

Children's and young people's access
to online content on mobile devices,
games consoles and portable media players

Report prepared for

**September
2009**



Legal notice

© 2009 Ipsos MORI – all rights reserved.

Ipsos MORI retains all right, title and interest, including without limitation copyright, in or to any Ipsos MORI trademarks, technologies, methodologies, products, analyses, software and know-how included or arising out of this report or used in connection with the preparation of this report. No license under any copyright is hereby granted or implied.

Contents

Executive summary	2
Section 1 Introduction	7
Section 2 Device ownership and online access	12
Section 3 Concerns about staying safe online	18
Section 4 Experience of encountering inappropriate material .	23
Section 5 Online safety guidance	29
Annexes	33
1. Technical note	33
2. Questionnaires	35

Executive summary

Executive summary

The purpose of this study is to give an overview of children's and young people's reported access to content when using mobile phones, games consoles and portable media players¹, with a particular focus on experiences of "inappropriate content"² when using these devices to go online. The study was a quantitative survey conducted in March/April 2009 in the UK, comprising 797 face-to-face interviews with children aged 7-16 and their parent/carer.

This report presents findings relating to:

- Ownership and use of mobile phones³, games consoles and portable media players among children and young people;
- Parents'/carers' concerns, rules and restrictions about their children's use of these devices;
- Parents'/carers' awareness of the existence of and use of access controls;
- Children's and young people's experience of encountering inappropriate content; and
- Children's and young people's sources of information about staying safe online and what information they feel is needed; and any further help/support that parents/carers think they need to help keep their children safe online.

Device ownership and usage

According to this survey, a majority of parents/carers report their children aged 7-16 own or have use of a games console (90%) or mobile phone (74%). Access to a portable media player is considerably lower, at around one in eight (13%).

Online access via mobile phones, games consoles and portable media players

The survey indicates low usage of mobile phones to go online. Forty-four per cent of parents/carers whose child owns or has use of a mobile phone say that it is possible to go online with the device concerned. However, only 12% of parents/carers whose child owns or has use of a mobile phone say their child actually *uses* the mobile phone to go online.

Around a fifth of parents/carers whose child owns or has use of a games console say their child uses the games console to go online (21%) and a similar proportion of parents/carers whose child owns or uses a portable media player say their child uses the portable media player to go online (21%).

Overall, the research shows that 9% of *all* parents/carers say their child uses a mobile phone to go online, 19% of *all* parents/carers say their child uses a games console to go online and 3% of *all* parents/carers say the same for portable media players.

¹ A portable media player is an electronic device that can be used to store and play digital media files, i.e. audio and video content. Some models are also internet-enabled.

² See Section 1 Introduction for definitions of "inappropriate content" used in this research.

³ In this survey, mobile phones are defined as mobile phone or PDA (Personal Digital Assistant) or smart phone.

Around one in eight children and young people who own or have access to a mobile phone say they use the mobile phone to go online (14%). Among children and young people who say they use a mobile phone to go online⁴, two thirds say they have “open” access to the internet (66%), whilst 27% say they have “gated” access only to content and services provided by the mobile network operator⁵. Reported online usage varies by age, with 13-16 year olds who own or have access to a mobile phone significantly more likely to say they use their mobile phone to go online, compared to those aged 7-12 who own or have access to a mobile phone (21% and 5% respectively)⁶.

One in six children and young people who own or have use of a games console say they use it to go online at least occasionally (16%)⁷. Boys who own or have use of a games console are four times more likely than girls to say they do this (23% versus 6%). Similarly, 15% of children and young people who own or have use of a portable media player say they use it to go online at least occasionally⁸.

Overall, this equates to 9% of *all* children and young people saying they go online with a mobile phone at least occasionally, 14% of *all* children saying they go online with a games console at least occasionally, and 2% of *all* children saying the same for portable media players.

Concerns and rules about online access

Among parents/carers whose child uses a mobile phone to go online, one in ten (10%) say that they have “major concerns” about the type of content/material their child can access on their mobile phone⁹.

Just over one in ten parents/carers (11%) whose child uses their games console to go online say they have “major concerns” about the material their child can access online via their games console.

Parents/carers were asked about the rules they have in place for their child’s use of these devices, both spontaneously and then prompted with a showcard list. The three mobile phone rules most frequently mentioned overall amongst parents/carers whose child uses a mobile phone (i.e. online or offline) are related to costs and limiting types of activity to calls and texts only. Parents/carers do not tend to mention rules relating to staying safe online spontaneously, nor particularly frequently when prompted. Among parents/carers whose child uses a mobile phone to go online, spontaneous responses follow a similar pattern. When prompted, though, these parents’/carers’ top rule is for children to tell their parent/carer if they receive anything which makes them feel uncomfortable or scared/is too adult (34% mention this in total), while just under a quarter have a

⁴ Indicative finding: low base size (n=77).

⁵ “Open access” refers to internet access on a mobile phone using a browser application (such as Internet Explorer or Safari) and any other applications (such as social networking tools and media players) that the user may install on their phone. This allows the user to freely visit any websites, with the browser operating as a simplified version of what would be available via a computer, and use any applications that the network does not explicitly block. “Gated access” refers to online activity that takes place via a mobile phone company’s mobile web portal. As such, while the user may be able to access a range of online and third-party content, the operator restricts the content available to users.

⁶ Please note that when asked subsequently *how often* they use their mobile phone to go online, 3 of the 77 said ‘never’ or ‘don’t know’. Some of the findings we report are therefore taken from a base of 74, representing all children and young people who own or have access to a mobile phone and say they use the mobile phone to go online *at least occasionally*.

⁷ In total, 195 children and young people reported that they ‘can’ use their games console to go online. It is important to note that children and young people may have interpreted this question to mean either ‘are you allowed to use the games console to go online?’ or ‘is it possible to use the games console to go online?’. When asked subsequently *how often* they use their games console to go online, 80 of the 195 said ‘never’ or ‘don’t know’. Some of the findings we report are therefore taken from a base of 115, representing all children and young people who own or have access to a games console and say they use the games console to go online *at least occasionally*.

⁸ In total, 26 children and young people reported that they ‘can’ use their portable media player to go online. However, children and young people may have interpreted this question to mean either ‘are you allowed to use the portable media player to go online?’ or ‘is it possible to use the portable media player to go online?’. When asked subsequently *how often* they use their portable media player to go online, 10 of the 26 said ‘never’ or ‘don’t know’. Some of the findings we report are therefore taken from a base of 16, representing all children and young people who own or have access to a games console and say they use the games console to go online *at least occasionally*.

⁹ Indicative finding: low base size (n = 71).

rule relating to only viewing certain websites on the mobile phone, such as those in a favourites list or only age-appropriate sites (24% mention this in total).

Among parents/carers whose child uses a games console to go online, when prompted the most frequently mentioned rules regarding general use relate to accessing age-suitable content (44%) or times of the day when the games console can/cannot be used (36%). In addition, specific rules relating to non-violent and non-sexual content are mentioned by 34% and 33% of these parents/carers respectively. A smaller proportion mention rules relating to the internet: 15% say online games only, around one in seven (14%) say no internet access is allowed; 12% say only certain websites; and 10% mention only to go on websites when supervised by a parent/adult.

Awareness of access controls

Overall, parents/carers show low awareness of the existence and use of access controls¹⁰ for mobile phones and games consoles.

Sixteen per cent of parents/carers whose child uses a mobile phone are aware of access controls. Of those who are aware, just over half (53%) say the access controls are activated. Among parents/carers whose child uses a mobile phone to go online¹¹, just over a third (35%) say they are aware of access controls; of these (n=25), around half say the access controls are activated¹².

Around a third (32%) of parents/carers whose child uses a games console to go online are aware of access controls. Just over two thirds of these parents/carers (67%) say the controls are activated^{13,14}.

Experiences of inappropriate content

Very few children and young people say they have encountered content that made them 'feel uncomfortable, upset, scared or worried, or which they think they were too young to see' while using a mobile phone (either offline or online), or a games console or portable media player online (4% of those who use a mobile phone, 5% of those who use a games console to go online and none who use a portable media player to go online). Parents/carers report similar levels of incidence by device.

The survey also did not find any evidence that children or young people have experienced what they perceive to be "inappropriate" content when using gated online content and services provided by mobile network operators (that is, no children or young people reported that they have experienced "inappropriate" content in this particular way).

Among the small minority of children and young people¹⁵ who say they have experienced something "inappropriate" when using either a mobile phone (n=25), games console (n=6) or portable media player (n=0), most say they spoke to someone about it (e.g. parent/carer, older sibling, teacher). Among the small minority of parents/carers who say that their child has seen "inappropriate material" (n=34) when using either a mobile phone, games console or portable media player, they were most likely to say that they had talked to their child about what they had seen. A small number say they talked to their child about the use of the device in the future or deleted the offending material. No parents/carers say they reported the incident to a regulatory

¹⁰ Access controls allow children's access via mobile devices to be limited to, for example, non-18 rated mobile commercial content and filtered internet content. Access controls for '18' mobile commercial content are set as default. Mobile operators also offer a filter to the mobile operator's Internet access service so that the Internet content can be restricted. The filter is set at a level that is intended to filter out content approximately equivalent to commercial content with a classification of 18.

¹¹ Indicative finding: low base size (71)

¹² Overall, four in five parents/carers whose child uses a mobile phone to go online (82%) say that the access controls are not activated.

¹³ Indicative finding: low base size (49)

¹⁴ Overall, nearly four in five parents/carers whose child uses a games console to go online (79%) say that the access controls are not activated.

¹⁵ Given very small base sizes, findings are presented as the number (not percentage) of respondents making the response. These findings should be treated as highly indicative.

body, government or relevant body, but a few (n=3) say they reported the incident to their mobile service provider. In a few cases (n=3) they say they did nothing as they did not know what to do.

Children and young people who say they have not experienced anything “inappropriate” when using a mobile phone, games console or portable media player were asked what they would do in such an eventuality. For each device, over two in three say they would speak to a parent or carer. However, in each case, around one in four say they do not know what they would do.

