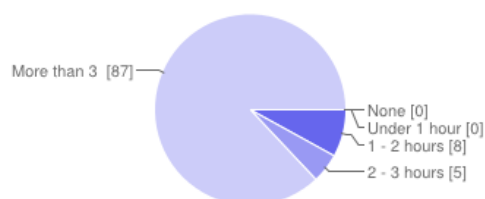# 100 responses

View all responses   Publish analytics

Summary

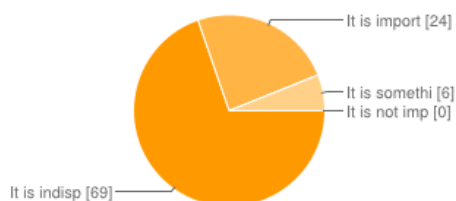### Amount of Internet usage

On an average day, how much time do you spend online?
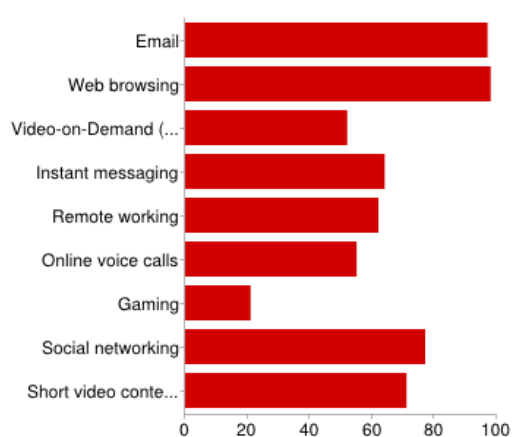
None	**0**	0%
Under 1 hour	**0**	0%
1 - 2 hours	**8**	8%
2 - 3 hours	**5**	5%
More than 3 hours	**87**	87%

What is your general opinion of the Internet?

It is indispensible to me	**69**	69%
It is important to me	**24**	24%
It is something I enjoy, but it is not vital	**6**	6%
It is not important to me	**0**	0%

Which Internet applications do you use on a regular basis?

|		
Email	**97**	97%
Web browsing	**98**	98%
Video-on-Demand (e.g. Netflix)	**52**	52%
Instant messaging	**64**	64%
Remote working	**62**	62%
Online voice calls	**55**	55%
Gaming	**21**	21%
Social networking	**77**	77%
Short video content (e.g. YouTube)	**71**	71%

Time Flexibility in Online Usage

Which of the following factors would encourage you to delay using Internet applications (e.g. web browser, video-on-demand)?
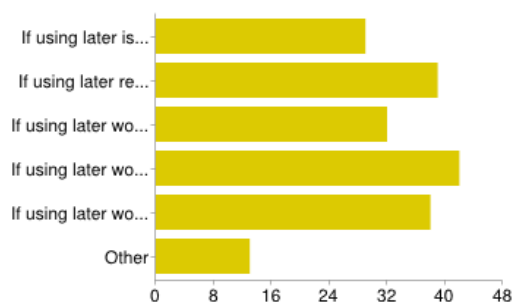
|		
If using later is more environmentally friendly	**29**	29%
If using later reduces my Internet costs	**39**	39%
If using later would be rewarded with a points scheme that could be used to purchase things online	**32**	32%
If using later would give me a guaranteed faster Internet service	**42**	42%
If using later would be rewarded with cheaper access to other services (e.g. Netflix)	**38**	38%
Other	**13**	13%

Would you be prepared to change the time you use the Internet if given one or more of the above incentives?

Yes, often	**9**	9%
Yes, occasionally	**61**	61%
No, never	**28**	28%
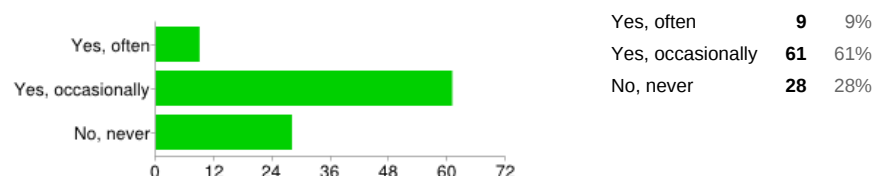
Sending emails [Which Internet applications would you be prepared to change the time you use if given one or more of the above incentives?]

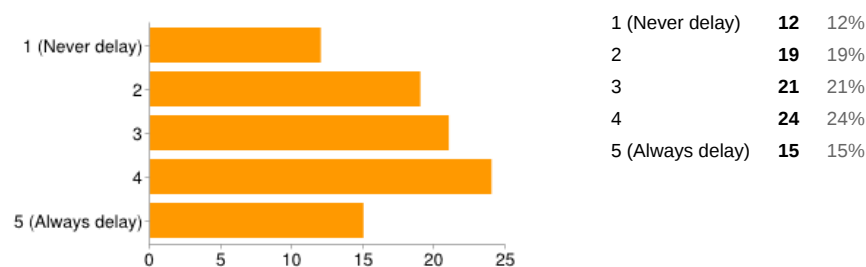|		
1 (Never delay)	**52**	52%
2	**13**	13%
3	**17**	17%
4	**12**	12%
5 (Always delay)	**1**	1%
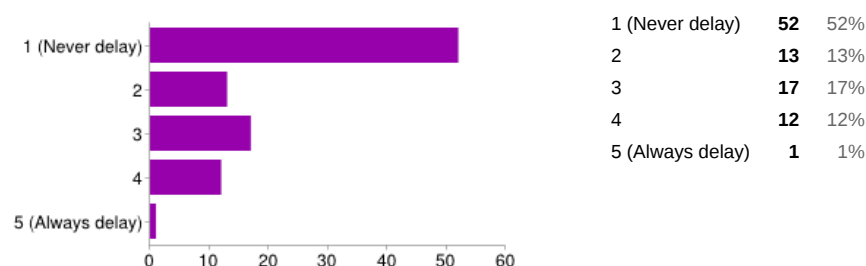
Web browsing [Which Internet applications would you be prepared to change the time you use if given one or more of the above incentives?]

1 (Never delay)	**40**	40%
2	**15**	15%
3	**20**	20%
4	**20**	20%
5 (Always delay)	**2**	2%
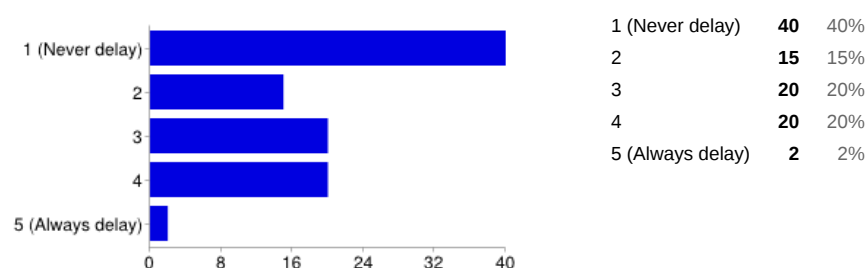
Watching video-on-demand [Which Internet applications would you be prepared to change the time you use if given one or more of the above incentives?]

1 (Never delay)	**12**	12%
2	**19**	19%
3	**21**	21%
4	**24**	24%
5 (Always delay)	**15**	15%

Instant messaging [Which Internet applications would you be prepared to change the time you use if given one or more of the above incentives?]

