

# Broadband terminology research

Fieldwork: November 2022

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# Background, methodology and objectives



# Objectives

To measure current levels of understanding of the various technologies used to deliver fixed broadband services

To understand what, if any, additional information on broadband technology consumers would find useful in ads and at point of sale, specifically to:

- Test whether clearer information on the delivery method for broadband services may be useful to consumers once broadband terms are explained.
- Establish, when consumers are deciding which broadband provider and product to purchase, the relative degree of usefulness of having descriptions of the underlying technology and its capabilities included in marketing materials and at point of sale vs. other factors considered.
- Test what this information would be and at what point in the purchase journey it would be useful.

NB: the research did not seek to test whether providers' information for consumers about broadband technology was misleading.

# Methodology

Ofcom commissioned **BVA BDRC** to conduct research into consumer understanding of broadband terminology.

## **Pilot:**

Qualitative cognition testing among 10 broadband decision makers to assess comprehension of the service descriptions.

## **Main phase:**

n=1155 online\* interviews among broadband decision makers with quotas set on gender, age, SEG, nation, broad English region, full fibre availability and broadband supplier.

Respondents in the devolved nations and with full fibre availability were oversampled to ensure robust bases for analysis.

The final data was weighted to be nationally representative on gender, age, SEG, nation, broad English region and full fibre availability.

## **Topics included:**

**Understanding of terms pre and post explanation**

**Relative and absolute usefulness of information**

**Where in purchase journey information would be useful**

\*Online interviews because all participants had access to fixed broadband internet services, and this was the focus on the research.

# Detailed questionnaire coverage and structure

## Screening, demographics, usage and attitudes

- Services used
- Broadband decision-maker
- Gender, age, SEG, region/nation, children in household
- Broadband provider
- Type of broadband service used
- Services bundled with broadband
- Length of current broadband contract
- Considering a new broadband deal
- Engagement with current broadband provider
- Attitudes to broadband and technology generally

## Understanding of terms pre and post explanation

- Extent to which terms related to broadband technology are understood prior to any explanation
- Explanation/description of the terms *Copper broadband*, *Cable broadband*, *Fibre-to-the-cabinet (FTTC)*, *Fibre-to-the-premises (FTTP)*<sup>1</sup>
- Post explanation whether understanding matches what they thought previously
- Ways in which understanding did not match

## Relative and absolute usefulness of information

- Maximum Difference Scaling (MaxDiff) exercise to establish the relative usefulness of terms describing the technology used to deliver the service vs. other types of information in the course of deciding on a broadband service
- Absolute usefulness of terms describing the technology used to deliver the service vs. other types of information in the course of deciding on a broadband service

## Where in purchase journey information would be useful

- Where in the purchase journey brief and detailed descriptions of the delivery technology would be useful
- Where in the purchase journey they would be most useful

<sup>1</sup>Annex: detailed technology descriptions

# Sample

Fieldwork: 7<sup>th</sup> – 14<sup>th</sup> November 2022

	Proportion of weighted sample	Interviews achieved (n=1155)
Gender		
Male	49%	541
Female	51%	612
Segment		
ABC1	53%	678
C2DE	47%	477
Age Group		
16-34	30%	309
35-64	49%	598
65-74	12%	178
75+	9%	70
Fibre in Area		
Full fibre available	35%	433
Full fibre not available	60%	660

Region/Nation	Proportion of weighted sample	Total interviews achieved (n=1155)
English Region		
North	24%	208
Midlands	26%	251
South	35%	342
Nation		
England	85%	801
Scotland	9%	121
Wales	4%	129
Northern Ireland	2%	104



# Executive summary





# Executive summary

Ofcom commissioned independent research agency BVA BDRC to conduct quantitative research into consumer understanding of broadband terminology. Online interviews were used to capture the views of 1,155 broadband decision makers. The key findings are:

- **Consumers were asked their understanding of terms describing various broadband technologies. Of the terms relating to fibre, *fibre* and *full fibre* have the highest claimed understanding.**
  - The relatively lower levels for the specific types of services containing fibre (*FTTP*<sup>1</sup>, *FTTC*<sup>2</sup>, *part fibre*) suggest the high claimed understanding of the general term *fibre* may be a superficial one for some.
- **Among all respondents, after being provided with detailed explanations, half claimed they had correctly understood *FTTC* and nearly six-in-ten claimed they had correctly understood *FTTP*.**
- **Among those who had some misunderstanding of each core phrase, most areas of confusion could be split into two themes relating to either the delivery method, or the service received by the consumer, e.g. download speed.**
- **When asked how useful different information would be when deciding on a fixed broadband service, nearly all would find each type of information asked about at least *somewhat useful*, including the description of the delivery technology, however the proportions stating *very useful* are the lowest for the descriptions of the delivery technology.**
- **When forced to choose between types of information, monthly cost, reliability and download speed are the most useful types of information (relative to other types of information) on average when deciding on a fixed broadband service. The information describing the technology is seen as considerably less useful.**
- **When asked where, in the process of deciding on a fixed broadband service, brief and detailed descriptions of the technology used to deliver the broadband service would be useful, the most mentioned are ‘on a provider’s website’ and ‘at the point of purchase’.**

<sup>1</sup>Fibre-to-the-premises

<sup>2</sup>Fibre-to-the-cabinet

# 1. Understanding of terminology

**First, respondents were asked to indicate on a five-point scale the extent to which they understood what each of these phrases relating to different types of broadband technology mean.**

ADSL

Copper broadband

Cable broadband

Fibre

Part fibre

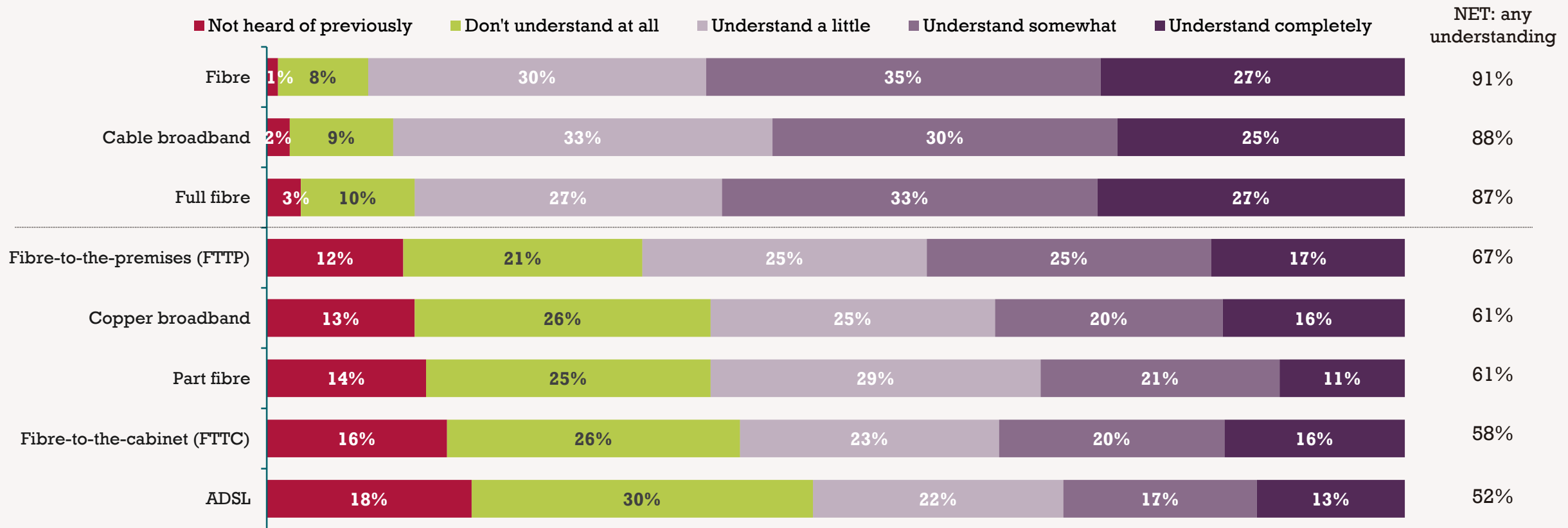
Full fibre

Fibre-to-the-cabinet (FTTC)

Fibre-to-the-premises (FTTP)

## Of the eight phrases tested, the more 'general' terms *fibre*, *full fibre* and *cable broadband* had the highest degree of claimed understanding prior to any explanation

The relatively lower levels of understanding of the specific types of fibre service (*FTTP*, *FTTC*, *part fibre*) suggest the high claimed understanding of the general term *fibre* may be a superficial one for some