Parents/carers who say their child has not experienced anything “inappropriate” when using a mobile phone, games console or portable media player were asked what they would do if their child were to experience “inappropriate content”. A majority (55%) spontaneously said they would talk with their child. Just under one fifth (19%) say spontaneously that they would discuss with the child how to use the device in the future, or that they would change the controls on the device to limit access to certain content (14%). Thirteen per cent say spontaneously that they would change the rules about the use of the equipment. Just over one in ten (11%) say spontaneously they would report it to a regulatory, government or relevant body, while 9% say they would report it to the mobile phone provider.

Sources of online safety information

The study also investigated parents’/carers’ and children’s and young people’s views about online safety in general. When asked whether anyone has ever spoken to them about staying safe online in general, the majority of children and young people (74%) say that someone has. Just under one quarter (23%) say that no-one has spoken to them about the things they could do to stay safe online. This varies significantly by age of child, with 11% of 13-16s saying this is the case, compared with 30% of 7-12 year olds.

Respondents aged 11-16¹⁶ were asked what kind of help and advice they felt young people need to stay safe online. Children and young people most frequently say advice about how to retain privacy and not share personal information (54%)¹⁷ is needed. The next most frequently mentioned areas are how to retain security of information (28%)¹⁸ and how to avoid inappropriate content (22%). A fifth (20%) mention advice about how to deal with cyber-bullying and just over one in ten (12%) feel that children and young people need advice about how to report inappropriate content.

Parents and carers were asked if they would like any additional support or advice in order to help their children stay safe online in general. The majority of parents/carers say they do not need additional support. However, around one in eight (13%) say they feel they do not know enough about how to help their child stay safe online. Among this group, the most frequently mentioned support is better filters and controls set by Internet Service Providers (ISPs) or games suppliers (15%), and more information on how to set controls or blocks (14%). However, just over one quarter (27%), although saying they are in need of support, cannot specify the type of support they would like.

¹⁶ Younger children aged 7-10 in the survey were not asked this question due to the high level of don't know responses given in the pilot.

¹⁷ 'Personal information' incorporates types of personal information which children and young people might wish to keep private or which it is inappropriate to share with others because of the potential for its misuse. This includes, for example, date of birth or contact information.

¹⁸ 'Security of information' covers, for example, the use of strong passwords or PINs.

Introduction

Section 1

Introduction

Background and objectives

Media literacy enables people to have the skills, knowledge and understanding they need to make full use of the opportunities presented by both traditional and new communications services. Media literacy helps people to manage content and communications, and protect themselves and their families from the potential risks associated with these services.

Ofcom's definition of media literacy is:

Media literacy is the ability to use, understand and create media and communications

The promotion of media literacy is a responsibility placed on Ofcom by Section 11 of the Communications Act 2003 and Ofcom's work to promote media literacy is intended:

- to give people the opportunity and motivation to develop competence and confidence to participate in communications technology and digital society; and
- to inform and empower people to manage their own media activity (both consumption and creation).

As part of Ofcom's remit it needs to be aware of consumer trends in the use of communication devices and services and understand any potential media literacy-related issues arising from these.

Mobile phone use is widespread among children and young people and an increasing number access the internet via a mobile. The UK code of practice for the self-regulation of new forms of content on mobiles ("the Code") provides a series of undertakings regarding young people's access to, and the classification of, mobile commercial content¹⁹. All UK mobile phone operators subscribe to and support the Code and the Framework which act as self-regulatory instruments. Ofcom reviewed the Code in 2008²⁰ and, overall, found the Code to be effective in restricting young people's access to inappropriate content and a good example of industry self-regulation. However, Ofcom found that the availability of consumer information about how to restrict access to 18-rated material was generally poor and that it was hard to obtain reliable data about the number of complaints regarding child access to 18-rated material from mobile operators. There was no evidence of complaints about inappropriate access which required escalation within the businesses.

In June 2009, the UK's mobile operators published an updated Code²¹, having conducted a formal review. The review took account of inputs from the Byron Review, Ofcom's review, an assessment of the UK Code's compliance with the European Framework for Safer Mobile Use by Children and Young Teenagers and a public consultation conducted on behalf of the mobile operators by the Mobile Broadband Group. It also took account of the direct experience that operators have had since the Code came into force. The Code has been amended to bring it in line with the European Framework for Safer Mobile Use by Children and Young Teenagers (by, for example, specifically referencing the Internet Watch Foundation as the UK hotline for receiving reports from the public

¹⁹ The Code only covers connectivity via the mobile network. It does not cover other technologies such as Wi-Fi or Bluetooth.

²⁰ http://www.ofcom.org.uk/advice/media_literacy/medlitpub/ukcode/

²¹ http://www.mobilebroadbandgroup.com/documents/mbg_content_code_v2_100609.pdf

about potentially illegal content). There will also be greater transparency around the operation of the Independent Mobile Classification Body²².

Audio-visual content available on mobile phones arises from two sources. Some content is provided directly by the operator or a contracted third-party (and referred to in the Code as 'commercial content'). This content is under the mobile operator's control, enforced by contractual arrangements with the content creator/supplier. As noted in the revised Code *"Each mobile operator places commercial content classified as 18 behind access controls and only makes it available to those customers that it has satisfied itself, through a process of age verification, are 18 or over"*. The other source of content available on mobile phones is from the internet. The Code notes *"Mobile operators have no control over the content that is offered on the Internet and are therefore unable to insist that it is classified in accordance with the independent classification framework. Mobile operators therefore offer a filter to the mobile operator's Internet access service so that the Internet content thus accessible is restricted. The filter is set at a level that is intended to filter out content approximately equivalent to commercial content with a classification of 18"*.

Therefore, in this study we sought to establish a knowledge base about children and young people's experience of accessing content via mobile devices, parental/carer concerns and mediation strategies and, more generally, the type of support that both groups feel is needed in order to help children and young people to stay safe online.

This research was conducted for Ofcom by Ipsos MORI, working in partnership with LVQ Research who undertook the fieldwork. Fieldwork took place between 14 March and 2 April 2009.

The research aims to understand:

- Children's and young people's use and experience of using the internet/mobile network operator portals on mobile phones²³, games consoles and portable media players – with a particular focus on experiences of encountering "inappropriate" content. (The children interviewed were aged 7-16 years old).

and

- Parents'/carers' understanding of children/young people's use of internet/mobile network operator portals on mobile phones, games consoles and portable media players – with a focus on the use of controls/rules to protect children against inappropriate content.

Methodology

The study was comprised of one survey for parents/carers²⁴ and one each for 7-12 and 13-16 year olds respectively. The interviews were carried out face-to-face, in home, with one parent/carer interview and one 7-12 or 13-16 year old interview per household. The questionnaires used in the survey were developed by Ipsos MORI and LVQ Research in close consultation with Ofcom.

Given the sensitivities involved, "inappropriate material" was not defined in anything which was read out to respondents:

Parents/carers were asked to say what they considered to be "inappropriate material/content"; interviewers then recorded their spontaneous responses against a pre-code list on the questionnaire. Parents/carers were free to cite material/content in addition to what was on the pre-code list. *'Parents have a range of views about the types of*

²² www.imcb.org.uk/

²³ In the context of this report, all references to 'mobile phones' should be taken to mean one or more of the following: mobile phone, Smartphone or Personal Digital Assistant.

²⁴ In the reporting which follows, parents/carers are referred to as 'parents/carers of 7-12 year olds' and 'parents/carers of 13-16 year olds'. This should not be taken as meaning that parents/carers did not have children who were older or younger than the sub-group to which they were assigned, merely that they gave all their responses in reference to a selected child in their household within the specified age range.

material/content that they would consider it inappropriate for their child to see or experience when they are on their mobile phone, games console or portable media player, for example, because they consider it to be too adult for the child. Thinking about <<SELECTED CHILD>>, what types of material/content would you consider it inappropriate for him/her to see or hear on a mobile phone, games console or portable media player? Anything else? DO NOT PROMPT. MULTICODE OK.'

- **7-12 year olds** were asked to tell the interviewer about 'anything that might have happened to you when you were using [the mobile phone/games console/portable media player] which made you feel uncomfortable, upset, scared or worried, or which you think you were a bit too young to see because it was meant for much older children, or even grown-ups, and you probably weren't supposed to see it.'
- **13-16 year olds** were asked to tell the interviewer about 'anything that might have happened to you when you were using [the mobile phone/games console/portable media player] which made you feel uncomfortable, upset, scared or worried, or which you think was meant for older teenagers and adults, but not really supposed to be seen or heard by you.'

While the interviews with children and young people were conducted, parents/carers were asked to remain in the room²⁵. Given the risk that this might restrict or influence the responses given by children and young people, the questionnaire for 13-16 year olds included a self-completion section at the point where they were asked to describe any experience of encountering "inappropriate material". This part of the interview was also done through self-completion for parents/carers.

Interpreting the data²⁶

In the reporting which follows, please note that sub-group base sizes are sometimes very low. Due caution should be taken (and findings regarded as indicative only) when interpreting the findings based on sub-groups below 100 respondents in size, and especially below 30 respondents in size. Where applicable, findings are shown in the report as sample numbers (e.g. n=25), not percentages.

Any differences in findings by sub-group (for example, by sex or age) are described in this report. These differences have been tested at 95% confidence level.

Publication of data

As Ofcom has engaged Ipsos MORI to undertake an objective and representative study, it is important to protect both agencies' interests by ensuring that findings are accurately reflected in any press release or publication of the findings. As part of our standard terms and conditions, the publication of the research in this report is subject to the advance clearance/ approval of Ipsos MORI. This would only be refused on the grounds of inaccuracy or misinterpretation of the findings.

²⁵ MRS guidance on conducting research with children and young people (http://www.mrs.org.uk/standards/downloads/revised/active/children_young_people_mar06.pdf) states "It is not normally necessary for the responsible adult to be present during the interview.". Ofcom requested that a responsible adult should remain in the room with each interviewer while they spoke with the children and young people interviewed.