1 (Never delay)	**49**	49%
2	**16**	16%
3	**10**	10%
4	**5**	5%
5 (Always delay)	**10**	10%

Listening to audio streams [Which Internet applications would you be prepared to change the time you use if given one or more of the above incentives?]
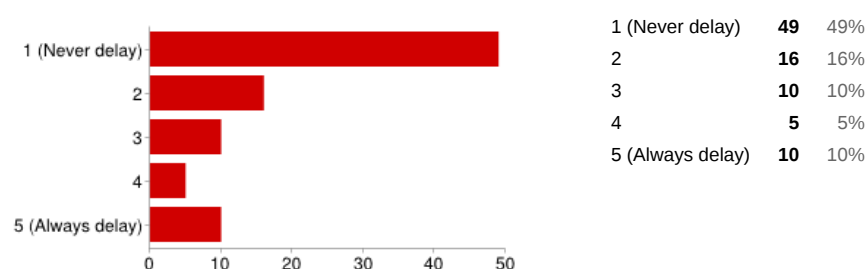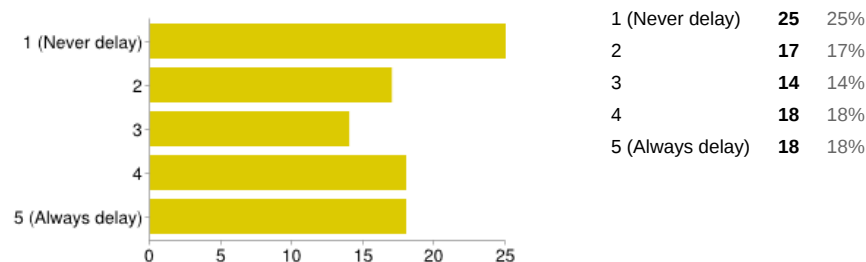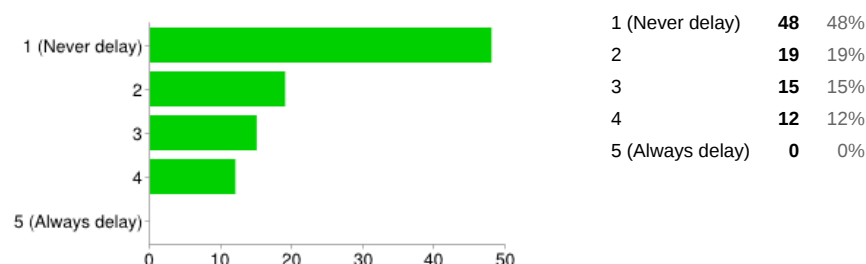

|		
1 (Never delay)	**25**	25%
2	**17**	17%
3	**14**	14%
4	**18**	18%
5 (Always delay)	**18**	18%

Checking received emails [Which Internet applications would you be prepared to change the time you use if given one or more of the above incentives?]
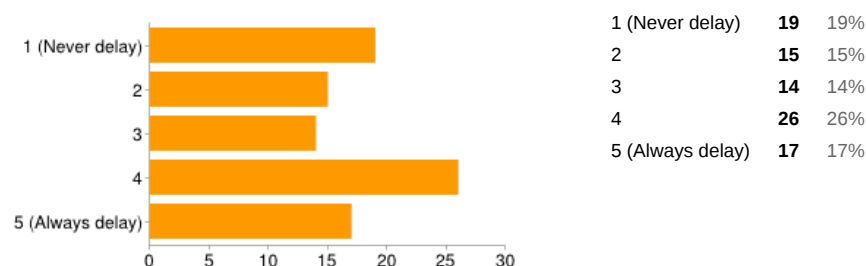

1 (Never delay)	**48**	48%
2	**19**	19%
3	**15**	15%
4	**12**	12%
5 (Always delay)	**0**	0%

Remote working [Which Internet applications would you be prepared to change the time you use if given one or more of the above incentives?]

1 (Never delay)	**54**	54%
2	**19**	19%
3	**7**	7%
4	**5**	5%
5 (Always delay)	**7**	7%

Gaming [Which Internet applications would you be prepared to change the time you use if given one or more of the above incentives?]

1 (Never delay)	**11**	11%
2	**7**	7%
3	**10**	10%
4	**13**	13%
5 (Always delay)	**42**	42%
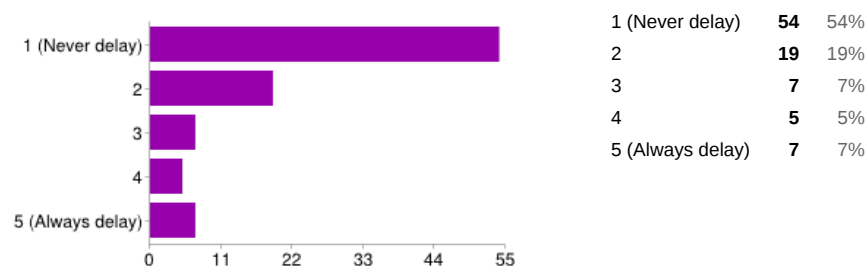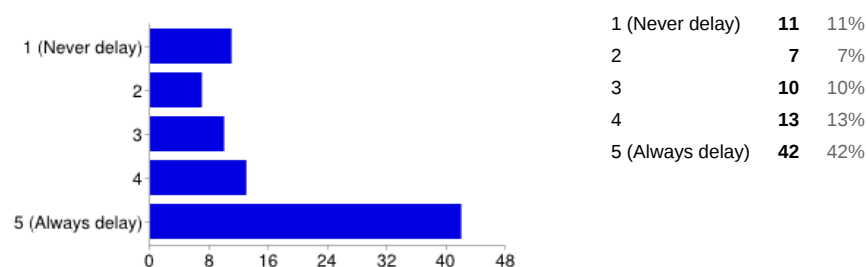
Social networking [Which Internet applications would you be prepared to change the time you use if given one or more of the above incentives?]
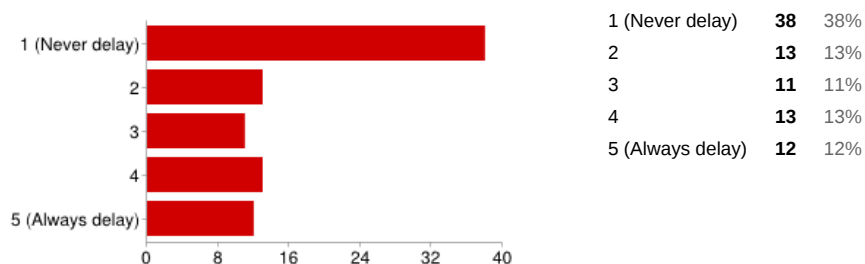

|		
1 (Never delay)	**19**	19%
2	**15**	15%
3	**14**	14%
4	**26**	26%
5 (Always delay)	**17**	17%

Online voice calls [Which Internet applications would you be prepared to change the time you use if given one or more of the above incentives?]

| 1 (Never delay) | 38 | 38% |
2	13	13%
3	11	11%
4	13	13%
5 (Always delay)	12	12%

Watching short video clips [Which Internet applications would you be prepared to change the time you use if given one or more of the above incentives?]

