?

|  |  |
| --- | --- |
| None | O |
| One | O |
| Two | O |
| Three | O |
| Four or more | O |
| Refused | O |

Q66. Please could you tell me your home postcode? IF THEY DON’T WANT TO GIVE FULL POSTCODE: Please could you tell me the first half of your home postcode and the first digit of the second half?

[FOR EXAMPLE, TR1 1 WOULD BE FINE]

POSTCODE:

Routing – No at S1

Q 67 Do you ever connect to the Internet in other places, such as…? [CODE FOR EACH ONE IN TURN, AND

CODE ‘Don’t use’ IF NONE OF THE SPECIFIC OPTIONS ARE SELECTED]

At work

On your mobile phone or tablet outside of home At a public place using their facilities

Don’t use the internet - ***CLOSE***

***If use in other places ask Q68 & Q69, OTHERWISE CLOSE***

Q68, On average how often do you use the internet?

Daily Weekly Monthly Less than this Never

Q69 What is your main reason why you are not currently connected to the internet at home?

Open

THANK AND CLOSE