.YONDER

OFCOM

SURVEY NAME: SPOTLIGHT PROJECT – CLIMATE CHANGE

SURVEY FIELDWORK: 21ST – 28TH FEB 2022

METHODOLOGY: OFCOM ONLINE RESEARCH PANEL

SURVEY LENGTH: 18 QUESTIONS

SAMPLE: 1000 UK 16+

SINGLE CODE
ASK ALL
Q 1A. How many of these devices do you have at home, both actively used by someone in your household, or in storage? Please include all devices including work mobiles and work laptops.

If you have no device, either used or not used, please enter 0 in that category.

	A. Mobile phones	B. Tablets	C. Laptops	D. PCs	E. TVs	F. Radio sets
Actively Used	Fill in box					
Not used/in storage	Fill in box					

ASK ONLY FOR DEVICES 'ACTIVELY USED' IN Q1A
Q1B. And which of these devices do you personally use?
MULTI CODE

1. Mobile Phone
2. Tablet
3. Laptop
4. PC
5. TV
6. Radio Set
7. None [EXCLUSIVE]

ASK ONLY FOR DEVICE PERSONALLY USED IN Q1B
Q 2. How often would you say that you actively use these devices in a typical week?

SINGLE CODE

1. 1-7 hours a week, or the equivalent of up to an hour a day
2. 8-14 hours a week, or the equivalent of between 1-2 hours a day
3. 15-21 hours a week, or the equivalent of between 2-3 hours a day
4. 22-28 hours a week, or the equivalent of between 3-4 hours a day
5. 29+ hours, or the equivalent of more than 4 hours a day
6. Don't know

ASK ONLY IF OWN ANY MOBILE PHONES, LAPTOPS, TABLETS OR PC'S FROM Q1
Q 3. Do you leave your device on charge whilst not using it?

SINGLE CODE

1. Yes, I keep it on constant charge whether I am using it or not
2. Yes, I occasionally charge it when I am not using it
3. No, I only ever charge my ~~laptop~~ device whilst using it
4. Don't know

ASK ONLY IF OWN ANY LAPTOPS FROM Q1
Q4. : How many additional screens in total do you or other members of your household use with your laptop(s) to extend / mirror the display?

SINGLE CODE

1. One
2. Two
3. Three or more
4. I do not use additional screens with my laptop
5. Don't know

ASK ALL
Q5A. Do you, or any members of your household, have any of these smart devices at home?

Smart devices are electronic devices that connect to other devices or networks e.g. via Wi-Fi or Bluetooth – please do not include any devices which are not smart devices such as conventional lawnmowers or thermostats.

MULTICODE

1. Smart speakers (e.g. Amazon Echo 'Alexa', Sonos One)
2. Smart doorbells (e.g. Ring, Google Nest video doorbell)
3. Smart CCTV camera (e.g. Google Nest Cam, SWANN Enforcer)
4. Smart plugs (e.g. Amazon smart plug, TP-LINK Tapo Wi-Fi socket)
5. Smart thermostats (e.g. Nest, Ecobee)
6. Smart lightbulbs (e.g. Philips Hue, Wyze bulbs)
7. Smart light switches (e.g. Lightwave, Energenie)
8. Smart robotic hoover (e.g. iRobot Roomba, ECOVACS Deebot)
9. Smart washing machines (e.g. Bosch Home Connect, Samsung Smart Washer)
10. Smart dishwashers (e.g Sharp IntelliWash, Bosch Home Connect)
11. Smart robotic lawnmower (e.g. Worx Landroid, Gardena Smart Sileno Life)
12. Other smart device (please specify)
13. NONE OF THESE (EXCLUSIVE)

[ONLY SHOW DEVICES PICKED AT Q5A, OTHERS SKIP TO Q6]

How many of these smart devices do you, or any members of your household, have at home? If you do not know the exact number, please provide an estimate. If you have no device, either used or not used, please enter 0 in that category.