²⁶ The uptake and access control figures in this report are largely comparable to those to be published later in 2009 in Ofcom's report on children's media literacy. Any differences may be explained by a range of factors, including this sample focusing on children aged 7-16 and the media literacy sample focusing on 5-15 year olds, alongside differences in questionnaire wording.

Checked & Approved:

Fiona Johnson
(Research Director)

Alexandra Ziff
(Senior Research Executive)

Hazel Roberts
(Research Executive)

Device ownership and online access

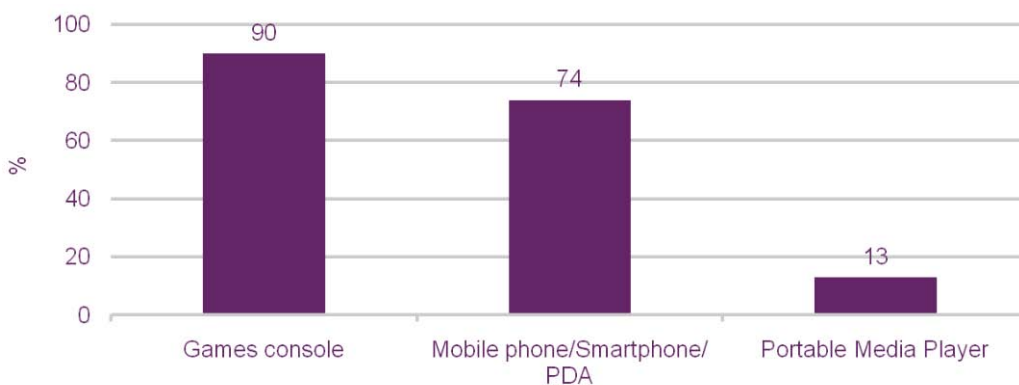
Section 2

Device ownership and online access

2.1 Most children and young people own, or have access to, a games console or mobile device

The majority of parents/carers say that their child owns or has use of a games console (90%) or mobile phone (74%) (see Figure 1). However, at around one in eight (13%), ownership or use of a portable media player by children and young people is considerably lower. The study found that children and young people often have access to two or more devices (for example, a games console *and* a mobile phone).

Figure 1: Parents/carers on their child's ownership/use of each type of device



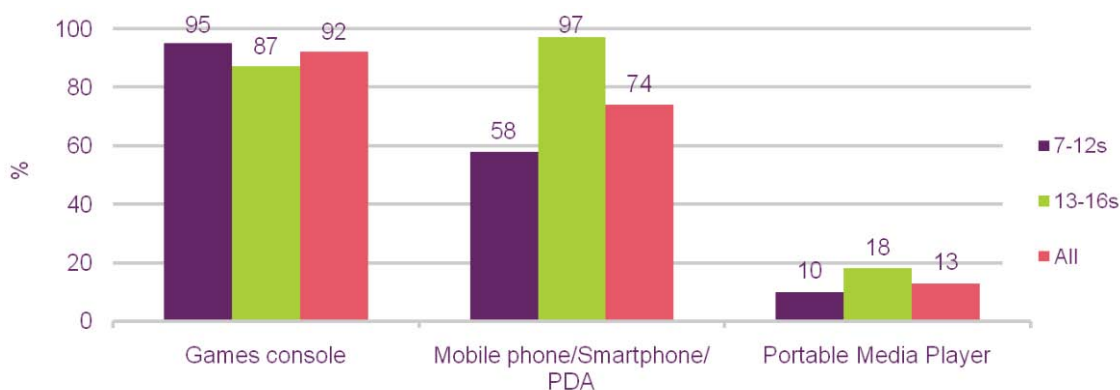
Q4 – Please tell me which answers apply to each of the following types of electronic equipment you may or may not have in your home: Child has own in bedroom/ Child has own elsewhere in home/ Household has, child uses/ Household has, child does not use/ Household does not have?

Base: 797 parents/carers of children and young people age 7-16
Source: Ipsos MORI, 14 March-2 April 2009

Children and young people largely confirm what their parents/carers say regarding their ownership or use of a mobile phone, games console or portable media player.

Figure 2 below highlights the differences in device ownership or use by age group. In particular, it shows that 13-16 year olds are more likely to have a mobile phone than 7-12 year olds (97% compared with 58% respectively). Conversely, children aged 7-12 are more likely to have a games console than those aged 13-16 (95% versus 87% respectively).

Figure 2: Children and young people on their ownership/use of each type of device, by age



Q4a/9a/12a – May I just check whether you have ... a mobile phone, a smartphone and/or a personal digital assistant/ a games console/ a portable media player?

Base: 797 children and young people age 7-16

Source: Ipsos MORI, 14 March-2 April 2009

In addition to the differences by age, the findings show that boys are more likely than girls to have a games console (96% vs. 88%), whereas girls are more likely than boys to have a mobile phone (77% vs. 71%).

2.2 Online usage via mobile phones, games consoles and portable media players is at a low level

Online capability

For mobile phones, 44% of parents whose child owns or has use of a mobile phone say that it is possible to go online with the device concerned.

Children and young people were asked whether they ‘can’²⁷ use their games console to go online. Just over a quarter (27%) of children and young people who own or have use of a games console²⁸ say that they ‘can’ do this. In addition, 27% of children and young people who own or have use of a portable media player²⁹ say that they ‘can’ use it to go online.

Online usage

Parents

Just over one in ten parents/carers whose child owns or has use of a mobile phone say their child uses the mobile phone to go online (12%).

Around a fifth of parents/carers whose child owns or has use of a games console say their child uses the games console to go online (21%). Similarly, around a fifth of parents/carers whose child uses a portable media player say their child uses the portable media player to go online (21%).

Overall, the research shows that 9% of *all* parents/carers say their child uses a mobile phone to go online, 19% of *all* parents/carers say their child uses a games console to go online and 3% of *all* parents/carers say the same for portable media players.

Children and young people

²⁷ It is important to note that children and young people may have interpreted these questions to mean either ‘are you allowed to use the games console/portable media player to go online?’ or ‘is it possible to use the games console/portable media player to go online?’.

²⁸ n=731

²⁹ n=106

Around one in eight children and young people who own or have access to a **mobile phone** say they go online with it (14%). Although the finding is indicative only due to the small base size³⁰, the majority of children and young people who say they use a mobile phone to go online say that they have either open access to the internet (32%) or a mix of gated and open online access (34%) rather than gated-only access (27%). There are differences in reported online use by age: 13-16 year olds who own or have access to a mobile phone are four times more likely than 7-12 year olds who own or have access to a mobile phone to say they use their phone to go online (21% vs. 5%).

One in six children and young people who own or have use of a **games console** say they use it to go online at least occasionally (16%)³¹. Boys who own or have use of a games console are four times more likely than girls to say they do this (23% versus 6%).

A similar proportion of children and young people who own or have use of a **portable media player** say they use it to go online at least occasionally (15%)³².

Overall, this equates to 9% of *all* children and young people saying they go online with a mobile phone at least occasionally³³, 14% of *all* saying they go online with a games console at least occasionally, and 2% of *all* saying the same for portable media players.

In summary, the table below shows the percentage of children and young people who own/use each device, and who use each device to go online at least occasionally, as a proportion of all children and young people.

Device ownership/use and online access, as reported by children and young people		
	Owns or has use of	Uses to go online
	%	%
<i>Base: All children and young people age 7-16 (797)</i>		
Mobile phone	74	9
Games console	92	14
Portable Media Player	13	2

Source: Ipsos MORI (14 March-2 April 2009)

³⁰ n=77

³¹ In total, 195 children and young people reported that they 'can' use their games console to go online. It is important to note that children and young people may have interpreted this question to mean either 'are you allowed to use the games console to go online?' or 'is it possible to use the games console to go online?'. When asked subsequently *how often* they use their games console to go online, 80 of the 195 said 'never' or 'don't know'. Some of the findings we report are therefore taken from a base of 115, representing all children and young people who own or have access to a games console and say they use the games console to go online *at least occasionally*.

³² In total, 26 children and young people reported that they 'can' use their portable media player to go online. However, children and young people may have interpreted this question to mean either 'are you allowed to use the portable media player to go online?' or 'is it possible to use the portable media player to go online?'. When asked subsequently *how often* they use their portable media player to go online, 10 of the 26 said 'never' or 'don't know'. Some of the findings we report are therefore taken from a base of 16, representing all children and young people who own or have access to a games console and say they use the games console to go online *at least occasionally*.

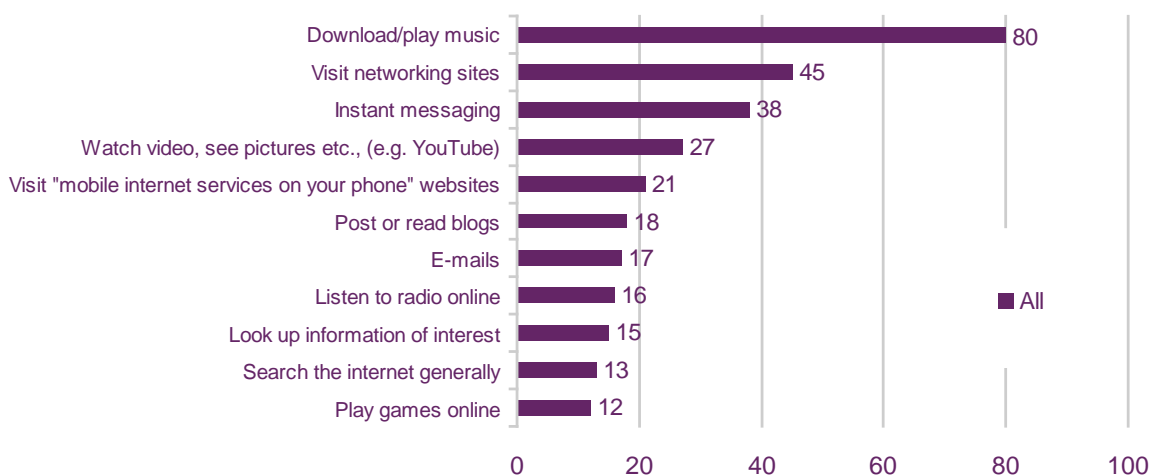
³³ Please note that when children and young people who said they do use their mobile phone to go online were asked subsequently *how often* they use their mobile phone to go online, 3 of the 77 children and young people said 'never' or 'don't know'. Some of the findings we report are therefore taken from a base of 74, representing all children and young people who own or have access to a mobile phone and say they use the mobile phone to go online *at least occasionally*.