Source: Broadband Terminology Research 2022

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

Base: All respondents (1,155)

collaboration

EMPOWERMENT

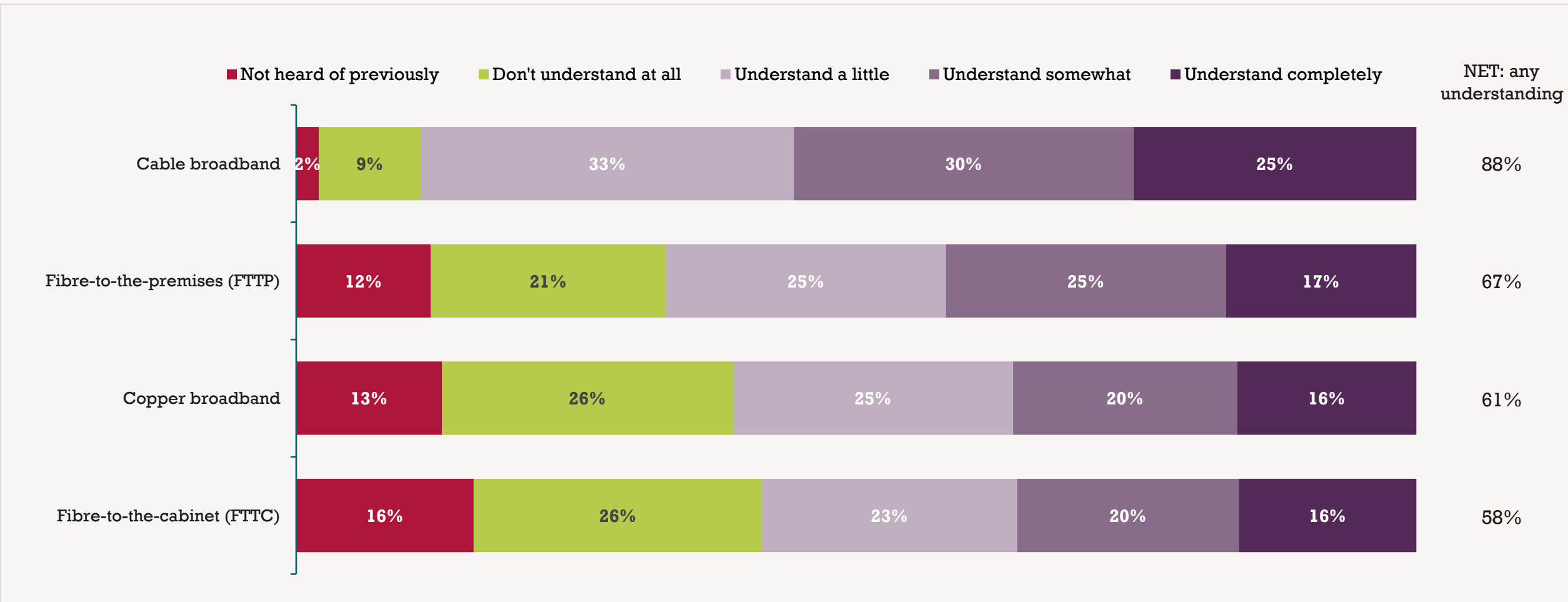
Respect

agility

Excellence

# Of the core phrases being tested, *cable broadband* has significantly higher claimed understanding

Other technologies are at a similar level to each other, with *FTTP* slightly better understood than copper broadband or FTTC



Source: Broadband Terminology Research 2022

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

Base: All respondents (1,155)

# Respondents were then presented with detailed descriptions of the four technologies

**Copper broadband**

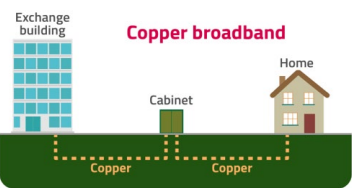
Copper broadband connects from a local telephone exchange usually to a street cabinet\* and then to the customer's home on a traditional copper phone line.

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

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

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

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



The diagram illustrates the path of copper broadband. It starts at an 'Exchange building' (represented by a blue grid), goes to a 'Cabinet' (a small green box), and then to a 'Home' (a house icon). The connections between the exchange and cabinet, and between the cabinet and home, are labeled 'Copper' and shown as dashed lines.

**Cable broadband**

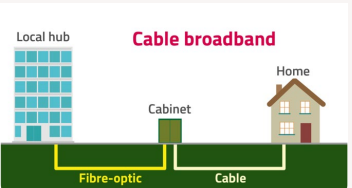
Cable broadband has a fibre-optic connection from a local hub to the street cabinet.

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

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

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

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



The diagram illustrates the path of cable broadband. It starts at a 'Local hub' (represented by a blue grid), goes to a 'Cabinet' (a small green box) via a 'Fibre-optic' connection (solid yellow line). From the cabinet, it goes to a 'Home' (a house icon) via a 'Cable' connection (dashed line).

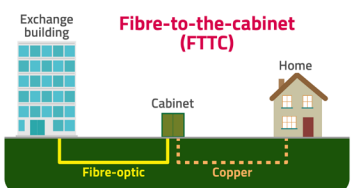
**Fibre-to-the-cabinet (FTTC)**

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

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

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

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



The diagram illustrates the path of fibre-to-the-cabinet (FTTC). It starts at an 'Exchange building' (represented by a blue grid), goes to a 'Cabinet' (a small green box) via a 'Fibre-optic' connection (solid yellow line). From the cabinet, it goes to a 'Home' (a house icon) via a 'Copper' connection (dashed line).

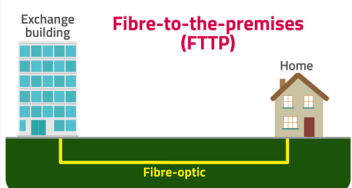
**Fibre-to-the-premises (FTTP)**

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

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

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

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

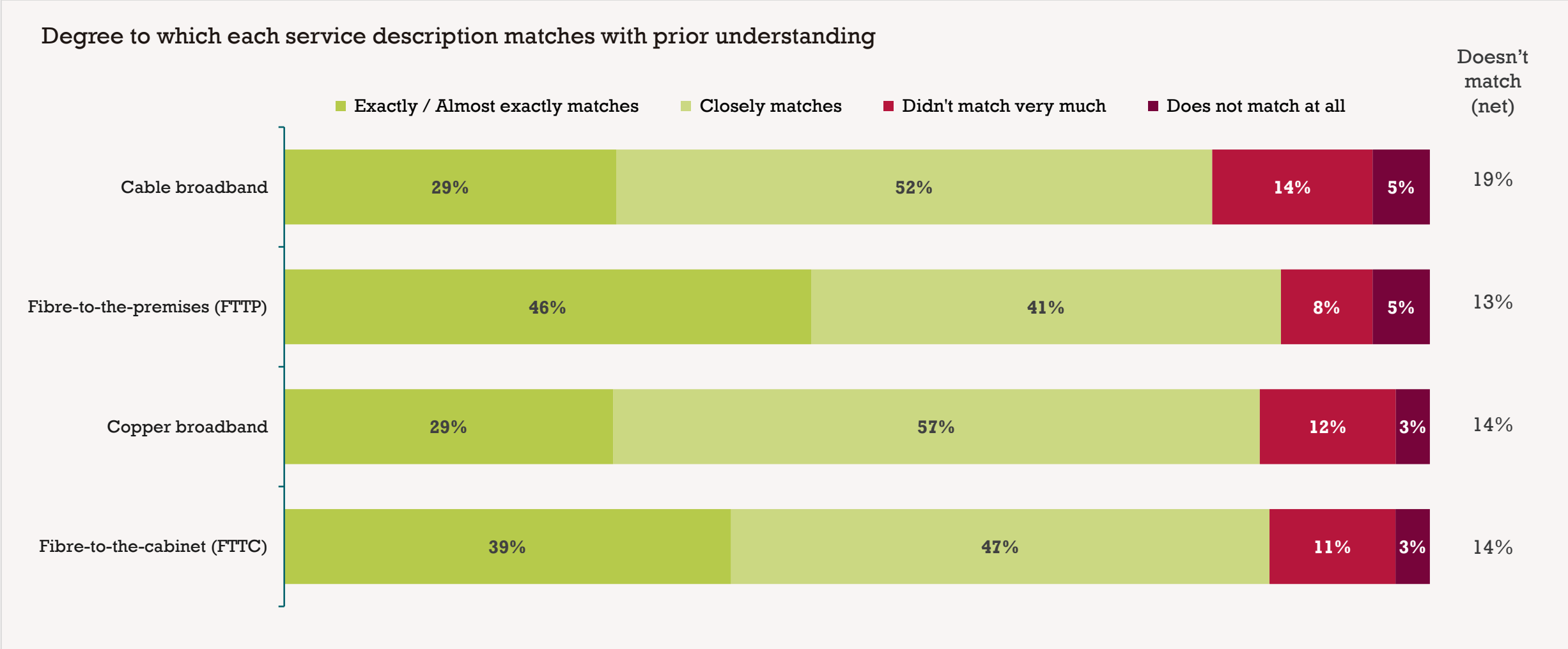


The diagram illustrates the path of fibre-to-the-premises (FTTP). It starts at an 'Exchange building' (represented by a blue grid) and goes directly to a 'Home' (a house icon) via a 'Fibre-optic' connection (solid yellow line).

Source: Broadband Terminology Research 2022 QF1.

