

**SMEs questions (satisfaction and barriers to uptake)**

**Q6 Read out. Repeat rating scale if necessary.  
Randomise attribute statements.**

**Using a scale of very satisfied, quite satisfied, neither satisfied nor dissatisfied, quite dissatisfied and very dissatisfied, how do you feel about the following aspects of your current broadband service...**

	Very Dissatisfied	Quite Dissatisfied	Neither satisfied nor dissatisfied	Quite satisfied	Very satisfied	<b>(Do not read out)</b> Don't know /NA
(R1) Price you pay monthly.....	01	02	03	04	05	99
(R2) The time it takes to download/ upload videos, files and internet pages .....	01	02	03	04	05	99
(R3) The size of your data cap (If necessary: The maximum amount you can down or upload in a given period).....	01	02	03	04	05	99
(R4) Customer support by your provider.	01	02	03	04	05	99
(R5) Ability to use the applications you want to use i.e. do what you want to do .....	01	02	03	04	05	99
(R6) Coverage (if using mobile broadband) .....	01	02	03	04	05	99
(R7) Reliability of service (i.e. no outages).....	01	02	03	04	05	99

**Q10 Read out. Repeat rating scale if necessary.****Randomise statements.**

The following are some things businesses have mentioned could be a barrier to upgrading their current broadband to a faster service, if it was available. This new service would enable you to use the internet for applications as described earlier e.g. telepresence.

Please indicate to which degree the following would be a barrier to your business?

	Yes this would be a definite barrier	This might be a barrier	No this would not be a barrier	<b>(Do not read out)</b> Don't know / NA
(R1) One off cost to rewire your premises (if rewiring required) .....	01	02	03	99
(R2) Disruption of rewiring if caused some inconvenience (if rewiring required).....	01	02	03	99
(R3) Disruption of rewiring if meant unable to work while it took place (if rewiring required) .....	01	02	03	99
(R4) If had to upgrade IT equipment e.g. computer or mobile devices to use it .....	01	02	03	99
(R5) If you had to change service provider.....	01	02	03	99
(R6) If you had to break your contract with your current provider and incur a penalty .....	01	02	03	99
(R7) Concerns about exceeding data caps (through increased data usage) .....	01	02	03	99
(R8) Increase in monthly ongoing cost .....	01	02	03	99

**Consumers questions (satisfaction and barriers to uptake)**

**QB1. Thinking about your current broadband internet service, please tell me how satisfied you are with the following:**

**QB1A.** The price. Are you...

Very satisfied

Satisfied

Neither satisfied nor dissatisfied

Dissatisfied

Very dissatisfied

CAN'T SAY

**QB1B.** The time taken to download/upload videos, files, internet pages. Are you...

Very satisfied

Satisfied

Neither satisfied nor dissatisfied

Dissatisfied

Very dissatisfied

CAN'T SAY

**QB1C.** The data caps. Are you...

Very satisfied

Satisfied

Neither satisfied nor dissatisfied

Dissatisfied

Very dissatisfied

CAN'T SAY

**QB1D.** The customer support. Are you...

Very satisfied

Satisfied

Neither satisfied nor dissatisfied

Dissatisfied

Very dissatisfied

CAN'T SAY

**QB1E.** The access to premium content over broadband, e.g. movies, rugby. Are you...

Very satisfied

Satisfied

Neither satisfied nor dissatisfied

Dissatisfied

Very dissatisfied

CAN'T SAY

**IF HAS BROADBAND INTERNET ON MOBILE PHONE (CODE 1 AT QBA), INCLUDE:**

And what about, the internet coverage on your mobile phone. Are you...

Very satisfied

Satisfied

Neither satisfied nor dissatisfied  
Dissatisfied  
Very dissatisfied  
CAN'T SAY

**QB4. If you were to find that having broadband that enabled you to use these services would require one or more of the following, to what extent would these be a barrier? (IF NECESSARY, SAY: I don't mean how likely is each of the following, but assuming that each of the following was required, how much it would be a barrier to you) (ROTATE LIST)**

**QB4A.** The cost of rewiring your premises (if rewiring is required)

This would be a significant barrier

This would be a minor barrier

This would not be a barrier

CAN'T SAY

**QB4B.** The disruption of rewiring your premises (if rewiring is required)

This would be a significant barrier

This would be a minor barrier

This would not be a barrier

CAN'T SAY

**QB4C.** Having to upgrade your IT equipment (e.g. TV, phone, security system or faxes)

This would be a significant barrier

This would be a minor barrier

This would not be a barrier

CAN'T SAY

**QB4D.** Having to change service provider

This would be a significant barrier

This would be a minor barrier

This would not be a barrier

CAN'T SAY

**QB4E.** Having to pay a penalty for breaking your contract with your current service provider

This would be a significant barrier

This would be a minor barrier

This would not be a barrier

CAN'T SAY

**QB4F.** Being restricted by low monthly data caps

This would be a significant barrier

This would be a minor barrier

This would not be a barrier

CAN'T SAY