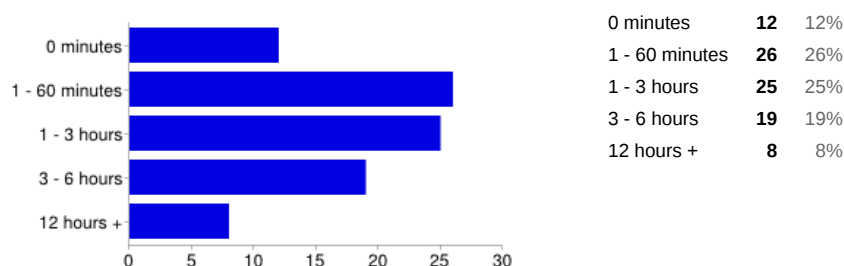| 1 (Never delay) | 18 | 18% |
2	10	10%
3	21	21%
4	20	20%
5 (Always delay)	23	23%
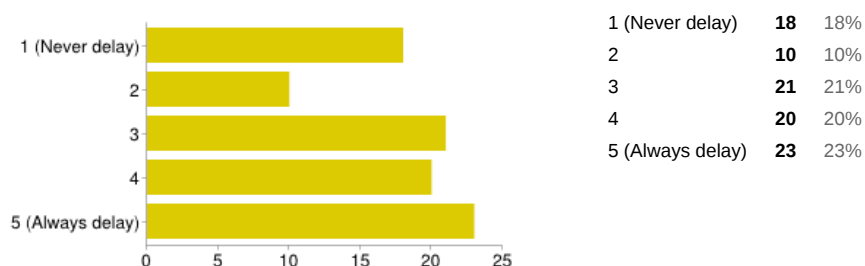
Sending email [For how long would you be prepared to delay using the following Internet applications if given one or more of the above incentives?]

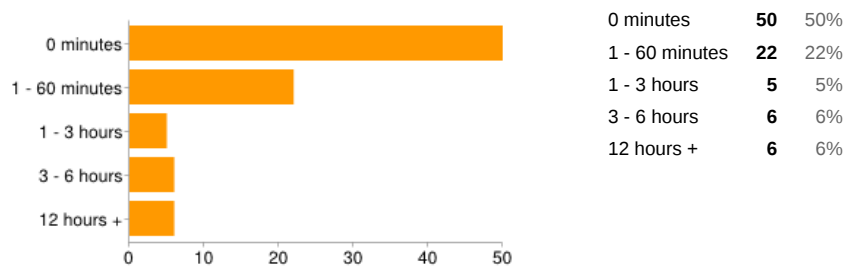| 0 minutes | 48 | 48% |
1 - 60 minutes	28	28%
1 - 3 hours	12	12%
3 - 6 hours	6	6%
12 hours +	0	0%
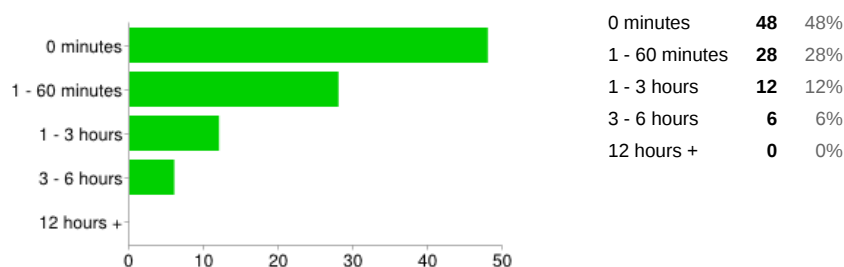
Web browsing [For how long would you be prepared to delay using the following Internet applications if given one or more of the above incentives?]

| 0 minutes | 40 | 40% |
1 - 60 minutes	24	24%
1 - 3 hours	23	23%
3 - 6 hours	6	6%
12 hours +	1	1%
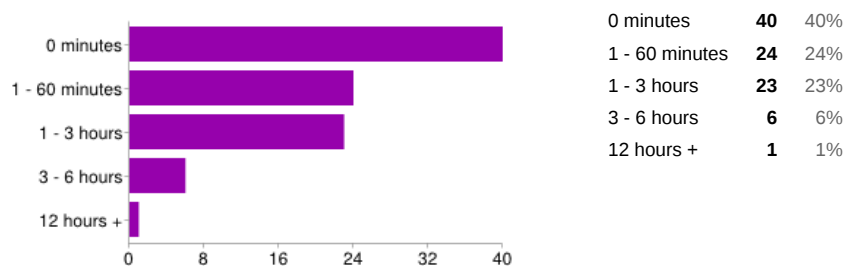
Watching video [For how long would you be prepared to delay using the following Internet applications if given one or more of the above incentives?]

| 0 minutes | 12 | 12% |
1 - 60 minutes	26	26%
1 - 3 hours	25	25%
3 - 6 hours	19	19%
12 hours +	8	8%

Instant messaging [For how long would you be prepared to delay using the following Internet applications if given one or more of the above incentives?]

| 0 minutes | 50 | 50% |
1 - 60 minutes	22	22%
1 - 3 hours	5	5%
3 - 6 hours	6	6%
12 hours +	6	6%

Listening to audio streams [For how long would you be prepared to delay using the following Internet applications if given one or more of the above incentives?]

| 0 minutes | 31 | 31% |
1 - 60 minutes	19	19%
1 - 3 hours	13	13%
3 - 6 hours	14	14%
12 hours +	14	14%
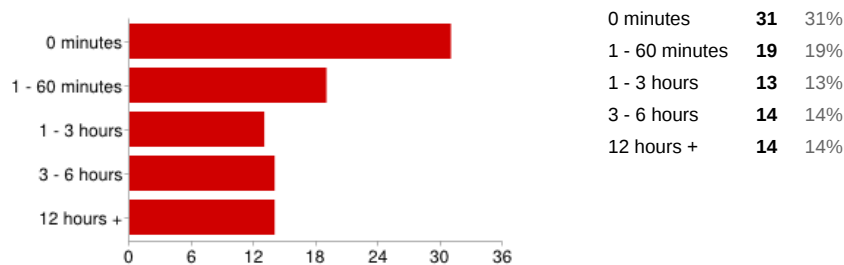
Checking received emails [For how long would you be prepared to delay using the following Internet applications if given one or more of the above incentives?]

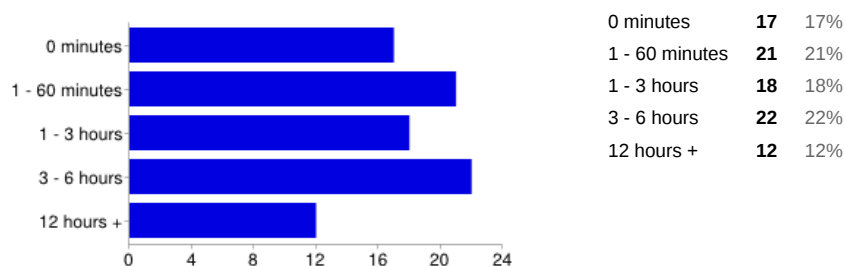| 0 minutes | 51 | 51% |
1 - 60 minutes	29	29%
1 - 3 hours	8	8%
3 - 6 hours	5	5%
12 hours +	0	0%
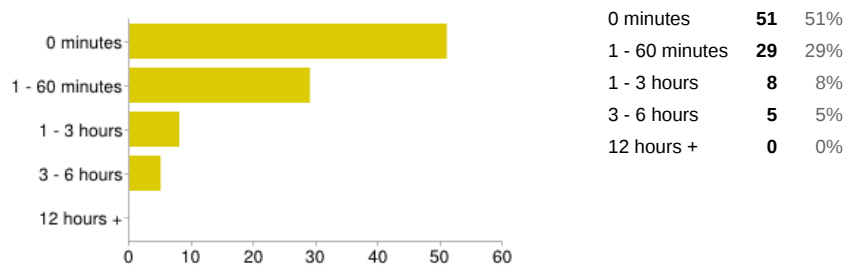
Remote working [For how long would you be prepared to delay using the following Internet applications if given one or more of the above incentives?]