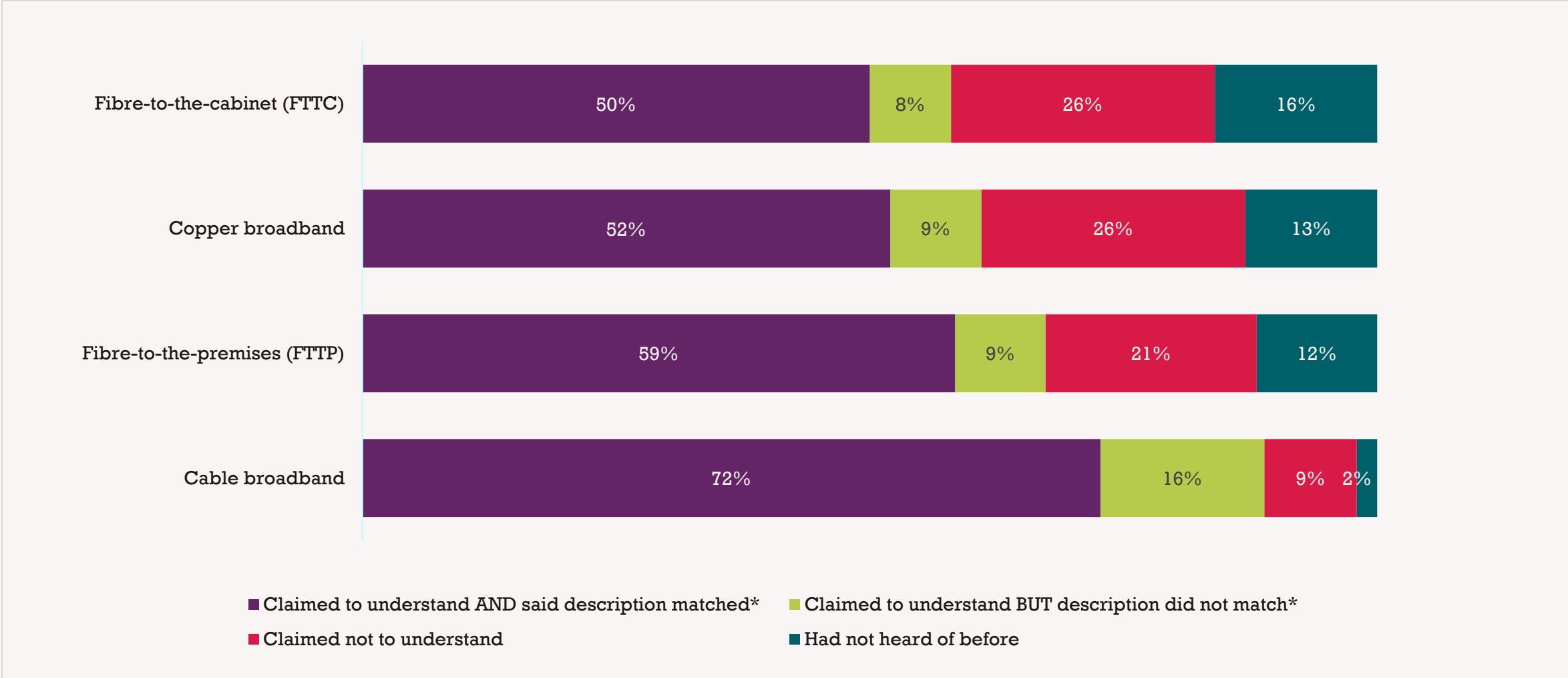
<sup>1</sup>Annex: detailed technology descriptions

Among respondents who had claimed to understand at least a little each term, a significantly lower proportion found the description of *cable broadband* matched their understanding compared to the other three services



Source: Broadband Terminology Research 2022  
 QG1. Please use the following scale to say how closely this matches with what you thought it meant before reading this description?  
 Base: All respondents that claimed to understand each: Cable (1,013), FTTP (770), Copper (704), FTTC (664)

Among all respondents, half claimed they correctly understood *FTTC* and nearly six-in-ten claimed they correctly understood *FTTP*



Source: Broadband Terminology Research 2022

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

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

Base: All respondents (1,155)

\*Shows % who claimed to understand (QE1) and subsequently said it closely matched their understanding (QG1) OR claimed to understand (QE1) but did not match their understanding (QG1) among all respondents.



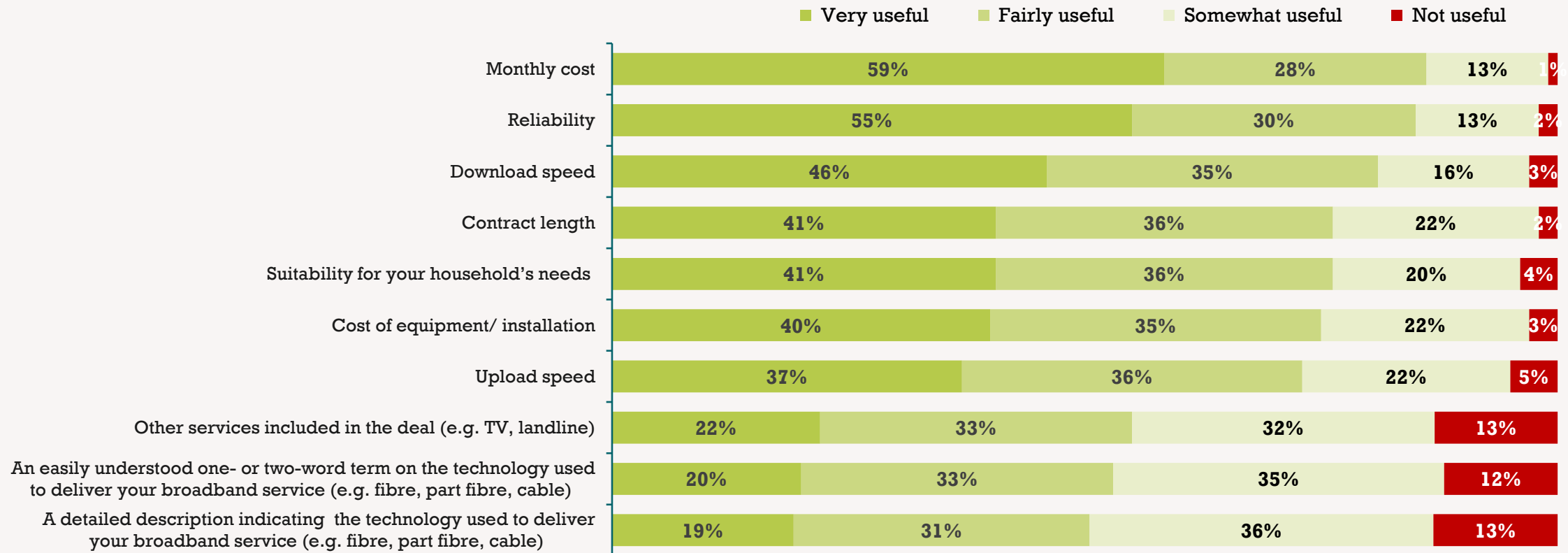
## 2. Usefulness of information



# Nearly all would find each type of information at least somewhat useful

however the proportions stating 'very useful' are lowest for the descriptions of the delivery technology.

The top three types of information are cost, reliability, and download speed



Source: Broadband Terminology Research 2022

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

Base: All respondents (1,155)

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Respect

agility

Excellence

# Maximum Difference Scaling - 'MaxDiff'

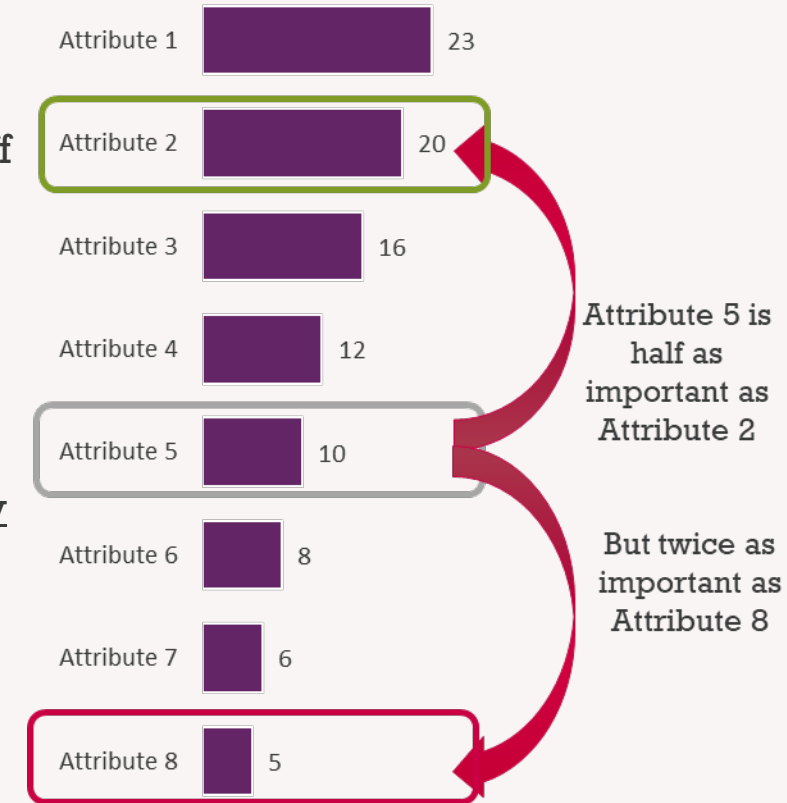
## Explanation of MaxDiff approach to assessing stated importance

The importance of information when deciding on a fixed broadband service is derived using a stated importance methodology called Maximum Difference scaling, or MaxDiff for short.


MaxDiff is a trade-off methodology in which respondents are presented with small groups of the attributes of interest and asked to indicate which is **most** and **least** important.

Across many iterations spanning all respondents, the analysis is used to generate utility scores showing the relative importance of each statement.

These scores sum to 100 across all attributes. An attribute with a utility score of 10, for example, is half as important as one with a utility score of 20 and twice as important as another with a utility score of 5.