2.3 Online activities using mobile phones, games consoles and portable media players

Mobile phones

When young people are using their mobile phone to go online³⁴, they most frequently say they are downloading or playing music (80%), visiting social networking sites (like Piczo, SuperClubsPlus, GoldStarCafe, Bebo, Facebook, Hi5, MySpace) (45%) and instant messaging (for example, using MSN, AOL Messenger) (38%). In addition, one in four (27%) use their mobile phone to watch video, see pictures and listen to music (for example, on YouTube or Flickr).

Figure 3: Children and young people's online activity using a mobile phone (amongst those who use a mobile phone to go online)



Q6 – May I just check do you use the mobile phone to do any of these things online? [activities mentioned by 10%+ of children and young people]

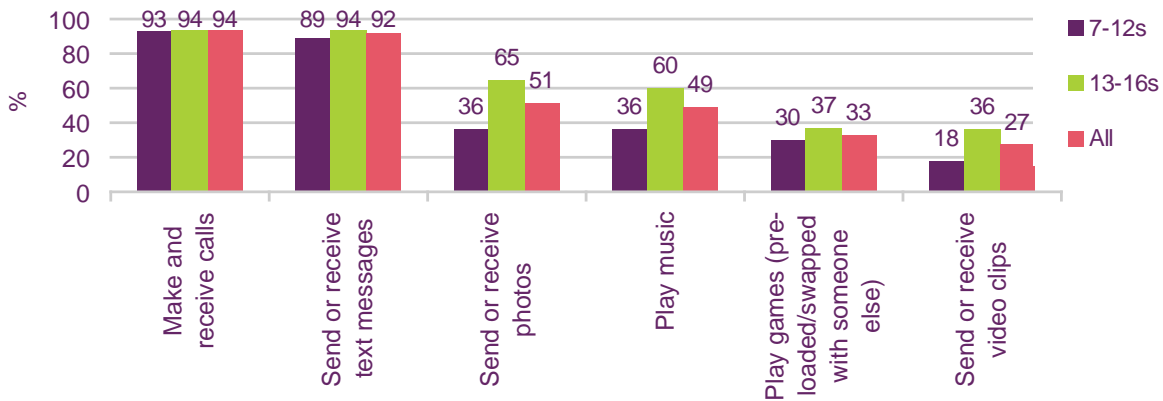
Base: 74 children and young people age 7-16 with a mobile phone which they use to go online at least occasionally

Source: Ipsos MORI, 14 March-2 April 2009

On the whole, though, young people are more likely to use their mobile phones for activities other than going online (see Figure 4). Amongst those who use a mobile phone, the majority use them for calling (93% of 7-12s and 94% of 13-16s) and texting (89% of 7-12s and 94% of 13-16s). Other uses of mobile phones are less common, particularly among the younger age group. For example, just 18% of 7-12s use a mobile phone to send or receive video clips, compared with 36% of 13-16s.

³⁴ Indicative findings: low base size (74)

Figure 4: Mobile phone activity amongst children and young people who have a mobile phone, by age



Q8 – Can you tell me which of the following things you use the mobile phone to do, if any?

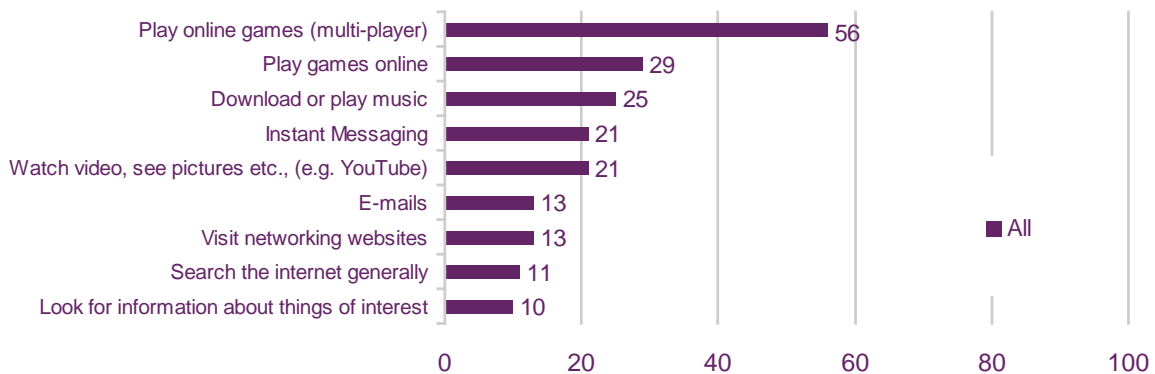
Base: 587 children and young people age 7-16 who own/have use of a mobile device [287 age 7-12 and 300 age 13-16]

Source: Ipsos MORI, 14 March-2 April 2009

Games consoles

Figure 5 shows online activities among children and young people who use their games console to go online. It highlights that online games (multi-player) are the most common online activity for children and young people to engage in via a games console.

Figure 5: Children and young people’s online activity using a games console (amongst those who use a games player to go online)



Q11 – May I just check, do you use the games console(s) to do any of these things online? [activities mentioned by 10%+ of children and young people]

Base: 115 children and young people age 7-16 with a games console which they use to go online at least occasionally

Source: Ipsos MORI, 14 March-2 April 2009

Portable media player

The proportion of children and young people who use their portable media player to go online is too small to allow for reporting.

Concerns about staying safe online

Section 3

Concerns about staying safe online

3.1 Few parents/carers have *major concerns* about the material their child might access when using these devices

When asked if they have “any major concerns” about the types of content or material their children might access using a mobile phone – whether online or offline – very few parents/carers whose child uses a mobile phone say they do (5%). Amongst parents/carers whose child uses a mobile phone to go online, one in ten (10%) have “major concerns” about the type of content/material their child can access when they use their mobile phone.

Parents/carers were also asked if they have “any major concerns” about the types of content or material their children can access using a games console or portable media player to go online. Just over one in ten parents/carers (11%) whose child uses a games console to go online have “major concerns” in relation to games consoles. Among the parents/carers of children and young people who use games consoles to go online, those with a 7-12 year old are more than twice as likely as those with a 13-16 year old to have “major concerns” about the online material that can be accessed via a games console (15% versus 6% respectively).

Among those parents/carers whose children use a portable media player to go online, none express “any major concerns” about material their children can access using a portable media player.

Where “major concerns” are expressed, these tend to relate to material which is *too adult* (on both mobile phones and games consoles), or (on games consoles only) is *too violent* or *contains bad language*.

3.2 A minority of parents are aware of access controls on mobile devices

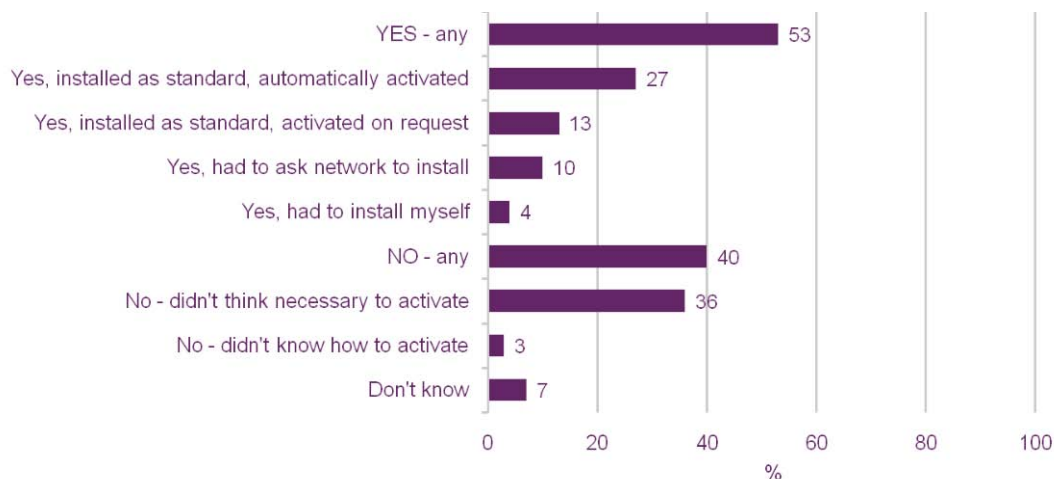
Overall, 16% of parents/carers whose child owns or uses a mobile phone are aware of access controls that can stop their child from accessing particular content when the child is using the phone. However, amongst parents/carers who say their child uses the mobile phone to go online, the proportion saying they are aware of access controls more than doubles (to 35%)³⁵.

Of those who are aware of access controls, just over half (53%) say the access controls are activated (see Figure 6)³⁶. (This equates to 8% of parents/carers whose child owns or uses a mobile phone.) Amongst parents/carers who say their child uses the mobile phone to go online and are aware of access controls (n = 25), just over half say the access controls are activated. (This equates to just under two in ten (18%) of parents/carers who say their child uses the mobile phone to go online.)

³⁵ Indicative finding: low base size (71)

³⁶ Indicative finding: low base size (92)

Figure 6: Activation of access controls on mobile phones (amongst parents/carers aware of access controls)³⁷



Q10 – Do you have these mobile device access controls activated?

Base: 92 parents/carers whose child uses a mobile phone and aware of access controls

Source: Ipsos MORI, 14 March-2 April 2009

Around a third of parents/carers (32%) whose child uses a games console to go online are aware of access controls. Two thirds of these parents/carers (67%) have the controls activated³⁸. (This equates to 21% of parents/carers who say their child uses a games console to go online.)