Q5B Actively used

Q5C Not used/in storage

Smart Device	Number actively used	Number not used/in storage
1. Smart speakers (e.g. Amazon Echo 'Alexa', Sonos One)	Fill in box	Fill in box
2. Smart doorbells (e.g. Ring, Google Nest video doorbell)		
3. Smart CCTV camera (e.g. Google Nest Cam, SWANN Enforcer)		
4. Smart plugs (e.g. Amazon smart plug, TP-LINK Tapo Wi-Fi socket)		
5. Smart thermostats (e.g. Nest, Ecobee)		
6. Smart lightbulbs (e.g. Philips Hue, Wyze bulbs)		
7. Smart light switches (e.g. Lightwave, Energenie)		
8. Smart robotic hoover (e.g. iRobot Roomba, ECOVACS Deebot)		
9. Smart washing machines (e.g. Bosch Home Connect, Candy Smart Touch, Samsung Smart washer dryer)		
10. Smart dishwashers (e.g. Sharp IntelliWash, Bosch Home Connect)		
11. Smart robotic lawnmower (e.g. Worx Landroid, Gardena Smart Sileno Life)		
12. Other smart device (please specify)		

ASK ALL
Q6. Which of these is the main way you connect to the internet at home?

1. Using a Wi-Fi router provided to you by your Internet Services Provider (e.g. BT, Plusnet, Virgin)
2. A separately purchased Wi-Fi router, used instead of or in addition to the router provided to you by your Internet Services Provider
3. Mobile internet (e.g. 3G, 4G, 5G, tethering or connecting via a dongle)
4. Other method (e.g. ethernet, satellite internet)
5. Don't know

ASK IF ANSWER TO Q6 IS 1-4
Q7. Do you use any devices to improve the internet coverage in your home? This may include devices such as Wi-Fi-extenders, mesh networks, or powerlines.

MULTICODE

1. Yes, I use a single Wi-Fi extender [EXCLUSIVE OF CODE 2]
2. Yes, I use multiple Wi-Fi extenders [EXCLUSIVE OF CODE 1]
3. Yes, I use a mesh network
4. Yes, I use a powerline
5. No, I do not use any devices to extend my household internet coverage [EXCLUSIVE]
6. Don't know [EXCLUSIVE]

Now thinking specifically about the TV sets you have in your household...

ASK IF AT LEAST 1 TV IN Q1
Q8A. Do you connect any of your TV sets to the internet? This could be directly via Smart TV apps, or using external devices such as a set top box (e.g. Sky, Virgin, Freeview), streaming sticks/boxes (e.g. Amazon Firestick, Apple TV) or games consoles (e.g. Playstation, X-Box).

SINGLE CODE
1. Yes
2. No
3. Don't know

ASK IF YES TO Q8A
Q8B. Overall, how many TV sets do you connect to the internet? This could be directly via Smart TV apps, or using external devices such as a set top box (e.g. Sky, Virgin, Freeview), streaming sticks/boxes (e.g. Amazon Firestick, Apple TV) or games consoles (e.g. Playstation, X-Box).

SINGLE CODE

1. [DROP DOWN WITH BANDS: 1, 2, 3, 4-6, 7+] (number must not be lower than that given in Q1)
2. None
3. Don't know

ASK IF NOT CODE 2 OR 3 AT Q8B
Q8C. How many of the following types of devices do you use to connect a TV set to the internet? Please note these do not all have to be used at once, for example you may use smart TV apps sometimes and streaming sticks at other times.

Smart TVs (e.g. via apps on home screen)	Streaming boxes/sticks (e.g. Amazon Firestick, Google Chromecast, Apple TV)	Set top boxes (e.g. SkyQ, Virgin Media TiVo, Humax)	Games consoles (e.g. Playstation, X-Box)

Fill in box			

ONLY ASK ABOUT DEVICES OWNED IN Q1

Q9. How frequently do you expect to replace each of these devices? Please only include personal devices and not e.g. work mobile phones or work laptops. [answer separately for each device]

SINGLE CODE

1. Replace regularly to keep up with latest trends/technology
2. Replace occasionally to keep up with latest trends/technology
3. I replace when my contract comes up for renewal
4. Only replace once broken/not working
5. I am unlikely to ever replace this device
6. Don't know

Communications consumer attitudes to the environment

The next set of questions is to understand your views on the environment and ways of reducing waste or carbon emissions.

