

Appendix, Net Neutrality

Research into consumer understanding and views on UK Net Neutrality rules now and in future.

Qualitative research screeners, focus group discussion guides and online task questions.

Oxygen Brand Consulting

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1. Screener: Residential and ‘Community Experts’

Recruiters Name + ID No:

Group No:

SCREENER FOR ‘INTERNET RESEARCH’

RESIDENTIAL AND COMMUNITY EXPERTS

QUOTA

Internet use

- Recruit 8 respondents per group
- All respondents must go online/use the internet from home nowadays
- **All must be sole or joint/equal decision maker about fixed line internet supplier for their household**
- All must have and use **both fixed line home broadband and a mobile smart phone** too to go online. (Though note possible relaxations for groups 5 and 6 below)
- Within each group obtain a good mix of internet providers with **no more than two of each group using the same supplier for their main /fixed home broadband** and no more than two using the same supplier for their **mobile** broadband.
- In each group obtain a mix of fixed line broadband speeds with at least one person per group claiming to have standard, superfast and ultrafast broadband.
- In each group obtain a mix of people using the internet for different purposes, for calls, emails, working from home, participating in Zoom or Teams calls, social media, streaming, downloading, gaming, watching smart or digital TV.

Heavy, medium, and light users: pen portrait

- The quota has a mix of heavy, medium and light users specified (see individual group quotas).
- This weight of use must be based on the estimated weight of use in the household on a scale of 1-10.
- Heavy use means that there are more people in the house and they are doing certain things online like gaming with other users online, streaming TV or video and working from home. Light user households will have fewer people or sole individuals just going online occasionally to check emails or look up something specific.

Demographics

- Aim for an equal mix of male and female respondents in all groups
- Where an age range or social class is specified, please obtain a full spread of ages within the group, including extremes and make sure every social class is represented
- Within each group include min 1- max 2 BAME, and across the sample ensure both Black and British Asian respondents are represented.
- ALL must have good English and use it as their main language

Geographical quotas

- Groups must mix respondents from England and the Nations
- English respondents must be from a minimum 3 regions within each group (North, Midlands/E/W and South)
- English respondents must have representation of Metropolitan, rural and urban areas in all groups to get a mix of speeds and connection types
- Nations respondents:
- Nations respondents to be in all of focus groups 1-7 with min 1 max 2 per group

- Within sample of 54 respondents obtain min 10 max 12 from the Nations:
 - Min 4 max 5 from Wales (including min 1 rural/remote)
 - Min 4 max 5 from Scotland (including min 1 rural/remote)
 - Min 2 max 2 from Northern Ireland (including min 1 rural/remote)
- **Wales**
Obtain a mix of respondents from metropolitan South Wales (Cardiff, Swansea etc) and North /West Wales (e.g., Llyn Peninsula, Gwynedd), including isolated rural areas with poorer broadband
- **Scotland**
- Obtain a mix of respondents from both Metropolitan and Central Belt Scotland e.g., Edinburgh, Glasgow, Dundee and the Highlands and Islands
- Obtain one respondent from Metropolitan NI (Belfast) and one from rural NI

Aim for a mix of the following in each group and across the sample

- Type of housing
- Claimed reliability of home fixed line broadband

INDIVIDUAL GROUP QUOTAS	
Consumer	
Group 1	Under 30s, Pre-Family <ul style="list-style-type: none"> • Obtain mix of social class B, C1, C2 and D with at least one of each social class. • Obtain a good mix of ages from 18-30 including the extremes of the age range • Min 2 max 3 in houses in multiple occupancy (HMOs) – however they must have input into the decision on fixed line broadband • Aim to include min 2 max 2 university students • Aim for majority to be heavy household users of internet, min 2 max 3 medium users
Group 2	Younger family formers 28-45 with children in primary school and younger <u>only</u> (0-11): <ul style="list-style-type: none"> • Obtain a good mix of social class B, C1, C2 and D • Obtain a mix of Heavy, Medium and Light household use of the internet • None to have teenage children living with them, all children must be 0-11. Within this get a good mix of age and number of children • Obtain a good mix of age of parent including both ends of the age range.
Group 3	Family formers with teenage children BC1 – Heavy users with min 2 M/L <ul style="list-style-type: none"> • All to have children aged 12-18 living at home (they may also have children outside this age range) • All to be BC1 – include min 2 max 3 social class B • Please obtain a spread of age of parent – anticipated age range is 35+ • Most to be heavy household users of the internet, but recruit min 2 who are medium/light

Group 4	<p>Family formers with teens: C2DE – Heavy users with min 2 M/L</p> <ul style="list-style-type: none"> • All to have children aged 12-18 living at home (they may also have children outside this age range) • All to be C2D – include an equal mix • Please obtain a good spread of age of parent – anticipated age range is 35+ • Majority (6 of 8) to be heavy household users of the internet, but recruit min 2 who claim to be medium/light
Group 5	<p>Empty Nesters and Retired 60+: Mix of H/M/L users</p> <ul style="list-style-type: none"> • Obtain a good spread of social class BC1C2D • Obtain a good mix of age including both ends of the spectrum – min 2-3 to be those in their early sixties whose children have recently left home and retirees in their later 60s and 70s. There is no upper age limit. • Please obtain a mix of household situation from living alone to with a partner and types of accommodation • Mix of H/M and L household users of the internet • If any older respondent has a PC/tablet connection but not a smart phone we can relax the criterion of having access to the internet on both devices.
Group 6	<p>Families and individuals in need – SEG E i.e., solely dependent on benefits or on lower incomes and in receipt of Universal Credit</p> <ul style="list-style-type: none"> • Mix of household weight of use: min 3 Light, min 2 Medium, min 2 Heavy • Obtain a good mix of age and life-stage including singles, family formers and older respondents • Obtain min 2 max 3 respondents drawing disability benefit • Respondents can attend a zoom session or complete tasks with a carer present or from another person’s home if internet supply or stability is a problem in theirs. • For this group we can relax the requirement to have both fixed and mobile access to the internet if necessary - some respondents may only have a mobile if on limited incomes: refer to office to discuss • We can lend equipment to join the session on if necessary
Group 7	<p>‘Community Experts’ who others go to sort out their problems with the internet 18-60 – Heavy users</p> <ul style="list-style-type: none"> • All to agree that “friends, family or private clients often come to me to sort out problems with their internet or their computer equipment” • Obtain a spread of private individuals and members of the public e.g., people who have an interest in PCs, people who work for or run PC repair shops or small businesses, school IT teacher or technician, someone who sorts the computers informally in a small local business, or just a family member people rely on e.g., who used to work in IT or mobile. • <u>None</u> to currently work for a major telecoms provider or internet /broadband provider e.g., BT/Virgin/Sky • Mix of age 18-60+ • Obtain a very good mix of location, job, social grade and ethnicity • Aim to obtain some females, can be flexible on gender if not possible

Group 9	<p>Respondents on standard broadband contracts, speed of under 30mbps.</p> <ul style="list-style-type: none"> • Recruit min 4 max 4 in England, 2 in Scotland/Wales • Obtain a spread of provider for fixed and mobile • At least 5 of 6 to be in a rural or remote location
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Relaxations of requirement for having both home fixed line internet and mobile phone in group

- For groups 5, 6 recruiters may encounter e.g., elderly consumers who do not use a smart phone and younger respondents on benefit who do not have fixed line and only own a mobile. These can be admitted to the group.
- If recruiters encounter this in groups 1-4 – refer to office

Introduction to the project.

Topic for respondents

- Respondents for groups 1-7 should be told the research is about ‘their and their household’s use of the internet at home including experience of internet connection’.
- It is permitted to tell respondents that the research is for Ofcom and will be conducted by Oxygen Brand Consulting and Viewpoint Field.
- All must be happy to complete 5 stages of research, all are online
- Attend two focus groups of under 2hrs (including wait time) on their PC on Zoom
- Secondly, complete three stages of written research online, a 3-day diary before the research, a mid task of a few days that involves getting the opinion of some other family and friends and finally a 5-minute questionnaire after the last group
- The written tasks can be done on a mobile phone.

Q.1

We are conducting a survey, but first could you tell me:
READ OUT AND CODE ACCORDINGLY

- a. Do you work or have you ever worked in any of the following occupations or industries?
b. Does any member of your family work in any of the following occupations or industries?

	a.	b.
MAJOR BROADBAND OR INTERNET SUPPLIERS	1	1
MAJOR TELEPHONE/MOBILE COMPANIES	2	2

NONE OF THESE	2	2

CLOSE IF RESPONDENT SAYS "YES" TO ANY OF THE ABOVE CODED 1 OR 2

Q.2a

How many group discussions or depth interviews have you attended in the past 5 years?

1 2 3 4 5 6 7 8 9+

CLOSE IF RESPONDENT HAS ATTENDED MORE THAN 3 GROUP DISCUSSIONS OR DEPTH INTERVIEWS IN THE LAST 5 YEARS.

Q.2b

Can you tell me when you last attended a group discussion or depth interview?
WRITE IN.....

CLOSE IF RESPONDENT HAS ATTENDED A GROUP DISCUSSION OR DEPTH INTERVIEW WITHIN THE LAST 6 MONTHS.

Q.2c

What subjects have you attended discussions on?

The internet or broadband 1

Traffic on the internet or broadband 2
Mobile internet 3

WRITE IN:

CLOSE IF RESPONDENT HAS EVER ATTENDED A GROUP DISCUSSION,
WHICH IS CONNECTED IN ANY WAY WITH ANY OF THE TOPICS ABOVE

Q.3

What is your sex?

MALE	1	CONTINUE
FEMALE	2	CONTINUE
PREFER NOT TO SAY/OTHER OPTIONS)	3	CONTINUE (GIVE FURTHER

RECRUIT 4 MALE 4 FEMALE RESPONDENTS PER GROUP
AIM FOR AN EQUAL MIX
THIS QUOTA CAN BE RELAXED FOR GROUP 7
IF THE RESPONDENT ANSWERS 3 FILTER TO 3 (a)

3 (a)

If you would like to tell us more about your gender identity e.g., so we can address you
correctly when we are interviewing you then please tell us a little more

Q.4

What was your age at your last birthday?

WRITE IN _____

ALL RESPONDENTS MUST BE AGED BETWEEN 18 – 80 YEARS OF AGE

GROUP 1 - AGED BETWEEN 18-30 OBTAIN GOOD MIX, INCLUDING
EXTREMES

GROUP 2 - AGED BETWEEN 28-45 OBTAIN GOOD MIX INCLUDING EXTREMES

GROUP 3 - AGED BETWEEN 35-60 OBTAIN GOOD MIX INCLUDING EXTREMES

GROUP 4 - AGED BETWEEN 35-60 OBTAIN GOOD MIX INCLUDING EXTREMES

GROUP 5 - AGED 60 PLUS, OBTAIN GOOD MIX FROM 60S TO 70+

GROUP 6 - NO QUOTA ON AGE: BUT OBTAIN GOOD, REPRESENTATIVE MIX

GROUP 7 - NO QUOTA ON AGE, BUT AIM FOR A GOOD MIX

Q.5

Marital Status

SINGLE	1
MARRIED/COHABITING/CIVIL PARTNERSHIP	2
DIVORCED/WIDOWED/SEPARATED	3
PREFER NOT TO SAY	4

RECORD, NO QUOTA

Q. 6

How many adults aged 18 + live in your household?

1
2
3

4+
Q. 6. a How many children/dependents under 18 live in your household?
1
2
3
4+

Q.6. b What are the ages of any children or dependents living with you?

CHILD 1 WRITE IN
CHILD 2 WRITE IN
CHILD 3 WRITE IN
CHILD 4 WRITE IN
CHILD 5 WRITE IN
CHILD 6 WRITE IN

GROUP 2

- ALL CHILDREN MUST BE 0-11.
- NONE TO HAVE TEENAGE CHILDREN LIVING WITH THEM,
- WITHIN THIS OBTAIN A GOOD MIX OF AGE AND NUMBER OF CHILDREN

GROUP 3. 4

ALL TO HAVE CHILDREN AGED 12-18 LIVING AT HOME (THEY MAY ALSO HAVE CHILDREN OUTSIDE THIS AGE RANGE)

OTHER GROUPS – NO QUOTA

Q.7 What is your working status?

Working Full Time (30 plus hrs per week)	1
Working Part Time (8-29 hrs per week)	2
Working but also receiving Universal Credit /other tax credit benefit for lower income earners	3 – Go to 7(b)
Looking after the home or family	3
Retired from paid work and on a private pension	4
Retired from paid work and completely dependent on the state Pension and /or pension credit	5 – GO TO 7(a)
In full time education/student	6
On a government work or training scheme	7
Unemployed but in a household where others work	8
Unemployed and entirely dependent on state benefits	9 – GO TO 7(a)
Disabled with only income from state benefits	10 – Go to 7 (a)
Disabled with economic support from family/partner	11

– Refused 12

Occupation:

Industry:

GROUPS 1, 5 AND 8 – SEE QUOTA
 GROUPS 2,3, 4, 7 and 8 – NO QUOTA BUT RECRUIT A GOOD MIX
 GROUP 6 – RECRUIT TO QUOTA FOR MIX OF UNEMPLOYED, DISABLED AND ON BENEFITS, LOW INCOME PART TIME WORKERS ON UNIVERSAL CREDIT (3, 5, 9, 10).

Q.7a GROUP 6 ONLY

You say you are entirely dependent on state benefits, does this apply to

a) just yourself or b) yourself and the whole household?

	Self	Household
Yes	1	1
No	2	2

GO TO 7b

Q. 7 b Which, if any, of the following benefits do a) you b) your household receive?

	Self	Household
Pension Credit	1	1
Income support	2	2
PIP (Personal independence payment)	3	3
Job Seeker’s Allowance/JSA	4	4
ESA (employment and support allowance)	5	5
Carer’s allowance	6	6
Attendance allowance	7	7
Universal Credit	8	8
Tax credits or child tax credit	9	9
None /other	10	10

RECRUIT TO QUOTA,
 INCLUDING MIN 2 MAX 3 ON DISABILITY BENEFITS – PIP (3) OR ESA (5)

GO TO 7 (c)

7 c We are interested in talking to people or households who are on lower or limited incomes about internet use and access – would you define yourself as someone who falls into that category and would you be happy talking in an online focus group with other people in similar situations?

Yes - CONTINUE

No - CLOSE

Q.8 Who is the chief income earner in your household?

Write in:

Q.8a And what is the occupation of the chief income earner, that is, the person with the largest income from any source?

Write in:

Q.8b CODE SOCIAL CLASS BASED ON CIE'S OCCUPATION (circle below):

A B C1 C2 D E

- GROUP 1- Obtain a mix of social class BC1C2D with all classes represented
- GROUP 2 - Obtain a mix of social class B, C1, C2 and D
- GROUP 3 - All to be BC1 – include min 2 max 3 social class B
- GROUP 4 - Obtain an equal mix of social classes C2 and D
- GROUP 5 - Obtain a mix of social class BC1C2D with all classes represented
- GROUP 6 - No quota on age – obtain a good, representative mix of Es
- GROUP 7 - No quota on social class but aim for a good mix

Q.9 a) How would you describe the area you live in?

City/metropolitan area	1
Larger town (population 60,000-180,000)	2
Small/medium town (population 7500-59,000)	3
Village (less than 7,500)	4
Isolated in remote rural area with few or no other buildings around me	5
Other	6

SEE QUOTAS, ENSURE EACH GROUP HAS A MIX OF CITY, URBAN AND VILLAGES/REMOTE

Q9 b) What best describes the type of housing you live in?

Owner occupier in house	1
Owner occupier in apartment/flat	2
Renter in house which is just occupied by self or family	3
Renting in flat which is just occupied by self/family	4
Renting in house/flat occupied by multiple other people (e.g., student accommodation, shared accommodation with housemates)	5
Hostel/hotel or temporary accommodation	6

Sheltered accommodation, retirement complex or nursing home	7
Living with family/parents in house or flat	8
Other (write in)	9

GROUP 1: RECRUIT MIN 2 MAX 3 RESPONDENTS IN AN HMO (CODE 5)
OVERALL, AIM FOR A GOOD SPREAD OF ACCOMMODATION TYPES

Q. 10. Do you or other members of your household go online nowadays when you are at home?

	a) Self	b) Other household members
Yes	1	1
No	2 – CLOSE	2

ALL RESPONDENTS MUST GO ONLINE NOWADAYS AT HOME I.E. CODE 1A) AT Q. 1

Q.11 Which of the following ways of connecting to the internet do you have and use at home?

Smartphone with data on a monthly contract	1
Smartphone with data on PAYG	2
Standard fixed line broadband delivered via a telephone line (sometimes called copper wire)	3
Fixed broadband via 'cable' (e.g., Virgin)	4
Fixed broadband via fibre/superfast broadband (this can be delivered via fibre all the way to the home (FTTP) or fibre to the cabinet and then copper to the home (FTTC))	5
Fixed line broadband but don't know what the name of the technology is	6

GROUPS 1- 4 AND 7

ALL TO HAVE AND USE BOTH A FIXED LINE (3, 4, 5 OR 6) AND A MOBILE INTERNET CONNECTION (1, 2)

FOR GROUPS 5, 6 YOU MAY ADMIT SOME RESPONDENTS WHO ONLY HAVE ONE TYPE OF INTERNET ACCESS AT HOME EG FIXED OR SMARTPHONE INTERNET

Q.12 Thinking of your fixed line internet supply, how much influence do you have over what supplier you use for household broadband (that is on choosing the company that supplies your household broadband e.g., Virgin, BT etc)

I have sole responsibility for choosing the household broadband supplier	1
I have joint or equal responsibility for choosing the internet supplier we use	2
I might have some influence, but it's not up to me to choose	CLOSE

I don't have anything to do with the decision on what supplier we use	CLOSE
Don't know	CLOSE

ALL RESPONDENTS MUST BE SOLE OR EQUAL /JOINT DECISIONMAKERS ON FIXED BROADBAND SUPPLIER (1 OR 2)

Q.12 a) Thinking of your mobile phone internet supplier, how much influence do you have over what supplier you use for mobile

I have sole responsibility for choosing my mobile internet supplier	1
I have joint or equal responsibility for choosing my mobile internet supplier	2
I might have some influence, but it's not up to me to choose	CLOSE
I don't have anything to do with the decision	CLOSE
Don't know	CLOSE

NO QUOTA - RECORD

Q.12 b) Which of the following devices do you /your family use to go online at home

	a) Self	b) Other household members
Smartphone	1	1
Laptop or PC	2	2
Tablet	3	3
Gaming console	4	4
Smart TV	5	5
Smart speaker	6	6
Dongle	7	7
Other (write in)	8	8

RECORD FOR INFORMATION

Q.13 Which of the following activities do a) you b) other household members do regularly online?

	a) Self	b) Other household members
Send and receive emails	1	1
Google/ look at websites	2	2
Catch up on social media	3	3
Online shopping	4	4
Stream video or TV content	5	5

Gaming on the internet with other online gamers	6	6
Attend or hold video conference, Zoom or Teams meetings	7	8
Make calls (e.g., Skype, Messenger, fixed line phone)	9	9
Working from home regularly (rather than going into an office)	10	10
Remote/home schooling (e.g., Google classrooms)	11	11
Other (write in)	12	12

HOUSEHOLDS DEFINED AS HEAVY MUST HAVE HOUSEHOLD MEMBERS REGULARLY AT 13 (b) STREAMING VIDEO (5) AND/OR GAMING ON THE INTERNET (6) AND OR USING THE INTERNET FOR WORK (10) OBTAIN GOOD MIX OF PEOPLE USING THE INTERNET FOR DIFFERENT PURPOSES WITHIN EACH GROUP.

- Q. 14 We need to recruit a mix of weight of use of the internet at home
Please listen to the definition of weight of internet use we read out then answer a) first for yourself and then b) for the household as a whole
We are using a scale of 1-10
1 is quite light, that is, someone goes online only sometimes to check messages or look up something specific,
10 is that someone or several people are 'always' online or online for a majority of their free time for social media and messaging, watching videos or gaming with other online gamers, finding information etc

14 a) What number between 1 and 10 best describes you yourself in your opinion?