0 minutes	54	54%
1 - 60 minutes	23	23%
1 - 3 hours	11	11%
3 - 6 hours	2	2%
12 hours +	1	1%

Gaming [For how long would you be prepared to delay using the following Internet applications if given one or more of the above incentives?]

0 minutes	13	13%
1 - 60 minutes	12	12%
1 - 3 hours	13	13%
3 - 6 hours	14	14%
12 hours +	32	32%
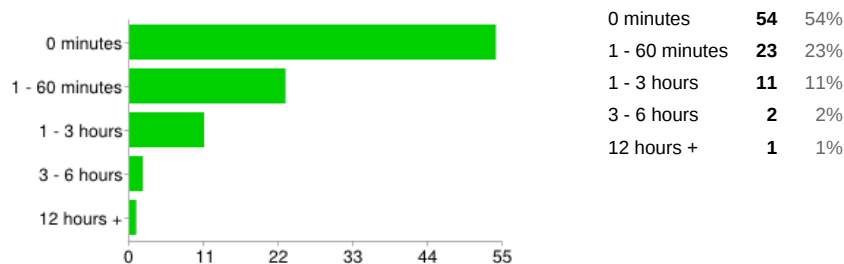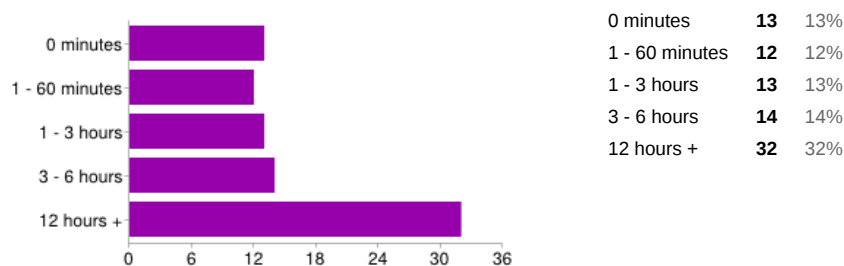
Social networking [For how long would you be prepared to delay using the following Internet applications if given one or more of the above incentives?]

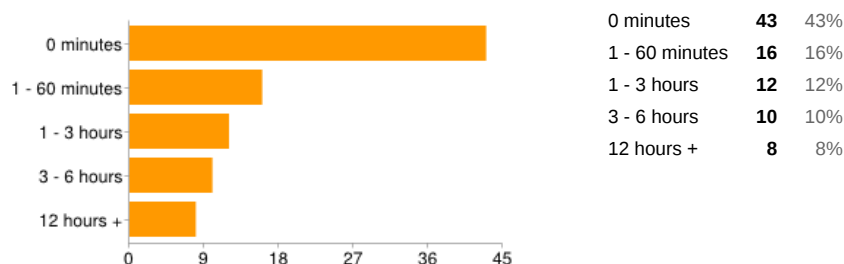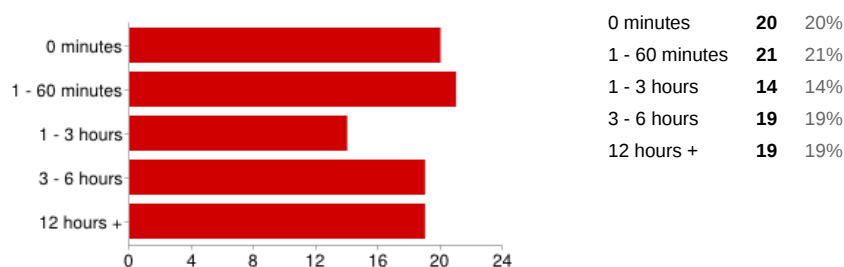|		
0 minutes	**17**	17%
1 - 60 minutes	**21**	21%
1 - 3 hours	**18**	18%
3 - 6 hours	**22**	22%
12 hours +	**12**	12%

Online voice calls [For how long would you be prepared to delay using the following Internet applications if given one or more of the above incentives?]

|		
0 minutes	**43**	43%
1 - 60 minutes	**16**	16%
1 - 3 hours	**12**	12%
3 - 6 hours	**10**	10%
12 hours +	**8**	8%

Watching short video clips [For how long would you be prepared to delay using the following Internet applications if given one or more of the above incentives?]

|		
0 minutes	**20**	20%
1 - 60 minutes	**21**	21%
1 - 3 hours	**14**	14%
3 - 6 hours	**19**	19%
12 hours +	**19**	19%

Application Flexibility in Online Usage

Sending email [Would you be prepared to stop using an application for one week if given the right incentives?]
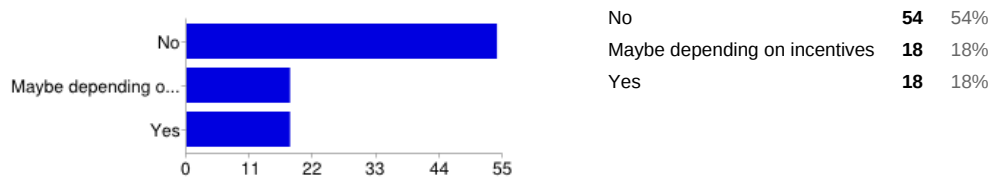

No	**78**	78%
Maybe depending on incentives	**11**	11%
Yes	**5**	5%
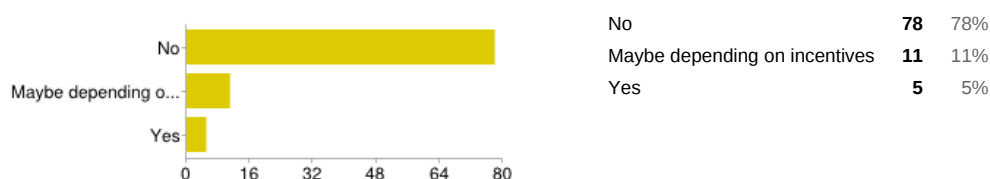
Web browsing [Would you be prepared to stop using an application for one week if given the right incentives?]

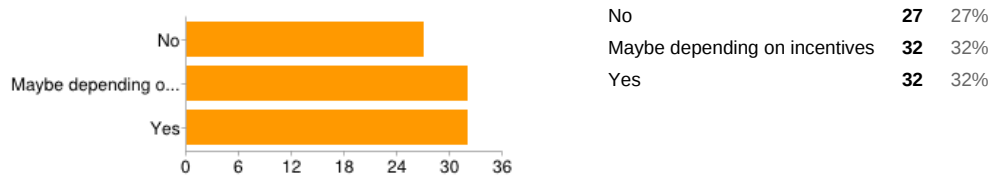|		
No	**64**	64%
Maybe depending on incentives	**21**	21%
Yes	**6**	6%
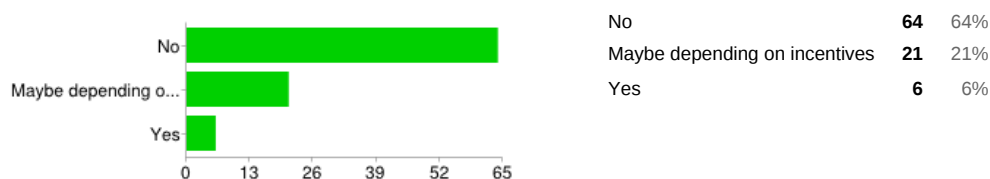
Watching video [Would you be prepared to stop using an application for one week if given the right incentives?]