The proportion of parents/carers whose child uses a portable media player to go online, are aware of access controls, and have the controls activated is too small to allow for reporting.

3.3 Parents' rules about using devices are largely focused on cost, types of activity and content, and over-use

In the context of relatively low levels of “major concerns” expressed about what their children might access, parents' and carers' rules about device usage (both spontaneous and prompted) tend to relate more frequently to cost, types of activity and content, or over-use than to online safety.

Mobile phones rules

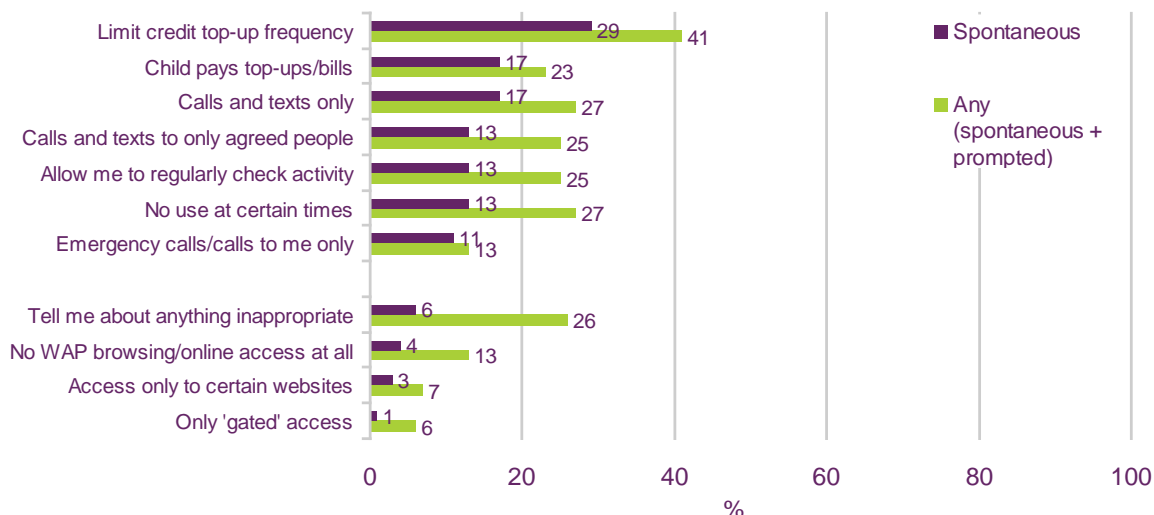
Figure 7 shows that two of the three rules which parents/carers most often mention spontaneously relate to paying for use of the mobile phone (29% mention limiting top-up frequency and 17% mention that the child pays for their own top-ups or bills). Just under one fifth (17%) mention ‘calls and texts only’. It is worth noting that, in all but one case, the children of parents/carers who spontaneously mention a ‘calls and texts only’ rule do not use their mobile phone to go online. Likewise, in all but five cases, the children of parents/carers who spontaneously mention an ‘only calls/texts to an agreed list of people’ rule do not use their mobile phone to go online.

Generally, it is only after prompting that parents/carers tend to mention rules relating to staying safe online with any particular frequency, although these rules are only ever mentioned by a minority.

³⁷ It should be noted that access controls cannot be installed directly by a mobile phone customer. Access controls for ‘18’ mobile commercial content are set as default. Mobile operators also offer a filter to the mobile operator’s Internet access service so that the Internet content can be restricted. The filter is set at a level that is intended to filter out content approximately equivalent to commercial content with a classification of 18.

³⁸ Indicative finding: low base size (49)

Figure 7: Parents'/carers' rules and restrictions regarding mobile phones



Please note: The top of the chart indicates the Top 4 rules/restrictions mentioned spontaneously by parents/carers. The bottom of the chart indicates specific online safety rules to demonstrate that these are only mentioned with any frequency by parents/carers with prompting.

Q8a/8b – What rules or restrictions, if any, do you have about ... / Do you have any of these rules or restrictions about <selected child>'s use of their/the household's mobile device?

Base: 590 parents of children and young people age 7-16 whose child uses a mobile phone

Source: Ipsos MORI, 14 March-2 April 2009

The parents/carers of 7-12 year olds whose child uses a mobile phone are significantly more likely to spontaneously say they have rules and restrictions for mobile phones: 83% with a child aged 7-12 year olds say that they have at least one rule or restriction compared to 70% with a child aged 13-16. For example, parents of 7-12 year olds are more likely to spontaneously mention 'limit credit top-up frequency' (35% vs. 24% with children aged 13-16) and to have a 'calls and texts only' rule (24% vs. 10% with children aged 13-16).

For parents/carers whose child uses a mobile phone to go online³⁹, the two rules they mention spontaneously most frequently are *limit how often credit can be put on the phone* and *child is responsible for paying top-ups/bills* (21% each). With prompting, however, their top rule is *tell me if they receive anything which makes them feel uncomfortable or scared/is too adult* (34% make any mention of this rule⁴⁰). Just under a quarter (24%) make any mention of rules relating to only viewing certain websites on the mobile phone, such as those in a favourites list or only age-appropriate sites.

Games console rules

Parents/carers whose child uses a games console to go online were asked whether they have any rules or restrictions in place about the use of the games console. Figure 8 shows that concerns about potential access to content which is inappropriate for the age of the child are more marked than with mobile phones, but, again, use at certain times of day is also a worry. The rules and restrictions most often mentioned spontaneously are appropriately age-rated games (24%), restricted amount of playing time (20%) and restricted times for playing (17%).

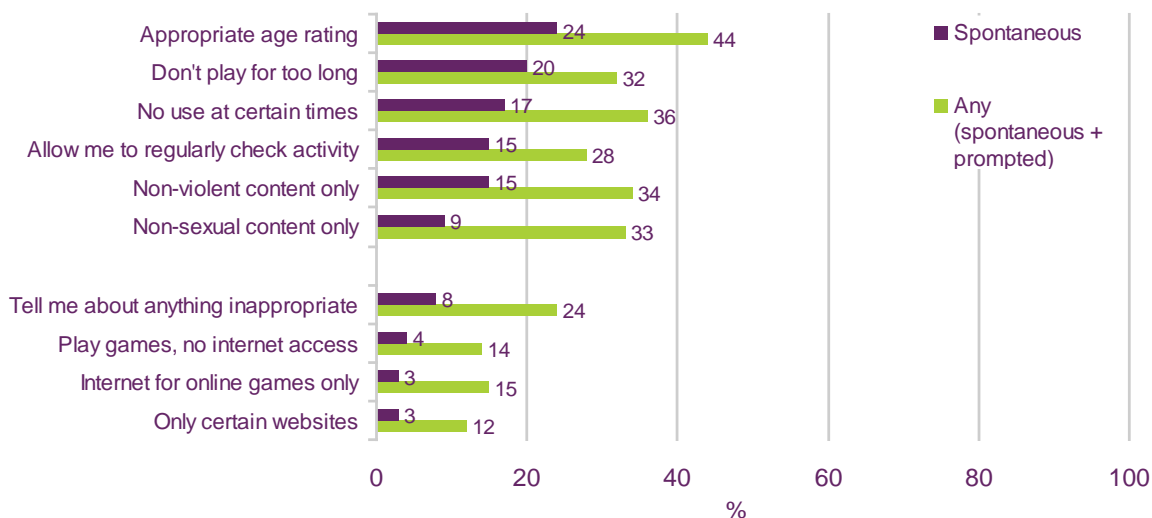
After prompting, the most frequently mentioned rules regarding general use relate to accessing age-suitable content (44%) or times of the day when the games console can/cannot be used (36%); in addition, specific rules relating to non-violent and non-sexual content are mentioned by 34% and 33% of parents/carers respectively. A smaller proportion mention rules relating to the internet: 15% mention online games only; around one in seven (14%) say no internet access is

³⁹ Indicative finding: low base size (71)

⁴⁰ 'Any' frequencies are derived from a net total of spontaneous and prompted responses.

allowed; 12% say only certain websites; and 10% only to go on websites when supervised by a parent/adult.

Figure 8: Parents'/carers' rules and restrictions regarding games consoles



Please note: The top of the chart indicates the Top 5 rules/restrictions mentioned spontaneously by parents/carers. The bottom of the chart indicates specific online safety rules to demonstrate that these are only mentioned with any frequency by parents/carers with prompting.

Q12a/12b – What rules or restrictions, if any, do you have about ... / Do you have any of these rules or restrictions about <selected child>'s use of their/the household's games console?

Base: 149 parents of children and young people age 7-16 whose child uses a games console to go online

Source: Ipsos MORI, 14 March-2 April 2009

Again, parents/carers with younger children who use a games console to go online are more likely to say that they have rules and restrictions. Just under three quarters (74%) with children aged 7-12 spontaneously say that they have at least one rule or restriction compared to 52% of parents/carers with a 13-16 year old⁴¹. Overall, over half of parents/carers with a 7-12 year old make any mention⁴² of rules about appropriate age ratings compared with just over a third of parents/carers with a 13-16 year old (53% versus 36%).

⁴¹ Indicative finding: low base sizes (76 and 73 respectively)

⁴² 'Any' frequencies are derived from a net total of spontaneous and prompted responses.