1 = I go online only sometimes, perhaps to check messages or look up something specific					10 = I am always online for social media or messaging, watching online videos, playing games finding information online, and so on				
1	2	3	4	5	6	7	8	9	10

ENCOURAGE RESPONDENTS TO USE THE MID POINTS ON THE SCALE AS WELL AS THE ENDS

SCORE 1-3 = LIGHT
SCORE 4-6 = MEDIUM
SCORE 7-10 = HEAVY

AIM FOR A MIX OF PERSONAL WEIGHT OF USE IN EACH GROUP

14 b) What number from 1 to 10 best describes your HOUSEHOLD?

1 A household that goes online only sometimes, perhaps to check messages or look up something specific					10 we have household members who are always online for social media or messaging, watching online videos, playing games finding information online, and so on				
1	2	3	4	5	6	7	8	9	10

ENCOURAGE TO USE BOTH ENDS OF THE SCALE

SCORE 1-3 = LIGHT

SCORE 4-6 = MEDIUM

SCORE 7-10 = HEAVY

14 (b) RECRUIT HEAVY, MEDIUM AND LIGHT HOUSEHOLD USE IN LINE WITH INDIVIDUAL GROUP QUOTAS

GROUP 1: 5-6 HEAVY HOUSEHOLD USERS, 2-3 MEDIUM

GROUP 2: MIX OF HEAVY, MEDIUM AND LIGHT

GROUP 3: MIX OF 6 HEAVY, 2 MEDIUM/LIGHT

GROUP 4: MIX OF 6 HEAVY, 2 MEDIUM/LIGHT

GROUP 5: MIX OF HEAVY, MEDIUM, AND LIGHT

GROUP 6: MIX OF HEAVY (MIN 2) MEDIUM (MIN2) AND LIGHT (MIN 3)

GROUP 7: ALL TO BE HEAVY

Q. 15 Which of the following providers supplies your home broadband?

Service provider	
Virgin	1
BT	2
Sky	3
Talk Talk	4
Vodafone	5
EE	6
PlusNet	7
NOW TV	8
Utility Warehouse	9
Hyperoptic	10
The Post Office (do not recruit more than 1 to sample)	11
Shell (do not recruit more than one to total sample)	12
Three	13
KCom	14
O2	15

Zen	16
GiffGaff	17
Tesco	18
SSE	19
Gigaclear	20
Airband	21
Quickline	22

NO MORE THAN TWO RESPONDENTS PER GROUP TO SHARE SAME FIXED LINE INTERNET PROVIDER.
GET A GOOD MIX

Q. 16 And which if any of the following providers supplies your mobile phone service?

Service provider	1
EE	2
O2	3
Vodafone	4
Three/3	5
Tesco	6
Virgin	7
Giffgaff	8
BT	9
Sky	10
iD Mobile (Carphone Warehouse)	11
Plusnet	12
Voxi	13
Lebara	14
Smarty	15
Utility Warehouse	16
Talk Talk	17
Talk Mobile	18
Asda	19
Lyca Mobile	20

NO MORE THAN TWO RESPONDENTS PER GROUP TO HAVE THE SAME MOBILE INTERNET PROVIDER.

AIM TO GET A GOOD MIX INCLUDING SOME REPRESENTATION OF EE, O2, VODAFONE AND THREE/3 ACROSS MOST GROUPS

Q.17 a) What speed of fixed line broadband do you have at home?

OBTAIN A MIX IN EACH GROUP OF MIN 1 ULTRAFAST, MIN 1 SUPERFAST, MIN 1 STANDARD

Q.17 b) How do you personally rate the reliability of the fixed line broadband in your home?

Very reliable	1
Quite reliable	2
About average	3
A bit unreliable	4
Very unreliable	5
Don't know/varies	6

AIM TO RECRUIT A MIX OF RATINGS IN EACH GROUP

Q. 18 Thinking about how knowledgeable you feel about your internet and broadband, including sorting out problems, which of these statements would most apply to you?

I don't know that much and tend to get someone else to sort it out if there is a problem	1
I know enough to sort myself out at home but I am not an expert	2
I'm seen as quite 'techy' and I am a person my family and friends seem to go to if there is a problem	3
I've worked in IT in the past so friends, family, neighbours etc do often ask me for advice	4
My job or part of my job is in IT support or I work in an area relevant to home computing or PC servicing	5
Other (write in)	

IF RESPONDENTS CODE 1 OR 2, RECORD AND CONTINUE TO RECRUIT TO GROUPS 1-6

IF RESPONDENTS CODE 3, 4, 5 CONSIDER FOR GROUP 7 – COMMUNITY EXPERTS AND FILTER TO a) b) and c) below

a) Please tell me a bit more about the sort of problem you help sort out for people, whether personally or at work, and about your background, if any in IT or telecoms?

Write in.....

b) What is your occupation/job title?

.....

OBTAIN MIX OF RESPONDENTS WHO ARE INFORMAL ADVISERS TO FAMILY AND FRIENDS, WHO RUN SMALL BUSINESSES SPECIALISING IN IT OR TECH, AND/OR PEOPLE DOING 'I.T. SUPPORT' FOR SMALL BUSINESSES OR SCHOOLS.

c) Do you currently work or have you recently worked in broadband or mobile telephony for any of the following companies?

Virgin	Quickline
BT	iD Mobile (Carphone Warehouse)
Sky	Plusnet
Talk Talk	Voxi
Vodafone	Lebara
EE	Smarty
PlusNet	Utility Warehouse
NOW TV	Talk Talk
Utility Warehouse	Talk Mobile
Hyperoptic	Asda
Three	SSE
KCom	GiffGaff
O2	Tesco
Zen	SSE
Giff Gaff	Gigaclear
Tesco	Airband
SSE	Zen
Gigaclear	Airband

FOR GROUP 7 ALL RESPONDENTS MUST ANSWER 'NO' TO THE COMPANIES IN 18 (c)

EXCLUDE ANY WHO WORK FOR BROADBAND SUPPLIERS OR TELECOMS COMPANIES

IF IN DOUBT, REFER PROFILES TO OFFICE

Q.19 What is your ethnic group?

Write in: _____

1. White
2. Mixed or multiple ethnic groups
3. Asian
4. Asian British
5. Black African,
6. Black Afro Caribbean
7. Black British
8. Other ethnic group (write in)
9. Prefer not to say

RECRUIT MIN 1 MAX 2 BAME RESPONDENTS PER GROUP

ACROSS THE SAMPLE, INCLUDE REPRESENTATION OF ALL OF 3,4,5, 6 AND 7

Q.20. Do you have any disability access requirements or technology concerns relating to being able to take part in online research that we should know about so we can help you participate as comfortably and securely as possible?

YES	1
NO	2

If 'Yes' write in details and pass back to office

.....

Q. 21 Are you willing to be contacted again for Market Research purposes?

YES	1
NO	2

PLEASE ASK THIS QUESTION TO ENSURE THAT WE ARE ADHERING TO THE DATA PROTECTION ACT IN THE EVENT OF NEEDING TO RE-CONTACT THE RESPONDENT AGAIN FOR MARKET RESEARCH.

RECRUITER read out

Insert previous definition of the research requirement

You will need, as far as possible, to join with a secure internet connection and preferably from a PC or laptop – will this be possible?

YES	1
NO	2

FOR RESPONDENTS IN GROUPS 1- 5, 7, 8 EXPLAIN THAT TO JOIN THE FOCUS GROUPS A PC OR LAPTOP IS NORMALLY REQUIRED AND ASCERTAIN THEIR STRATEGY AND PLANS FOR COMPLYING WITH THIS.

FOR RESPONDENTS IN GROUP 6 DISCUSS THE RESPONDENT'S TECHNOLOGY RESTRICTIONS, ACCESS NEEDS, AND REFER TO OFFICE TO DISCUSS SOLUTIONS

You will receive a fee of X at the completion of all stages of the project

WOULD YOU LIKE TO PARTICIPATE?

YES	1	CONTINUE, EXPLAIN PRE-TASK
NO	2	CLOSE

2. Screener: SME

Recruiters Name + ID No:

Group No:

SCREENER FOR INTERNET RESEARCH

SME

QUOTA

Common quota

- Recruit 8 respondents per group
- All working full time
- Aim for an equal mix of male and female respondents
- Majority to be Business owners (4-5) and the rest employees (2-3)
 - Employees to use the internet and possibly influence choice of provider/equipment
 - Owners to use the internet and have final sign off of choice of provider/equipment
- Majority (min 4 max 5) to be in businesses of under 10 employees, the rest must be businesses of 11-250 employees
- All to personally use the internet within the business
- Half to work from the office and half from home (either full time or part of the time in the case of home working)
- In the group obtain a mix of claimed weights of use of the internet in the business H/M/L (aim for min 2 of each)
- Obtain a good spread of business sectors with no more than one from each sector and a spread with a minimum of two of each taken from section 1 services, retail and catering and manual:
 - Services
 - Professional services (law, accountancy, admin, recruitment etc)
 - Arts, media graphic or technical design
 - Finance and insurance
 - Accommodation, hotels, holiday parks
 - Healthcare, caring, nurseries or education
 - Real estate or rentals
 - Retail and catering
 - Online retailing/telesales
 - Restaurants/catering/pubs
 - Retail, Personal services
 - Manual
 - Manufacturing
 - Construction
 - Transportation
 - Repair services and maintenance
 - Agriculture
- Exclude IT, broadband or mobile telephony businesses.
- All or the majority must regularly access/use the internet on both fixed internet connections and mobile devices for work (at home or in the office/other business premises) and have equipment which allows them to do both.

- If a 'micro business' is recruited which only uses mobile phone, then they may be admitted but refer to office and no more than 1 to be recruited in sample.
- Obtain a good mix of internet and mobile providers with no more than two of each group using the same supplier for their work broadband and no more than two for the mobile device they use for work.
- Recruit a mix of fixed line speeds using the questions in the screener with at least one superfast, ultrafast and standard fixed broadband service in the group.
- Recruit 6 respondents from a mix of English regions, covering both Metropolitan and rural locations, and 2 from Scotland and Wales again covering Metropolitan and rural locations.
- ALL must have good English and use it as their main language

Introduction to the project.

Topic for respondents

- Respondents for group 8 will be told the research is about 'their use of the internet at work including experience of internet connection.'
- It is permitted to tell respondents that the research is for Ofcom and will be conducted by Oxygen Brand Consulting and Viewpoint Field.

Q.1 We are conducting a survey, but first could you tell me:

READ OUT AND CODE ACCORDINGLY

- a. Do you work or have you ever worked in any of the following occupations or industries?
- b. Does any member of your family work in any of the following occupations or industries?

	a.	b.
BROADBAND OR INTERNET SUPPLIERS	1	1
BROADBAND MOBILE OR INTERNET SERVICES	2	2
TELEPHONE/MOBILE COMPANIES	3	3

NONE OF THESE	4	4

CLOSE IF RESPONDENT SAYS "YES" TO ANY OF ABOVE CODED 1 2 OR 3

Q.2a How many group discussions or depth interviews have you attended in the past 5 years?

1 2 3 4 5 6 7 8 9+

CLOSE IF RESPONDENT HAS ATTENDED MORE THAN 3 GROUP DISCUSSIONS OR DEPTH INTERVIEWS IN THE LAST 5 YEARS.

Q.2b Can you tell me when you last attended a group discussion or depth interview?

WRITE IN:.....

CLOSE IF RESPONDENT HAS ATTENDED A GROUP DISCUSSION OR DEPTH INTERVIEW WITHIN THE LAST 6 MONTHS.

Q.2c What subjects have you attended discussions on?

- The internet or broadband 1
- Traffic on the internet or broadband 2
- Mobile internet 3

WRITE IN:

CLOSE IF RESPONDENT HAS EVER ATTENDED A GROUP DISCUSSION, WHICH IS CONNECTED IN ANY WAY WITH ANY OF THE TOPICS ABOVE

Q.3 Gender

- MALE 1 CONTINUE
- FEMALE 2 CONTINUE

RECRUIT 4 MALE 4 FEMALE RESPONDENTS: AIM FOR AN EQUAL MIX

Q.4 What was your age at your last birthday?

WRITE IN _____

GROUP 8 – NO QUOTA ON AGE BUT OBTAIN A GOOD MIX OF ADULTS OF WORKING AGE

Q. 5 How many people work in your company?

- 1-5
- 5-10
- 11-49
- 49-100
- 100-250
- 251+ CLOSE

MAJORITY (MIN 4 MAX 5) IN BUSINESSES OF UNDER 10 EMPLOYEES, THE REST IN BUSINESSES OF 11-250 EMPLOYEES

Q.6 What is your working status?

- Working Full Time (30 plus hrs per week) 1
- Working Part Time (8-29 hrs per week) 2 - CLOSE

ALL TO BE WORKING FULL TIME

Q.7 Who is the chief income earner in your household?

Write in:

Q.7b And what is the occupation of the chief income earner, that is, the person with the largest income from any source?

Write in.....

Q.7c CODE SOCIAL CLASS BASED ON CIE'S OCCUPATION (circle below):

A B C1 C2 D E

GROUP 8 – NO QUOTA ON SOCIAL CLASS, AIM FOR A GOOD MIX

Q. 8. How would you describe the location your business operates in?

City/metropolitan area	1
Larger town (population 60,000-180,000)	2
Small/medium town (population 7500-59,000)	3
Village (less than 7,500)	4
Isolated in remote rural area with few or no other buildings around me	5
Other	6

SEE QUOTAS, ENSURE GROUP HAS A MIX OF CITY, URBAN AND VILLAGES/REMOTE AS WELL AS NATIONS AND REGIONS

Q. 9 Do you go online nowadays at work?

Yes	1	CONTINUE
No	2	CLOSE

ALL RESPONDENTS MUST GO ONLINE IE CODE A) AT Q.

Q. 10 Which of the following devices do you use to go online for work

	c) Self
Personal or work smart phone	1
Laptop or PC	2
Tablet	3
Phone (with digital service e.g., VOIP/ISDN/Ethernet)	4

Other (write in)	5
------------------	---

RECORD FOR INFORMATION

Q. 11 (a) Which of the following types of broadband does your business use to access the internet?

ALL OR 7 OF 8 MUST USE AT LEAST ONE OF THE ABOVE.

Fixed-line broadband – this is a service like those taken by residential consumers where the speed is described as “up to” and where the service is shared with other users, meaning that the speeds delivered to your premises will vary according to how many other customers in your local area are using the internet. The cost per month is usually £80 or less for one broadband connection	1 – GO TO 11b
Dedicated internet access - this is a service such as an Ethernet leased line internet access product which gives your premises its own uncontended internet connection meaning that the speeds to your premises are guaranteed and not affected by other customers. The cost per month is typically at least £100 and often more.	2
Fixed-wireless broadband – this is a service which delivers a broadband service over a wireless connection. It is different from a mobile connection, as the service is fixed to a single location and may sometimes use an external aerial attached to your premises	3
Dial-up – this is when you access the internet via a phone call or via ISDN, in contrast to a broadband service	4
Satellite broadband service	5
Have an internet connection but not sure which type	6
None of the above	7

AIM FOR A MIX OF TYPES

ASK ALL WHO USED FIXED-LINE BROADBAND (1)

Q.11 b)

And do you know if the broadband service you use for work is classified as standard, superfast or ultrafast?

Ultrafast broadband, the download speed is 300mpbs or higher	1
Superfast broadband – A premium service that delivers higher speeds through either fibre optic or cable so the download speed is 30Mbps or higher and less than 300Mbps	2
Standard broadband – Broadband through a phone line or cable service which is not superfast so the download speed is less than 30 mbps	3
Don't know	4

OBTAIN A MIX OF MIN 1 ULTRAFAST , MIN 1 SUPERFAST, MIN 1 STANDARD IN EACH FOCUS GROUP

Q. 12

Do you and/or your employees connect to the internet for work using a mobile device? This is a service delivered by 3G,4G or 5G technology either directly to a smartphone or device with an embedded SIM card, or to a 'dongle' which is plugged into the USB slot on a computer. Mobile broadband can also be used by 'tethering' a phone to a PC, or by using services such as Wi-Fi

YES	1
NO	2

ALL TO USE A MOBILE DEVICE WITH INTERNET CONNECTION FOR BUSINESS PURPOSES

Q. 13 Which best describes your position in the company you work in

Business owner	1
Manager	2
Employee	3
Other (write in)	4

5 TO BE BUSINESS OWNER (CODE 1) 3 TO BE MANAGER OR EMPLOYEE (CODE 2,3)

13 (a) Please tell me your job title (write in):

Q. 14 Which best describes how involved you are in deciding on internet service providers or technology in the business you work in?

I am responsible for making the final decision on internet service providers or technology for the company	1
I have considerable input into making the final decision on internet service providers or technology for the company	2
I get some opportunity to feed back about internet service providers or technology for the company	3
I have no involvement in deciding about the internet service providers or choice of technology for the company	4

BUSINESS OWNERS CODE 1 OR 2, EMPLOYEES/MANAGERS CODE 2 OR 3

Q. 15 On a scale of 1-10 how heavily do you think your company uses the internet?

Please listen to the definition of internet use we'll read out then answer

We are thinking of a scale of 1-10 where 1 is quite light that is a few people going online sometimes to check messages or look up something specific, and 10 is that a larger number of employees are online for much of their working day, uploading or downloading

large files, making changes to a website or database, calling customers or doing research?

1 The type of business we are means we use the internet very lightly with only a few employees going online occasionally to check messages or look specific things up					10 The nature of our business means we make heavy use of the internet with a number of people using it e.g., for uploading or downloading large files, web design, using a database, updating social media feeds, doing research or making customer calls				
1	2	3	4	5	6	7	8	9	10

ENCOURAGE RESPONDENTS TO USE MIDDLE OF THE SCALE NOT JUST THE ENDS

RECRUIT MIN 2 OF EACH OF HEAVY 7+, MEDIUM 4-6 AND LIGHT 1-2

Q 16

Which of the following internet-based activities do you or your colleagues do regularly at work?

Send and receive emails	1
Make internet-based calls (VOIP)	2
Do research on the internet	3
Update or access your database	4
Design websites or graphics online	5
Host or attend video conferences	6
Update your social media feeds	7
Place and/or fulfil orders	9
Take or manage payments	10
Provide internet-based services to guests or customers	11
Upload and/or download large files	12
Other (write in)	13

OBTAIN A MIX OF ACTIVITIES WITHIN THE GROUP

Q 17 Which if any of the following sectors does your business operate in?

Professional services	1
Arts, media, graphic or technical design	2
Finance/insurance	3
Tourism, accommodation, hotels, leisure	4
Healthcare, caring, nurseries, education	5
Real estate or rentals	6
Online retail/telesales	7
Retail, health, and beauty	9
Catering, restaurants or pubs	10
Manufacturing	11
Construction	12
Repairs or servicing	13
Agriculture	14
Transportation	15
Other (write in)	16

OBTAIN A MIX OF BUSINESS ACTIVITIES WITHIN THE GROUP, WITH A MIN OF TWO OF EACH TAKEN FROM SERVICES (1-6), RETAIL AND CATERING (7,9,10) AND MANUAL (11-15)

Q. 18 Which of the following providers supplies the broadband service that you use for work purposes? IF MORE THAN ONE, ASK WHICH IS THE MAIN ONE THEY USE

Virgin	1
BT	2
Sky	3
Talk Talk	4
Vodafone	5
EE	6
PlusNet	7
NOW TV	8
Utility Warehouse	9
Hyperoptic	10
The Post Office	11
Shell	12
Three	13
KCom	14
O2	15
Zen	16
GiffGaff	17
Tesco	18
SSE	19

Gigaclear	20
Airband	21
Quickline	22

NO MORE THAN TWO RESPONDENTS PER GROUP TO USE THE SAME FIXED BROADBAND PROVIDER.

