

# 1. Appendix

## 4.1 Sample specifications

	Pilot (London)	Total	London	Canaerfon	York	West Glasgow
	12	80	20	20	20	20
<b>SOCIO-DEMOGRAPHICS</b>						
<b>Gender</b>						
Male	6	40	10	10	10	10
Female	6	40	10	10	10	10
Total	12	80	20	20	20	20
<b>Age</b>						
16-24	4	20	5	5	5	5
25-44	4	26	7	6	6	7
45-64	2	20	5	5	5	5
65+	2	14	3	4	4	3
Total	12	80	20	20	20	20
<b>Ethnicity</b>						
White British	9	73	15	20	20	18
White Other	1	2	1	0	0	1
Black or Minority Ethnic	2	5	4	0	0	1
Total	12	80	20	20	20	20
<b>SEG</b>						
AB	2	18	4	5	5	4
C1	4	24	6	6	6	6
C2	3	19	5	4	5	5
DE	3	19	5	5	4	5
Total	12	80	20	20	20	20
<b>Work status</b>						
Working full time	6	40	10	10	10	10
Working part time	3	20	5	5	5	5
Not working	3	20	5	5	5	5
Total	12	80	20	20	20	20
<b>Rural vs urban</b>						
Urban	12	54	20	12	10	12
Rural	0	26	0	8	10	8
Total	12	80	20	20	20	20

## TECHNOLOGY USE

### Mobile phone

No mobile	1	6	1	2	1	2
2G mobile	9	61	15	16	15	15
3G mobile	2	13	4	3	3	3
	12	80	20	20	20	20

### Internet

No internet	3	23	5	6	6	6
Dial up	2	10	3	3	2	2
Broadband	7	47	12	11	12	12
Total	12	80	20	20	20	20

### TV platform

Analogue	2	10	3	2	3	2
Freeview only	4	31	8	8	8	7
Cab/Sat	6	39	9	10	9	11
Total	12	80	20	20	20	20

### New media usage - MINIMUM QUOTAS

Accesses internet via mobile phone	1		2	2	2	2
Uses BBC iplayer / 4oD	2		4	4	4	4
Uses PVR	2		4	4	4	4
DAB radio	3		5	5	5	5
Regularly post blogs	1		2	2	2	2
Uses social networking sites e.g. Facebook, Myspace etc.			4	4	4	4
Bank / manage bills online	4		5	5	5	5
Shops online	4		5	5	5	5

<b>SOCIAL INFLUENCERS</b>	3		5	5	5	5
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## 4.2 Recruitment screener questionnaire

Good morning/afternoon

My name is X and I work for a research company called Opinion Leader. We are currently setting up workshops with people across England, Scotland and Wales to consider a range of issues around the future of communications services and technology. This is being done on behalf of the Ofcom Consumer Panel which is an independent research and policy advisory body on consumer interests in telecommunications, broadcasting and spectrum markets. This panel advises Ofcom, the communications regulator. The workshops will help government, regulators and industry better understand the views of consumers on a range of issues and of their future needs. By taking part you will also gain a better understanding of how the communications market works. The workshop will last approximately 6 hours and each will involve discussions with 20 people. You would receive £85 in return for your time and expenses, and the events should be an enjoyable mix of information and discussion with others on experiences.

**Q1a** Are you interested in being involved in this research? (IF YES, CONTINUE).

**Q1b** The workshop may be filmed for internal purposes only – this would not be broadcast externally. Would you still be happy to participate? (IF YES, CONTINUE)

**RECORD LOCATION:** \_\_\_\_\_

### SCREENING SECTION

**Q2** We need to ensure that we get a good spread of people to take part in this research, so I need to ask you quite a few questions. Firstly, do you or any member of your family work for Ofcom or a telecommunications company (see examples below):

British Telecom
Virgin Media
Orange
Sky
3
Talktalk
Other

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***IF YES TO ANY OF THE ABOVE – THANKS AND CLOSE***