ASK ALL
RANDOMISE

Q10. Using the response scale below, please indicate how much you agree or disagree with the following statements

SINGLE CODE

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
6. Don't know

1. Climate change and the environment are important to me
2. It should be a priority for society to reduce the amount of carbon emissions we produce, such as through fossil fuels
3. It should be a priority for society to reduce plastic and other waste

Q11. Which of these environmentally-friendly products or services have you purchased or installed? You may select as many as apply.

MULTICODE

1. Installed a more environmentally-friendly household energy system such as heat pumps or solar panels, or had loft or wall insulation installed

2. Purchased an environmentally-friendly household product, such as refillable soap bottles, recycled toilet paper or shampoo bar
3. Purchased a reusable water bottle or coffee cup, or a reusable drinking straw
4. Purchased an environmentally-friendly vehicle, such as an electric or hybrid car
5. Purchased clothes from an environmentally-friendly clothing company, such as one which uses recycled materials
6. Opted to pay extra for a transport ticket (e.g. plane, train) to contribute towards the cost of carbon offsetting

7. Opted to pay more for environmentally-friendly food options (e.g. choosing to buy local produce to reduce food miles)
8. None of these [EXCLUSIVE]
9. Don't know [EXCLUSIVE]

Q12. Using the response scale below, please indicate how much you agree or disagree with the following statements:

1. Strongly Agree
2. Agree
3. Neither Agree nor disagree
4. Disagree
5. Strongly disagree
6. Don't know

A. I am concerned about the amount of energy that internet and telecommunications services (such as Wi-Fi routers, mobiles and landlines) use within our homes.

B. Postal and home delivery companies should offer delivery options that reduce emissions

C. I would find it easy to recycle an old mobile phone handset, television screen or other communications device.

Q13A Who **currently has** the most responsibility for ensuring communication services are delivered and used in an environmentally responsible way?	Q13B In an ideal world, who **should have** the most responsibility for ensuring communication services are delivered and used in an environmentally responsible way?
1. Consumers	1. Consumers
2. Companies that provide/sell communications services	2. Companies that provide/sell communications services
3. Government/Regulators	3. Government/Regulators
4. No one has most responsibility	4. No one should have most responsibility
5. Don't Know	5. Don't Know

Q14. When choosing which telecoms or pay TV company to use, how important are the following?

A. That my telecoms/ Pay TV provider minimises energy use and carbon emissions
B. That my telecoms/ Pay TV provider offsets the carbon it emits by e.g. planting trees
C. That my telecoms/ Pay TV provider makes it easy to recycle old handsets and communications devices

1. Very important
2. Important
3. Neither Important not Unimportant
4. Unimportant
5. Not at all important
6. Don't know

Q15. How much do you agree or disagree with the following statements?

A. I would be willing to **pay a bit more** for telecoms services if my provider reduced its carbon footprint
B. <u>**[Only show if Agree to pay a bit more]**</u> I would be willing to **pay a lot more** for telecoms services if my provider reduced its carbon footprint
C. I would be willing to **pay a bit more** to send parcels if the parcel provider reduced its carbon footprint by using electric vehicles
D. <u>**[Only show if Agree to a bit more**</u>] I would be willing to **pay a lot more** to send parcels if the parcel provider reduced its carbon footprint by using electric vehicles
E. I would be willing to **wait longer for parcels to be delivered** if it meant that the parcel company could reduce its carbon footprint
F. I would be willing to **wait longer for letters to be delivered** if it meant that the post provider could reduce its carbon footprint

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

Q18. How likely would you be to use the following product or service features?

1. Very likely
2. Likely
3. Neither likely nor unlikely
4. Unlikely
5. Very unlikely
6. I DO NOT HAVE A **WIFI ROUTER/ SMART SPEAKER** [dynamic text substitution) AT HOME
7. Don't know

A. A new mode on your Wi-Fi router that means that it automatically switches itself off at night to save power
B. A new mode on your Smart Speaker (such as Alexa) that means that it automatically switches itself off at night to save power
C. An online retailer that delivers to all the houses in your local area on a weekly basis, cutting down on individual trips
D. An online retailer that uses compostable, reusable or recyclable packaging