# Example of a MaxDiff question shown to the respondent

63%

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

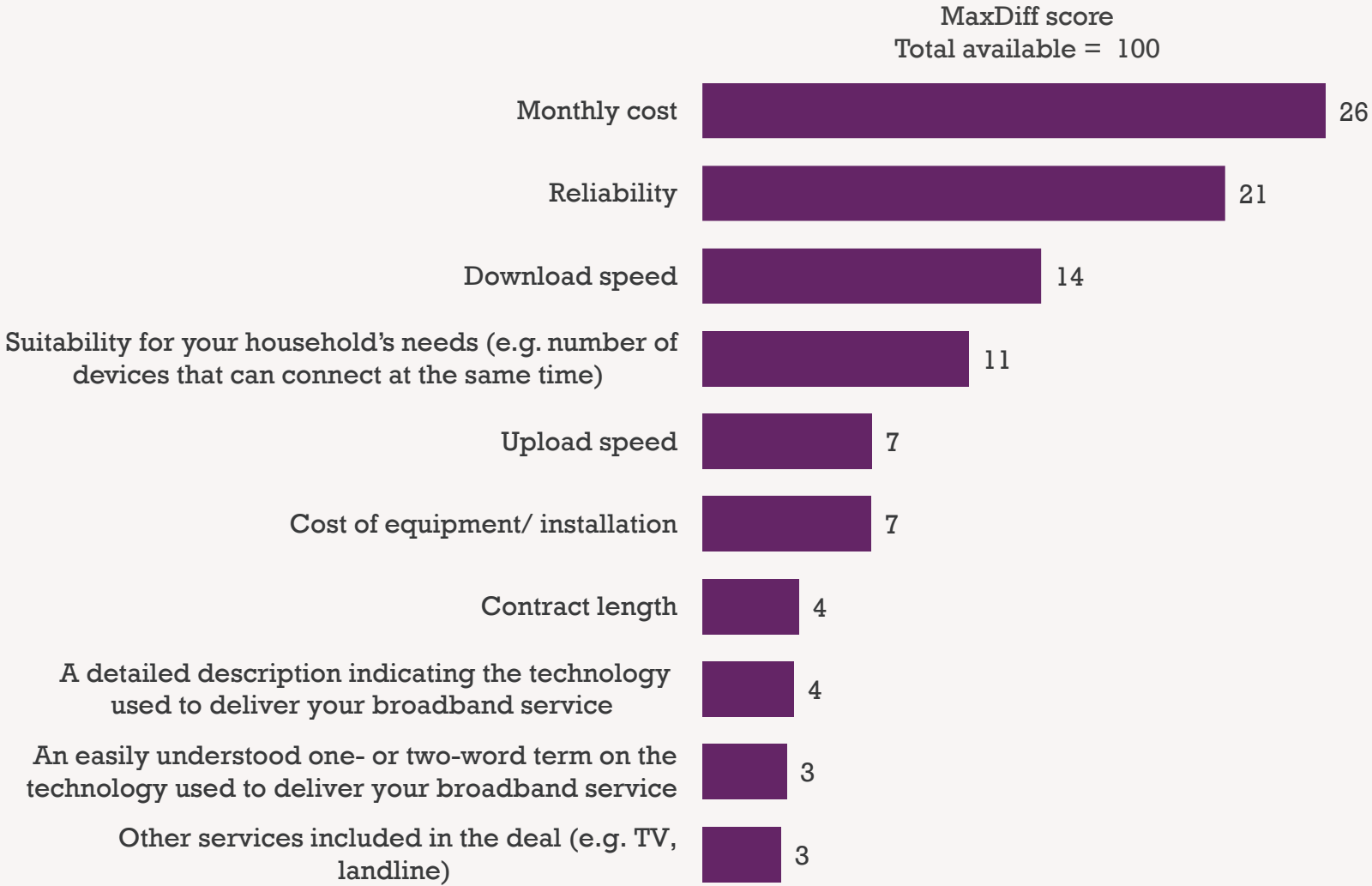
Please indicate which would be most useful to you and which would be least useful to you from amongst these three elements. You can only select one most useful and one least useful.

*Please select the most useful and least useful*

Most useful		Least useful
<input checked="" type="radio"/>	Reliability, i.e. the degree to which the service operates without faults or interruptions	<input type="radio"/>
<input type="radio"/>	Suitability for your household's needs (e.g. number of devices that can connect at the same time)	<input type="radio"/>
<input type="radio"/>	A detailed description indicating the technology used to deliver your broadband service (e.g. fibre, part fibre, cable)	<input checked="" type="radio"/>

>>

# The information describing the technology is less useful relative to other types of information on average when deciding on a fixed broadband service

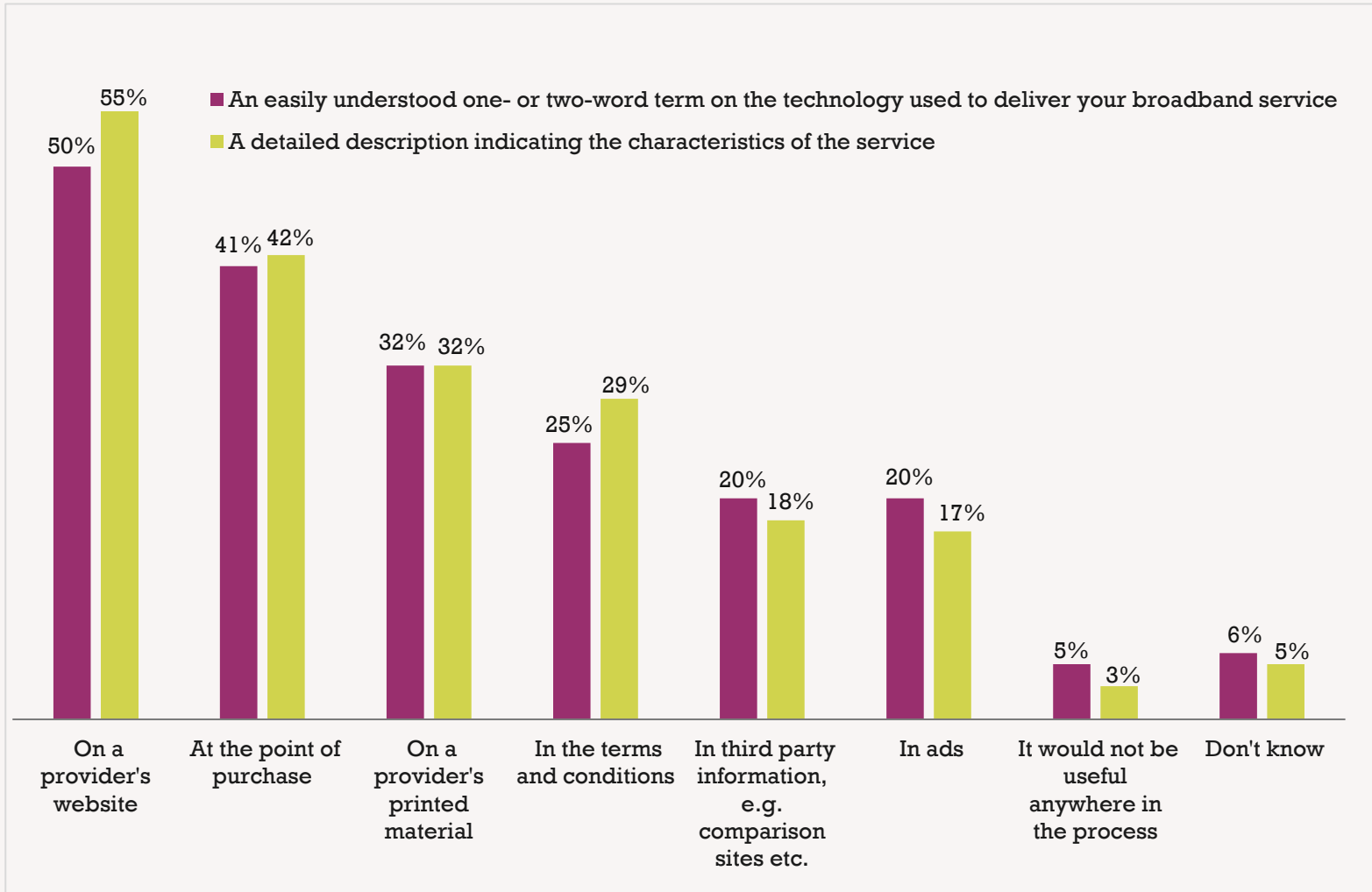


Source: Broadband Terminology Research 2022  
QH1. Please indicate which information would be most/least useful to you in the course of deciding on a fixed broadband service.  
Base: All respondents (1,155)

### 3. Where information would be useful



# The most mentioned places for both **brief** and **detailed** descriptions of the delivery technology being useful are *on a provider's website* and *at the point of purchase*



## BRIEF DESCRIPTION

People **currently looking/planning to look** higher than those **not currently looking/planning** to mention *on printed material* (35% vs. 28%), *in T&Cs* (30% vs. 21%) and *in 3<sup>rd</sup> party information* (24% vs. 17%)

People who **understand different options in the broadband market** higher than those who do **not understand different options** for *on provider's website* (53% vs. 40%) and *on printed material* (35% vs. 22%)

## DETAILED DESCRIPTION

People **currently looking/planning to look** higher than those **not currently looking/planning** to mention *at point of purchase* (47% vs. 39%), *on printed material* (36% vs. 29%), *in T&Cs* (35% vs. 23%), *in 3<sup>rd</sup> party information* (22% vs. 15%) and *in ads* (20% vs. 14%)

People who **understand different options in the broadband market** higher than those who do **not understand different options** for *on provider's website* (59% vs. 43%), *at point of purchase* (44% vs. 31%) and *in T&Cs* (32% vs. 15%)

People who **do not understand different options in the market** are more likely than those who **do understand different options** to say *detailed descriptions would not be useful anywhere in the process* (10% vs. 2%)

Source: Broadband Terminology Research 2022

Q11. Where in the process of deciding on a fixed broadband service would [ELEMENT] be useful to you?