**Q3** Have you or any member of your family or close friends been employed in any of the following occupations?

Market Research Journalism TV/ Radio/ Media Other regulators/self regulators for the communications / technology industry (EG. PHONEPAY PLUS, CISAS ETC) Government (IF ANSWER YES TO 'GOVERNMENT', PLEASE ASK FOR DEPARTMENT. EXCLUDE THOSE WORKING FOR DEPARTMENT FOR CULTURE, MEDIA & SPORTS OR DEPARTMENT FOR BUSINESS, ENTERPRISE AND REGULATORY REFORM)
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***IF YES TO ANY OF THE ABOVE – THANK AND CLOSE***

**Q4** Have you ever attended a market research group discussion?

Yes	<b><i>ASK Q5 &amp; Q6</i></b>
No	<b><i>CONTINUE TO CLASSIFICATION SECTION</i></b>

**Q5** When did you last attend a market research group discussion?

In the last 12 months		<b><i>THANKS AND CLOSE</i></b>
12 – 18 months ago		<b><i>ASK Q6</i></b>
Over 18 months ago		<b><i>ASK Q6</i></b>

**Q6** What were the subjects discussed in the group(s) that you attended?

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***INSTRUCTIONS TO RECRUITER:***

***IF DISCUSSION ATTENDED IN LAST 12 MONTHS – INTERVIEW MUST BE CLOSED.***

***IF ATTENDED A DISCUSSION ON THE SAME OR SIMILAR SUBJECT (E.G. TV/INTERNET) IN THE LAST 12-18 MONTHS - INTERVIEW MUST BE CLOSED.***

**NO MORE THAN 2 RESPONDENTS RECRUITED SHOULD HAVE ATTENDED A DISCUSSION IN THE LAST 12-18 MONTHS**

**NO 2 PEOPLE RECRUITED SHOULD KNOW EACH OTHER**

<b>CLASSIFICATION SECTION</b>
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**Q7** Which of the following TV services does your household receive?

Traditional analogue TV only (BBC1, BBC2, ITV, Channel 4 and five only)		
Freeview (free to air digital TV via set top box)		
Cable TV – Virgin media (formerly NTL or Telewest)		
Satellite TV – Sky		

**RECRUIT ACCORDING TO SPEC**

**Q8** Do you have a mobile phone?

Yes		GO TO Q9
No		GO TO Q10

**RECRUIT ACCORDING TO SPEC**

**Q9** Can your phone do the following things?

Make video calls	
Send / receive video messages	

**NOTE TO RECRUITER: PHONES THAT DO AT LEAST ONE OF THE ABOVE ARE 3G PHONES  
RECRUIT ACCORDING TO SPEC**

**Q10** Do you have Internet access at home?

Yes		GO TO Q11
No		GO TO Q12

**RECRUIT ACCORDING TO SPEC**

**Q11** What kind of internet do you have?

Dial up	
Broadband	

**RECRUIT ACCORDING TO SPEC**

Q12 Do you have a DAB digital radio?

Yes	
No	

**RECRUIT ACCORDING TO SPEC**

Q13 Do you have a Personal Video Recorder i.e. Sky + or Virgin + etc?

Yes	
No	

**RECRUIT ACCORDING TO SPEC**

Q14 Which of the following activities do you do (if any)?

Access the internet via my mobile phone	
Use BBC iplayer or 4oD or access other on Demand TV programmes via the internet	
Post blogs online	
Bank online	
Pay utility or other bills online	
Use social networking sites such as Facebook, Bebo, LinkedIn or Myspace	
Shop online for groceries or other goods	

**RECRUIT ACCORDING TO SPEC**

**SOCIO DEMOGRAPHICS SECTION**

Q15 Do you live in an urban or a rural area?

Rural	
Urban	

**RECRUIT ACCORDING TO SPEC**

Q16 Please could you tell me which of the following age brackets you fall into?