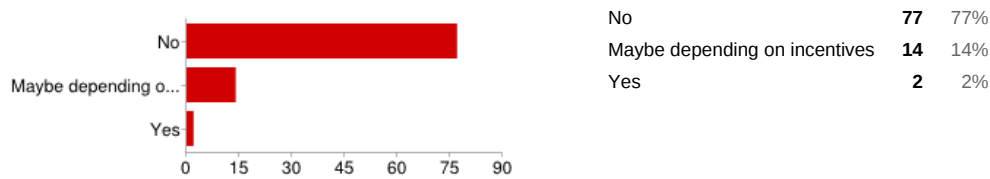|		
No	**29**	29%
Maybe depending on incentives	**38**	38%
Yes	**24**	24%
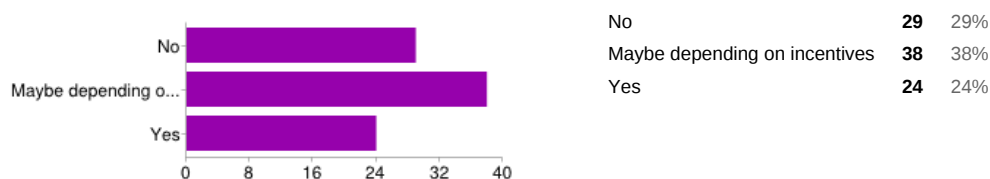
Instant messaging [Would you be prepared to stop using an application for one week if given the right incentives?]

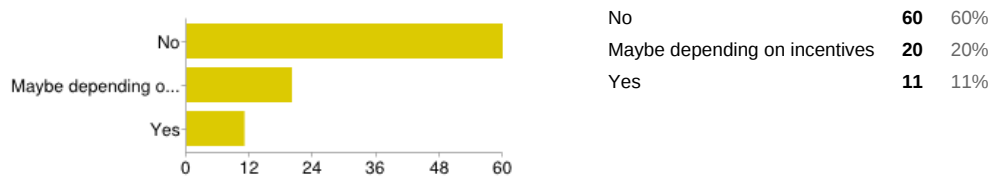| No	54	54%
Maybe depending on incentives	18	18%
Yes	18	18%

Listening to audio streams [Would you be prepared to stop using an application for one week if given the right incentives?]

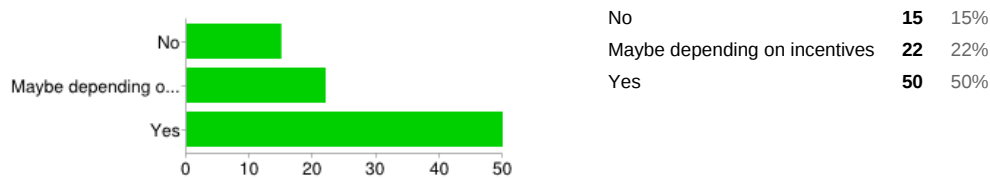| No	27	27%
Maybe depending on incentives	32	32%
Yes	32	32%

Checking received emails [Would you be prepared to stop using an application for one week if given the right incentives?]

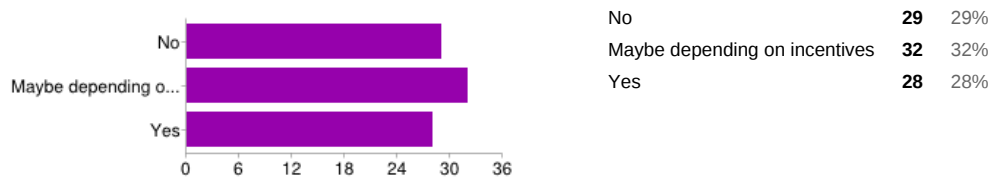| No	77	77%
Maybe depending on incentives	14	14%
Yes	2	2%

Remote working [Would you be prepared to stop using an application for one week if given the right incentives?]

No	60	60%
Maybe depending on incentives	20	20%
Yes	11	11%

Gaming [Would you be prepared to stop using an application for one week if given the right incentives?]

No	15	15%
Maybe depending on incentives	22	22%
Yes	50	50%

Social networking [Would you be prepared to stop using an application for one week if given the right incentives?]

| No	29	29%
Maybe depending on incentives	32	32%
Yes	28	28%

Online voice calls [Would you be prepared to stop using an application for one week if given the right incentives?]

No	40	40%
Maybe depending on incentives	27	27%
Yes	23	23%
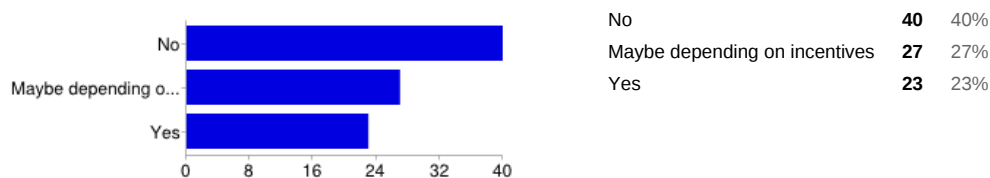
**Watching short video clips [Would you be prepared to stop using an application for one week if given the right incentives?]**

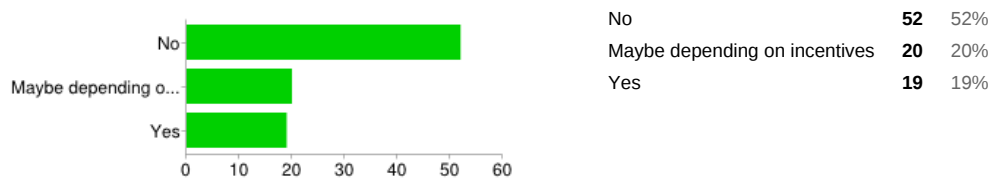|		
No	**22**	22%
Maybe depending on incentives	**32**	32%
Yes	**38**	38%
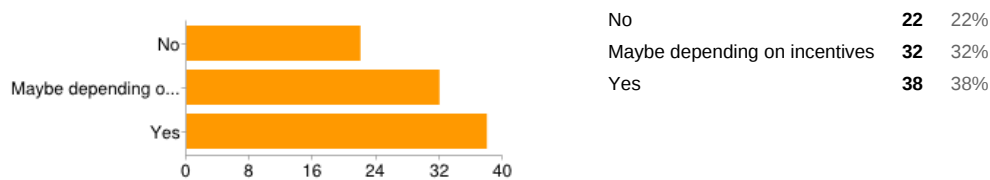
Sending a large email [Would you be prepared to give your ISP 12 hours advance notice for performing the following Internet tasks given one or more of the above incentives?]