Base: All respondents (1,155), Currently looking/planning to look for a new broadband deal (451), Not looking/planning to look (642), Understand different options for broadband services in market: Agree (866), Disagree (99)

collaboration

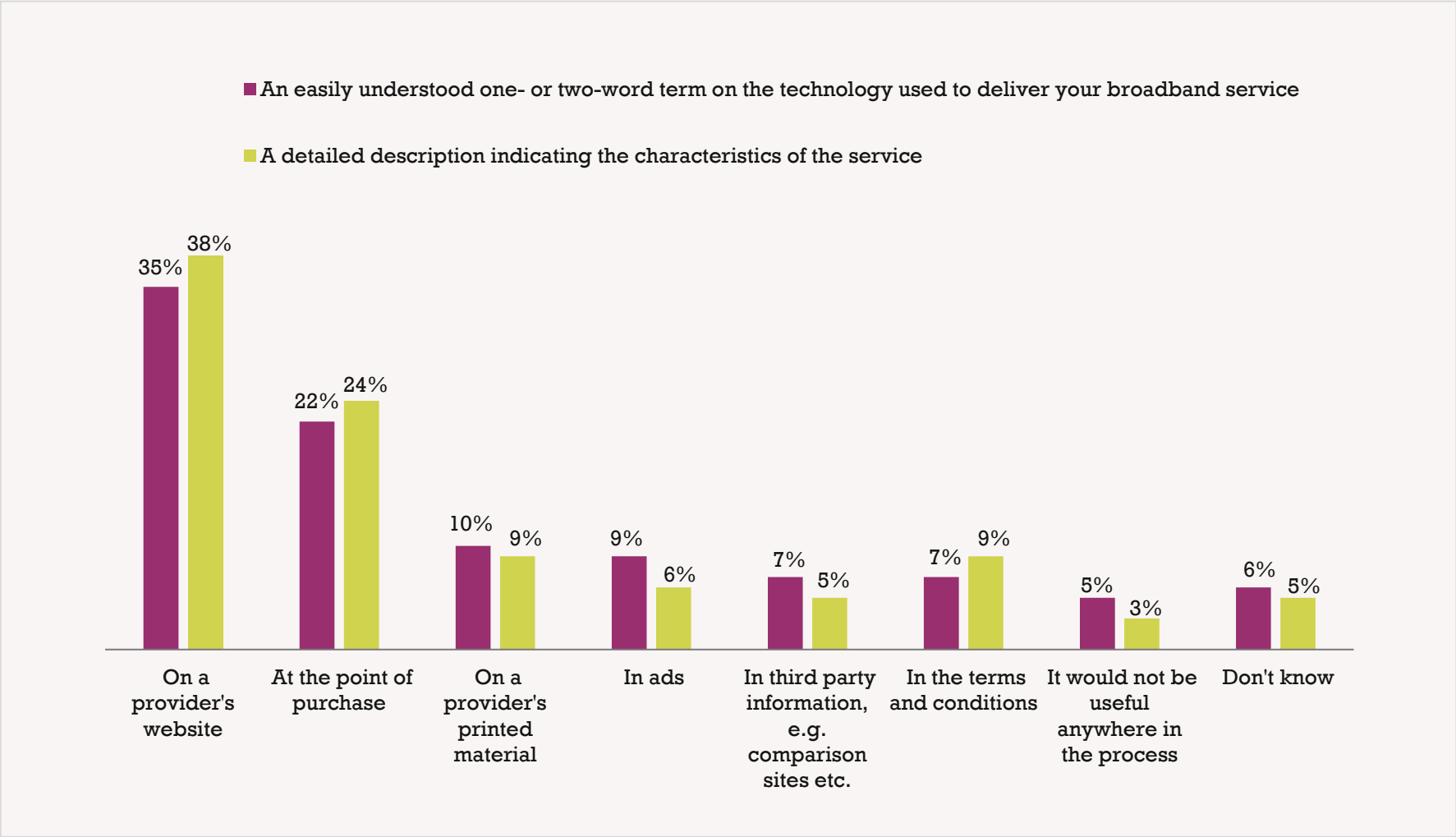
EMPOWERMENT

Respect

agility

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The **most useful** stage follows a similar pattern, with *on a provider's website* nearly twice as high as the next most mentioned, and *at the point of purchase* at least twice as high as all others



Source: Broadband Terminology Research 2022  
 Q12. And at which **one** stage would it be most useful to have this information?  
 Base: All respondents (1,155)



# Annex A: detailed technology descriptions

# Copper broadband description (detail)

## Copper broadband

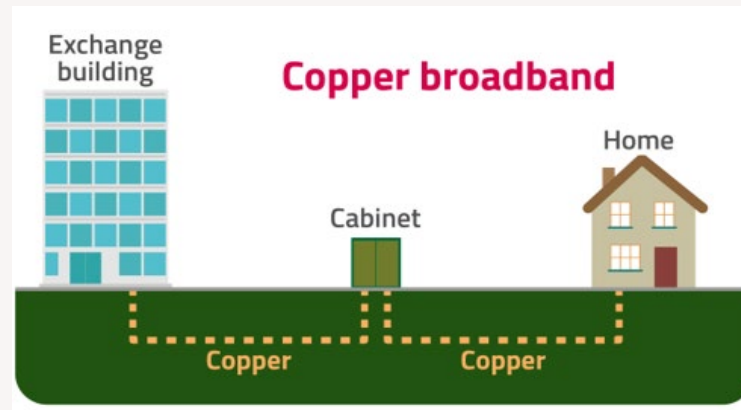
Copper broadband connects from a local telephone exchange usually to a street cabinet\* and then to the customer's home on a traditional copper phone line.

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

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

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

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



# Cable broadband description (detail)

## Cable broadband

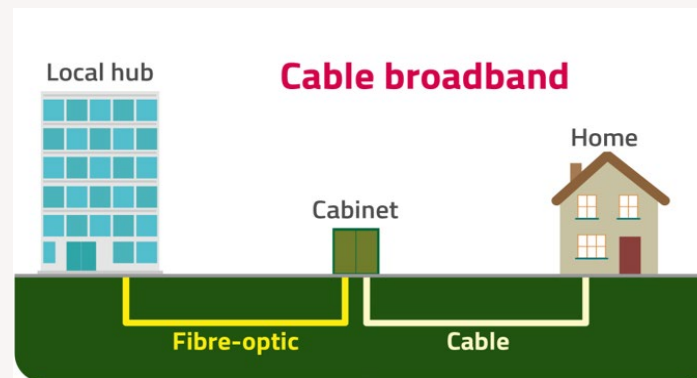
Cable broadband has a fibre-optic connection from a local hub to the street cabinet.

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

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

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

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



# Fibre-to-the-cabinet (FTTC) description (detail)

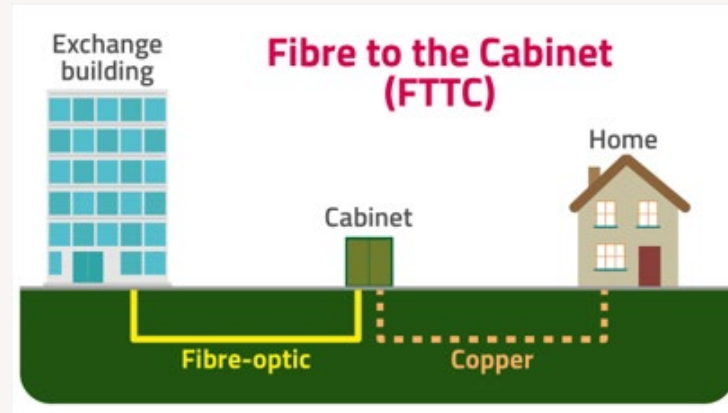
## Fibre-to-the-cabinet (FTTC)

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

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

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

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



# *Fibre-to-the-premises (FTTP) description (detail)*

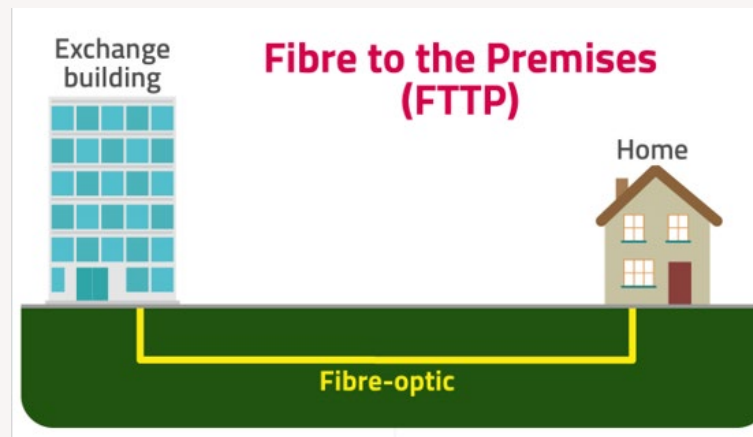
## Fibre-to-the-premises (FTTP)

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

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

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

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



# Annex B: reasons for incorrect understanding of terms

# Reasons for incorrect understanding of the term *cable broadband*

Most reasons given fall into two themes: the delivery method, or understanding of the service received

(coded open responses)	%	Delivery/ construction/ technology	Service received by consumer
I didn't realise fibre was involved/ that it was part fibre	16%	Y	
Other misconception about how system links/ connects to home	13%	Y	
I didn't realise about the different wires/ cables/ I thought it was cable all the way/ only cable	12%	Y	
I was unaware a street cabinet/ box was involved	11%	Y	
I thought cable broadband was same as fibre/ full fibre/ did not realise copper was involved	9%	Y	
I thought it was the same as copper broadband/ that it was copper cable	8%	Y	
I thought it was direct/ I thought it came directly from the provider/hub	8%	Y	
I thought it was quick/ more efficient etc.	6%		Y
I thought it was old/ slow/ unreliable etc.	5%		Y
I thought that cable can be connected directly to devices/ without router	4%	Y	Y
I thought it was to do with satellite/cable and satellite	3%	Y	
I thought it was underground	3%	Y	
I thought it might be to do with cable TV	3%	Y	Y
I didn't realise that demand could decrease performance/ speed	2%		Y
Other	13%	Y	Y