**PLEASE SELECT THE APPROPRIATE AGE BAND BELOW. RECRUIT TO QUOTA.**

16-24	
25-44	
45-64	
65+	

**RECRUIT ACCORDING TO SPEC**

**Q17 INSTRUCTION TO RECRUITER – RECORD GENDER (DO NOT ASK)**

Male	
Female	

***RECRUIT ACCORDING TO SPEC***

**Q18 What is your current work status?**

Employed	
Unemployed	
Student	
Retired	
Looking after home / family	
Permanently sick / disabled	
Other inactive	

***RECRUIT ACCORDING TO SPEC***

**Q19 Could you tell me what the occupation of the chief income earner in your household is?**

***WRITE IN***

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***PLEASE RECORD SEG BELOW:***

AB	
C1	
C2	
DE	

***RECRUIT ACCORDING TO SPEC***

**Q20 Could you tell me which of the following best describes your ethnic background?**

***RECRUIT TO QUOTA – SEE SPEC***

White British	
White Other	
Black Caribbean	
Black African	
Black Other	
Indian	
Pakistani	
Bangladeshi	
Chinese	

Other (write in)

**RECRUIT ACCORDING TO SPEC**

**SECTION FOR RECRUITING SOCIAL INFLUENCERS**

(Respondents classified as social influencers must score over 125 on Q21- 25)

**Q21** In a typical week which of the following places would you go to?

<i>Places</i>	Tick relevant box(es)
Pubs/winebars/bar clubs	
Dinner with friends	
Go to a 'networking' event	
Cinema/theatre/opera/Art centre	
Gym	
At home with family	
Nightclubs	
Have people around	
Evening classes	
Local community meetings	
PTA meetings	
Political meetings	
Charity work (volunteering)	

**Q22** How many of each of the following types of people do you stay in touch with regularly (within a month)?

People	Less than 5	5 -10 people	More than 10 people
Work colleagues			
Ex work colleagues			
Friends			
Neighbours			
School mates			
College/University friends			
Parents of kids' friends			

**Q23** How many gatherings of 6 – 8 people do you go to or hold within a month?

None	<input type="checkbox"/>	1-5	<input type="checkbox"/>	6 or more	<input type="checkbox"/>
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**Q24** Which three of the following statements best describes you?



Please tick the box(es) that represents you:

Statements	Please tick relevant boxes
I love starting a lively discussion	
I love meeting new people	
I am often asked for my point of view	
I love talking about politics in a social setting	
I'm keen to try new things	
I'm a traditionalist at heart	
I like to get as much news as possible	
I love listening to other peoples points of view	
I like to show people how to make use of new services or devices such as internet banking, social networking, mobile phones, MP3 players etc.	

**Q25** For each topic, which would you be most likely to do:

- start a conversation
- have a point of view
- listen to other peoples points of view

Please tick the box that best represents you.

Topic	I would start a conversation on...	I would have a point of view on...	I would listen to other points of view on...
The American Election			
The credit crunch			
Childhood obesity			
The global food crisis			
Climate change			
Immigration			
The South Ossetia situation			
The collapse of financial institutions			
The situation in Palestine			
London 2012 Olympics			
The Large Hadron Collider			

(for group participation the respondent must score over 120 – please refer to score sheet)

**Q26** Finally, I just need to take your contact details - name, address, telephone number(s) and email address:

***INSTRUCTION TO RECRUITER: PLEASE RECORD DETAILS ACCURATELY AND TAKE TWO TELEPHONE NUMBERS WHERE POSSIBLE***

<i>FULL NAME:</i>	
<i>ADDRESS:</i>	
<i>TEL NO (1):</i>	
<i>TEL NO (2):</i>	
<i>EMAIL:</i>	

*INTERVIEWER'S DECLARATION:*

***THIS IS A TRUE RECORD OF AN INTERVIEW WHICH HAS BEEN CONDUCTED WITH A RESPONDENT WHO IS NOT A RELATIVE OR FRIEND OF MINE***

*INTERVIEWER'S SIGNATURE:* .....

*DATE:* .....

GIVE INTRODUCTORY LETTER TO PARTICIPANT AND INFORM THEM THAT WE WILL BE IN TOUCH WITHIN A WEEK WITH MORE DETAILS.



2) – Please note down an example (e.g. a newspaper article, story or object) that shows how your own life and daily activities have been helped by a development or advance over the past 10 years. This can include any development or advance related to a product, service or process and it can relate to any part of life.

What development or advance has helped your life and daily activities?

How has it helped?