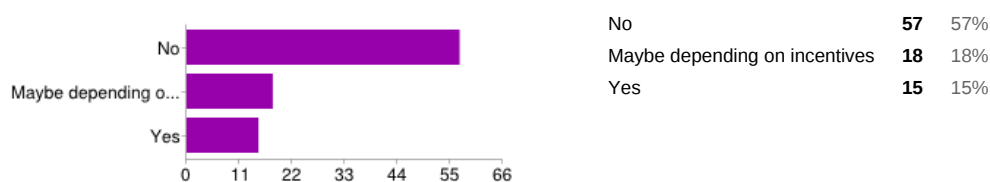|		
No	**76**	76%
Maybe depending on incentives	**12**	12%
Yes	**4**	4%
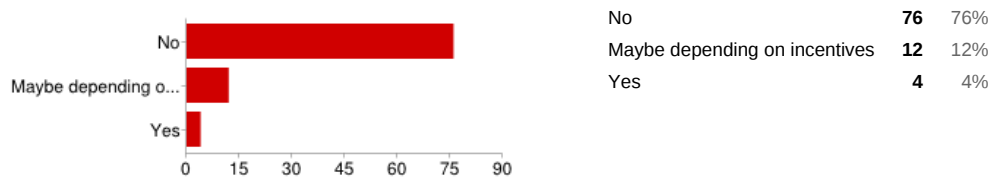
Viewing a particular website [Would you be prepared to give your ISP 12 hours advance notice for performing the following Internet tasks given one or more of the above incentives?]

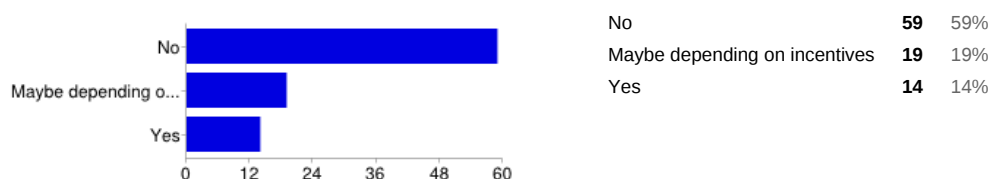|		
No	**69**	69%
Maybe depending on incentives	**16**	16%
Yes	**8**	8%
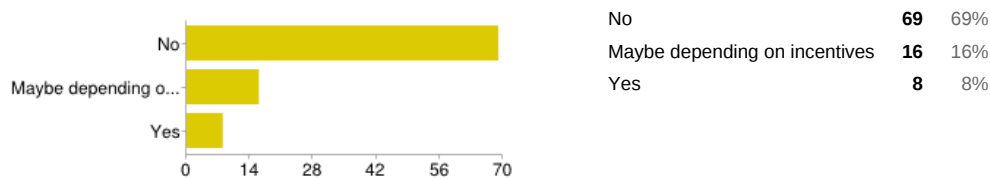
Watching a particular video [Would you be prepared to give your ISP 12 hours advance notice for performing the following Internet tasks given one or more of the above incentives?]

|		
No	**52**	52%
Maybe depending on incentives	**20**	20%
Yes	**19**	19%

Listening to a particular audio stream [Would you be prepared to give your ISP 12 hours advance notice for performing the following Internet tasks given one or more of the above incentives?]

No	**57**	57%
Maybe depending on incentives	**18**	18%
Yes	**15**	15%

Uploading a large file [Would you be prepared to give your ISP 12 hours advance notice for performing the following Internet tasks given one or more of the above incentives?]

|		
No	**59**	59%
Maybe depending on incentives	**19**	19%
Yes	**14**	14%

Viewing news [Would you be prepared to give your ISP 12 hours advance notice for performing the following Internet tasks given one or more of the above incentives?]

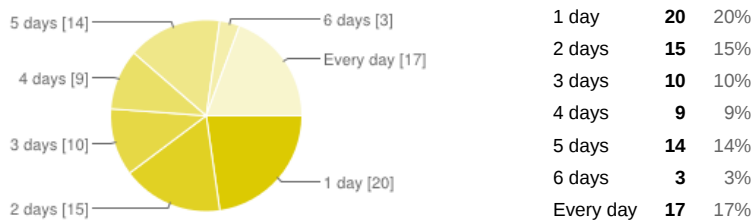|		
No	**66**	66%
Maybe depending on incentives	**11**	11%
Yes	**9**	9%
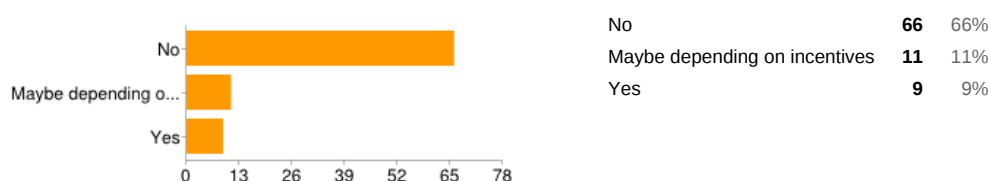
Posting to a picture/video to a social network [Would you be prepared to give your ISP 12 hours advance notice for performing the following Internet tasks given one or more of the above incentives?]
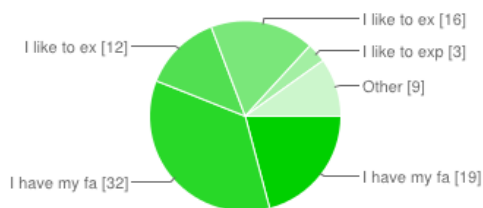
No	**55**	55%
Maybe depending on incentives	**14**	14%
Yes	**17**	17%
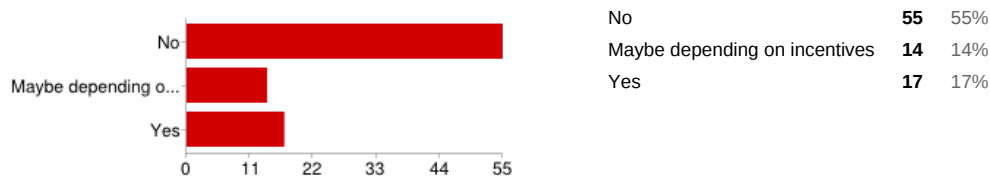
Flexibility in online video consumption

In an average week, how many days do you watch Video-on-Demand (e.g. Netflix, BBC iPlayer)?

| 1 day | **20** | 20% |
2 days	**15**	15%
3 days	**10**	10%
4 days	**9**	9%
5 days	**14**	14%
6 days	**3**	3%
Every day	**17**	17%

When selecting what to watch, which of the following kind of user best describes you?