Source: Broadband Terminology Research 2022

QG2. You said your understanding of the [technology] didn't match very much/did not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand? [Open response]

Base: All for whom understanding of each technology did not match very much or at all giving a specific answer: Cable (83)

# Reasons for incorrect understanding of the term *fibre-to-the-premises (FTTP)*

Most reasons given fall into two themes: the delivery method, or understanding of the service received

(coded open responses)	%	Delivery/ construction/ technology	Service received by consumer
That there was no cabinet/ I thought it would have to connect to a cabinet/ box before the home	19%	Y	
That it was direct/ that it was straight to the home/ surprised to see it going straight to the customer's residence	19%	Y	
Did not know it came from local exchange	7%	Y	
Did not know it was possible/ could exist	6%	Y	
I thought wires would be above ground/ over-head	6%	Y	
I thought it would be just fibre replacing copper between cabinet and home	6%	Y	
Just knew it was superior/ I knew fibre was better	6%	Y	
I knew it was straight to the home/ I thought fibre to the premises was self-explanatory	5%	Y	
I thought it involved phone lines	4%	Y	
Did not realise about speed/ unaffected by distance/ more reliable etc.	4%		Y
Just didn't understand what abbreviation FTTP stood for	2%	Y	
Other	42%	Y	Y

Source: Broadband Terminology Research 2022

QG2. You said your understanding of the [technology] didn't match very much/did not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand? [Open response]

Base: All for whom understanding of each technology did not match very much or at all giving a specific answer: FTTP (58)



# Reasons for incorrect understanding of the term *fibre-to-the-cabinet (FTTC)*

Most reasons given fall into two themes: the delivery method, or understanding of the service received

(coded open responses)	%	Delivery/ construction/ technology	Service received by consumer
I didn't understand the term cabinet/ the cabinet system/ that there was a cabinet in the street	36%	Y	
I didn't know it was part copper/only fibre up to the cabinet/ that cables from cabinet differ/ I thought it was all fibre	22%	Y	
I thought it was fast / didn't realise it could be slower etc.	7%		Y
I didn't know it connected from the telephone exchange	6%	Y	
I thought it was direct/ I didn't think there was anything in between	5%	Y	
I didn't know it used thin glass threads/ that fibre meant thin glass threads	4%	Y	
I didn't know it used telephone lines	4%	Y	
I didn't know it could be affected by distance/ from the cabinet	2%		Y
Other	20%	Y	Y

Source: Broadband Terminology Research 2022

QG2. You said your understanding of the [technology] didn't match very much/did not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand? [Open response]

Base: All for whom understanding of each technology did not match very much or at all giving a specific answer: FTTC (107)

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# Reasons for incorrect understanding of the term *copper broadband*

Most reasons given fall into two themes: the delivery method, or understanding of the service received

(coded open responses)	%	Delivery/ construction/ technology	Service received by consumer
I was unaware of the street cabinet/ box was involved	14%	Y	
I just knew it involved copper wires/ cabling	13%	Y	
I didn't realise it could be slower/ I thought it was faster than fibre etc.	9%		Y
I didn't know it connected from the telephone exchange	8%	Y	
I just knew that it was old/ inferior technology e.g. slower, less durable, from the 90s etc.	8%	Y	Y
I didn't know it could be affected by distance	7%		Y
Other misconception about how system links/ connects to home	6%	Y	
I didn't realise it could be affected by the weather	6%		Y
I thought it was direct/ I thought it came directly from the provider	6%	Y	
I didn't know actual copper material was used	6%	Y	
I thought it meant the price/ deal/ level of broadband offered (not the material)	6%	-	-
I thought it was new/ innovative/ superior technology	5%	Y	-
I didn't know copper broadband was ADSL	5%	Y	
I thought it meant a connection in the house up to the TV/ I thought it was fibre changing to copper in the home	4%	Y	
I didn't realise that it was underground/ I thought the lines were above houses	3%	Y	
I didn't realise it was shared with other buildings/ neighbours	2%	Y	
I didn't realise it might be affected by multiple household users/other items in the home	2%		Y
I didn't realise it could be prone to faults/ I thought it was reliable	2%		Y
Other	16%	Y	Y

Source: Broadband Terminology Research 2022

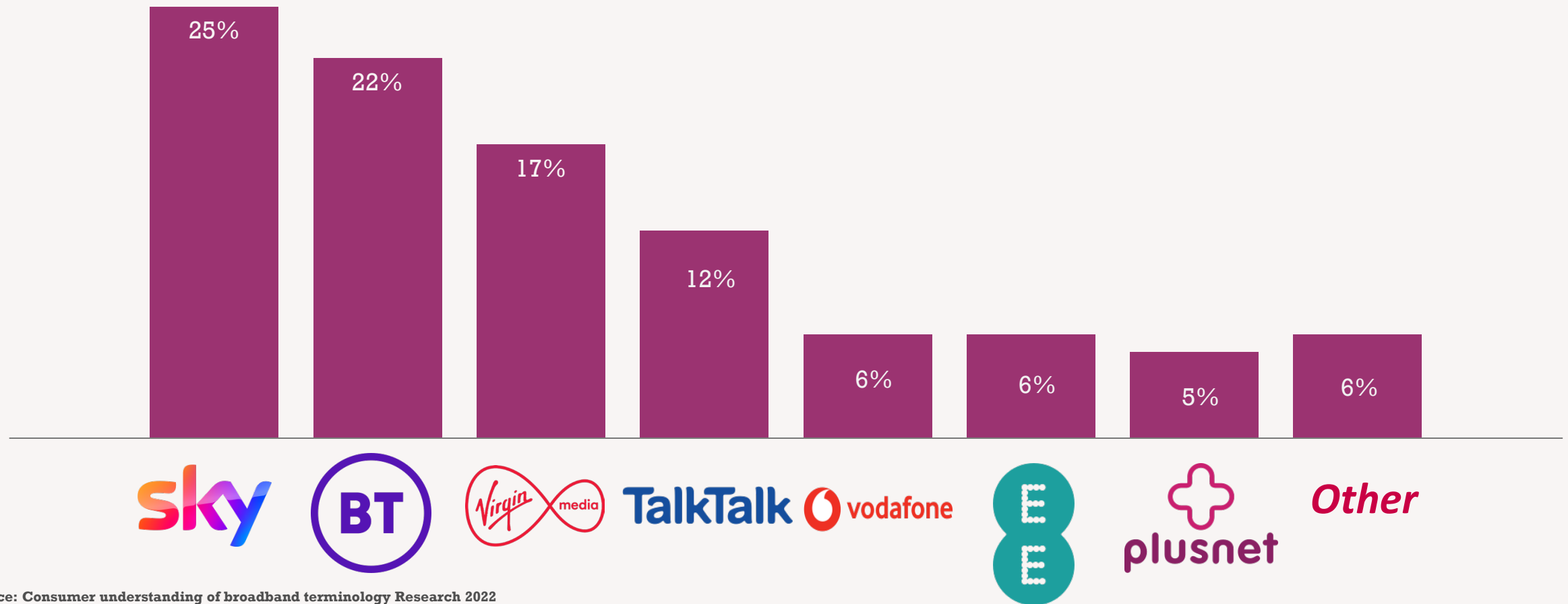
QG2. You said your understanding of the [technology] didn't match very much/did not match at all. Please can you explain the ways in which it did not match with what you thought it meant beforehand? [Open response]

Base: All for whom understanding of each technology did not match very much or at all giving a specific answer: Copper (109)

# Appendix



# Current fixed broadband provider



Source: Consumer understanding of broadband terminology Research 2022

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

Base: All with fixed broadband (1,123)