#### 4.4 Agenda

- **Pre-task 1)** – Please note down a short outline of ‘a typical day in my life’ (you might want to choose a typical day from the last seven days that best represents this), including:
  - What did you do that day?
    - Consider who you interacted with, what transactions you made, what information you used
  - What was important to you when going about your daily activities that day?
  -
- **Pre task 2)** – Please note down an example (e.g. a newspaper article, story or object) that shows how your own life and daily activities have been helped by a development or advance over the past 10 years. This can include any development or advance related to a product, service or process and it can relate to any part of life

Timings	Detail of session	Materials needed
Arrival 9.45-10.00	<ul style="list-style-type: none"> <li>• Registration</li> <li>• Tea/coffee</li> </ul>	
Introduction 10.00-10.15	<b>In plenary</b> <ul style="list-style-type: none"> <li>• Aim of workshop: We are here to look at current and future consumer needs and priorities and what can help to meet these</li> <li>• Format of the day</li> <li>• Ground rules</li> <li>• Observers</li> <li>• Housekeeping</li> </ul>	Presentation
Discussion 1: My current needs and priorities 10.15-10.50	<b>At age-related tables</b> <ul style="list-style-type: none"> <li>• Paired participant introductions – name, job/interests, symbol to describe your life</li> <li>• Participants to talk through diary exercise of ‘a typical day in my life’ – <b>(pre-task 1)</b> <ul style="list-style-type: none"> <li>– What did you do that day?</li> <li>– Probe interactions, transactions, information</li> <li>– What was important to you (what were your priorities/needs) with respect to your daily activities</li> </ul> </li> <li>• Flip chart key priorities/needs for daily activities</li> <li>• Now I want to talk more broadly about your lives. Introduce areas to participants <b>(exercise 1)</b>:                     <ul style="list-style-type: none"> <li>– Health and wellbeing</li> <li>– Family and home</li> <li>– Employment and workplace</li> </ul> </li> </ul>	Diary pre-task  Areas of life exercise  Flip chart

	<ul style="list-style-type: none"> <li>– Leisure and entertainment</li> <li>• Break into smaller groups to each work on 1 area with template:             <ul style="list-style-type: none"> <li>– For each area, what interactions and transactions do you make and what information do you use?</li> <li>– For each area, what is most important to you (your priorities/needs)?</li> </ul> </li> <li>• Groups to feed back to rest of table</li> <li>• Table to produce <b>single flipchart document</b> summarising discussion so far on what's important to you now (priorities/needs)</li> </ul>	
<p>Discussion 2: What helps my life now 10.50-11.30</p>	<p><b>At tables</b></p> <ul style="list-style-type: none"> <li>• Discuss examples of how people's lives and daily activities have been helped by developments/advances over the past 10 years (<b>pre-task 2</b>). For each example explore:             <ul style="list-style-type: none"> <li>– How has this example helped your life/daily activities?</li> <li>– Which of the areas has it made an impact on?</li> <li>– Which needs has it helped?</li> </ul> </li> <li>• Review flipchart summary of consumer priorities/needs:             <ul style="list-style-type: none"> <li>– Has anything else helped you/made your lives easier with respect to these priorities/needs?</li> </ul> </li> <li>• Which of the things mentioned would you regard as being 'technology'?             <ul style="list-style-type: none"> <li>– What does technology mean to you?</li> <li>– How do you feel about technology?</li> </ul> </li> <li>• Explain that part of what we want to discuss today is how technology can help people in their day-to-day lives</li> <li>• Explain that we do not exclusively mean devices (such as mobile phones or ipods) – but we also want to consider services that make use of technology (e.g. online banking, text message travel updates, smart cards that store data such as loyalty cards).</li> <li>• Table to produce <b>single flipchart document</b> summarising discussion 2's discussion on main things that have helped them/made their lives easier</li> <li>• Also briefly consider any concerns/risks/issues with any of these developments/advancements</li> </ul>	<p>Technology pre-task  Flip chart</p>
<p>Feedback 11.30-11.45</p>	<p><b>In plenary</b></p> <ul style="list-style-type: none"> <li>• Table feedback on main consumer needs/priorities and main things that have helped (discussions 1 and 2)</li> </ul>	<p>Audio recording</p>