Experience of encountering inappropriate material

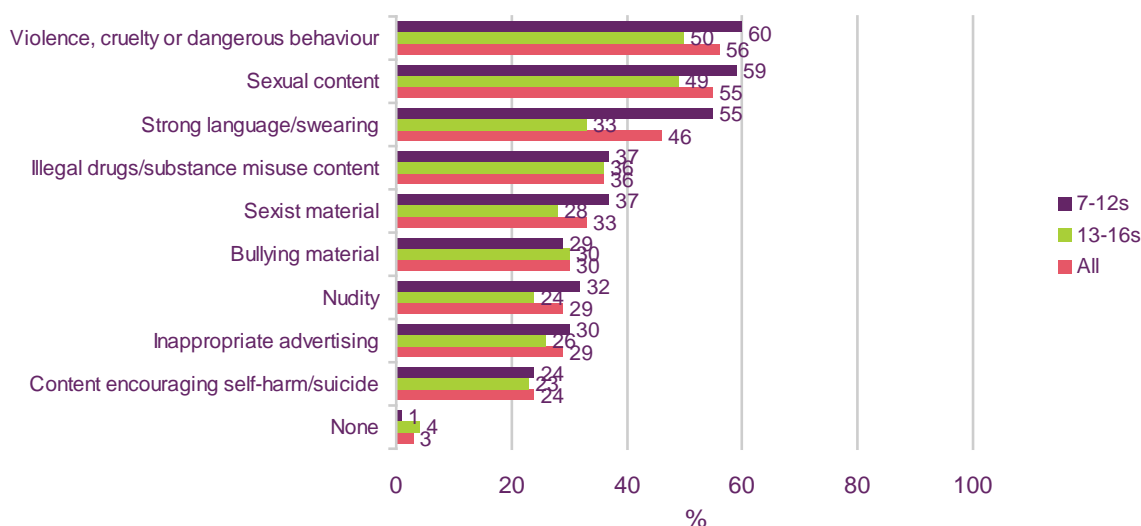
Section 4

Experience of encountering inappropriate material

4.1 Most parents/carers would consider *some* content inappropriate but only two types are mentioned by a majority

We asked parents to consider what content they thought would be inappropriate for their children to encounter. Overall, 92% of parents/carers mention at least one type of material or content which they would consider inappropriate for their children to see or hear on a mobile phone, games console or portable media player. However, only two types of content are mentioned spontaneously by more than half of parents/carers: *violence, cruelty and dangerous behaviour* and *sexual content* (see Figure 9).

Figure 9: Parents' perceptions of inappropriate material by age of child



Q20 – Thinking about <selected child>, what types of material/content would you consider it inappropriate for him/her to see or hear on a mobile device, games console or portable media player? [All answers given by 20%+ of respondents]

Base: 797 parents of children and young people age 7-16

Source: Ipsos MORI, 14 March-2 April 2009

Generally speaking, the parents/carers of 7-12 year olds are more likely than parents of older children to mention any one type of content. For example, six in ten parents/carers in this group (60%) cite *violence, cruelty or dangerous behaviour* compared with half of those (50%) with a 13-16 year old.

4.2 Reported incidences of encountering “inappropriate material” are very low

Children and young people were asked whether they had encountered anything inappropriate when using a mobile phone, games console or portable media player. Details on how this question was posed are given in the section on methodology in the report Introduction.

This study found that very few children and young people say they have experienced something which made them *'feel uncomfortable, upset, scared or worried, or which they think they were too young to see'* while using either a mobile phone (whether online or offline), a games console online or a portable media player online (4%, 5% and 0%, respectively); moreover, all who stated they have encountered inappropriate material say this has happened on just one occasion.

In line with what children and young people say, 4% of parents/carers whose child uses a mobile phone (whether online or offline), 7% of parents/carers whose child uses a games console to go online, and only one parent/carer whose child uses a portable media player to go online say their child has seen or heard inappropriate material. The study also found that children and young people and their parents/carers almost always report the same one incident.

It is worth noting that the incidence levels reported here are based on the description of 'inappropriate material' as set out in the report Introduction. Measurement of the incidence of children's and young people's exposure to 'inappropriate material' may vary depending on a range of factors, including the definition or description of inappropriate material used and, indeed, differing perceptions of what constitutes 'inappropriate'.

Experience of inappropriate content when using a mobile phone

This research did not find evidence that anything inappropriate which was experienced by children and young people occurred while they were using a mobile phone to go online via a mobile 'gated' portal⁴³. Indeed, in many of the cases reported, the young people involved were not online at all, with the inappropriate material concerned tending to come to them via a text/SMS or photo/video.

- Amongst 7-16 year olds who use a mobile phone, 4% say they encountered "inappropriate material" when using a mobile phone (n=25); 4% of parents/carers whose child uses a mobile phone say the same (n=23).

Given the small base sizes, the following information is presented as the number (not percentage) of respondents making the response. These findings should be treated as highly indicative.

- The most frequently mentioned type of content was *material with a sexual content* (mentioned by 10 children and young people and 10 parents/carers) followed by *something rude* (5 children and young people and 4 parents/carers).
- "Inappropriate material" most often reached children and young people in a text message or SMS (12 children and young people and 13 parents/carers), or in a photo or video (7 children and young people and 5 parents/carers). "Inappropriate material" reached the child/young person through online means according to 1 child/young person ("online, on the internet in general") and 4 parents/carers (2 "online on the internet in general" and 2 "online, but I'm not sure whether it was on the mobile internet websites provided by the mobile phone company or on the internet in general"). There was a mix of content made by an "ordinary person" (10 children and young people and 9 parents/carers) or a "professional person or company" (8 children and young people and 8 parents/carers). Where the content was made by an "ordinary person", there was a fairly even split between material made by someone the child did and did not know.
- When the incident happened, most young people did tell someone. This was usually a parent/carer (14 children and young people). In three cases, the child or young person did not tell anyone *because [they] didn't think they needed to tell anyone*.

⁴³ 'Gated access' refers to online activity that takes place via a mobile phone company's mobile web portal. As such, while the user may be able to access a range of online and third-party content, the operator restricts the content available to users.

Experience of inappropriate content when using a games console

- Amongst 7-16 year olds who use a games console to go online, 5% say that they were exposed to “inappropriate material” when using a games console (n=6); 7% of parents/carers whose child uses a games console to go online say the same (n=12).

Given the small base sizes, the following information is presented as the number (not percentage) of respondents making the response. These findings should be treated as highly indicative.

- The most frequently mentioned type of content was *material with strong language* (3 children and young people and 8 parents/carers).
- This “inappropriate material” most often reached young people “online, on the internet in general” (4 children and young people and 2 parents/carers), and was usually made by an “ordinary person” (3 children and young people and 4 parents/carers). Where the content was made by an “ordinary person”, there was a tendency for this to be someone the child did know.
- When the incident happened, young people did tend to tell someone – usually a parent/carer (2 children and young people). In two cases, the child or young person did not tell anyone, either *because I didn't know who to tell* or *because I didn't think I needed to tell anyone*.

4.3 Most parents/carers talked with their child when they encountered “inappropriate material”

Those parents/carers who say their child had encountered ‘inappropriate material’ (n=34 across the three types of device) were asked what action they had taken. Parents/carers were most likely to say they had talked to the young person concerned about what they had seen (14 spontaneous, rising to 17 making any⁴⁴ mention of this action). A small number had also talked to their child about the use of the device in the future (3 spontaneous, rising to 6 making any response of this kind) or deleted the offending material (5 spontaneous). In a few cases, parents/carers reported that they had told the child off (3 spontaneous). In a few cases (n=3) they say they did nothing as they did not know what to do.

It is worth noting that no parents/carers say they reported the incident to a regulatory body, government or relevant body⁴⁵ but three say that they reported the incident to their mobile network operator.

4.4 Most parents/carers would talk with their child, if they were to encounter “inappropriate material”

The study found that the majority of children and young people who use a mobile phone online or offline, or use a games console or portable media player to access the internet, say they have not encountered “inappropriate content”.

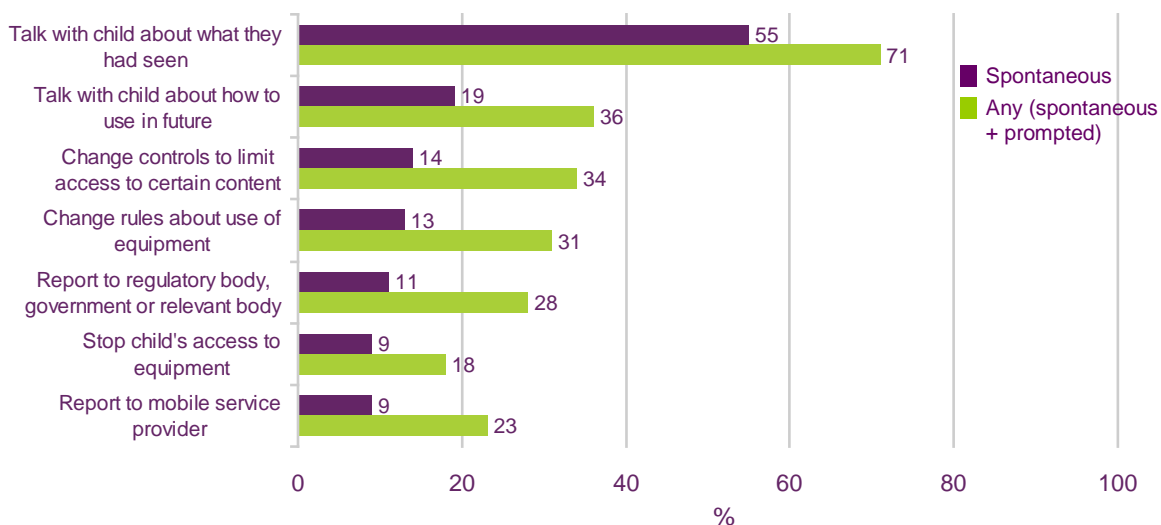
Those parents and carers whose child had not experienced inappropriate material in this way were asked (both spontaneously and prompted) what action they would take if this were to happen. Figure 10 shows that the majority say they would talk to their child about what they had seen (55% of spontaneous responses, rising to 71% making any mention of this action). In total, just over a third (36%) of parents/carers say they would be likely to talk to their child about how to use the device in the future, 34% say they would add or change controls on the device to limit access to

⁴⁴ ‘Any’ frequencies are derived from a net total of spontaneous and prompted responses.