I have my favourite shows that I like to watch regularly	**19**	19%
I have my favourite shows that I watch when I can	**32**	32%
I like to explore different shows under the same genre	**12**	12%
I like to explore different shows under different genres	**16**	16%
I like to explore shows that are recommended to me (e.g. via Facebook)	**3**	3%
Other	**9**	9%

**How flexible are you when choosing what to watch?**
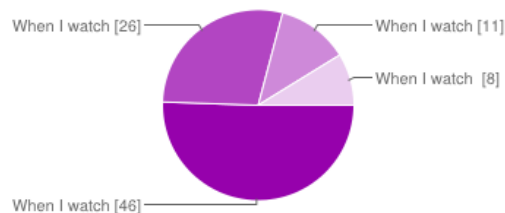
When I watch online videos, I usually have in mind a specific show that I want to watch	**46**	46%
When I watch online videos, I usually have in mind a specific genre to watch (e.g. comedy)	**26**	26%
When I watch online videos, I am quite flexible and will watch shows from any genre	**11**	11%
When I watch online videos, I am highly flexible and willing to watch whatever is available (e.g. videos highlighted on the frontpage of the website)	**8**	8%

What percentage of videos you watch would you be prepared to delay viewing?

| 0% | **13** | 13% |
10%	**13**	13%
20%	**7**	7%
30%	**10**	10%
40%	**7**	7%
50%	**7**	7%
60%	**4**	4%
70%	**5**	5%
80%	**6**	6%
90%	**2**	2%
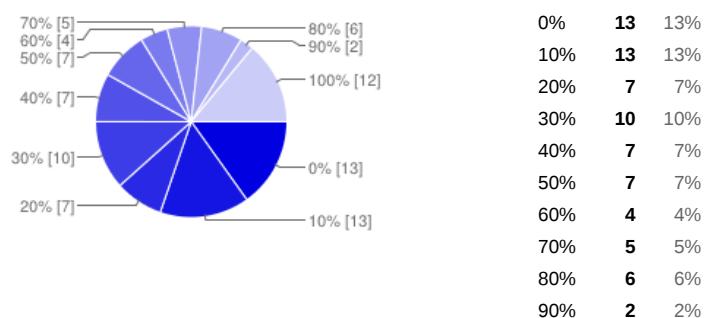
If, before watching a video, you were offered an alternative, would you be prepared to watch it rather than the one you initially wanted?
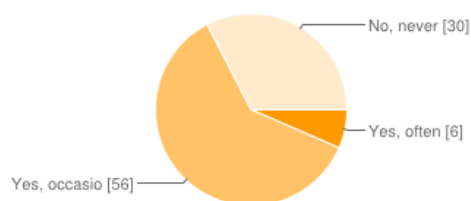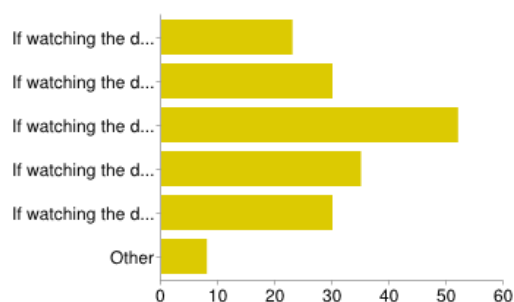

Yes, often	**6**	6%
Yes, occasionally	**56**	56%
No, never	**30**	30%

Assuming you wanted to watch the alternative, what percentage of videos you watch would you be prepared to replace with another video?
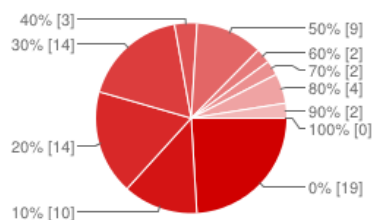

0%	**19**	19%
10%	**10**	10%
20%	**14**	14%
30%	**14**	14%
40%	**3**	3%
50%	**9**	9%
60%	**2**	2%
70%	**2**	2%
80%	**4**	4%
90%	**2**	2%
100%	**0**	0%

Which of the following factors would encourage you to watch a different video?


If watching the different one is more environmentally friendly	**23**	23%
If watching the different one reduces your Internet costs	**30**	30%
If watching the different one would mean no interruption by TV ads.	**52**	52%
If watching the different one would be rewarded with a points scheme that could be used to purchase things online	**35**	35%
If watching the different one would be rewarded with a higher quality of Internet service (e.g. HD video)	**30**	30%
Other	**8**	8%

How much I want to watch the ideal video [What would the biggest consideration be when deciding if you will watch an alternative video?]
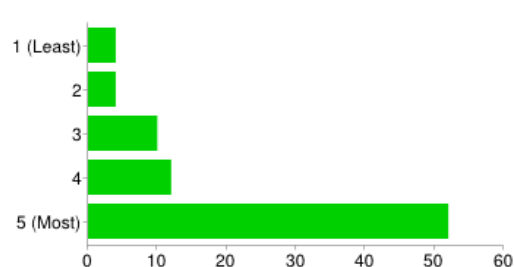
1 (Least)	**4**	4%
2	**4**	4%
3	**10**	10%
4	**12**	12%
5 (Most)	**52**	52%

How much I want to watch the alternative video [What would the biggest consideration be when deciding if you will watch an alternative video?]
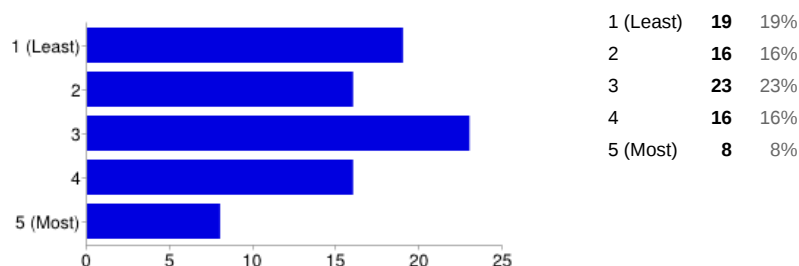
| 1 (Least) | 6 | 6% |
2	8	8%
3	19	19%
4	27	27%
5 (Most)	20	20%
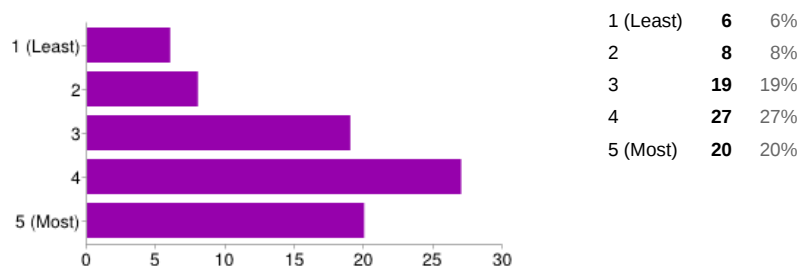
The size of the reward for watching the alternative video [What would the biggest consideration be when deciding if you will watch an alternative video?]


1 (Least)	19	19%
2	16	16%
3	23	23%
4	16	16%
5 (Most)	8	8%

The urgency of viewing the show [What would the biggest consideration be when deciding if you will watch an alternative video?]

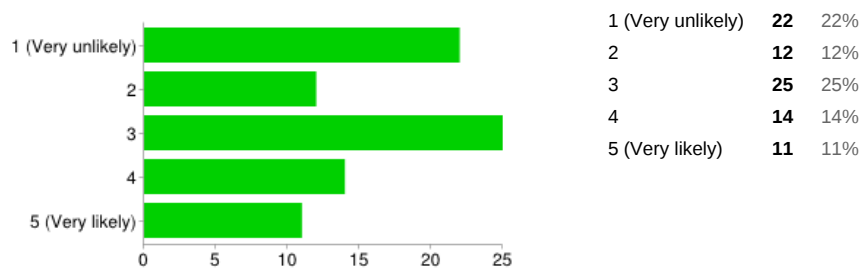| 1 (Least) | 9 | 9% |
2	18	18%
3	21	21%
4	16	16%
5 (Most)	16	16%
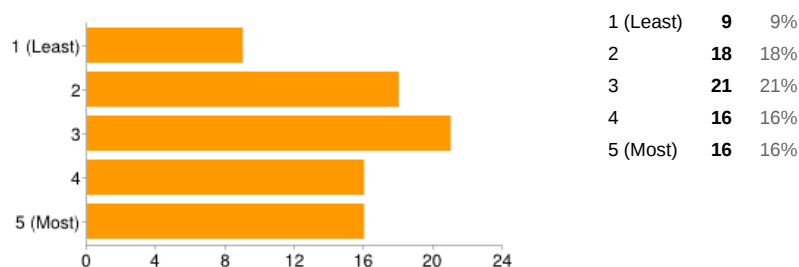
Comedy [How likely would you be to watch an alternative show for each of the following genres]