- Q. 19 And which if any of the following providers supplies the service for the mobile phone or other device that you use to access the internet for work?

Service provider	1
EE	2
O2	3
Vodafone	4
Three/3	5
Tesco	6
Virgin	7
Giffgaff	8
BT	9
Sky	10
iD Mobile (Carphone Warehouse)	11
Plusnet	12
Voxi	13
Lebara	14
Smarty	15
Utility Warehouse	16
Talk Talk	17
Talk Mobile	18
Asda	19
Lyca Mobile	20

NO MORE THAN TWO RESPONDENTS PER GROUP TO USE THE SAME MOBILE INTERNET PROVIDER.

- Q. 20 What location do you mainly work from?

Office or business premises only	1
Home only	2
Mix of office and home	3

RECRUIT 4 INDIVIDUALS WHO MAINLY WORK FROM THE OFFICE OR BUSINESS PREMISES (1)
 RECRUIT 4 WHO WORK FROM HOME OR A MIX OF OFFICE /BUSINESS PREMISES AND HOME (2,3)

Q.21 Which of these best describes your ethnicity?

- 10. White
- 11. Mixed or multiple ethnic groups
- 12. Asian
- 13. Asian British
- 14. Black African,
- 15. Black Afro Caribbean
- 16. Black British
- 17. Other ethnic group (write in)
- 18. Prefer not to say

RECRUIT MIN 1 MAX 2 BAME RESPONDENTS IN THIS GROUP

Q.22. Do you have any access requirements we should know about so we can help you participate as comfortably and securely as possible?

YES	1
NO	2

IF 'YES' WRITE IN DETAILS AND PASS BACK TO OFFICE

Q.23. Are you willing to be contacted again for Market Research purposes?

YES	1
NO	2

RECRUITER READ OUT

The research will split into five components, all online, comprising

- Two focus groups of 2 hrs (including wait time) on their PC on Zoom
- Three stages of written research online, a 3-day diary before the research, a mid task of 3-5 days that involves getting the opinion of some other family and friends and finally a 5-minute questionnaire after the last group
- The written tasks can be done on a mobile phone

You will receive a cash thank you of x at completion of all stages of the project.

Q.22. Would you like to participate?

YES	1	CONTINUE
NO	2	CLOSE

Q.23. You will need to join with a secure internet connection and from a PC or laptop – will this be possible?

YES	1	CONTINUE
-----	---	----------

NO 2 CLOSE

COMPLETE RESPONDENT DETAILS IN CLEAR CAPITALS

First Name:

Surname:

Address:

.....

Tel No:

Mobile

Email:

CHECK INDIVIDUAL GROUP QUOTA AND RECRUIT ACCORDING TO INSTRUCTIONS.

RECRUITER'S DECLARATION

I CERTIFY THAT THIS INTERVIEW WAS CONDUCTED WITH A PERSON PREVIOUSLY UNKNOWN TO ME AND THE INTERVIEW WAS CONDUCTED ACCORDING TO THE PROVISIONS OF THE MARKET RESEARCH SOCIETY'S 'CODE OF CONDUCT' AND THE BRIEFING INSTRUCTIONS FROM VIEWPOINT.

RECRUITERS SIGNATURE:

DATE:

RECRUITERS SIGNATURE:

DATE:

- ENSURE ALL RESPONDENTS ARE INFORMED AT THE TIME OF RECRUITMENT THAT THE DISCUSSION WILL BE VIDEO & AUDIO RECORDED FOR LATER ANALYSIS.
- THE RECORDINGS WILL BE USED ONLY FOR MARKET RESEARCH PURPOSES INCLUDING WITHIN OFCOM, BUT THE RECORDINGS WILL NOT BE RELEASED FROM OFCOM
- MOBILE PHONES MUST BE SWITCHED OFF DURING THE RESEARCH SESSIONS AND RESPONDENTS SHOULD REMEMBER TO WEAR SPECTACLES IF THEY ARE REQUIRED
- ALL MUST BE WILLING TO COMPLETE THE PRE, MID AND POST TASKS AND ATTEND TWO FOCUS GROUPS ONLINE

3. Online pre task text: Residential

Diary Day One

Instructions

Please try to make a full day's diary of all the different ways you access the internet today and your experience of connecting when you do. This might include use of email, different social media sites, apps, gaming, web browsing, streaming and calls made over the internet. Try to start as soon as you wake up and finish when you go to sleep.

As we realise you might do some things a lot of times, please record no more than two examples of any one type of activity (e.g., accessing Facebook or Tik Tok). On each occasion write in what you did, when and how you did it and any connection problems you had, however minor.

Please make sure you record each of your entries by posting them using the "POST" button at the bottom of the page. That way when you need to record your next usage a fresh questionnaire will be waiting for you.

Diary day two

Instructions

Again today, please try to make another full day's diary of all the different ways you access the internet and your experience of connecting when you do. This might include use of email, different social media sites, apps, gaming, web browsing, streaming and calls made over the internet. Starting first thing in the morning and finishing at the end of the day.

As we realise you might do some things a lot of times, please record no more than two examples of any one type of activity (e.g., accessing Facebook or Tik Tok). On each occasion write in what you did, when and how you did it and any connection problems you had, however minor.

Please make sure you record each of your entries by posting them using the 'POST' button at the bottom of the page. That way when you need to record your next usage, a fresh questionnaire will be waiting for you.

Third task

Please can you tell us a bit about the technology you use to access the internet.

Your home broadband and Wi-Fi

Please could you think about the factors you considered when you chose your in-home broadband provider. Can you then choose the three from the list below that most influenced your choice? If there was a factor that is not listed, please write it in below.

- Cost
- Reliability of connection
- Speed of connection
- Part of a bundle
- Availability in your area
- User/professional reviews
- The provider's equipment was already installed when I moved in
- Unlimited downloads
- Price comparison website offer
- The way in which the service is delivered. For example, copper wire, cable, fibre, wireless
- The types of internet/online activities that you or your household need to use the internet for

- The number of devices that would be accessing the internet at the same time
- The reputation of the provider
- The level of customer service offered by the provider
- Other

Thinking in terms of the quality of service you get from broadband providers

Have you ever changed your broadband supplier or your contract to improve the quality of service you get?

Yes/No

Do you have any plans to change your broadband supplier or your contract in the future to improve the service you get?

Yes/No

How satisfied are you with the quality of the internet service that you get in your home?

- Extremely satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Extremely dissatisfied

What is it about your internet service that makes you satisfied or dissatisfied?

(Open)

Which of the following do you use in your home to help you to access the internet?

insert

- Wi-Fi (1)
- Ethernet cables (CAT 6) from your router to other devices (2)
- Signal boosters and extenders, including mesh systems (3)
- Don't know (null)

Do you use any content controls in your home to restrict what other household members can access on the internet?

Yes/No

If you do use content controls, how are they applied?

- Through your broadband provider. For example, by logging into your online account and selecting them on your provider's customer pages or through an app.
- The device that is used to connect you to the internet. For example, on your TV, PlayStation or Xbox
- Through settings on a web browser. For example, Chrome, Internet Explorer, Microsoft Edge, Firefox, etc.
- Through specific content services. For example, Netflix or iPlayer
- On your or your child's mobile handset
- Don't know

Mobile Internet

Please could you think about the factors you considered when you chose your current mobile phone network. Can you then choose the three from the list below that most influenced your

choice? If there was a factor that is not listed, please write it in below.

- Cost
- Contract length
- Amount of data you thought you would need
- Unlimited calls and texts
- Network coverage
- Spending cap
- Good handset deal/Wanted a specific handset
- No roaming charges
- To get other devices or services in the same bundle. For example, phone and smart-watch/iPad/Galaxy tablet
- Other

What type of mobile phone do you have?

- ALCATEL
- APPLE/IPHONE
- ASUS
- DORO
- GOOGLE
- HUAWEI
- HTC
- MOTOROLA
- NOKIA
- ONE PLUS
- OPPO
- SAMSUNG/GALAXY
- SONY
- XIAOMI
- Other. Please write in what it is below

What operating system does your phone use?

- Android/Google
- iOS/Apple
- Other
- Don't know

Which of these types of mobile network can you access on your phone?

- 3G
- 4G
- 5G
- Don't know

Which of the following do you ever do?

- Connect to the internet at home on your phone using your Wi-Fi
- Connect to the internet at home on your phone using your mobile network
- Connect to the internet outside your home using public Wi-Fi
- Use your phone to connect another device like a laptop or tablet to the internet. In or out of home

- Allow others to use your phone as a hotspot so they can connect to the internet. In or out of home
- Connect to the internet using someone else's phone as a hotspot. In or out of home
- Switch your SIM card to other devices so they can access the internet. In or out of home
- Use a dongle to connect devices to the internet. In or out of home

How satisfied are you with your ability to access the internet on your phone when using your mobile network?

- Extremely satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Extremely dissatisfied

What is it about your ability to access the internet on your phone that makes you satisfied or dissatisfied?

(Open)

4. Online pre task text: SME

Instructions

Please make a diary of all the different ways you access the internet today specifically for work or business purposes and your experience of connecting when you do. This might include using email, business social media sites, apps, uploading or downloading large files, web browsing, streaming or calls made over the internet.

As we realise you might do some things very frequently, please record no more than two examples of any one type of activity (e.g., sending emails, browsing, accessing business social media accounts) On each occasion write in what you did, when and how you did it and any connection problems you had, however minor.

Which of the following do you use regularly to access the internet for your business or your work?

- A. 'Fixed Broadband' (delivered via a router and connected via physical cables and/or Wi-Fi to your devices) at your office or other place of work outside the home
- B. 'Fixed Broadband' (delivered via a router and connected via physical cables and/or Wi-Fi to your devices) at home
- C. A mobile phone with a data contract which you pay for personally and also use for work
- D. A mobile phone with a data contract provided and paid for by your business/employer
- E. Other (write in below)

We now need to understand a bit more about each of the services you have, we will go through the four types specified above in turn, if you have already said you don't have one of these then just click on "Don't have" and skip to the next question

A. FIXED BROADBAND AT YOUR OFFICE OR OTHER PLACE OF WORK OUTSIDE THE HOME .

Do have – Please complete the next 8 questions, if not skip to next

How satisfied are you with the quality of internet service via this connection?

- Extremely satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Extremely dissatisfied

What is it about your ability to access the internet on your fixed broadband at your office or other place of work outside the home that makes you satisfied or dissatisfied?

(Open)

Do you have a specific business contract for this broadband connection, or do you just use an ordinary personal/residential service?

(Open)

Thinking about the contracted speed of your internet service (i.e., the speed you signed up for when you took out the contract with your broadband provider), which of these is it?

- Ultrafast broadband - download speed 300Mbps+
- Superfast broadband - premium service that delivers through fibre optic or cable, download speed is 30Mbps+, but less than 300Mbps

- Standard broadband - via a phone line or cable which is not superfast so download speed is less than 30Mbps
- Other
- Don't know

Who provides this broadband service?

- Airband
- BT
- EE
- GiffGaff
- Gigaclear
- Hyperoptic
- KCom
- NOW TV
- O2
- PlusNet
- Quickline
- Shell
- Sky
- SSE
- Talk Talk
- Tesco
- The Post Office
- Three
- Utility Warehouse
- Virgin
- Vodafone
- Zen
- Don't know
- Other

Do you use any of the following on this service?

- Wi-Fi (to access the internet via a mobile phone, laptop, tablet etc.)
- Ethernet cable (CAT 6 from your router to other devices)
- Signal boosters and extenders including mesh systems
- Don't know

If you use both Wi-Fi and fixed cables to connect to your broadband router in your workplace, is there any difference in your level of satisfaction with the quality of the internet on devices connected via Wi-Fi and via fixed cables? If so, please tell us about your experience below.

B. FIXED BROADBAND AT HOME

Do have – please complete the next 8 questions, if not skip to next

How satisfied are you with the quality of internet service via this connection?

- Extremely satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Extremely dissatisfied

What is it about your ability to access the internet on fixed broadband at home that makes you satisfied or dissatisfied?

(open)

Is the internet service you use at home for business use a

- Business contract
- Personal / residential contract
- Not sure

Thinking about the contracted speed of this internet service (i.e., the speed you signed up for when you took out the contract with your broadband provider), which of these is it?

- Ultrafast broadband - download speed 300Mbps+
- Superfast broadband - a premium service that delivers through fibre optic or cable, download speed is 30Mbps+ but less than 300Mbps
- Standard broadband - via a phone line or cable which is not superfast so download speed is less than 30Mbps
- Other
- Don't know

Who provides this broadband service?

- Airband
- BT
- EE
- GiffGaff
- Gigaclear
- Hyperoptic
- KCom
- NOW TV
- O2
- PlusNet
- Quickline
- Shell
- Sky
- SSE
- Talk Talk
- Tesco
- The Post Office
- Three
- Utility Warehouse
- Virgin
- Vodafone
- Zen
- Don't know
- Other

Do you use any of the following on this service?

- Wi-Fi (to access the internet via a mobile phone, laptop, tablet etc.)
- Ethernet cable (CAT 6 from your router to other devices)
- Signal boosters and extenders including mesh systems

- Don't know

If you use both Wi-Fi and fixed cables to connect to your broadband router in your home, is there any difference in your level of satisfaction with the quality of the internet on devices connected via Wi-Fi and via fixed cables? If so, please tell us about your experience below.

C. A MOBILE PHONE WITH A DATA CONTRACT WHICH YOU PAY FOR PERSONALLY BUT ALSO USE FOR WORK

Do have – Please complete the next 7 questions

How satisfied are you with the quality of internet service on this device when using your mobile network (not Wi-Fi)?

- Extremely satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Extremely dissatisfied

What is it about your ability to access the internet on this mobile that makes you satisfied or dissatisfied?
(open)

Is the contract for this mobile

- A personal contract
- A business contract
- Not sure

And what network is this phone on?
(open)

Please select all the systems that you can access on your business mobile

- Asda
- BT
- EE
- Giffgaff
- iD Mobile (Carphone Warehouse)
- Lebara
- Lyca Mobile
- O2
- Plusnet
- Sky
- Smarty
- Talk Mobile
- TalkTalk
- Tesco
- Three/3
- Utility Warehouse
- Virgin

- Vodafone
- Voxi
- Don't know
- Other

Which of these types of mobile network can you access on your phone?

- 3G
- 4G
- 5G
- Don't know

What operating system does your business mobile use?

- Android/Google
- IOS/Apple
- Other

D. A MOBILE PHONE WITH A DATA CONTRACT PROVIDED AND PAID FOR BY YOUR BUSINESS/EMPLOYER

Don't have – please skip the next 7 questions and go to the section headed "MOBILE PHONES YOU USE FOR WORK"

How satisfied are you with the quality of internet service on this device when using your mobile network (not Wi-Fi)?

- Extremely satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Extremely dissatisfied

Is the contract for this mobile

- A personal contract
- A business contract
- Not sure

And what network is this phone on?

- Asda
- BT
- EE
- Giffgaff
- iD Mobile (Carphone Warehouse)
- Lebara
- Lyca Mobile
- O2
- Plusnet
- Sky
- Smarty

- Talk Mobile
- TalkTalk
- Tesco
- Three/3
- Utility Warehouse
- Virgin
- Vodafone
- Voxi
- Don't know
- Other

Which of these types of mobile network can you access on your phone?

- 3G
- 4G
- 5G
- Don't know

What operating system does your business mobile use?

- Android/Google
- IOS/Apple
- Other

MOBILE PHONES YOU USE FOR WORK

Mobile internet service on the mobiles you use for business

Please think about the factors you considered when you chose the mobile phone network/s and contract/s you use most often for Business; what three factors were most important to you?

- Contract length
- The overall offer/package for the business
- Amount of data I thought I would need
- Spending cap
- Unlimited calls and texts
- Cost
- Network coverage
- Good handset deal/wanted specific handset
- No roaming charges
- To get other devices or services in the same bundle e.g., additional mobile phones / fixed line phone / Smart Watch / iPad / tablet
- Other

Thinking of the mobile phone/s you use for work, which of the following do you ever do, specifically for business or work purposes?

- Connect to the internet at home/place of work on your phone using your Wi-Fi
- Connect to the internet at home/workplace on your phone using your mobile network
- Connect to the internet outside your home using public or secured Wi-Fi

- Use your phone to connect another device like a laptop or tablet to the internet (known as “tethering”). In or out of home
- Allow others to use your phone as a hotspot so they can connect to the internet. In or out of home
- Connect to the internet using someone else's phone as a hotspot. In or out of home
- Switch your SIM card to other devices to access the internet. In or out of home
- Use a dongle to connect devices to the internet. In or out of home
- Any other ways of using public or private networks not listed above (write in)

Now, going back to thinking about your fixed broadband service/s again, which we asked about at the start of the questionnaire, that is, the ones in home or office please think of the factors that influenced your choice of the fixed broadband contract you use most often for business or work purposes; what three factors were most important to you?

- Part of a bundle
- Dedicated business contract
- Availability in area
- Unlimited data
- Price comparison website offer
- Speed of connection
- Reliability of connection
- User/professional reviews
- IT Consultant recommendation
- Cost
- The provider's equipment was already installed when I moved in/in workplace
- The way the service is delivered e.g., copper wire, cable, fibre wireless
- The types of internet/online activities we need to perform at work
- The number of devices that would be accessing the internet at once
- The reputation of the provider
- The level of customer service provided by the provider
- The package was tailored for my particular business or business category
- Other

Finally, if you work both at home and in an office or another work setting, roughly what percentage of your working time do you spend in each currently? (You can express this either as a percentage or as e.g., 4 days out of 5 if you prefer)

Percentage of time working from home

Percentage of time in office or other work setting

THANK YOU VERY MUCH FOR YOUR RESPONSES – WE LOOK FORWARD TO SEEING YOU AT THE GROUP DISCUSSION

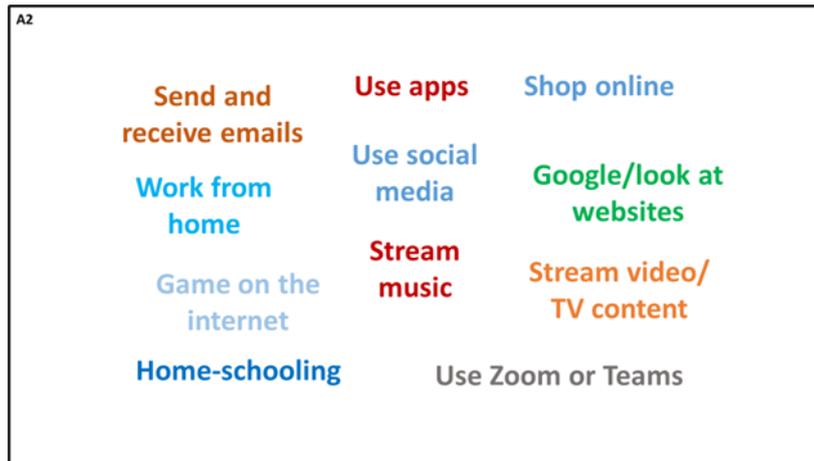
5. Discussion guide for first focus groups: Residential, Community Experts and SMEs

Three separate discussion guides were drafted: the document below merges the instructions for all into one version.