⁴⁵ This was described on the questionnaire/showcard as “e.g. Child Exploitation and Online Protection Centre [CEOP], Internet Watch Foundation [IWF], Pan-European Game Information [PEGI], the police, Ofcom”.

certain content in the future, and 31% say they would change their rules about the use of the device in the future. A minority spontaneously mention that they would make a more formal report or complaint to either a regulatory body, government or relevant body⁴⁶ (11%, rising to 28% making any mention) or their mobile service provider (9%, rising to 23% making any mention).

Figure 10: Potential parental action should child experience “inappropriate material”



Q26a/26b – What, if anything, would you do if <selected child> came across this inappropriate material/content? /And which of the following, if any, would you do if your child came across this inappropriate material/content? Chart ranked on Top 6 spontaneous responses.

In total, <1% of respondents said *Nothing – don't think anything needs to be done*, 1% said *Nothing – don't know what to do* and 10% said *don't know* when answering this question.

Base: 763 parents/carers whose child has not seen “inappropriate material”

Source: Ipsos MORI, 14 March-2 April 2009

There are some key differences in patterns of response by age of child and social grade within the population of parents/carers whose children have not seen inappropriate content:

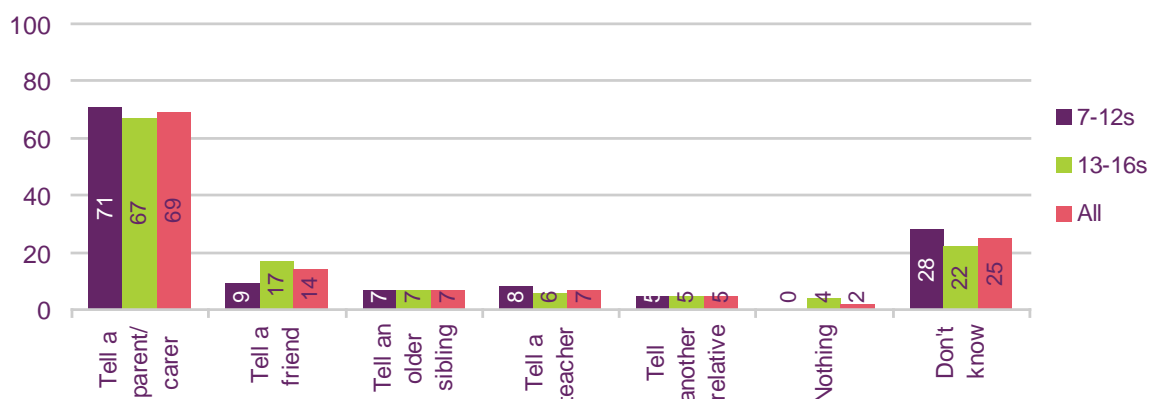
- Those in ABC1 households are significantly more likely than parents/carers in C2DE households to say that were this to happen, they would talk to their child about what they had seen (76% making any response (spontaneous or prompted) compared with 67% respectively).
- Parents and carers of 7-12 year olds are more likely than those with older children to say they would add or change controls to limit access to certain content (39% versus 26%) or change their rules about the child's use of the equipment concerned (35% compared with 24% respectively).

4.5 Most children and young people would tell a parent/carer, were they to encounter “inappropriate material”

Those children and young people who said that they had not encountered inappropriate material on a mobile phone, games console or portable media player were asked, without prompting, what action they would take if this were to happen. The majority of children and young people say they would tell a parent or carer if they experienced something which made them feel uncomfortable when using a mobile phone (69%). However, a quarter (25%) say they do not know what they would do (see Figure 11).

⁴⁶ This was described on the questionnaire/showcard as “e.g. Child Exploitation and Online Protection Centre (CEOP), Internet Watch Foundation (IWF), Pan-European Game Information (PEGI), the police, Ofcom”

Figure 11: Potential action by young people should they encounter “inappropriate material” using a mobile phone, by age

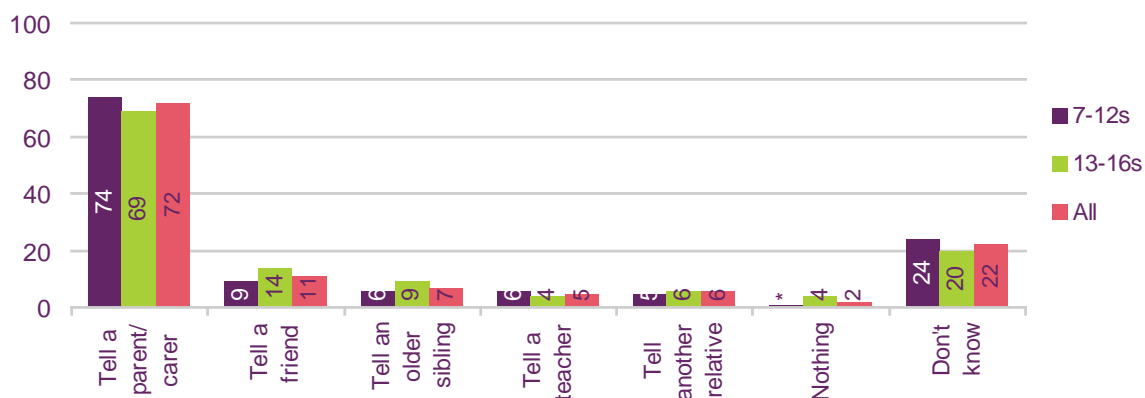


Q18 – If something like this did happen to you when you were using the mobile phone, what would you do, if anything?
 Base: 561 children and young people age 7-16 with a mobile phone who have not experienced anything which made them feel uncomfortable [276 age 7-12 and 285 age 13-16]. Chart ranked on Top 5 responses.
 Source: Ipsos MORI, 14 March-2 April 2009

In these circumstances, 13-16 year olds are significantly more likely than 7-12 year olds to say they would *tell a friend* (17% compared with 9%). By social grade, around six in ten children and young people in DE households say they would tell their parents/carers (62%), compared with seven in ten children and young people in ABC social grades.

Findings are very similar in relation to games consoles, with most young people spontaneously saying they would tell a parent/carer were they to encounter “inappropriate material” (72%), but with around one in five (22%) saying they are uncertain about what they would do (see Figure 12).

Figure 12: Potential action by young people should they encounter “inappropriate material” using a games console, by age



Q22 – If something like this did happen to you when you were using a games console, what would you do, if anything?
 Base: 714 children and young people age 7-16 with a games console who have not experienced anything which made them feel uncomfortable [452 age 7-12 and 262 age 13-16]. Chart ranked on Top 5 responses.
 Source: Ipsos MORI, 14 March-2 April 2009

Again, 13-16 year olds are significantly more likely to say they would tell a friend than 7-12 year olds (14% compared with 9%).

Among children and young people who have not encountered any inappropriate material while using a portable media player (n=54), most would tell a parent/carer were this to happen (n=35). Again, though, around one in four (n=15) say they don't know what they would do.

Online safety guidance

Section 5

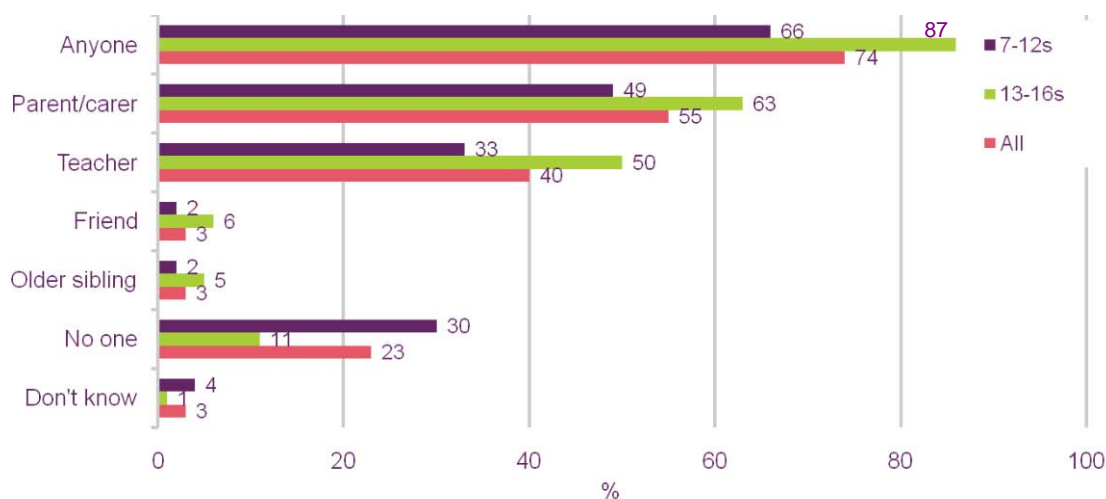
Online safety guidance

5.1 The majority of children and young people have received some information about staying safe online

The study also investigated parents'/carers', and children's and young people's views, about online safety in general.

The majority of children and young people say they have received some information about staying safe online, but older children (13-16s) are more likely than younger children (7-12s) to say this (see Figure 13). Spontaneously, the most frequently mentioned source of advice is parents/carers, with teachers also likely to be mentioned as providing advice, particularly to older children. Overall, though, three in ten 7-12 year olds say no one has talked to them about online safety.

Figure 13: Sources of information about staying safe online for young people, by age



Q27 – Has anyone ever spoken to you about the things young people can do to make sure they stay safe when they're online?
 Base: 797 children and young people age 7-16 [488 age 7-12 and 309 age 13-16]. Chart ranked on Top 5 responses.
 Source: Ipsos MORI, 14 March-2 April 2009

Girls are more likely than boys to say that someone at school provided them with online safety information (44% versus 36%). Meanwhile, young people in ABC1 households are more likely than those in C2DE households to say their parents/carers have spoken to them about this (60% versus 50%).