collaboration

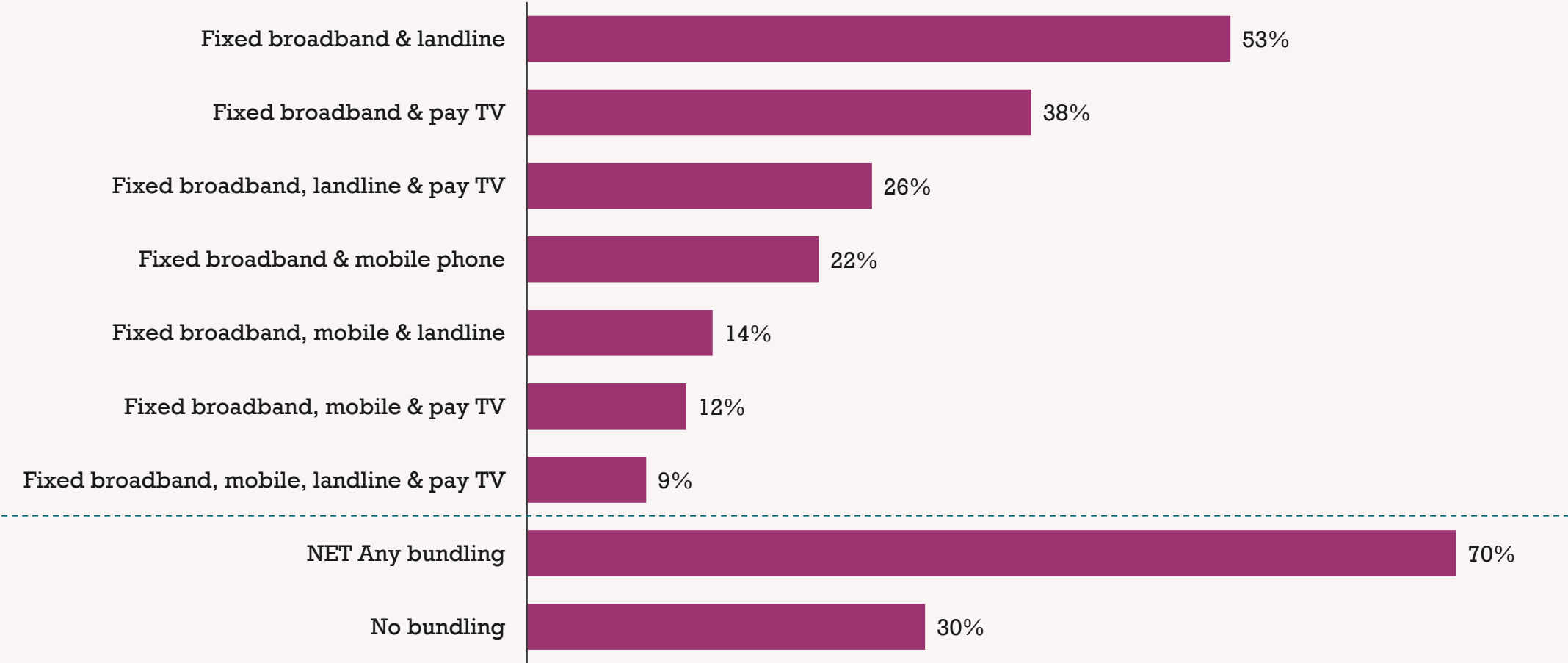
EMPOWERMENT

Respect

agility

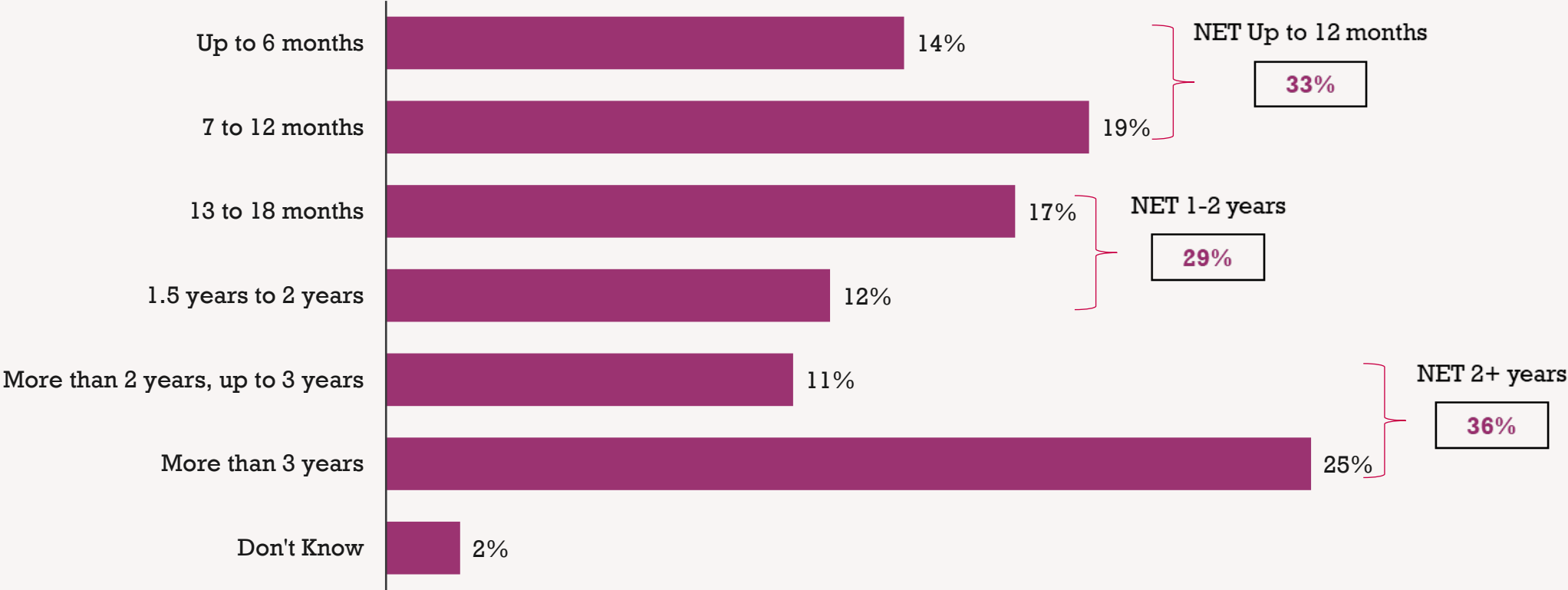
Excellence

# Services bundled with fixed broadband



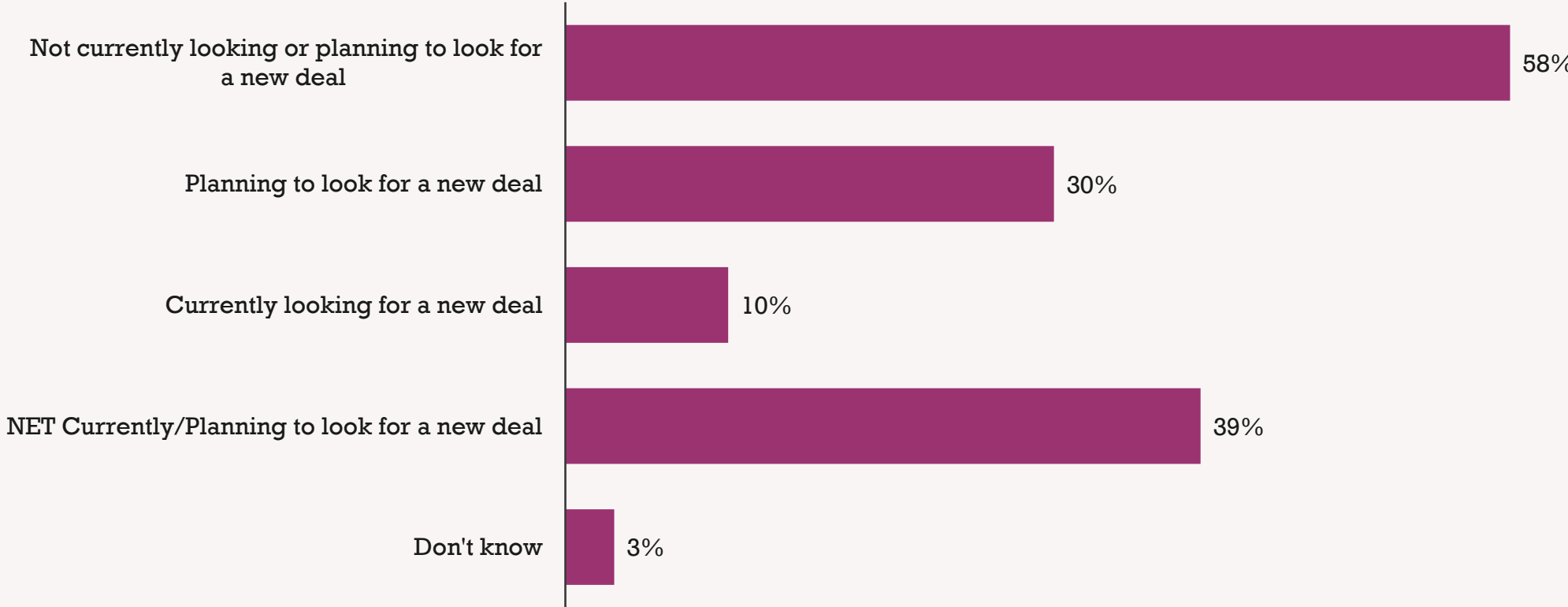
Source: Consumer understanding of broadband terminology Research 2022  
QC2. Do you take any other services bundled in a package from the same provider as your fixed broadband service?  
Base: All with fixed broadband (1,123)