	Discussion guide for first stage groups	Time
	<p>Notes for MODERATOR explaining purpose of group and information already available in the pre tasks</p> <p>Community Experts:</p> <ul style="list-style-type: none"> • The purpose of this group is to slightly expand the project scope by looking at the experience of these respondents and the issues they find that friends and family, or colleagues, ask them for advice on. A direct tapping into the ‘society’ perspective. • The respondents are a mix of private individuals who help family members, and IT professionals who help others at work or with PC repairs; are all over 35. • We seek to balance gathering the experience of the individuals and their own households with their experience of the issues others commonly face. • We also need to flex for the fact that half of the respondents are advising and helping people in domestic settings and some in workplaces. • Moderator should seek to avoid those respondents who work in IT (two consultants, one civil servant and one computer engineer) intimidating those who are just informal advisors. • There are timing challenges for this group, as it is a hybrid group so we suggest truncating some of the in-depth probing on personal internet issues. <p>SME:</p> <p>Reprise of information in the screener and pre audit: information will be analysed ahead of the group to ensure that we can short cut information gathering in the group itself and move to more qualitative probes.</p> <ul style="list-style-type: none"> • Business size • Location of business • Devices used for work • Type of broadband company uses to access the internet – fixed line, dedicated internet access ethernet etc, fixed wireless broadband, dial up, satellite, don’t know • All using fixed line: have ultrafast, superfast or standard or don’t know • Do they and/or employees connect to the internet using a mobile device (e.g., mobile phone, dongle) using mobile data, not Wi-Fi, for work/business? Do they and/or employees tether devices such as laptops to their mobile phone in order to use their mobile data? • Which best describes their position in the company they work in? • Involvement in internet choice – all are decision makers • How heavy the company’s use of the internet is claimed to be • Sector of business • Which provider provides the fixed broadband service you use for work purposes • Which provider supplies the service for the mobile phone or other mobile device they use to access the internet for work • Do they work from the following – office or business premises – 1 office only, 3 home only 4 mix of office and home – reflecting the times <p>Pre-audit</p>	

	<ul style="list-style-type: none"> • All four possible work broadband access points are separately prompted on: home fixed, workplace fixed, personal, mobile, work provided mobile • For each: • Satisfaction and reasons why • Do they have a residential or business package? • When you chose each supplier for home, business, mobile what were the criteria? • Recap on which supplier they have in each location since although it is in the screener it is not quite clear which fixed BB referring to • Fixed broadband – Whether ultrafast, superfast or standard • Mobile on the go usage as per consumer pre task • Wi-Fi dongle out of home usage for work specifically Percentage of time worked from home /office for those with mixed usage. 	
	Section 1: Customer experience	1hr
Warm up		
	<ul style="list-style-type: none"> • Explain confidentiality, observers, explain task: the point of this group is that we all reach a common level of understanding of a topic. • We will take the second half of the group looking at that and the first half talking about how you use the internet. • Explain who Ofcom is, and that in the second half of the group we will be looking at a rule about the internet that it is Ofcom's job to enforce • <u>SMEs</u>: we'd like you to look at these rules from the point of view of you in your workplace - not personally. • <u>Community Experts only</u>: Everyone here has been invited because they both use the internet themselves and also help others to use it – you are all helpers of some kind, half of you on a personal or informal basis helping friends and family and half of you more professionally. Some both! • Please don't hold back if some of you feel you may know a bit less than others, you aren't being judged on what you do or don't know here! We just want to hear your experiences and thoughts. • We are interested not only in you, but in the people, you help and advise, and the everyday internet experiences and problems you see them experiencing. • We are particularly interested in your and their issues to do with <i>quality of internet connection</i>. • We want to get an overview of people's issues with their internet service and how these impact on their lives and jobs if at all. • If you do happen to think that you know more than some of the others in the group, sometimes we may ask you to <u>not</u> be the first person to answer and to hold back until others have had a chance to comment. • Conversely, please don't lack confidence if you are a personal helper of other people and do speak up, as we are interested in anything your friends and family struggle with 	20 mins

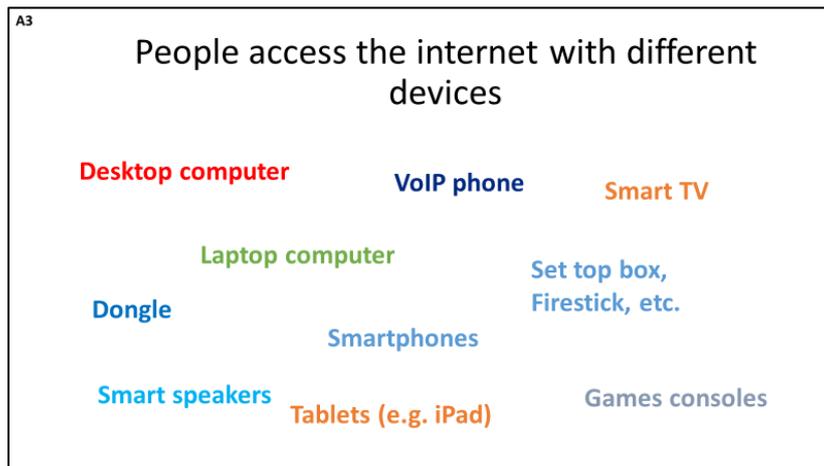
used and whether they meet their needs in terms of performance



- SMEs only: Now we'll go through the purposes you use the internet for when at work.
RECAP ON WHAT THEY HAVE ALL SAID IN SCREENER AND PROMPT WITH THE LIST ON POWER-POINT SLIDE A2 IF NECESSARY, TO ACCELERATE AND FOCUS DISCUSSION.
- Text on SME slide: emails, bespoke software/applications, internet-based calls (VoIP), research on the internet, access our database, design websites/graphics, update our social media feeds, handle orders, handle payments, provide internet-based services to guests or customers, upload or download large files, hosting services, video calls and/or conferencing, monitoring, connected media, robotics, using bespoke software, cloud services, streaming
- Prompt for the *most frequent* uses across the business – not just by interviewee personally¹: use slide if helpful to focus debate.
- What uses of the internet are most important to you as a business? (Let the respondent define 'importance')
- What uses are most **important** to you as a household/CE: to the people you help/SME to you as a business? And what uses are *personally* important to you? - if this differs by circumstances probe and understand (Allow the respondents their own definition of 'importance')
- Thinking about recent times: during lockdown, out of lockdown, what changes happened/CE: for you and the people you help or advise? /SME: across the business?
- Did usage change when lockdown ended, how? and now, from January '22, what do you anticipate?
- Moderator, draw on screener: I understand you all use fixed and mobile broadband at home/SMEs: that you all or some of you use both fixed and mobile for work purposes? (ACKNOWLEDGE ANY EXCEPTIONS IN GROUP WITHOUT EMBARRASSING ANYONE)
- Community Experts only:
- Do the people you help mainly ask for help with Fixed broadband issues or do they ever ask about mobile data/internet issues too? (NB IF THE CE RESPONDENTS ONLY GET ASKED ABOUT FIXED THEN THE MOBILE SECTION CAN REMAIN MORE FOCUSSED ON THEIR OWN BEHAVIOUR)
- I understand most of you have at least one of these: use slide A3 of in-home equipment from deck.

¹ If the respondent is a sole trader or if they say they have little idea what the rest of the company employees do this section can be shortcut.

MODERATOR: DRAW ON RESPONDENTS' ENTRIES ON SCREENER AND AUDIT PRE-TASK FOR FOLLOWING SECTION



- SMEs only: I understand most of you (ADAPT AS APPROPRIATE) have at least one of these: adapted list -smart-phone, PC/Tablet, VoIP phone, video conference suite – do any of you use any other device at all to connect to the internet for business purposes?
Go round group: do you use the same connection type for each of these, - that is, wired, wireless router or mobile broadband data allowance - or different types of connection, dependent on device or where you are?
- Go round group – do you use the same connection type for each of these: that is, wired, wireless router or mobile broadband data allowance - or do you use different types of connection, dependent on device?
- Community Experts only: do you use the same connection type for each of these, do the people you help? do the people help tend to ask you about internet connection on any of these devices in particular – what?
- What sort of issues tend to arise by device?

Fixed broadband questions

- Now, moving on to the broadband in your home/place of business/ the homes and/or workplace where you help others, to what is called call fixed Wi-Fi (EXPOSE SLIDE BELOW TO EXPLAIN FIXED WIFI CLEARLY)
- MODERATOR, DRAW ON SCREENER ENTRIES
- OK x of you have standard, two superfast/ ultrafast etc.
- Community Experts: those of you in settings where you help others, what speed do they have?
- SME only:
- Thinking about your own experience as a user and decision maker and also about the experience you observe employees are having
- Some of you (single out respondents if time) work mainly from home, others in other work settings or a mix (BE AWARE OF RESPONDENTS' ANSWERS ON PRE-TASK AND CLARIFY ANY WHICH ARE UNCLEAR)
- Those of you who are using a business versus a residential package or vice versa (DRAW ON ADDITIONAL PROMPT IN PRE-TASK) tell me a bit about why you've opted for each of those. What are the benefits? Are there any disadvantages?
- MODERATOR, DRAW ON SCREENER ENTRIES, GO ROUND GROUP OK, three of you for your main fixed broadband said in the screener that you have standard, two superfast/ ultrafast etc – which of the settings was that in - office or formal work setting? home? - what do you understand by 'standard', 'superfast', 'ultrafast'?

20 mins

A4

Broadband in the home

- At home many people access the internet through a router or a hub by cable or Wi-Fi connection
- This is called **FIXED BROADBAND** because the internet is coming through a fixed location at home



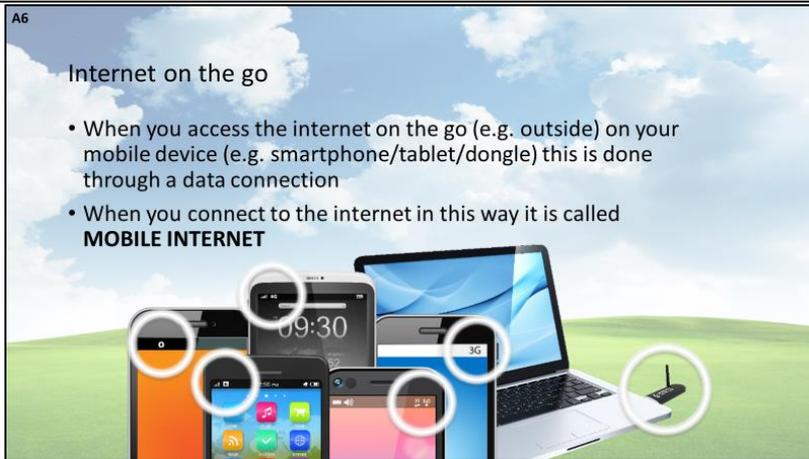
Any issues with accessing, uploading, distributing or making commercial use of content

Do services meet expectations

- We asked this question in the pre task, overall, how satisfied are you with your service?
REFER INDIVIDUALLY TO RESPONDENTS'S PRE-TASK ANSWERS
 - Tell me a bit about your answer and why you felt that way.
 - SME only
 - Right, let's look at satisfaction with your fixed internet for business: focussing on the place you work most of the time if you work in a few different settings
PICK ON ANY ANSWERS WHICH NEED AMPLIFICATION
 - Tell us a bit more about that answer and why you feel that way
 - What would you observe, if anything, about any differences in service in the fixed broadband you use in your office and at home?
- Problems**
- OK let's go through any negative connection issues any of you have when using the internet at home, particularly related to connecting, or accessing what's on the internet: what is top of mind?
MODERATOR: QUICKLY GENERATE LIST OF ISSUES.
MODERATOR OPTION: IF QUICKER, PROMPT WITH SLIDE A5 WITH ISSUES: DO YOU GET ANY OF THESE, HOW FREQUENT ARE THEY?
 - Community Experts only
 - Now thinking about the other people who ask you about their issues with the fixed broadband at home or in your workplace – what are the most frequent issues, - prompt for as many as possible. What issues occur less frequently?
PROMPT UNTIL A FEW ARE GENERATED.
 - SME only
 - OK, let's go through any specific internet connection problems any of you ever have when using the internet for work either in the workplace or at home, particularly relating to connecting to, or accessing what's on the internet: what's top of mind, whether recently or long term?
 - Thinking particularly about issues stemming from your internet connection. Is there anything you can do in one particular location (work or business or elsewhere) you cannot do in another – are you constrained in any way by quality of internet connection?
 - Thinking about any issues, USE 2-3 EXAMPLES FROM THE LIST and thinking about the diaries you filled in before you came, where you said some of the issues mattered a lot to you and others mattered less, let's go through some of these connection issues – which matter to you and which don't? – help me understand why.
MODERATOR SHOULD ALSO PROMPT FROM DIARY ENTRIES IF HELPFUL

<p>related issues</p>	<ul style="list-style-type: none"> • Would anyone be looking to upgrade e.g., to faster or Superfast if available? <u>SMEs</u>: In which location? Why or why not? • <u>Community Experts</u>: what about the people you help; do they have the best service, why or why not? • Is there a need for you/those you help to have the fastest/highest quality service available to them? • <u>SMEs</u>: Thinking about business impacts, have you ever had problems with your internet service that led to costs to your business, e.g., in terms of lost sales, missing out on quoting for work, being unable to upload time sensitive documents, accessing sites e.g., HMRC, online payment provider. • How severe were these losses to the business if at all? • Are any issues that happened a while back and you have now resolved them or are they still issues or concerns? • Thinking of the problems you outlined or the service you have: is there anything you'd <i>like</i> to do online or a service you'd like to use, which you currently don't due to the current quality or speed of your internet service? • <u>Community Experts</u>: Do you have any evidence that friends and family you help or your work colleagues, or businesses you deal with avoid doing things they'd like to do because of the quality or speed of their fixed broadband. • If so, who and what? • <u>SMEs</u> have you ever looked into potential solutions to any problem, what? Did you come to any conclusions about a satisfactory solution? • Do any of you have customers who need to use your business broadband Wi-Fi to connect² – are there any issues with that? • Does the service hamper your business in any way or cause any dissatisfaction to either you or your customers? - what and why? <p>Content blocking</p> <ul style="list-style-type: none"> • If I say 'content blocking' or 'security applications', what does it mean to you? <p>PROBE ASSOCIATIONS, ANYTHING THEY KNOW ABOUT THEM AND HOW THEY ARE APPLIED</p> <p>MODERATOR OBSERVE, IS THERE ANY SPONTANEOUS KNOWLEDGE OF THIS KIND OF THING IN RELATION TO ISPS AND NET NEUTRALITY?</p> <ul style="list-style-type: none"> • Groups with parents only (moderator refer to diary to target individuals) • Some of you have parental controls or 'filters' some don't – in each case can I ask why? those who have them: do you use them, why and when? • <u>Community Experts</u>: what about parental controls what is your experience of them either for yourself or used by others? 	
<p>Mobile internet:</p>		
	<p>COMMUNITY EXPERTS NOTE: KEEP THIS SECTION FOCUSSED ON THEIR OWN EXPERIENCE IF THIS IS NOT AN AREA IN WHICH THEY ARE ASKED FOR INTERNET HELP.</p> <ul style="list-style-type: none"> • What do you understand by 'mobile internet'? <p>EXPOSE SLIDE A6 FROM INTERNET SECTION TO CONTEXTUALISE.</p>	<p>20 mins</p>

² This may apply e.g., to hoteliers, café owners



Needs

Experi-
ence of
poor-
quality
ser-
vices

- Where does mobile internet fit in for you/those you help/your business versus fixed?
 - How satisfied are you with the internet on your personal mobile/business mobile? MODERATOR REFER TO PRE-TASK AUDIT TO SHORTCUT AS NECESSARY- PROBE REASONS FOR ANSWERS:
 - OK you are quite satisfied, tell me a bit more about why?
 - OK, you are not as satisfied, tell me a bit more about that? (DRAW OUT NATURE OF ISSUES, WHAT DRIVES THEM EG NEEDS VS EXPECTATIONS)
 - How would you like it to improve?
 - Would you say as a residential customer/as a business you are 'reliant' on the internet on your mobile? – prompt a bit, a lot? etc
 - Is it crucial or not crucial for you/those you help/your business or work to be able to access the internet on your mobile, is it important that you always can? tell me a bit more about that.
 - Thinking about when you are connecting to the internet on the phone signal itself, not Wi-Fi inside your home or office, how good is the service, are there any issues? If so, what are they? GENERATE LIST, IF NECESSARY, PROMPT 'DO YOU LOSE CONNECTION, ANY SPEED ISSUES, ETC?'
 - Do you connect at home on your mobile signal – when, why?
 - SMEs only: Do you connect in your workplace using your mobile? (Again, we are talking about connecting on the phone signal itself, not Wi-Fi) – how much of your use of your mobile for work is inside your workplace versus out and about? – is usage is in the workplace, OK – any issues – GENERATE A QUICK LIST AND ADD TO THE LIST OF ISSUES
 - Is there any difference in your experience between activity type, e.g., when you are, say, using an app like Snapchat or WhatsApp vs when you are web browsing for information like opening hours and finding the nearest Mc Donald's or using apps like Google maps or to pay for parking?
 - How much if at all do any issues matter to you which, if any, matter – is that a lot, a little? - which if any are important or damaging, which, if any, just annoying?
 - Community Experts only: ASK IF THEY CAN TRY TO ANSWER THIS FOR CLIENTS OR THOSE THEY HELP TOO.
 - If you are asked by anyone you help about mobile internet issues, (we mean when connecting to the phone signal not Wi-Fi), what do they tend to be? And what do you advise friends, family or the other people you advise as part of your job to do about them?
- Running out of data**
- Do you or other household members/the people you advise/ work colleagues ever run out of mobile data? Tell me a bit about that

	<ul style="list-style-type: none"> • If 'yes', who, how frequently, how does that affect you: is that important or just annoying? • What would you ideally like to see as a solution to this problem of running out of data? (See if the respondents suggest anything like zero-rating) IF THEY FIND IT HARD TO BE IMAGINATIVE TRY A PROJECTIVE LIKE 'I WISH THEY WOULD OFFER ME, I WISH I COULD HAVE.') • For next section refer to pre task audit, to target respondents with the most relevant behaviours. <ul style="list-style-type: none"> ○ Talking about connecting other devices to phone hot spots: when and why do you do that? ○ If any respondent uses a dongle, ask them when and why. ○ If any put SIM card in another device, when and why • Those of you who ever connect to Wi-Fi on your phone rather than your network: when and why do you do that? • Do you ever do that at home, when and why? • <u>SME only</u>: some of you connect to Wi-Fi on your phone for work as well as using your mobile data: when and why do you do that? – refer to pre task <p>Mobile use out and about</p> <ul style="list-style-type: none"> • OK, let's talk specifically about your out of home use of a mobile in general for personal reasons/for work: do you personally use your mobile for work when you are out and about to connect to the internet? • Please tell me a bit about where you would do that: e.g., at a friend's house, in shopping centre, or a café or on overground or underground trains, buses? /at a business meeting, conference etc. • Why and for what purposes, can you give me examples? • Thinking of all those locations do you tend to use your phone's own network to connect? Or do you ever connect your phone to Wi-Fi? • When would you use mobile network, use or not use Wi-Fi in each of those locations: tell me a little about why you make those choices? • Does what you are doing, personally or in a work context have any influence on where you connect to the internet or what you use (mobile network or WIFI): tell me a bit about what drives the choice?³ • What issues do you have connecting to the internet using your mobile data when out and about for personal use/SME: any particular work or business tasks? Anything specific? – GENERATE A BRIEF LIST • <u>SMEs only</u>: Do you experience any differences in quality when using different types of business-related services or apps on your mobile when out and about? e.g., using an app, web browsing or video conferencing? • How much if at all do any of these issues matter to you – which, if any, are important or damaging to you in a business sense – which, if any, are just annoying or unimportant for the business? • Do you expect a different quality of internet connection when out of home, or that you will or won't be able to do certain things dependent on where you are? If yes, please tell me a bit about that? • Is there anything you don't do or attempt for personal use/ for work while out and about on your phone because of any issues with speed, connectivity quality? – if so, what? Would you like to be able to do that thing? • Anything you don't try to do for different reasons than connectivity? • <u>SMEs only</u>: Are any issues important /unimportant for your business? • Do any issues relate mainly to using your mobile data or Wi-Fi or both? 	
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³ Can refer to banking, checking directions as examples etc here

	<ul style="list-style-type: none"> • Does your location impact your choice of using your own mobile data or sending over Wi-Fi? – how? • Do you, any of the people you work with or help ever have to send or receive confidential information on mobile? • Would you send confidential personal information/sensitive business information using the Wi-Fi in your own home / a friend's home / a public place (e.g., shopping centre, hotel, café)? - tell me a bit about why/why not? <p><u>Community Experts</u>: Thinking of those you advise: do you ever give them advice about any of these issues? Are there any behaviours you see those you advise doing where you'd give advice or intervene?</p> <ul style="list-style-type: none"> • <u>SMEs</u>: Does your business/workplace have any policies, guidance about that? • OK, thanks for that. We are going to take a very short comfort break now 	
Short comfort break: encourage movement		5 mins
Section 2: Net neutrality explanation		55 mins
Explaining the internet, pathways and congestion		
<p>Awareness of net neutrality rules</p> <p>Views of ISPs being able to control traffic management</p>	<ul style="list-style-type: none"> • As we said this section is about the public's use of the internet: and some rules called 'net neutrality'? Have you heard of this term? • Are you currently aware of any UK rules or laws governing the public's use of the internet or access to broadband: prompt - any ideas at all? • And are you aware of any rules about access to the internet by 'content providers' like Netflix, Amazon, Facebook, or gaming companies: prompt - any ideas at all? • OK, there is a law called net neutrality or Open Internet Regulation. We'll be discussing the rights and wrongs of the net neutrality rules and whether you think these are suitable in the second group in a week's time but in this first one I just want us all to try to understand what the rules are. • To get to that I am going to first talk to everyone about what the internet is. First, please spend a minute thinking to yourself about how you think the internet works: when you press send, what happens to what you are sending, how does it get there? <p>MODERATOR: ALLOW A MOMENT.</p> <ul style="list-style-type: none"> • Was that easy or difficult to explain to yourself? • Well, now you are going to 'mark your own homework': hold those thoughts you had, and we will show you some explanations. • Expose slide below (B1) • Show and read out slide. Briefly, what is your takeout from that? what is different from what you had in mind, if anything, what the same? <div data-bbox="295 1500 1141 1962" style="border: 1px solid black; padding: 10px; margin-top: 20px;"> <p><small>B1</small></p> <p>What is the internet?</p> <ul style="list-style-type: none"> • The internet is the millions of computers around the world that are all connected to one another, whether by phone lines, fibre optic lines, cable, or wireless connections • When you log on to the internet you are given access to many of the other computers that are connected around the world <p>What is an IP address?</p> <ul style="list-style-type: none"> • Every machine on the internet has a unique identifying number called an IP address (it looks like this: 216. 27.61. 137) </div>	20 mins

EXPOSE BBC BITESIZE VIDEO 'HOW DOES THE INTERNET WORK'?