| 1 (Very unlikely) | 16 | 16% |
2	15	15%
3	20	20%
4	19	19%
5 (Very likely)	11	11%
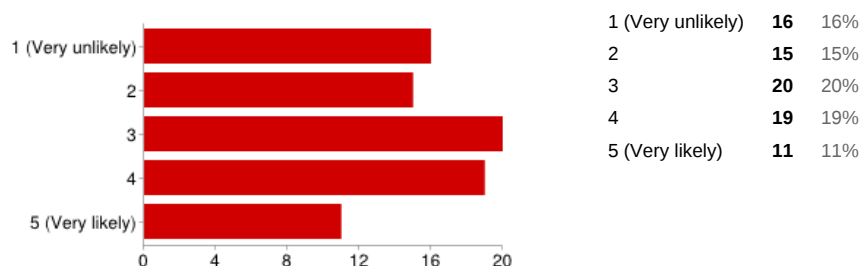
News and weather [How likely would you be to watch an alternative show for each of the following genres]

1 (Very unlikely)	22	22%
2	16	16%
3	24	24%
4	11	11%
5 (Very likely)	10	10%
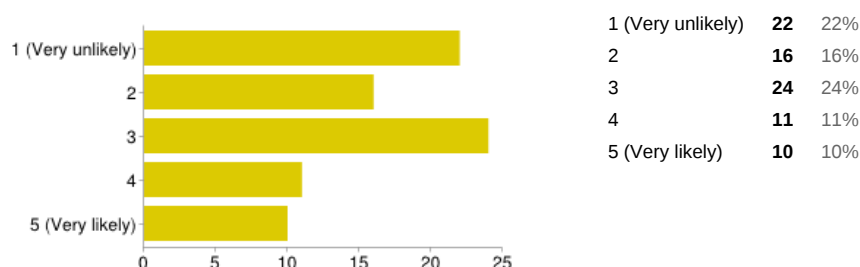
Documentaries [How likely would you be to watch an alternative show for each of the following genres]

1 (Very unlikely)	**22**	22%
2	**12**	12%
3	**25**	25%
4	**14**	14%
5 (Very likely)	**11**	11%

Movies [How likely would you be to watch an alternative show for each of the following genres]

1 (Very unlikely)	**19**	19%
2	**16**	16%
3	**25**	25%
4	**14**	14%
5 (Very likely)	**10**	10%
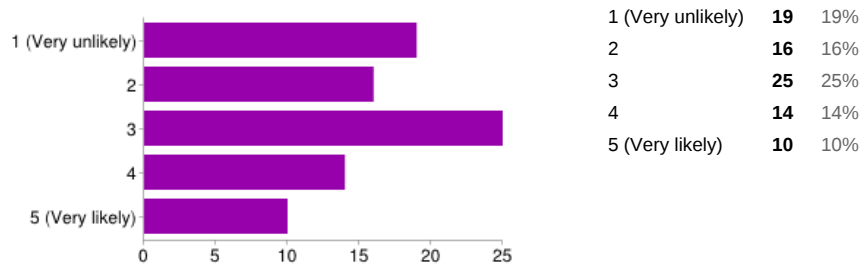
Children's [How likely would you be to watch an alternative show for each of the following genres]

1 (Very unlikely)	**30**	30%
2	**11**	11%
3	**13**	13%
4	**7**	7%
5 (Very likely)	**19**	19%
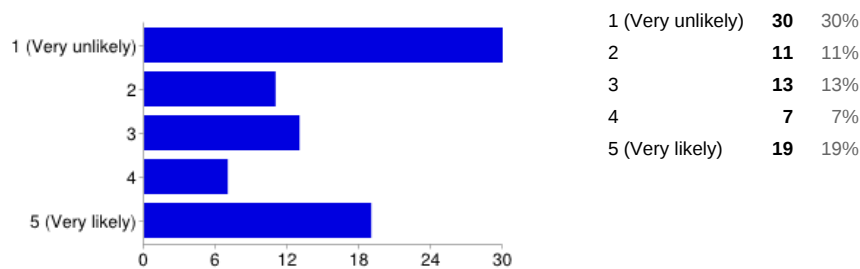
Soap operas [How likely would you be to watch an alternative show for each of the following genres]
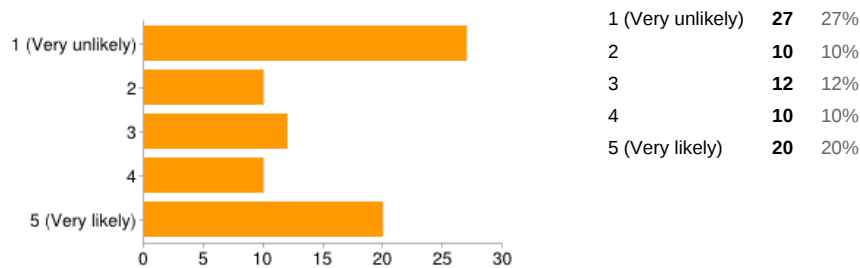
1 (Very unlikely)	**27**	27%
2	**10**	10%
3	**12**	12%
4	**10**	10%
5 (Very likely)	**20**	20%

Sport [How likely would you be to watch an alternative show for each of the following genres]

1 (Very unlikely)	**44**	44%
2	**10**	10%
3	**7**	7%
4	**8**	8%
5 (Very likely)	**11**	11%
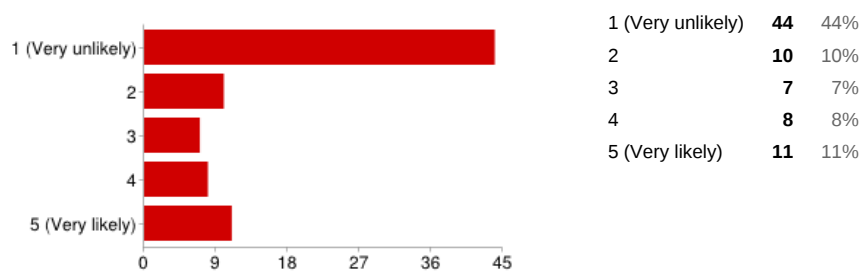
Demographics

What is your age
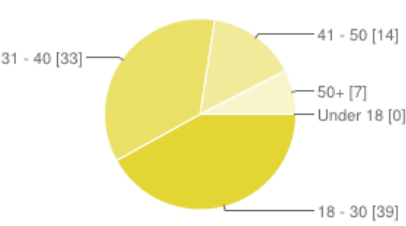
Under 18	0	0%
18 - 30	39	39%
31 - 40	33	33%
41 - 50	14	14%
50+	7	7%

What is your gender
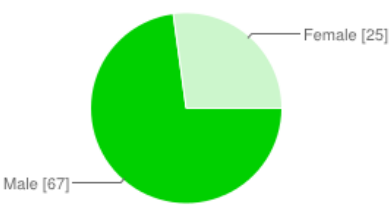
Male	67	67%
Female	25	25%

Number of daily responses