# Length of time on current fixed broadband deal



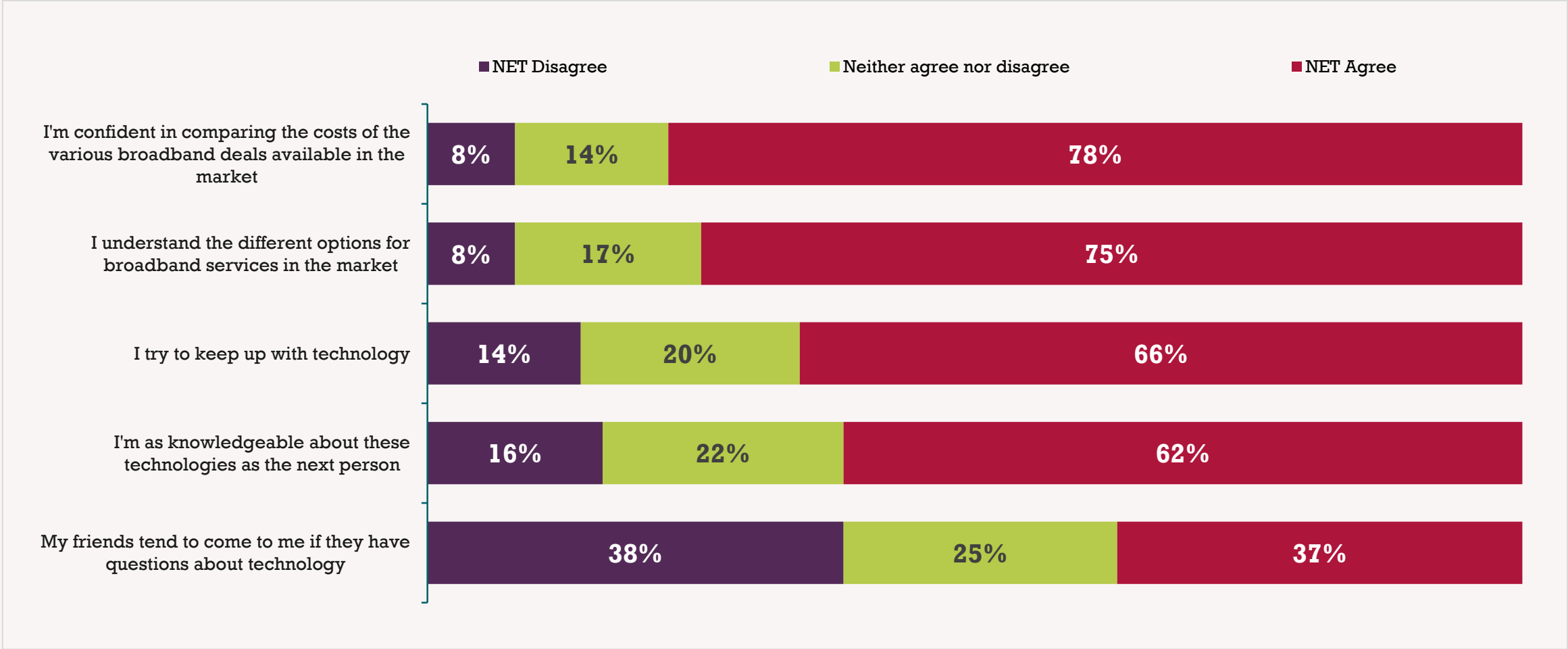
Source: Consumer understanding of broadband terminology Research 2022  
QC3. How long have you been on your current fixed broadband deal?  
Base: All with fixed broadband (1,123)

# Whether thinking about a new fixed broadband deal



Source: Consumer understanding of broadband terminology Research 2022  
QC4. Which one of these best describes your current thinking about your fixed broadband service? Are you...  
Base: All with fixed broadband (1,123)

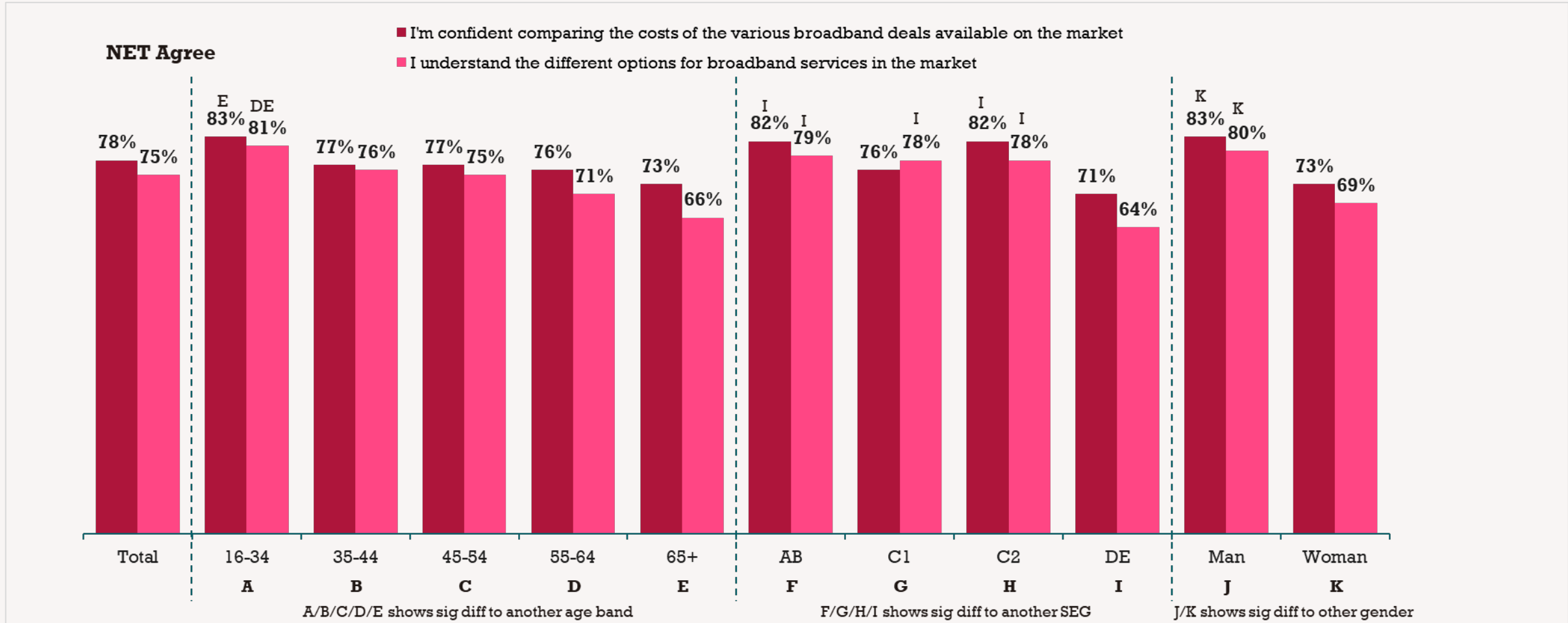
# Three in four agree they are confident comparing the costs of the broadband deals available and understand the different options for broadband services in the market



Source: Consumer understanding of broadband terminology Research 2022  
 QD2. Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services. For each statement please indicate how much you agree or disagree...  
 Base: All respondents (1,155)



# Women, the oldest age groups, and those in socioeconomic band DE all have lower proportions claiming to understand options or be confident comparing costs in the broadband market



Source: Consumer understanding of broadband terminology Research 2022

QD2. Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.

For each statement please indicate how much you agree or disagree...

Base: All respondents (1,155), 16-34 (309), 35-44 (233), 45-54 (173), 55-64 (192), 65+ (248), AB (345), C1 (333), C2 (207), DE (270), Man (541), Woman (612)

collaboration

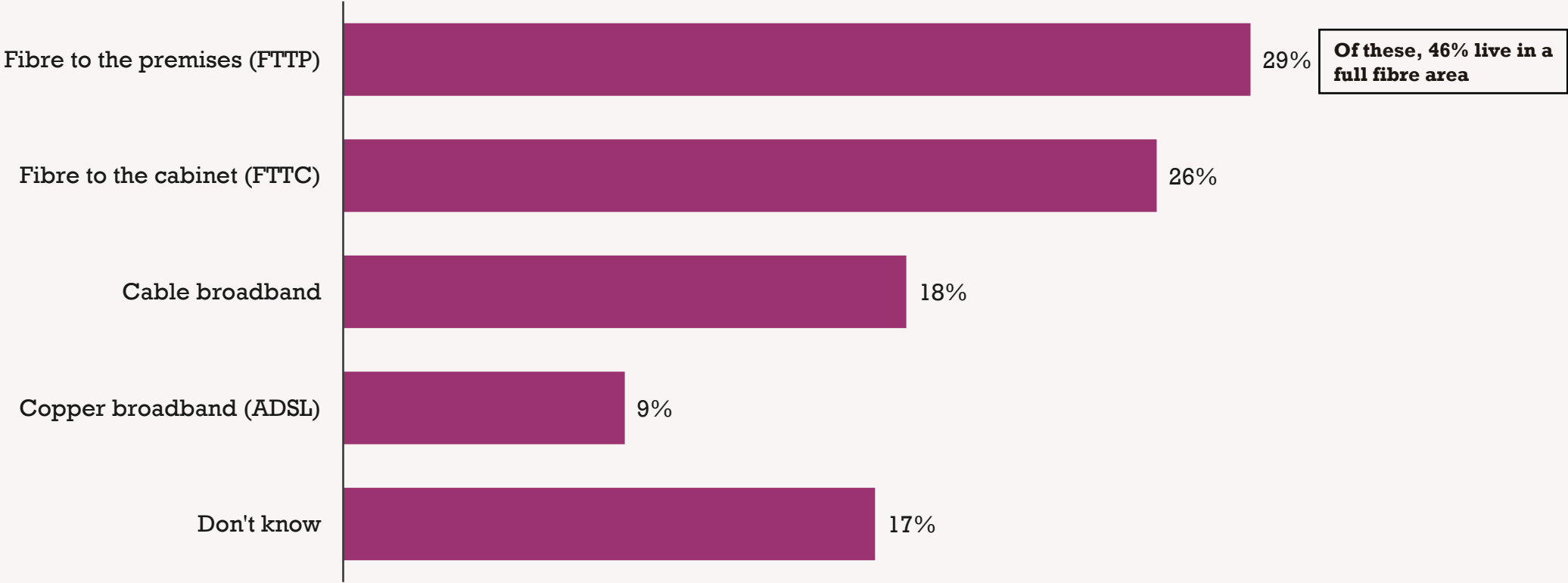
EMPOWERMENT

Respect

agility

Excellence

Nearly three in ten believe they have an FTTP service, however of these only 46% live in a full fibre area, suggesting for a proportion there may still be confusion about the service they have and/or what the terms mean



Source: Consumer understanding of broadband terminology Research 2022  
QK1. Which of these fixed broadband services does your household have?  
Base: All with fixed broadband (1,123)

The questionnaire is available on the Ofcom website.