<https://www.bbc.co.uk/bitesize/clips/zsyr9j6>

SHOW TWICE, IF STIMULUS DOESN'T FULLY COMMUNICATE ON ONE VIEWING.

ASK RESPONDENTS TO NOTE DOWN KEY POINTS THE SECOND TIME.

IF RESPONDENTS ARE DISTRACTED BY THE STYLE OF THE VIDEO ASK THEM TO FOCUS ON 'WHAT IT IS SAYING ABOUT HOW THE INTERNET WORKS'

EXPLAIN THE FILM IS ORIGINALLY MADE FOR TEACHERS AND YOUNG PEOPLE BUT IT HAS BEEN CHOSEN BECAUSE IT TRIES TO GET ACROSS TECHNICAL IDEAS IN AN ACCESSIBLE WAY

- What is your understanding about how the internet works following that?

ASK TWO INDIVIDUALS TO EXPLAIN TAKEOUT TO THE OTHERS. SHOW FLOW DIAGRAM, EXPLAIN WHAT ISP IS - READ OUT TEXT

<https://mocomi.com/how-the-internet-works/>

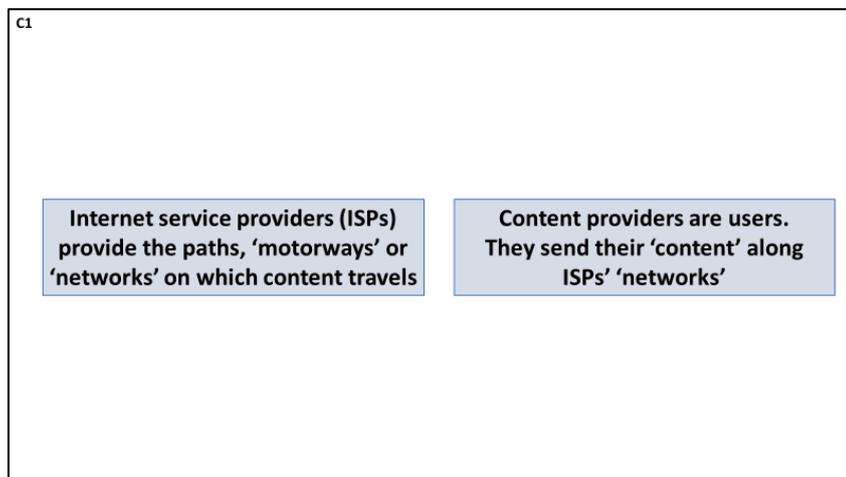
- What is this telling you if anything? - AGAIN, ASK TWO PEOPLE.
- Does it build on any information from the previous slide or film? – what?
- Ask respondents to summarise what all this information has told them.

MODERATOR: CORRECT ANY INADVERTENT MISAPPREHENSIONS ANY STIMULUS HAS IMPLANTED, ANSWER QUESTIONS

MAKE SURE IDEA OF PATHWAYS AND SMALL BITS (PACKETS) OF DATA ON THEM IS UNDERSTOOD.

EXPOSE STIMULUS ON TRAFFIC MANAGEMENT, SLIDES C1 ONWARD SPECIFICALLY CONGESTION, TRAFFIC, LANES.

ALTERNATE BETWEEN READING OUT, LETTING RESPONDENTS READ, AND ADDING SCRIPTED EXPLANATIONS



C2

What is internet 'traffic'?

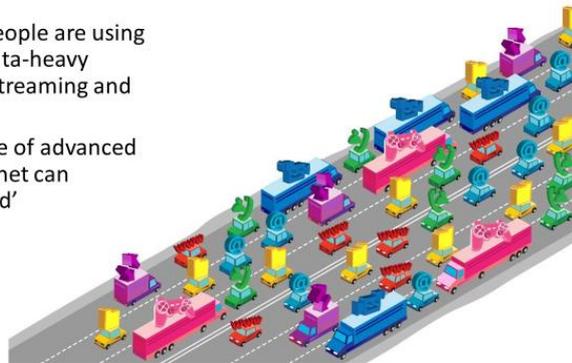
- When you are on the internet you may say you are browsing, zooming, streaming or gaming
- But when an **internet service provider (ISP)** looks at everyone using their service, your online activity is called **'traffic'**
- *Imagine the internet as a series of motorways with lots of traffic going to different destinations*



C3

It's getting busier

- More and more people are using the internet for data-heavy services, like live streaming and online gaming
- With increased use of advanced services, the internet can become 'congested'



MODERATOR: ENSURE RESPONDENTS UNDERSTAND ROLE OF ISPS, INCLUDING THAT ISPS OWN OR RENT THE PATHWAYS, THAT USERS' DATA TRAVELS ON THEM, THAT 'CONTENT PROVIDERS AND OTHER USERS TRAVEL ON THE PATHS

EXPOSE THE SLIDE BELOW - C7 - INCLUDING INFORMATION ON SYMPTOMS THAT MIGHT BE CAUSED BY IN-HOME/IN WORKPLACE EQUIPMENT ISSUES, NOT ISP ACTION OR TRAFFIC MANAGEMENT.

C7

However, if the speed or quality of your internet connection is unsatisfactory, it *might not* be due to the volume of traffic on the internet

It could also be because:

- Line that provides your internet connection to your home is damaged
- Device you are using to access the internet has not been set up correctly
- There are performance issues with your internet router or hub, e.g.:
 - Your hub is next to other electronic equipment (e.g. baby monitor, TV, Christmas lights) that cause interference with your Wi-Fi
 - Your hub is located in a cupboard or a long way from the device you are trying to use to access the internet
- There is a fault at the content-provider end (e.g. Netflix server is down)
- The quality of your mobile phone signal might vary if you are indoors or outdoors

Expose net neutrality explanations and rules with aim of gaining common understanding

25 mins

EXPLAIN OFCOM ROLE – SLIDES D1, D2 BELOW

D1

Ofcom and Net Neutrality

- As the regulator, Ofcom must monitor and ensure compliance with net neutrality rules (also known as ‘the Open internet regulation’)
- Ofcom does not make the rules, but it can make recommendations to government about whether to change them or leave them the same
- Ofcom uses research to inform the advice and recommendations it provides – this is where *you* come in!

D2

Background to our research

- The last time Ofcom reviewed the UK internet market was in 2010
 - It did not find any major issues with internet traffic and how it was managed by ISPs
 - Ofcom said it would keep internet usage under review, working with regulators in other countries
- Since 2010, the internet has got busier, with a huge increase in traffic
- The type of traffic has also changed, e.g. an increase in streaming services like Spotify, Netflix and YouTube, which take up a lot of space on wires, cables or Wi-Fi

- OK, I will now show you some slides explaining net neutrality rules.
MODERATOR EXPOSE KEY INFORMATION ON D3, 4, 5, 7 ABOUT:
 - AIMS OF RULES: INCLUDING EQUAL TREATMENT AND INNOVATION
 - THE LAW IN REGARD CONTENT, TRAFFIC, AND DEVICES
 - WHO ‘USERS’ ARE?
 - SHOW OFCOM VIDEO
<https://www.ofcom.org.uk/phones-telecoms-and-internet/advice-for-consumers/advice/net-neutrality>

D3

‘Net Neutrality’ law

- Net neutrality, also known as ‘open internet’, is the principle that **you** control what you see and do online, not the broadband provider that connects you to the internet.
- A UK law was introduced in 2016, with two aims:
 1. To protect internet users, ensuring equal, non-discriminatory treatment of traffic
 2. To keep the internet an open space, helping innovation, science and business to flourish
- It is a universal issue and many other countries also have rules on this

D4

What the law covers

- **Content:** internet service providers must treat all content (e.g. websites, apps, streams) equally and not give preference to any type of content over others
- **Traffic:** your internet service provider should treat all internet users' 'data traffic' equally
 - No blocking or slowing down (unless in exceptional circumstances)
 - No prioritisation of, or discrimination against, users
- **Devices:** people should be able to use the equipment of their choice to access the internet (routers, mobile handsets, gaming devices etc)

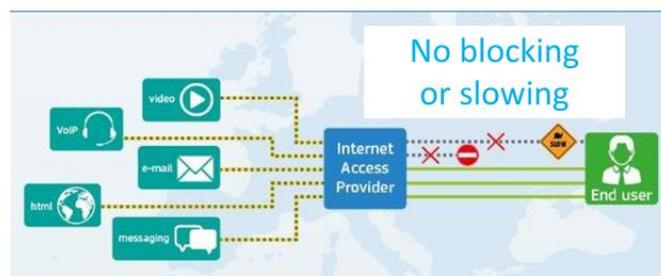
D5

'Internet user' means anyone who uses the internet



D7

- Everyone must have access to the open internet
- All internet traffic should be treated equally



- Having seen all this, what are the rules?

ASK EACH RESPONDENT TO WRITE DOWN ON PAPER OR IN 'CHAT' WHAT THEIR TAKEOUT IS FROM THE PIECES OF STIMULUS TAKEN TOGETHER:

EXPOSE D10 (BELOW) ADDITIONAL STIMULUS ON CONTRACT, PRICE PAID, SPEEDS: What do you understand by this?

D10

- The rules allow agreements between ISPs and customers stating price, speed, data amount
- Users can choose their own contract
- Net neutrality doesn't mean ISPs must offer the same speed or type of service to every user
- But they must treat you in accordance with your contract.

ENSURE RESPONDENTS UNDERSTAND NET NEUTRALITY IS IN THE CONTEXT OF THE SERVICE (E.G., RURAL MIGHT BE LIMITED CHOICE) OR CONTRACT THEY HAVE.

THAT ALL THOSE PAYING FOR A SPECIFIC SERVICE SHOULD BE TREATED EQUALLY IN TERMS OF THEIR ABILITY TO ACCESS ALL POINTS, SERVICES, SITES AND APPLICATIONS

AND THAT THEIR ISP TREATS ALL TRAFFIC EQUALLY (USE SLIDE E1 IF NEED BE)

E1

Overview of the net neutrality rules
Protecting the rights of internet users

1. All users of the internet have the right to access and share information and content, and use and provide apps or services online
2. Users should be able to access the internet on any equipment they choose
3. Your internet provider should not take any commercial action that limits these rights (e.g. they can't ask a company like Netflix to pay to have its content take priority over its competitors)

Exceptions

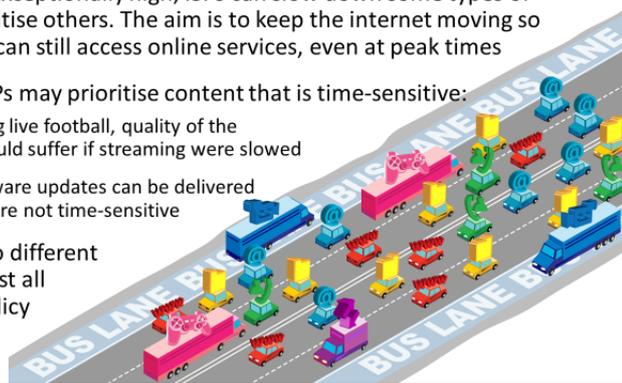
- OK, there are in fact, exceptions to the 'no blocking', 'no slowing' rule

EXPLAIN CONCEPT OF TRAFFIC MANAGEMENT C7, C3, BELOW

C6

How 'traffic management' works

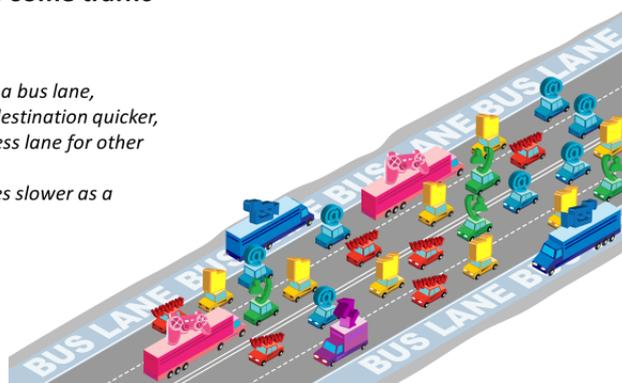
- When traffic is exceptionally high, ISPs can slow down some types of traffic and prioritise others. The aim is to keep the internet moving so that customers can still access online services, even at peak times
- For example, ISPs may prioritise content that is time-sensitive:
 - When watching live football, quality of the experience would suffer if streaming were slowed
 - But some software updates can be delivered slower – they are not time-sensitive
- Different ISPs do different things. They must all publish their policy



C2

Traffic management works to keep the internet moving, but does slow some traffic

"It's like introducing a bus lane, the bus gets to the destination quicker, but as there is one less lane for other traffic some of the rest goes slower as a result."



ENSURE THIS IS UNDERSTOOD PARTICULARLY THAT IT RELATES TO DATA TRAFFIC, NOT PEOPLE, AND THAT PRIORITISATION CRITERION IS MADE ON QUALITY, NOT COMMERCIAL GROUNDS

GO THROUGH 'EXCEPTIONS' SLIDES: E2, E3 OF THE 'RULES'. MODERATOR READ OUT OR ALTERNATE BY ASKING RESPONDENTS TO READ OUT

E2

Overview of the net neutrality rules

Rules about treating all traffic equally

4. Your ISP must treat all traffic equally in providing internet access, subject to certain limited exceptions
They can use 'reasonable' traffic management (e.g. blocking, slowing down) if it:
 - Is transparent, non-discriminatory and proportionate
 - Is based on the quality of service requirements of the traffic (e.g. live streaming requires a lot of space in order to ensure the picture does not get distorted)
 - Is *not* being done to gain a commercial advantage over a competitor
 - Is in place no longer than necessary
 - Does not look at the actual content of the traffic, which must be kept private

	<p>E3</p> <p>Overview of the net neutrality rules Rules about treating all traffic equally</p> <p>5. Other than 'reasonable' traffic management, your provider can only use traffic management in exceptional cases</p> <p>e.g. if they need to:</p> <ul style="list-style-type: none"> • Follow a legal requirement (e.g. a court order to block an illegal website) • Keep their network secure (e.g. prevent hacking or going down) • Deal with exceptional or temporary network congestion 		
<p>Wrap up: back check successful take-out, briefing on mid tasks and reconvened groups</p>			
	<ul style="list-style-type: none"> • When can an exception be made? – please tell me in your own words. What questions do you have about these rules if any? <p>DISCUSS RESPONDENTS' UNDERSTANDING OF WHEN AN EXCEPTION CAN BE MADE AND INVITE AND ANSWER QUESTIONS.</p> <p>CORRECT ANY MISUNDERSTANDINGS, ENSURE ALL POINTS FULLY UNDERSTOOD</p>		<p>5 mins</p>
	<ul style="list-style-type: none"> • I will go around the group and encourage different people to answer. • Can you tell me about the theory of these rules and why the UK and other countries might think they operate in the public interest? • And re-capping, what do the rules say about how users should be treated? (CHECK: IS THAT MEMBERS OF THE PUBLIC WHO ARE 'USERS' OR ALL USERS?) • If there are exceptions to 'no blocking or slowing,' what are the rules on that? • Does slowing down automatically mean it is an ISP or net neutrality issue or can it be something else? (PROBE UNDERSTANDING THAT SOME ISSUES ARE JUST TECH/HOME/WORKPLACE BASED. • We are going to ask you to do some tasks over the next few days: for one of them you must engage with other family members or friends preferably someone you help from time to time/a colleague or friend who also has a business and explain the net neutrality rules to them. • We'll also ask you to log any incidents of connection issues and to look at your contract and what it says about the speed you can expect on your service your ISP's policy on how it can manage traffic in specific circumstances. • We'll ask you to think about the future of the home/ business and the internet you might need in the next 10 years. • When we reconvene, we will think more deeply about net neutrality rules and your opinions of some scenarios relating to them. • The objective of the next group will be to consider how far these rules are suitable for the future, both from your own personal point of view and view as a businessperson as a 'citizen of society,' (that is, will they continue to operate in the interests of 'other people')? 		

6. Online mid task text: Residential and SME

The online mid task was conducted over 5-7 days on the Qualzy online platform and covered five areas. It was designed to embed respondents' understanding of net neutrality principles in several ways. Firstly, respondents completed a second diary exercise looking at problems with accessing the internet and thinking a little about whether any of these were down to net neutrality related issues. Secondly, respondents were asked to explain net neutrality to another household member or colleague and gather some views ahead of the reconvened groups. This both embedded the respondents' knowledge better and expanded the project scope and the main participant's point of view by including the views of other household members on this topic. Further self-generated respondent 'research' involved respondents looking at the promised speeds and traffic management rules in their fixed and mobile contracts. Finally, there was also an 'imagining the future' exercise in which respondents could come to a more informed point of view about the type of products and services they might acquire in the next ten years.

The full question text is included below

TASK 1 RECORD YOUR INTERNET CONNECTION PROBLEMS

What time did the problem occur?

What type of internet connection were you using?

What were you using the internet to do at the time?

Please describe the problem
(OPEN QUESTION)

Is this a frequent problem for you?

- Yes
- No

What do you think might have caused this problem?