Break 11.45-12.00	<b>Tea/Coffee break</b>	
Quiz and presentation 12.00-12.20	<b>In plenary</b> <ul style="list-style-type: none"> <li>• Quiz on societal / consumer / technological statistics</li> <li>• Followed by short presentation on trends / implications</li> </ul>	Quiz/presentation
Discussion 3: Quiz and presentation 12.20-12.30	<b>At tables</b> <ul style="list-style-type: none"> <li>• What are your reactions to what you have just heard? Is there anything surprising?</li> <li>• What are the main changes that you anticipate in next 10 years?</li> <li>• What impact will these changes have on people's lives? <ul style="list-style-type: none"> <li>– Probe positives and negatives</li> </ul> </li> </ul>	Flip chart
Lunch 12.30-1.15	<b>Lunch</b> <ul style="list-style-type: none"> <li>• Opinion Leader to compile a master summary of consumer needs/priorities (from initial plenary session) for tables to refer to after lunch</li> </ul>	
Guided fantasy 1.15-1.20	<b>Move to new mixed tables</b> <b>Then in plenary</b> <ul style="list-style-type: none"> <li>• Guided fantasy – close your eyes and imagine you have been transported to a Planet Future, 10 years from now (2018)</li> <li>• Imagine how the world might be different <ul style="list-style-type: none"> <li>– Will people still be living longer?</li> <li>– What will the typical family be like?</li> <li>– How will people be working?</li> <li>– What will we be doing to protect the environment?</li> <li>– What will childhood be like?</li> <li>– What will it be like to be older?</li> <li>– How will government deliver services?</li> </ul> </li> <li>• Imagine how your own life might be like <ul style="list-style-type: none"> <li>– Your daily life, the transactions and interactions you make and the information you use</li> <li>– Different areas of life: Health and wellbeing, work, and workplace home and family, entertainment and leisure</li> </ul> </li> </ul>	Facilitator to read out script
Discussion 4: My life in Planet Future 1.20-1.50	<b>At tables</b> <ul style="list-style-type: none"> <li>• Quick (re) introductions</li> <li>• Participants now individually complete exercise on 'what my life would be like if I was transported to Planet Future' (exercise 2)</li> </ul>	Exercise 2

	<ul style="list-style-type: none"> <li>– Daily life, transactions, interactions, information</li> <li>– Health and wellbeing</li> <li>– Work and workplace</li> <li>– Home and family</li> <li>– Entertainment and leisure</li> <li>• NB: Should be a realistic prediction rather than idealistic vision</li> <li>• Selection of participants (young/older, male/female) to present back their work to rest of the table</li> </ul>	
<p>Discussion 5: My needs and priorities in Planet Future 1.50-2.30</p>	<p><b>At tables</b></p> <ul style="list-style-type: none"> <li>• Now building on previous exercise, imagine what people's needs and priorities would be a Planet Future considering what you have discussed throughout the day</li> <li>• Provide materials/instructions for needs/priorities exercise (exercise 3)</li> <li>• Smaller break-out groups (5 people – different ages) to consider: <ul style="list-style-type: none"> <li>– What would people's needs/priorities be for: <ul style="list-style-type: none"> <li>◦ Daily life, transactions, interactions, information</li> <li>◦ Health and wellbeing</li> <li>◦ Work and workplace</li> <li>◦ Home and family</li> <li>◦ Entertainment and leisure</li> </ul> </li> <li>– What would help people meet these needs/priorities</li> </ul> </li> <li>• 2.30pm: Each break-out group to prepare a summary presentation on needs and priorities in Planet Future (format for feedback provided)</li> </ul>	<p>Exercise 3</p> <p>Flip chart</p>
<p>Feedback 2.30-2.45</p>	<p><b>In plenary</b></p> <ul style="list-style-type: none"> <li>• Each group to feed back on needs and priorities in Planet Future</li> <li>• Group to pick winner</li> </ul>	<p>Audio recording</p>
<p>Break 2.45-3.00</p>	<p><b>Tea/coffee break</b></p>	
<p>Discussion 6: Needs/priorities of specific groups 3.00-3.25</p>	<p><b>At tables</b></p> <ul style="list-style-type: none"> <li>• Refer back to summary presentations</li> <li>• What specific needs/priorities might different groups have? Probe: <ul style="list-style-type: none"> <li>– Youth/young adults/older people</li> <li>– People with lower incomes</li> <li>– People in rural areas</li> </ul> </li> </ul>	<p>Flip chart</p>