- Congestion or traffic
- Local infrastructure (e.g., problems with the overhead or underground wires or at the street cabinet)
- ISP traffic management
- Home equipment (e.g., router, quality of Wi-Fi signal or devices)
- Too many people in my house using the internet at the same time
- Don't know
- Something else

If you selected 'something else' at the last question, please write in what you think was the cause of the problem

TASK 2: EXPLAIN NET NEUTRALITY TO A FAMILY MEMBER, FRIEND OR COLLEAGUE AND DISCUSS SOME HYPOTHETICAL OPTIONS ('COMMUNITY REPORTER' EXERCISE)

Consumer version

- At each question we have explained to you what we are trying to find out in bold, and then given you the questions *in italics*.
- Please start by going through the four charts that explain net neutrality with your “interviewee” then discuss each of the questions with them.

01

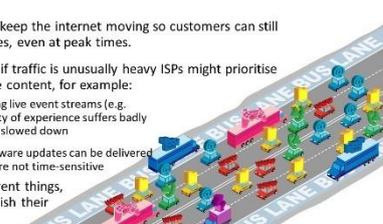
'Net Neutrality' law

- Net neutrality, also known as 'open internet', is the principle that **you** control what you see and do online, not the broadband provider that connects you to the internet.
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 1. To protect internet users, ensuring equal, non-discriminatory treatment of traffic
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02

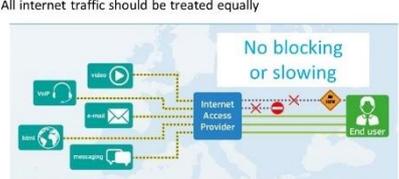
In **VERY** exceptional circumstances ISPs can do 'traffic management'

- The aim is to keep the internet moving so customers can still access services, even at peak times.
- For example, if traffic is unusually heavy ISPs might prioritise time sensitive content, for example:
 - When watching live event streams (e.g. football) quality of experience suffers badly if streaming is slowed down
- But some software updates can be delivered slower: they are not time-sensitive
- ISPs do different things, all must publish their policy



3

- Everyone must have access to the open internet
- All internet traffic should be treated equally



2

What the law covers

- **Content:** internet service providers must treat all content (e.g. websites, apps, streams) equally and not give preference to any type of content over others
- **Traffic:** your internet service provider should treat all internet users' 'data traffic' equally
 - No blocking or slowing down (unless in exceptional circumstances)
 - No prioritisation of, or discrimination against, users
- **Devices:** people should be able to use the equipment of their choice to access the internet (routers, mobile handsets, gaming devices etc)

- **Firstly, please can you write in who you are interviewing? Just give us their first name and your relationship with them.**
- **Here we are trying to get a feel for how well your “interviewee” understands net neutrality from what they have seen on the charts. “Please can you tell me what you understand from this in your own words, as if you were explaining it to someone else?”**
- **Now we want to understand how relevant they feel the rules will be in the future. “These rules have applied since 2016. Thinking about the future – the next ten years – and what you might want to do online do you think these rules will continue to be appropriate or not?”**
- **Ask them to explain why they think that. Get as much detail as you can from them.**
- **In the next few questions, we want you to try and find out their thoughts about prioritising internet traffic in general and the different forms prioritisation could take. Please ensure that they understand that if some services were prioritised then non-prioritised services may be provided with a delay or at a lower level of quality. “In your own home, would you like the option to be able to prioritise the content coming over your internet services, for example, to ensure a Zoom call would not be affected by someone else in the house playing online games, or that your online game is not going to be affected by someone else in the house on a Zoom call?”**
- **“What kinds of services would you personally like to be able to prioritise at home?”**
- **“What kinds of service would be low priority for you?”**

- *How do you feel about being able to prioritise devices? For example, what about if you could prioritise a laptop or Smart TV over a game console? Are there any devices that you would give priority to?*
- *Would you like to be able to set different priorities at different times of day or days of the week? If your “interviewee” says ‘yes’ then ask you to give some more detail on their thoughts.*
- *Do you see any possible negatives if you or someone else in your household could prioritise different services? Again, collect as much detail as you can here.*
- **Having collected their initial thoughts, we now want you to push your “interviewee” a bit further by asking them how they feel about prioritising some specific services.** *“Please can you select from the list of services given below, any that you feel should be given a higher priority?”*
 - Internet phone calls
 - Public services like passport or driving licence applications
 - Some content providers like Netflix or Amazon Prime Video
 - Interactive educational websites
 - Remote controlling devices (for example for heating or security)
- **Ask your interviewee to think about society as a whole, not just themselves:** *“What might be the benefits or problems if certain services got priority and others didn’t? Are there some services they might want to give a higher priority for the sake of society as a whole? Which?”*

SME Version

At each question we have explained to you what we are trying to find out in bold and then given you the questions *in italics*

Please start by going through the four charts that explain net neutrality with your "interviewee". Then discuss each of the questions with them.

- **Firstly, please can you write in who you are interviewing? Just give us their first name and your relationship with them**
- **Here we are trying to get a feel for how well your "interviewee" understands net neutrality from what they have seen on the charts.** *"Please tell me you tell me what you understand from this in your own words, as if you were explaining it to someone else?"*
- **Now we want to understand how relevant they feel the rules will be in the future.** *"These rules have applied since 2016. Thinking about the future – the next ten years - and what you might want to do online in your business life, do you think these rules will continue to be appropriate or not?"*
Ask them to explain why they think that. Get as much detail as you can from them.
- **In the next few questions, we want you to try to find out their thoughts about prioritising internet traffic in general and the different forms prioritisation could take. Please ensure that they understand that if some services were prioritised, then non-prioritised services may be provided with a delay or at a lower level of quality.**
- *"For your business, would you like the option to be able to prioritise the content coming over your internet services whether working in an out of home business setting or at home? For example, if working at home you might want to ensure a Zoom call would not be affected by gaming or vice versa".*
- *"What types of services would you personally like to be able to prioritise when using the internet for work purposes either at home or in an out of home setting?"*

- "What types of service would be low priority for you in either context?"
- "How do you feel about being able to prioritise devices? For example, what about if you could prioritise a laptop or mobile phone attached to Wi-Fi over a games console in the home or a particular type of device in an out of home workplace. Are there any devices that you would give priority to?"
- "Would you like to be able to set different priorities to help your business at different times of day or days of the week. Either at home or in the out of home workplace?"
- **If your interviewee says 'yes', then ask them to give you some more detail on their thoughts.** "Do you see any possible negatives for your business use if you or someone else in your household or workplace could prioritise different services?"
- **Again, collect as much detail as you can here.**
- **Having collected their initial thoughts, we now want you to push them a bit further by asking them how they feel about prioritising some specific services.** "Please can you select from the list of services given below, any that you feel should be given a higher priority?"
 - Internet phone calls
 - Public services like passport or driving licence applications
 - Some content providers like Netflix or Amazon Prime video
 - Video calls/videoconferencing
 - Interactive educational websites
 - Controlling devices (e.g., heating, security)
 - Industrial or commercial software services
 - Business payments systems

Ask your interviewee to think about society as a whole not just themselves: "What might be the benefits or problems if certain services got priority and others didn't? Are there some services they might want to give a higher priority for the sake of society as a whole? Which?"

TASK 4: CHECK YOUR FIXED AND MOBILE CONTRACT

Firstly, thinking about your fixed broadband provider

- Please write in what is the "advertised speed" of the internet connection they are providing you with
- And also, what is the minimum guaranteed speed?
- Thinking of your fixed broadband contract, do you have unlimited data or is your data capped, and if so, what is the data limit?
- If your data is capped, please write in how much data you are allowed to use, or if you don't know just write in "don't know how much the cap is."
- Is there anything else that stands out for you in your contract?
- Are there any traffic management policies in your contract? These will tell you, for example, what will happen in busy periods.
- If you have found your fixed broadband traffic management policy, how do you feel about what you have read?

Now, thinking about your mobile contract

You may not have a paper copy of your contract or an online account, but you should still be able to find your mobile provider's traffic management policy on their website, possibly in their "Terms and Conditions" section.

- Are there any traffic management policies in your contract or on your provider’s website or terms and conditions?
- If you have found your mobile provider’s traffic management policy, please tell me about what you have found there.

TASK 4. CATALOGUE OF THE FUTURE HOME

What will you buy in the next ten years?

This task was intended to get respondents thinking about the future and to do so in a slightly informed way on the basis of goods or services that might come on the market in the next ten years. Respondents were shown a ‘catalogue’ of possible internet linked future home products and services. The stimulus describing each product and service was a written description and pricing indication (below) A rough indicative image for each product was also included in the questionnaire to make it more visually engaging (not referenced here).

Product and service list

Description	Indicative pricing
Internet enabled fridge or medicine cupboard. These audit what you are running low on and automatically order repeat groceries or repeat prescriptions.	Price not available
A smart speaker, for example, Amazon Echo or Google Home which allows you to do a variety of things including stream music and live radio, order things for delivery, answer questions or give you recipes	£40 or more
Security services, including one or more of the following: a video doorbell (e.g., Ring) with speaker, home security cameras, light controls and information if doors or windows are opened within the home. <i>Please score your likelihood to get one or more of these services</i>	Ranges from £50 for a remote camera, up to several thousand pounds for a full system connected to an alarm company and/or police.
Sky Glass <u>or a similar service.</u> Sky is integrated into the TV set so you don’t need a satellite dish or a box and can stream your shows direct to your TV or over Wi-Fi	Between £625 and £1050 dependent on screen size
An electric car which automatically updates its control systems and apps when it comes near your home Wi Fi	Example price not available
A home heating system you can control remotely from your phone wherever you are, not just when at home. You can monitor and set the temperature in all your rooms and, if you want it to, the system can learn your habits and control your heating in the most cost-efficient way	Example price £250

<p>A smart water meter that monitors your usage and can detect leaks or unusually high usage, helping you keep on top of expenses. You can view regular and up to date information about your water use via an online account.</p>	<p>Installed free by your water company in some areas.</p>
<p>Wearable health monitoring equipment such as a watch that allows you to monitor your blood pressure, heart rate, blood oxygen levels etc and send them direct to your GP's practice</p>	<p>Price not available</p>
<p>Multi room music streaming allowing you to wirelessly control your music with an app and send your music anywhere and everywhere in your house</p>	<p>Example price £170</p>
<p>Google Home or a similar 'Smart Home' service: this allows you to use a voice command to change the temperature of a thermostat, turn on a lamp connected to a smart plug or call up a show from a streaming service like All4, Netflix or BBC iPlayer using Chromecast</p>	<p>Example price, £130</p>
<p>A smart lock, you can attach this lock to your existing deadbolt and via Wi-Fi. You can remotely unlock it to, for example, let a plumber, cleaner, or family member into your home when you are not there.</p>	<p>Example price not available</p>
<p>An app controlled vacuum cleaner. Using your phone, you can tell it where to go in the house. It will send a map to your phone showing where it has vacuumed.</p>	<p>Example price, £619</p>
<p>A remote smoke and carbon monoxide alarm that sends alerts directly to your phone. It automatically tests its own batteries, and you can stop it from your phone if it ever goes off.</p>	<p>Example price, not available</p>
<p>A remote precision cooker start cooking by turning it on with your phone a few hours before you get home.</p>	<p>Example price £145</p>
<p>A device, for example like Chromecast, which allows you to display almost anything from your phone or tablet on a larger TV screen in just a couple of taps</p>	<p>Example price, £30</p>
<p>Virtual reality gaming, for example using an Oculus headset</p>	<p>Example price not available</p>
<p>Online gaming subscription services such as PS now, X Box gaming pass or Google Stadia.</p>	<p>Example price not available</p>

For each of the products and services above, consumers were asked:

1. Do you already have this item or something like it?
2. If you do not have it, how likely are you to get something like it in the next ten years
 - 5 Very likely to buy
 - 4
 - 3
 - 2
 - 1 Very unlikely to buy

SMEs

SME respondents completed an alternative ‘catalogue’ task allowing them to answer more openly, since the categories of business included in our sample were very diverse, and we felt that we could not predict the types of service or product all would consider. We also used this question to focus on the business and online trends that SMEs thought would prevail on their businesses over the next few years.

Just to set the scene, here are some examples of some internet linked services which are available now or likely to become so in the next 5-10 years – whether for workers at home or in workplaces. Remotely controlled security or maintenance devices for premises: ring doorbell cameras, security cameras and alarm systems, smart locks, remote heating thermostats and monitoring, smart meters for electricity or water etc, remotely monitored CO2 monitors and fire alarms.

- Machinery that orders its own replacement parts or refills (e.g., printer ink, oil)
- Robotic or automatic services (e.g., robot waiters, automatic cleaning robots/vacuums)
- Smart speakers that can be asked to order supplies, etc
- Remote server maintenance, remote diagnostics
- Remote suppliers and workers connecting to your business server
- Electric and hybrid cars with onboard computers and navigation systems which connect to office or home Wi-Fi or servers
- Smart water meters that send meter readings to your water supplier and alert you if your water usage has increased unexpectedly – e.g., to warn you that you may have a leak
- Contactless payment device that connects to the internet using Wi-Fi, your mobile phone signal or a SIM card in the device itself.

(Images were included for additional engagement but are omitted for copyright reasons)

Please think about all the business or work settings you use: whether you work in an office, or other workplace setting, on the move or in the home, or across a mix of settings.

Setting aside the specific issue of internet use, what are the main general trends or challenges you think will be affecting your business or business category in the next 10 years, please list at least 3

Now, please think about how, if at all, the way you deliver your business services will change in the next 5-10 years and write some details of this in the box below.

Thinking about ANY changes How do you think the volume of traffic your business will generate on the internet will develop, Will you, for example, be doing different /additional activities over the internet, or more or less of the activities you currently do online?

In the light of what you have written above, how do you think your specific requirements from your business internet services will develop, if at all, in the next 5-10 years?

Now please try to recall any specific internet related services, products or service upgrades you have tried out or acquired in the recent past for work purposes.

Now, we'd like you to think of the future, that same 5-10 year window, and anything internet related you might be considering trying or acquiring for business in future.

Please describe three internet related products or services you *might* consider trying, using or acquiring in the next 5-10 years and provide some details of them below and why you are considering them

1. Internet related service or item 1

Why you are considering trying, using or acquiring this?

2. Internet related service or item 2

Why you are considering trying, using or acquiring this?

3. Internet related service or item 3

Why you are considering trying, using or acquiring this?

Finally, imagine you are talking to Ofcom about the internet and your business. Having done this thinking about the internet and your future needs, what would you tell Ofcom was most important in terms of regulating the quality or service you get from the internet in the next 10 years?

TASK 5: Testing your internet speed

Please go to one of these websites and use the speed testers you should find there to test your internet speed, then write in your download and upload speeds below.

If you get a "not found" message, just ignore it and use the Speed Test tab you should see at the top of your screen.

<https://www.broadbandcompared.co.uk>

<https://www.broadband.co.uk>

If you want to run the most accurate possible speed test, use a computer or tablet that can be connected to your router with an 'ethernet' cable, as Wi-Fi can slow down the signal.

You might find it interesting to do this at different times to see if your speed changes during the day or on different days. You can enter as many speeds as you wish here, just ensure that you post each speed test result.

Download speed

TYPE IN

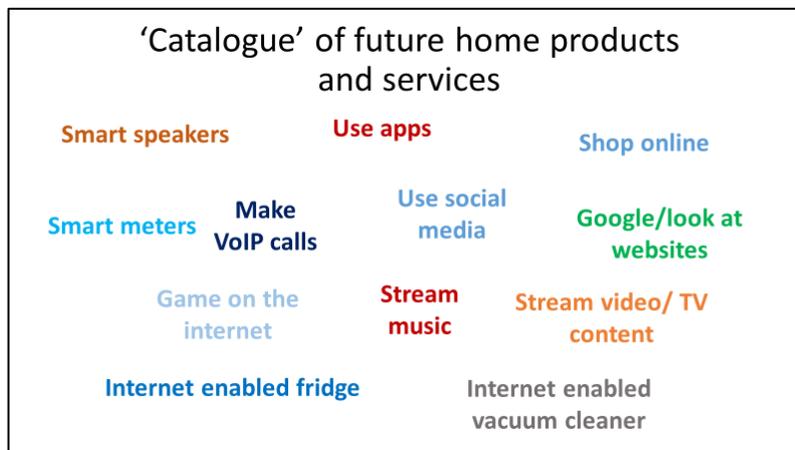
Upload speed

TYPE IN

7. Discussion guide for reconvened group: Residential, Community Experts and SMEs

<p>Reconvened discussion guide</p> <p>Where this discussion guide fits</p> <ol style="list-style-type: none"> 1. Pre tasks and screener 2. Group 1 – introducing net neutrality 3. Mid Tasks – exploring net neutrality 4. Group 2 – Reconvened 5. Final mini poll 		
<p>Research objectives – overall</p> <ol style="list-style-type: none"> 1. Establish level of (baseline) knowledge of the net neutrality rules, how they affect the services consumers are able to access among residential internet users and businesspeople. 2. Consumers and businesses may not be aware what net neutrality entails and the background processes that might affect their access to the internet and to specific content. As part of this review, understand consumers’ awareness and understanding of net neutrality principles, the value they attach to them and the extent they take them into account when making decisions. 3. Understand consumers’ and businesses’ experience of any specific difficulties they may have faced in accessing, uploading, distributing and making commercial use of content. Ensure consumers begin to understand any differences between problems caused by their own equipment vs the ISP service/net neutrality. 4. Understand current user needs, types of services consumers and businesses are currently using and the applications they use on those services. We would like to know whether the services they are currently using meet their needs in terms of performance, their experience of poor-quality internet services and what if anything they have done to remedy this. This would include the use or envisaged use of IOT-type services and services such as IPTV and VOLTE (Voice over 4G) e.g., WhatsApp and Messenger calls. 5. Explore what consumers and businesses think their future needs/demands might be. For example, do they foresee the need for any additional services that might result in significant changes to their data use/needs e.g., related to internet access services, specialised services. Their views on prioritisation, having ISPs offer options to manage traffic, whether they have different views on ISP vs content providers vs hardware manufacturers being able to control traffic management. (From subsequent briefing: understand how consumers respond to such scenarios both as private individuals and as ‘citizens of society’). 		
<p>Reconvened group structure</p> <ol style="list-style-type: none"> 1. Warm-up: what will their future house/office be like in ten years’ time and how does this impact on how they will use the internet? 2. Understand both for the Community Experts and the people they help, what responses to the future internet might be, and how net neutrality rules should flex - or not - to serve them. 3. Consideration of future scenarios: what services or prioritisation might consumers want, both for themselves and for society. 4. Coming to some conclusions on net neutrality. 		
<p>Group 2 – Reconvened, 2hrs - introduction and warm up</p>		
Warm up	<ul style="list-style-type: none"> • Set up what is going to happen in the focus group • We will think briefly about what your future home will be like in 10 years’ time /how your business is going to develop over the next 10 years, and what that means for how much you’ll be using the internet. 	20 mins

- We will also draw in the thoughts of those you've chatted to in the mid-tasks or CE those you help if they are the same individuals.
 - Then we will go on to get your views (both as individuals and as citizens) of options or services that might be possible in future in relation to internet access, so Ofcom can understand how you feel about them.
 - We will also draw on the mid tasks, particularly the interviews you did so we've got not just your responses but those of friends or family too.
 - First, let us think about the future internet services for homes, and what you or your household thought you might get/ let us think about how your business' use of the internet will develop over the next ten years.
 - What did doing that task make you think about the future use of the internet in your home/ in the homes of the people who ask you for help/in your business?
- MODERATOR COLLATE MOST POPULAR CONCEPTS FOR HOME ACQUISITION - THOSE WHICH WERE MOST/LEAST POPULAR
 - USE A REPRISE OF THE PRODUCTS FROM THE MID TASK



The future amount of internet use in the house

- First, let us look at some ideas that were very popular in your group that a lot of you thought you might get in the next 5-10 years (example)
- OK, any 'reasons why' for any of these being popular

GO ROUND GROUP AND LET PEOPLE SPEAK

- SMEs only
 - You were asked to tell us about emerging trends that affect the business (REPRISE MID TASK VERBATIMS).
 - So, what will the impact of those be on the amount you use the internet in the business?
 - And what will you want in future from your internet connection for business?⁴
- Now let's look at the sort of new internet related product or service you weren't so keen to get – what were the reasons for that?
GO ROUND GROUP AND ASK PEOPLE WHO HAVE BEEN MORE SILENT TO SPEAK.

<p>Impact of VoIP</p>	<p>PROMPT IF TIME E.G., WHAT IF PRICE CAME DOWN?</p> <ul style="list-style-type: none"> • Let's talk briefly about phone calls in the home: who has a landline?/<u>Community Experts</u>: do the people you help have a landline? • How often do you /they use it versus other ways of calling from home versus Skype, Messenger, WhatsApp? - When or why? • SMEs: do you have landlines, if so where? Is it at your workplace or home or both or somewhere else? Do you use them? tell us about that. • USE SLIDE 4 AND NOTES FOR SLIDE 4 – Explain: as the UK's broadband networks improve, voice calls can be provided in a new way – VoIP (Voice over Internet Protocol). UK telephone providers intend to phase out traditional copper/analogue telephone lines and move voice calls onto internet connections. <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p style="text-align: center;">Voice calls, VoIP (Voice over internet protocol)</p> <ul style="list-style-type: none"> • As the UK's broadband networks improve, voice calls can be provided in a new way – VoIP. • VoIP converts analogue voice into data packets and sends them over your broadband connection. Services such as Skype and WhatsApp calls already use VoIP. • UK telephone providers are moving their traditional voice services onto VoIP with a plan to move everybody by 2025. Then, if you want to make voice calls using a landline-style handset you'll need to plug your handset into a broadband router. • The UK is also moving to full fibre broadband connections. Openreach (the company that owns the majority of the copper wire infrastructure in the UK) is gradually replacing their aging copper wires with full fibre connections. • Many other companies are in process of installing full fibre across the country, to allow for the provision of high speed broadband services </div> <ul style="list-style-type: none"> • The intention is that the majority of 'copper wire' services will be phased out by 2025. Services like Skype already use VoIP, and you will be able to continue to use these services as well as to make calls on your mobile using your home Wi-Fi connection. • From 2025 if you want to use a traditional handset to make voice calls, you'll need to plug your telephone handset into your broadband router.⁵ (USE FOOTNOTE TO EXPLAIN FURTHER IF NECESSARY) • Who thinks they would get a VoIP landline phone for home/ for business, who doesn't? what will you use instead? • <u>Community Experts</u>: How do you think any people you help will respond to this change? • Thinking of all of this, what will your home be like, will you be using the internet more or less? Will you need better/faster internet? • Do you feel that some services might be competing with others for space on your connection even if they are not now? 	
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⁵ Further explanation for respondents. Not everybody will need to purchase a new handset to use VoIP – most modern handsets will plug into a broadband router (some have 2 telephone sockets). If people's existing router does not have a telephone socket, they will be provided with one that does. People who do not have broadband, but do have a landline, will have a broadband router installed in their home in order to continue to receive a landline service, into which they can plug their telephone. VoIP will not work when there is a power cut, so telephone providers will have to provide people identified as vulnerable with a suitable back-up for use during a power cut. This can be in the form of a basic mobile phone or a re-chargeable power-pack to keep their broadband running during the power cut.

	<ul style="list-style-type: none"> • Might you/the people you help /your business want or need to prioritise any services if home/business had more internet dependent products or services? • We are going to go back to thinking about net neutrality now. • Ask them to volunteer the main points they learned about net neutrality from the first stage. • Did doing the interview with a friend or family member flag up any additional questions or things that weren't clear? • <u>Community Experts</u>: If you spoke to anyone you normally help, what did they think was it easy, hard to grasp? ASK GROUP IF THEY'D LIKE TO SEE 1-2 SLIDES ON NET NEUTRALITY TO REFRESH THEIR RECALL OF RULES • If so, expose the rules slides from deck: if not, leave this to end 	
Scenarios		
<p>Hypothetical ideas and scenarios</p>	<ul style="list-style-type: none"> • We will now look at a series of ideas, with letters A to H, some of these are possible now or some might be possible in future. • So, we can make sure we're getting as many different views as possible, please respond with your own thoughts, but also bear in mind the interview you did with friends/ family/colleagues and what they said. • And sometimes, we are going to stop and ask you to reflect about things as a citizen of society. • What rules need to be in place to ensure the internet works for everyone fairly in the future? • The first two of these are the questions you discussed in the interview with a family member or friend/ colleague so let's start with those. IDEA A: WOULD YOU LIKE TO BE ABLE TO PRIORITISE ANY TYPES OF SERVICES IN YOUR HOME/BUSINESS? SLIDE BELOW <div data-bbox="405 1124 1289 1617" style="border: 1px solid black; padding: 10px; margin: 10px auto; width: fit-content;"> <p style="text-align: center;">Idea A: would you like to prioritise any types of service in your home?</p> <div style="display: flex; flex-wrap: wrap; justify-content: space-around;"> <div style="text-align: center; margin: 5px;">Send and receive emails</div> <div style="text-align: center; margin: 5px;">Use apps</div> <div style="text-align: center; margin: 5px;">Shop online</div> <div style="text-align: center; margin: 5px;">Make calls over Wi-Fi</div> <div style="text-align: center; margin: 5px;">Make VoIP calls</div> <div style="text-align: center; margin: 5px;">Use social media</div> <div style="text-align: center; margin: 5px;">Google/look at websites</div> <div style="text-align: center; margin: 5px;">Game on the internet</div> <div style="text-align: center; margin: 5px;">Stream music</div> <div style="text-align: center; margin: 5px;">Stream video/ TV content</div> <div style="text-align: center; margin: 5px;">Home-schooling</div> <div style="text-align: center; margin: 5px;">Use Zoom or Teams</div> </div> </div>	<p>1hr 20</p>

Idea A: would you like to prioritise any type of service in your business?

VoIP or internet calls	Emails	Marketing access
Web based communications	Internet search	Online customer access
Accessing external servers	Uploading or downloading large files	Video conferencing
	Internal networks	Accessing cloud based services

REMINDE RESPONDENTS ISPS ARE CURRENTLY NOT ALLOWED TO PRIORITISE SERVICES DUE TO NET NEUTRALITY RULES, BUT YOU CAN DO IT YOURSELF IN YOUR HOME.

HOWEVER, IF THE RULES WERE CHANGED IN FUTURE, IT *COULD* BE MADE POSSIBLE FOR YOU TO ASK YOUR ISP TO PRIORITISE FOR YOU BASED ON YOUR INSTRUCTIONS.

FOR EXAMPLE, YOU COULD PRIORITISE THE CONTENT COMING OVER YOUR PERSONAL INTERNET SERVICE, E.G., TO ENSURE A ZOOM CALL IS NOT AFFECTED BY SOMEONE ELSE IN HOME PLAYING ONLINE GAMES OR YOUR ONLINE GAMES AREN'T INTERRUPTED BY SOMEBODY ELSE'S CALL.

- At home/work, what types of services, if any, would you like to be able to prioritise? (USE SLIDE BELOW IF NECESSARY)

Send and receive emails	Use apps	Shop online
Work from home	Use social media	Google/look at websites
Game on the internet	Stream music	Stream video/TV content
Home-schooling	Use Zoom or Teams	

- Would you like to be able to prioritise any devices? e.g., prioritising a laptop/smart TV over a game console. A fixed line VoIP phone handset over any other type of device? (Slide below)
- Might you like to be able to set different priorities at different times of day: if so, how?
- Or on certain days of the week: if so, which and why?

Would a discount be expected or acceptable in return for restriction?

- Would service or device prioritisation in your home/workplace be positive or helpful in any ways for you?

Would you like to prioritise any home device over others?

Desktop computer VoIP phone Smart TV

Laptop computer Set top box, Firestick, etc.

Dongle Smartphones

Smart speakers Tablets (e.g. iPad) Games consoles

- DON'T PROMPT BUT LET RESPOND SPONTANEOUSLY
- Do you think there might be any possible negative outcomes if you or another household member/colleague could prioritise different services? What might the impact be on you/ other people/workplace?
- Community Experts: What about the people they help - any advantages or disadvantages of prioritisation?

IF RESPONDENT STRUGGLES, PROMPT WITH SCENARIOS:

- What if a football match had priority which meant that you couldn't do a Zoom call at the same time? Or what if a Zoom call was given priority which meant that your access to any websites, including services that might be urgent (e.g., NHS or government services), was slowed down? Or delivery of your emails was slowed down?
- Or what if Zoom calls/watching a Netflix or BBC iPlayer were prioritised so online games being used at the same time would be slow/unusable?
- What about for others or for society if everyone else in homes/in businesses was able to prioritise devices or services at home – or request prioritising any content? Any pros, cons, good things or bad things in your view? GIVE A LITTLE TIME FOR DISCUSSION

IDEA B: SHOULD ANY SERVICE TYPES BE GIVEN PRIORITY ON THE INTERNET AS A WHOLE

^{A6} IDEA B: Should any types of service be prioritised on the internet as a whole?

Gov.uk websites like HMRC, DVLA, Passport office	Air traffic control	NHS messaging systems	Educational lectures and streams
	VoIP calls	Major business' phone calls	Netflix or Amazon Prime
Gaming updates	WhatsApp or Messenger calls		Utility company computers
Industrial equipment software updates	Hospital websites and servers	Pay per view video streams	Police websites
	Ambulance service calls	Just in time delivery and export licences	Video calls

- EXPLAIN A COUPLE OF THINGS ABOUT INTERNET ACCESS THAT COULD BE AFFECTED BY ISPS PRIORITISING: SLIDE BELOW

Restricting, blocking and prioritising some services can affect other services

- If an ISP prioritises, then you can get slower speeds on other services
- Restricting can result in slow download speeds for all other services too.
- Blocking could result in not being able to access sites you want to - for example if your ISP blanket blocked gambling sites as part of its parental controls service, then adults in the HH might not be able to buy a Lotto ticket

- OK, in this section, we are thinking about society as a whole and whether anything should be prioritised on the internet, not by you from your own router
- If an ISP prioritises any type of content, you may get slower download speeds on services that are not prioritised, and if you restrict, all services slow down. We just need to bear that in mind.
- So, you discussed this in the mid task, should certain types of service get higher priority on the internet in general in your view?
PROMPT AND ENCOURAGE SPONTANEOUS RESPONSE
- If so, why and under what circumstances?
- Should any of these get *higher* or *lower priority*? if so, which and why?
- Tell me about any upsides, for you or your household/for your business for the people you help? – what about for others or society in general?
- Tell me any downsides to prioritising that you can think of – for you, your own household/your business? / for the people you help? What about for others and society?
- Would prioritisation benefit some people or particular companies over others, if so, who or how?
- Is that beneficial or negative from a social perspective?
IDEA C: IF TRAFFIC WAS MANAGED BY THE ISP IN THE SAME WAY FOR EVERYONE IN THE MARKET. EXPOSE THE INFORMATION ON NEXT FEW SLIDES AS BUILDS

Idea C: if traffic was managed by ISP in the same way for everyone in the market

1. If the ISP decides to permanently prioritise certain types of traffic (e.g. live streaming) to ensure quality.
2. This will slow other services to all households, but everyone will receive the same level of service.

Idea C: if traffic was managed by ISP in the same way for everyone in the market

1. If the ISP decides to permanently prioritise certain types of traffic (e.g. live streaming) to ensure quality.
2. This will slow other services to everyone, but everyone will receive the same level of service.
3. How would this affect your business' experience of using the internet?
 - a) Would you be prepared to put up with some services being slower in exchange for others being faster/ more reliable?
 - b) Might you be prepared to pay more to ensure you always had a good speed to do the things you want to do?
 - c) Would you expect a discount if any services were restricted?

- Imagine your ISP prioritised certain types of traffic for everyone in the market e.g., slowing the service to all households in the area to ensure everyone received the same level of service.
- Should they be allowed to slow down certain services when there is not an emergency or exceptional occasion, but all the time?
- How do you think this would affect you and your household/business? – any negative or positive effects?
- Community Experts: How do you think this would affect the people you help? - any positive or negative effects?
- How do you think this would affect society or others – any negative or positive effects?
- How would you feel if some services were slower as a result or restricted, if, in exchange, some others were faster or more reliable?
- Would you be prepared to put up with that? tell me a little bit about why you say that PROBE ANSWERS E.G., IF PEOPLE SAY THAT IT DEPENDS ON THE SERVICE. IF NOT ALREADY MENTIONED:
- Might you expect a price impact if services were restricted: if yes what?
- Would you expect a discount or price cut? How, upfront or refund? – would that be acceptable in exchange for restriction?
- Would any of you want or be prepared to pay an additional amount to ensure you always have a good speed for some things you want or need to do?
- BUILD TO NEXT SLIDE

Idea C: if traffic was managed by ISP in the same way for everyone in the market

1. If the ISP decides to permanently prioritise certain types of traffic (e.g. live streaming) to ensure quality.
2. This will slow other services to all households, but everyone will receive the same level of service.
3. How would this affect your family's experience of using the internet?
 - a) Would you be prepared to put up with some services being slower in exchange for others being faster/ more reliable?
 - b) Might you be prepared to pay more to ensure you always had a good speed to do the things you want to do?
 - c) Would you expect a discount if any services were restricted?
 - d) What if you weren't actually a user of the prioritised services?

- What if you were not actually a user of the prioritised service, how would you feel and what would the impact on you be?
- Community Experts only: What do you anticipate the people you help would feel about restriction, or possible compensation? What impact, positive or negative, might it have on them, tell me a bit about that.

**IDEA D: IF SOME SERVICE TYPES WERE PRIORITISED BY ISPS
(SLIDE BELOW: EXPOSE AS A BUILD, BY PARAGRAPH)**

**Idea D: if some service types were
prioritised by the ISP**

If your ISP proposes prioritising of some types of service over others, they must put it in your contract

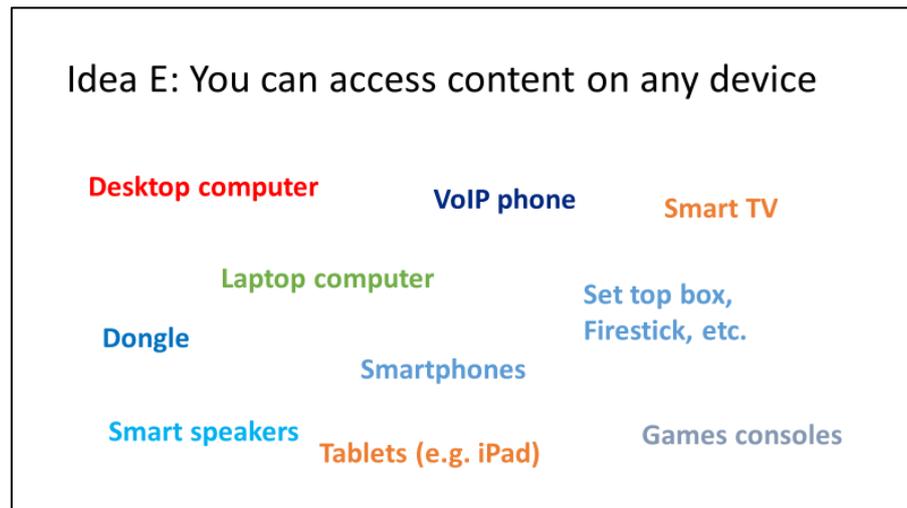
- Any content prioritised is clearly pre-specified
- Specific other types of content are slowed down when they do this, these are also pre specified

How would you feel about the following ideas?

- A price discount is offered for the inconvenience of having a slower service for some internet uses
- Your ISP guarantees a better quality of service for the prioritised services

- And what about by type of service, if one ISP might decide to prioritise streaming and another gaming? How do you feel about this?
- What about if any content likely to be prioritised⁶ at busy times is clearly pre-specified in your contract? How do you feel about this?
- What if specific other types of content are slowed down when this is done: what effect would that have on you? / your business/ or on the people you sometimes help?
- What about on others in society?
IF RESPONDENTS NEED EXAMPLES A CLASSIC FILM MIGHT GO OUT AT A SLIGHTLY LOWER RESOLUTION (FOCUS) WHILE A LIVE SPORTS EVENT WOULD BE SENT OUT FASTER, EMAILS MIGHT BE SLOWED TO PRIORITISE WORK VIDEO CALLS
- How beneficial or negative would having a prioritised or slower service on some things overall be to you personally?
- What about to the people you help, what good or harm might it do if any?
- What about to society as a whole; what harm or good might it do in your view?
- BUILD TO SECOND HALF OF SLIDETHEORETICAL COMPENSATIONS
- If your ISP proposed prioritisation of some types of service over others, you/your business/the people you help might get some compensations. How do you feel about that?
- Do any potential compensations make any difference to your views?

IDEA E: ACCESSING CONTENT ON DIFFERENT DEVICES
(SLIDE BELOW)



- We introduced this rule in the first group
- In your view, should or should not you be able to access whatever content you want to wherever you are? – why?⁷
- Do you feel you should be able to access exactly the same content via your mobile network as you can access at home through your broadband router? – Why?
- Do you have any experience of trying to do that, if so any issues?
- What is the value of being able to do this to you, if any?
- If you had to choose, what types of content should you always be able to access?
- What types of content would you not mind not being able to access in certain locations/ on certain hardware/devices?
- Tell me why you feel that way?
- What about other people in society, should being able to access any content on any device they like apply to them too?
- Any exceptions?
- What is beneficial about it, if anything, what is negative?

EXAMPLE: FOR CHILD SAFETY, ADULT CONTENT IS BLOCKED AUTOMATICALLY ON SOME MOBILE PHONES WHEN THEY ARE PURCHASED AND IT HAS TO BE UNBLOCKED BY YOU
HOW DO YOU FEEL ABOUT THAT?

IN A CAFÉ OR PUBLIC WI-FI AREA SIMILARLY, ADULT CONTENT MIGHT BE BLOCKED HOW DO YOU FEEL ABOUT THAT? (ONLY ASK IF TIME)

IDEA F. USE YOUR DATA ON DIFFERENT DEVICES (SLIDE BELOW)

Idea F: You can use your data on different devices

It is possible to put a SIM card into some home routers




You can share your mobile hotspot or someone else's with a laptop or tablet on the move

- I see from your diary that some of you/do some of you already tether devices such as an iPad or laptop to your mobile phone and use your mobile data allowance to access the internet on the tethered device.
- How valuable is it to you/your business life to be able to do this: why?
- Would you like it to continue?
- How valuable do you think it is for others in society, including anyone you help nowadays, and why?
- You can also switch your SIM card between phones
- Again, how valuable is this to you in a personal/ business context?
- On the left-hand side of this slide, you can see that it is possible to put a mobile SIM card into a router – have you ever heard of or done this?
 - Explain: in fact, very few people can do the activity on the left-hand side of the slide, but it might get promoted or get more common.
 - Some routers e.g., from BT have both a BT cable and an EE Home Broadband SIM card, that the broadband switches between as necessary. On these routers (and a few other specially purchased ones) you can also put your own mobile SIM card in – for example if you have a less expensive unlimited data allowance or your home broadband is capped. Or perhaps to get a better signal?
- Do you think it is fair that people should be able to do that: tell me why/why not?
- OK I will go into some arguments people have put forward why they think it isn't fair.
- 'An 'unlimited' mobile data SIM is not intended for use on any device other than a mobile phone and contracts are based on 'reasonable expectation of use' or calculation of how much data you can use in a mobile phone. Using a mobile SIM for a router for an entire household for a long time may lead to much higher usage than the mobile operator

	<p>had planned for and create risk of congestion on their networks⁸ (USE ADDITIONAL EXPLANATION IN FOOTNOTE IF NECESSARY)</p> <ul style="list-style-type: none"> • Does this alter your view or not alter your view of whether this usage is fair, and should be permitted? • Explain: some mobile providers like Tesco or Giff Gaff don't own their networks, they re-sell data from a primary (bigger) network like O2 and pay the primary seller based on the expected amount of data that their customers will use. These re sellers could end up paying the seller a lot more from the data used by its customers than it expected • Is this fair on the 're-seller'/'renter' businesses in your view? Why? • <u>Community Experts</u>: do you have anything to say about any potential value / impact for the people you help of being able to do these things? <p>IDEA G: IF YOU WANTED TO BLOCK SOME CONTENT COMING INTO YOUR HOME/BUSINESS, HOW? (SLIDE BELOW)</p> <div data-bbox="363 667 1257 1167" style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 80%;"> <p style="text-align: center;">Idea G: If you wanted to <u>block</u> some content coming into your home, how?</p> <ul style="list-style-type: none"> a) Block it yourself using software provided by your ISP b) Set your router yourself to block specific content c) Select the websites/content yourself and then request your ISP to block them d) Choose from a list provided by your ISP of websites/content, who will then block them e) Your ISP automatically blocks websites/content using its own criteria f) Get a third party app/software provider (not your ISP) to block content for you </div> <ul style="list-style-type: none"> • Do you assume any content is already blocked from coming into your home/business? What do you assume? • If so, by whom, how? • Do you block any yourself, or help other people do so how? • If you would like to be able to block any content coming into your home/business or onto your devices, how would you prefer to do this? • I'll go through some options; how do you feel about them? (SHOW SLIDE OPTIONS a-f AND EXPLANATIONS ON NOTES PAGES • Which do you prefer or not prefer and why? <p>IF TIME, RECORD RESPONSES IN CHAT FOR THE TWO PREFERRED SERVICES AS HANDCOUNTS ARE NOT NECESSARILY</p>	
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⁸When pricing their unlimited mobile contracts, mobile providers are not intending that you will use your SIM in anything but a mobile: they may for example have in mind a "reasonable" limit for the amount of data that will be used each month. If someone then puts one of these SIM cards into their home 4G router and uses it to do data-heavy activities, this will result in greater than expected data usage. When the mobile provider is a re-seller of a main CP's services, (e.g., Tesco re-sells O2 data packages) this can result in the re-seller having to pay the principal seller a lot more than expected for the data being used by its customers.