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	<ul style="list-style-type: none"> <li>– People from black and minority ethnic backgrounds</li> <li>– Disabled people</li> <li>• What impact would Planet Future have on these specific groups             <ul style="list-style-type: none"> <li>– Potential benefits/opportunities and issues/concerns</li> </ul> </li> <li>• What would other implications of Planet Future be more generally             <ul style="list-style-type: none"> <li>– Potential benefits/opportunities and issues/concerns</li> </ul> </li> <li>• Prepare flip chart summary</li> </ul>	
Discussion 7: Future regulation 3.25-3.40	<p><b>At tables</b></p> <ul style="list-style-type: none"> <li>• Break into smaller groups (3-4 people) to discuss what will be required to maximise benefits/opportunities and minimise issues/concerns identified for Planet Future</li> <li>• Smaller groups to feed back to rest of table</li> <li>• Who should be responsible for providing this?</li> <li>• Prepare flip chart summary</li> </ul>	Flip chart
Feedback and summing up 3.40-4.00	<p><b>In plenary</b></p> <ul style="list-style-type: none"> <li>• Table feedback on information and safeguards required</li> <li>• Thank and close             <ul style="list-style-type: none"> <li>– Incentives</li> <li>– Post workshop questionnaires</li> </ul> </li> </ul>	<p>Audio recording</p> <p>Incentives</p> <p>Post workshop questionnaires</p>

## 4.5 Workshop materials

### Areas of life exercise

#### Areas of your life

- Health and wellbeing
- Family and home
- Employment and workplace
- Leisure and entertainment

#### Write in area:.....

- What interactions do you have?
- What transactions do you make?
- What information do you use?
- What's important to you (your needs and priorities)?

## 'Planet Future' visioning exercise

### Planet Future

We'd like you to now imagine a 'Planet Future'. This what you would expect the world, and the UK specifically, to be like in ten years' time (2018).

In particular, we'd like you to imagine what **people's lives and their needs/priorities** would be like in Planet Future.

Please remember that this needs to be a **realistic prediction** not an idealistic vision, and it should be based on everything you have heard and discussed so far today.

We'd like you to use these forms to note down and organise your thoughts under a number of headings, before putting together a concise flipchart presentation that we would like you to give to the rest of the group at the end of the exercise.

### What would daily life be like?

What might your **typical day** be like?

What **information** are you using? What **interactions** are you having?  
What **transactions** are you making?

### What would different areas of life be like?

What specifically might you be doing in each of the following areas?

Health and wellbeing

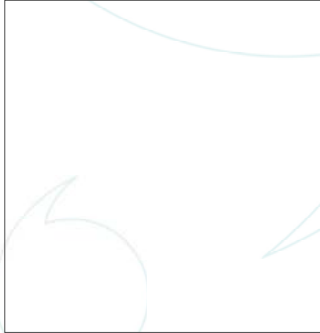
Family and home

Employment and workplace

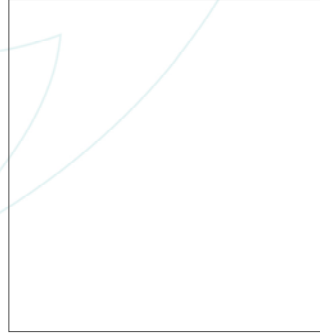
Leisure and entertainment

## How would people feel in this world?

What would be the **best** things about Planet Future? What would people **enjoy** about it?



What **concerns and fears** might people have in Planet Future? What might people **not enjoy**?



## What will people's needs and priorities be?

**Generally** (thinking about daily routine and the different areas of life)?

Specifically in terms of **interactions, transactions and information**?

## What kind of services, devices and systems may be in place to help make people's lives easier?

**Generally** (thinking about daily routine and different areas of life)?

Specifically in terms of **interactions, transactions and information**?

### Now please develop a summary presentation

- The presentation should be based on your notes and discussions, and consider the key points:
  1. *What would be the **key differences** to how things are now?*
  2. *What would your **needs and priorities** be, especially regarding **interactions, transactions, information**?*
  3. *What may be available to **help meet these needs**?*
- Please be as creative as you can about how you prepare your presentation and how you deliver it – we will be picking a winner!