RECORDED. PROBE: EXPLAIN THEY CAN CURRENTLY ASK THEIR ISP TO BLOCK BLANKET CATEGORIES (E.G., SCAMS, PORNOGRAPHY, GAMBLING) BUT NOT BESPOKE CATEGORIES OR SPECIFIC WEBSITES.

- Do they feel they'd like to be able to do that?
- If you do want to block any content, who in your household/business should be responsible for choosing what to block?
- Why do you feel that?

IDEA H: METHODS OF PRIORITISING CONTENT (BELOW)

Idea H: If you wanted to prioritise some content coming into your home - how?

- a) Prioritise it yourself using software provided by your ISP
- b) Set your router yourself to prioritise specific content
- c) Select the websites/content yourself and then request your ISP to prioritise them
- d) Choose from a list provided by your ISP of websites/content, who will then prioritise them
- e) Your ISP automatically prioritises websites/content using its own criteria
- f) Get a third party app/software provider (not your ISP) to prioritise content for you

- Now thinking about how to prioritise content, rather than block it: you said before you were/weren't interested in prioritising.
- Do you want to be able to plan in advance the type of content you would like to prioritise, or would you like to be able to choose what to prioritise 'in the moment'?
- PROMPT IF NECESSARY: E.G., YOU MIGHT BE IN A ZOOM CALL SOMONE ELSE STARTS DOWNLOADING MUSIC, YOU NEED TO PRIORITISE THE CALL OVER THE MUSIC DOWNLOAD.
- How would you like to go about prioritising certain content?
- Let's look at a similar list a-g (SLIDE BELOW), with prioritising content in mind, how would you prefer to prioritise content?

Methods

- a) Prioritise it yourself using software provided by your ISP
- b) Prioritise it yourself using software on a router not supplied by your ISP
- c) Select the websites/content yourself and then request your ISP to prioritise them
- d) Choose from a list provided by your ISP of websites/content, who will then prioritise them
- e) Your ISP automatically prioritises websites/content using its own criteria
- f) Get a third party app/software provider (not your ISP) to prioritise content for you
- g) Set your router yourself to prioritise specific content

- AGAIN, ASK TO RECORD PREFERRED METHOD IN CHAT
- Explain that at the moment it is not possible for you to ask an ISP to prioritise, though you could ask them to block
- Would you like to be able to ask the ISP to prioritise for you?

	<ul style="list-style-type: none"> • Either by type (e.g., video streaming), or from a list, or bespoke? • Why would that be valuable to you? • Again, what options do you prefer and why? • What about any people you know who are less techy or confident? If currently they are not allowed to ask for services to be prioritised what method would suit them of those listed and why do you feel that? • What about other people or society, can you see any advantages or disadvantages if it is allowed for them? <p>EXPLAIN, IF NECESSARY, THAT ISP CANNOT PRIORITISE <u>DEVICES</u> FOR YOU FROM WITHIN THE HOME, THIS HAS TO BE DONE VIA THE ROUTER</p> <p>IDEA I: PARENTAL CONTROLS: PARENTS ONLY/ CONTROLS, FILTERS AND BLOCKING FOR BUSINESS</p> <ul style="list-style-type: none"> • Refer to parental controls with respondents who have it • What about parental content blocking? • What about content blocking or filtering of any content for business purposes or environments? • Do you have it, have you heard of it, any examples? • If you were to have it, how do you ideally want that to work? • Who should do the blocking? Why? • Do you want control over exactly what is blocked or are you happy for the ISP to have control over what is blocked? • Is it OK by you that consumers have the option to ask the ISP to block things on their behalf, e.g., does it always need to be you actually pushing the button on content controls? • Or would it be OK by you that all consumers have the choice to ask their ISP to do it e.g., if they find it complicated • Might you want to be able to change what is blocked sometimes, how? e.g., if children of different ages are accessing the internet? • Has any experience of parental blocking ever caused you issues or problems, for example, has blocking websites caused problems when adults are trying to access sites?⁹ • <u>Community Experts:</u> • If you were helping or advising someone less capable than you, what method would you recommend to them? • Why? • Should all these methods be available or just some of them? <p>IF HELPFUL SHOW SLIDES ON <u>HOW</u> CONTENT IS BLOCKED BY VIRGIN OR FILTERED IN GENERAL, BROADBAND GENIE (SLIDES BELOW)¹⁰</p> <ul style="list-style-type: none"> • Do you have any comments or observations on this information, and if so, does it change/not change any of your earlier responses? 	
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⁹ NB parents with parental controls can just enter their PIN to get access whereas blanket blocking at source would prevent everyone from accessing blocked sites

¹⁰ NB these slides were not needed and did not get shown

www.Broadbandgenie.co.uk; filtering and blocking

ISP web filters

- These use network-level filtering of broadband connections to block access to adult and illegal content. The filters can automatically block pages by examining keywords, and providers also use blacklists to block specific sites.
- Because this blocking is occurring at the network level it does not rely on software or hardware in your home and is applied to the entire connection, so filtering works on any connected device. The advantage for parents is that they don't need to worry about configuring settings on every bit of hardware that has a web browser.
- Whether your kids are using a smartphone, tablet, games console or computer, the filtering can prevent them from accessing unsuitable sites.

What sites are blocked by web filters?

- Typically the filters will block sites relating to the following topics: Drugs, alcohol, tobacco, pornography and nudity, terrorism, suicide and self-harm, hate speech, Violence, Gambling, social networking, file sharing, anonymising services, dating, hacking, bullying, malware, phishing, Each ISP has its way of categorising and filtering content.
- You can find a breakdown of blocked content for the four biggest ISPs on the [Wikipedia page for web blocking](#).
- The Open Rights Group maintains the [Blocked.org.uk](#) web tool which can be used to check if a site is filtered by ISPs.
- In addition, ISPs also block child abuse material and piracy. The [Internet Watch Foundation](#) (IWF) monitors for child abuse online and maintains a block list, while file sharing sites e.g The Pirate Bay are [blocked by court orders](#). Unlike other categories, these sites cannot be accessed by opting out of the filter.

Sometimes we're required to block content, meaning you can't access some websites or servers using our broadband service:

- The Internet Watch Foundation can ask us to block a website to protect children and our customers from potentially illegal content
- The Courts can order us to prevent access to a certain website or server (e.g. to protect copyright)

The Internet Watch Foundation (IWF) is an independent industry body. iwf.org.uk

Their confidential hotline lets internet users report criminal online content such as child sexual abuse images. Then we work with law enforcement and ISPs, to eliminate the source of this content.

To find out more information the Court Orders that are currently in place, see [List of Court Orders](#)



IDEA J: ZERO-RATING

IDEA J: "Zero rating" some services

- Zero rating means that a certain type of internet use doesn't use up your data allowance, for example:
 - Some mobile phone contracts have deals with social media / video streaming providers to use services without the data used being counted towards the customer's monthly data allowance
 - During the pandemic, access to some educational websites was zero rated to allow home schooled children free access to education materials
- Under net neutrality rules, Ofcom has to monitor Zero rated offers on a case-by-case basis to ensure they are not giving ISPs, or the services they offer for free, an unfair advantage over other similar services.

- Explain zero-rated apps and services are usually more likely to be a feature on mobile phones than fixed broadband.
- Explain if not clear, that zero-rating is when a provider allows access to some services without this counting towards their data allowance.

	<p>Ofcom has to monitor these offers to ensure they are not giving ISPs or the free services an unfair advantage over another.¹¹</p> <ul style="list-style-type: none"> • Explain, zero-rating can apply to commercial services like streaming and social media which are data heavy. Or to 'public good' services e.g., NHS websites or educational websites • Have you ever been aware of an offer for any social media or streaming services whose use wouldn't count towards your data? feel free to think about this in personal contract terms, not just business terms • Or during the pandemic were you aware some education apps or sites were zero-rated because children were sometimes only able to join class on mobile phone, or that NHS sites, and charities like Childline or domestic abuse charities were zero-rated then? • Have any of you/friends or family had anything like this yourself? If so, what effect did it have on your choice of contract or on the amount you used that particular service: did you use it more or less than you might have done, did that have a knock-on effect on your usage of any other brand or service? • If any effect, explain what and why. • Now you know this, have you ever been offered or actually had zero-rating on any mobile internet contract/can you see any role for this in business? • Or has anyone you have helped been offered it or used it? <p>FOR PARENTS PRIORITISE DISCUSSION OF THE EDUCATION ZERO-RATING, FOR OTHERS COMMERCIAL IF YES...THEY HAVE HAD ZERO-RATING.</p> <ul style="list-style-type: none"> • What effect did having the zero-rating have on your use of service? • Did it influence you to choose one supplier over another, for example? • If so, to what extent, was it a deal breaker or just a nice to have? • If you had zero-rating, what effect if any did it have on your behaviour, did you use any service or brand more, another less because of having zero-rating on it? • <u>Community Experts only</u>: If someone you have helped had it what effect if any did you observe it had on their behaviour? <p>IF THEY HAVEN'T HAD A ZERO-RATED CONTRACT ASK HYPOTHETICALLY:</p> <ul style="list-style-type: none"> • Would you switch contract for such an offer or service? What degree of influence might this have on switching contract if any (deal breaker or just nice to have)? • What would you most value having zero-rated personally? Why? • If you had it on a service, what impact would it have on the amount you used that brand or service (e.g., if it was Netflix would you start using it even if you hadn't before, or if you had Instagram and not Facebook would it impact your usage of either brand?) <ul style="list-style-type: none"> • In fact, there are several debates about how fair zero-rating might be or the effect it might have on ISPs. 	
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	<ul style="list-style-type: none"> • Explain: some feel this fosters an unfair advantage: e.g., if a lot of people only had one zero-rated social media or video streaming app but there were several others in the market then everyone would use the one that is zero-rated and not others. How do you feel about that? everyone would use the one that is zero-rated and not others. How do you feel about that? • Or some might say that offering zero-rating on some services like Netflix would give one ISP an advantage over another ISP? e.g., disadvantage a smaller ISP who would find it too expensive to pay for the content provider and the extra data you might use for the extra streaming? What do you feel about that? is that fair? • REFER TO THE EDUCATION ZERO-RATING OFFER IN 2020/1 AND PROBE WHETHER THEY FEEL IT ADVANTAGES ONE EDUCATION WEBSITE OVER ANOTHER IF IT IS ZERO-RATED. • Do you feel <u>all</u> the education apps should be zero-rated or is it OK to just zero-rate some? – why? • In fact, during the Pandemic, it was not all, but a smaller number of education providers' websites: how do they feel about that? was it fair? - on users? On other providers of these types of sites? • Overall, what rules or restrictions if any, would do you think would be fair for zero-rating to you in your business context? or to other people in society? • Prompt: if perhaps, a larger business that is able to pay for zero-rating might be advantaged over a smaller one that cannot, what are your feelings about that? • On the basis of the information you have seen, do you feel mobile internet suppliers should be allowed to offer zero-rated apps or services - when and why? • <u>CE</u>: For the people you help, <u>CE and others</u>: or for society, can you see any advantages or disadvantages? please tell me about that. 	
Summing up		
	<ul style="list-style-type: none"> • Thinking of all the things we have seen and talked about today what ideas, if any, stick in your mind as good ideas, either for yourself /for people you help/ your business; why is that? - what about for society? • And what stick in your mind as less good, for yourself/the people you help/your business or society? • SHOW SUMMARY SLIDE LISTING ALL OF THE IDEAS IF NECESSARY (SCENARIOS A-H ON SLIDE BELOW) <div data-bbox="363 1491 1251 1984" style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <p>Ideas reprised</p> <ul style="list-style-type: none"> • A: Would you like to prioritise any types of service at home? • B: Should any types of service be prioritised on the internet as a whole? • C and D: if traffic was managed by ISPs in the same way for everyone, and some service types were permanently prioritised – would that be acceptable? • E: accessing content on any device, • F: using your data on any device • G and H: <i>how</i> would you like to prioritise or block content? • I: Parental controls • J: Zero rating </div>	15 mins

	<ul style="list-style-type: none"> • Anything Ofcom definitely should consider allowing? Or should not consider allowing? - Why do you feel that? QUALITY OF SERVICE (OMIT THIS SECTION IF SHORT OF TIME AND SKIP TO RULES AS WE HAVE COVERED IN GROUP 1) • What issues to do with the quality of your internet that we've discussed in the project as a whole are really frustrating to you? Or really important to you, why? PROMPT: CONSIDER THOSE RELATED TO YOUR ISP. • Which if any, of these problems or issues relate to net neutrality rules or policy, as far as you can see? • What would you like done about them if they do?" <u>Rules</u> • Do you feel the current rules on net neutrality are suitable going forward for business purposes (SHOW THE FOUR KEY 'E' SLIDES ONE BY ONE)? • What should be kept the same and why? • Should any flexibility or concessions be made on any of these? what and why? (Prompt on such issues as whether you can ask the ISP to block or prioritise) • Finally, thinking about achieving the best outcome for all internet users in the UK – both businesses and citizens - what would you like Ofcom to bear in mind as important when considering all the options we have discussed? 	
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8. Online post task text

This final questionnaire was administered to both Consumers and SMEs using the Qualzy platform, usually a day after their final focus group attendance.

FINAL SUMMING UP QUESTIONNAIRE

Thinking of all you have learned during this process over the past couple of weeks, to what extent have you found that it helped your understanding of how the UK's net neutrality rules allow for the smooth running of the internet?

- 1 - It really didn't help at all
- 2
- 3
- 4
- 5 - It helped a lot

Please can you read through each of the rules of net neutrality set out below and tell us whether you believe they are suitable for the ways in which the internet is used today and will be used in the future and give us any comments you may have.

Rule one

All users of the internet have the right to access and share information and content and use and provide apps or services online

- Do you feel this rule is suitable for you, your household and wider society going forward into the next 10 years?
- What, if anything, in this rule do you feel should change or be amended in the next 10 years?
- Why do you feel that way?

Rule two

Users should be able to access the internet on any equipment they choose.

- Do you feel this rule is suitable for you, your household and wider society going forward into the next ten years?
- What, if anything, in this rule do you feel should change or be amended in the next 10 years?
- Why do you feel that way?

Rule three

Your internet provider should not take any commercial action that limits these rights (for example, they can't ask a company like Netflix to pay to have its content take priority over its competitors).

- Do you feel this rule is suitable for you, your household and wider society going forward into the next ten years?
- What, if anything, in this rule do you feel should change or be amended in the next 10 years?
- Why do you feel that way?

Rule Four

Your ISP must treat all traffic equally in providing internet access, subject to certain limited exceptions.

They can use reasonable traffic management (e.g., blocking, slowing down,) if the process:

- **Is transparent, non-discriminatory, and proportionate**
 - **Is based on the quality-of-service requirements of the traffic, (e.g., prioritising live streaming which requires a lot of space in order to ensure the picture does not get distorted over downloading software updates, which are not majorly affected by being slower in their delivery to your device)**
 - **Is not being done to gain a commercial advantage over a competitor**
 - **Is in place no longer than necessary**
 - **Does not look at the actual content of the traffic, which must be kept private, just the type of traffic**
- Do you feel this rule is suitable for you, your household and wider society going forward into the next ten years?
 - What, if anything, in this rule do you feel should change or be amended in the next 10 years?
 - Why do you feel that way?

Rule five

In addition to reasonable traffic management which can be used at times when there is a lot of traffic on the internet, there are some exceptional cases when your provider can use traffic management practices

For example, if they need to:

- **Follow a legal requirement (e.g., a court order to block an illegal website)**
 - **Keep their network secure (e.g., prevent hacking or going down)**
 - **Deal with exceptional or temporary network congestion**
- Do you feel this rule is suitable for you, your household and wider society going forward into the next ten years?
 - What, if anything, in this rule do you feel should change or be amended in the next 10 years?
 - Why do you feel that way?

Rule six

Your ISP must publish certain information in their customer contracts, including,

- **The service download and upload speeds you can expect on your chosen contract**
- **Their traffic management policies**

How this may affect quality of service

- **Your privacy**
- **What you can do if your internet experience is not what was promised to you in your contract**

- **Deal with exceptional or temporary network congestion**

- Do you feel this rule is suitable for you, your household and wider society going forward into the next ten years?
- What, if anything, in this rule do you feel should change or be amended in the next 10 years?
- Why do you feel that way?

Rule seven

- **Your ISP must set up easy to use procedures to handle complaints relating to net neutrality rules**

- Do you feel this rule is suitable for you, your household and wider society going forward into the next ten years?
- What, if anything, in this rule do you feel should change or be amended in the next 10 years?
- Why do you feel that way?

Now, thinking about net neutrality as a whole

How valuable would it be to you to be able to ask your internet provider to block certain types of content (e.g., gambling websites, adult content) from coming into your home?

- 5 Very valuable
- 4
- 3
- 2
- 1 Not at all valuable

How valuable would it be to you to be able to ask your internet provider to prioritise certain types of content coming to or from your home?

- 5 Very valuable
- 4
- 3

- 2
- 1 Not at all valuable

How valuable is it to you or your household to be able to access the internet on whichever devices (e.g., mobile phone, laptop, smart TV) and by whichever means you chose to, for example, fixed broadband, Wi-Fi, mobile broadband – including tethering another device to a mobile phone)?

- 5 Very valuable
- 4
- 3
- 2
- 1 Not at all valuable

How strongly do you agree that your ISP should be able to traffic manage (i.e., slow down traffic) on a regular basis rather than just in exceptional circumstances, if they publish this clearly in the contract?

- 5 Very valuable
- 4
- 3
- 2
- 1 Not at all valuable

Do you feel that ISPs should prioritise certain types of content over others for the specific ‘good of society?’

If yes, what service types should they prioritise, and why?

Open question

Is there anything else you think Ofcom should consider regarding net neutrality

Open question

Finally, can you tell us if you work from home using the internet.

- Yes, full time
- Yes, part time
- No but expect to in future
- No and do not expect to in future