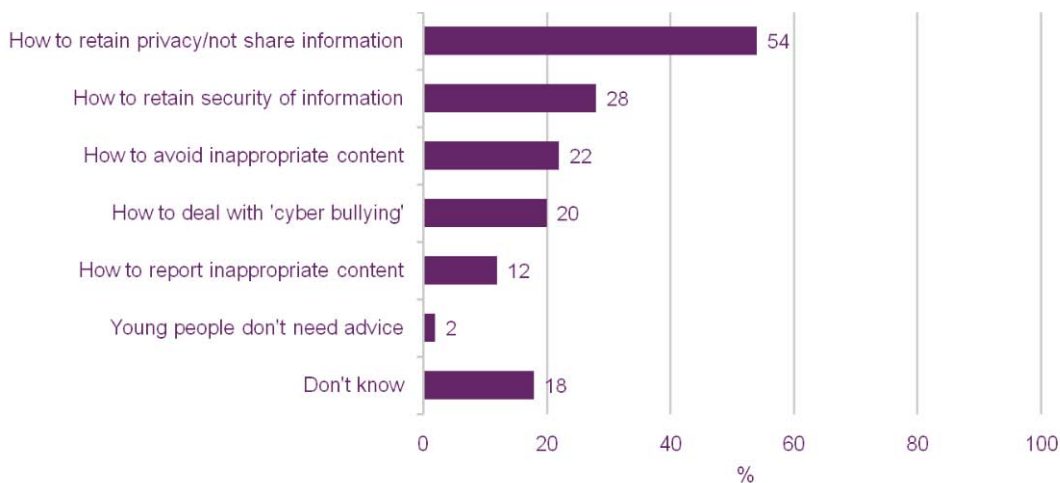
5.2 Over half of children and young people say their peers need help or advice on retaining their privacy online

Without prompting, young people aged 11-16⁴⁷ most frequently say that young people need information about staying safe online in relation to keeping personal information and data private (that is, which types of personal information they might wish to keep private or which it is inappropriate to share with others because of the potential for its misuse, such as date of birth or contact information), and security of information (that is, for example, the use of strong passwords

⁴⁷ This question was not asked of children in the age range 7-10 because of the high incidence of 'don't know' responses to this question during its pilot.

or PINs), and how to avoid inappropriate content (see Figure 14). Two in ten (20%) mention advice about how to deal with cyber-bullying and just over one in ten (12%) feel that children and young people need advice on how to report any inappropriate material they come across.

Figure 14: Advice which young people say is needed in relation to staying safe online



Q28 – What kinds of help or advice, if any, do you feel young people need to make sure they stay safe when they're online?
 Base: 480 children and young people age 11-16
 Source: Ipsos MORI, 14 March-2 April 2009

Respondents age 13-16 years old are more likely than their peers aged 11 and 12 years old to say children and young people need advice on *how to retain their privacy/not share personal information* (58% versus 46%)⁴⁸ and on *how to retain the security of their information online* (33% versus 17%)⁴⁹.

5.3 The majority of parents/carers say they know enough about how to keep their child safe online

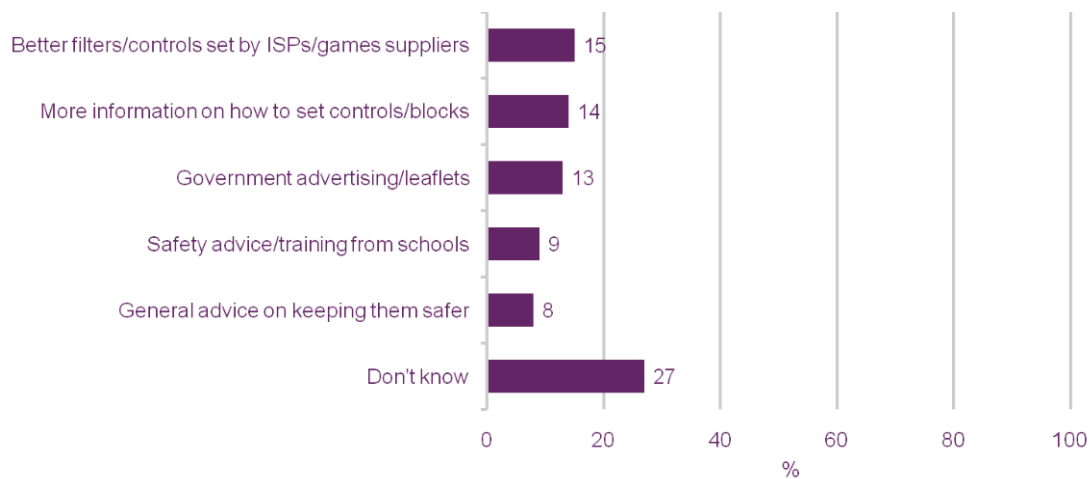
Parents/carers were asked whether they feel they know enough about how to help their child stay safe online. The majority (79%) say 'yes', while 13% say 'no' and 8% say they 'don't know'. Amongst parents/carers who say they 'don't know', those in DE households are more likely than other parents to say this (12%, versus 6% of social grade AB households and 7% of social grade C1C2 households).

Those parents/carers who say 'no, I don't feel I know enough' were asked what additional support or help they would like and who should provide it. Figure 15 shows that they spontaneously point most often to better filters and controls set by games suppliers and ISPs, and more information on how to set controls or blocks. However, just over one quarter (27%), although saying they are in need of support, cannot specify the type of support they would like.

⁴⁸ For example, personal details relating to date of birth, contact information.

⁴⁹ For example, passwords, PINs.

Figure 15: Help/support which parents/carers say they need in relation to keeping their children safe online



Q28 – What additional help or support would you like, and who should provide it?

Base: 100 parents/carers who feel they do not know enough about how to help their child stay safe online. Chart ranked on Top 6 responses.

Source: Ipsos MORI, 14 March-2 April 2009

Annexes

Annexes

1. Technical note

Methodology

In total, 797 face-to-face, in-home interviews with children and young people aged 7-16 were conducted, together with an interview per child with a parent or carer. Children and young people were selected for interview using the 'next birthday' rule (that is, the child with the next birthday following the date of the interview was selected), and – where appropriate – parents/carers were asked to give their responses in reference to the selected child.

Weighting

At the analysis stage, the data were weighted by Government Office Region.

Statistical reliability

Respondents represent only samples of total populations, so we cannot be certain that the figures obtained are exactly those we would have if everybody had taken part ("true values"). Because a sample, rather than the entire population, was interviewed the percentage results are subject to sampling tolerances – which vary with the size of the sample and the percentage figure concerned. For example, for a question where 50% of the respondents in a (weighted) sample of 800 respond with a particular answer, the chances are 95 in 100 that this result would not vary more than four percentage points, plus or minus, from the result that would have been obtained from a census of the entire population (using the same procedures). *An indication of approximate sampling tolerances for the survey of parents/carers and children and young people are given in the table below.*

Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
	±	±	±
400	4	6	7
600	2	4	4
800	2	3	4
1,000	2	3	3

Strictly speaking the tolerances shown here apply only to random samples; in practice good quality quota sampling has been found to be as accurate.

Tolerances are also involved in the comparison of results between different parts of the sample, and between two different samples. A difference must be of at least a certain size to be statistically significant (i.e. a real, not just apparent, difference). (At the same time, it should be noted that statistically significant data need to be interpreted to see whether they make reasonable

sense.) The following table is a guide to the sampling tolerances applicable to comparisons between sub-groups.

Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
	±	±	±
398 (boys) versus 399 (girls)	4	6	7
479 (7-12 year olds) versus 318 (13-16 year olds)	4	7	7
83 (male parent/carer) versus 713 (female parent/carer)	7	11	11
388 (ABC1 parent/carer) versus 409 (C2DE parent/carer)	4	6	7

Please note that, in some cases, sub-group base sizes are very low. Due caution should be taken (and findings regarded as indicative only) when interpreting the findings based on sub-groups below 100 respondents in size, and especially below 30 respondents in size. Where applicable, findings are shown in the report as numbers (e.g. n=25), not percentages.

2. Questionnaires

Questionnaire for 7-12 year olds

SAFEGUARDING CHILDREN SURVEY FOR OFCOM Questionnaire for children/young people (7-12), 12 March 2009

(All questions to be double-columned so that interviewers can record whether CYP's response was influenced by the presence of the parent)

Introduction

Thank you very much for speaking to me. I'd like to talk to you for 10-15 minutes about some of the different types of electronic equipment that young people have – like mobile phones and games consoles – and the type of things that you can do with them. I'll be asking you questions about what you do and think, but this isn't a test, and there are no right or wrong answers. If there is anything you are not sure about as we go through the questions, or any questions that you don't fully understand, you can tell me and I'll explain. You also don't have to answer any questions you don't want to.

I work for xxxxx and we're talking to 800 children and young people across the country in the next couple of weeks. The answers will be used to help look after children and young people when using mobile phones and other electronic equipment and especially when using the internet.

Everyone's answers will be added together in the findings and made anonymous: this means that no one will know the names of anyone who has taken part or where they live. The answers you give me to questions are also confidential. This means that we won't tell anyone what you've said, unless you tell me something and it makes me think that you're not 100% safe. But I wouldn't tell anyone else what this was before I spoke to you first.

Your xxxxx has given me their permission to interview you; are you happy to talk to me?

Demographics

Standard LVQ⁵⁰ demographics

About you

I'd like to start by asking you some questions about you.

ASK ALL

Q1. SHOWCARD/REVERSE SHOWCARD In your spare time, what are the things that you like to do most?
MULTICODE OK UP TO THREE

Chat with my friends online/on the internet
Chat on the phone with my friends
Draw or paint
Go shopping
Go to the cinema
Listen to music
Play a musical instrument
Play computer games
Play with my pet(s)
Practise my religion/faith (for example, by going to church/mosque/synagogue)
Read books/comics/magazines
Sleep

⁵⁰ LVQ is the name of the research agency that worked with Ipsos Mori on this study, undertaking the fieldwork.

Spend time on the internet
Spend time with my family
Spend time with my friends
Take part in physical activity (*for example, ballet, football, swimming, riding my bike, skateboarding etc.*)
Watch DVDs
Watch TV
Other 1 (PLEASE WRITE IN)
Other 2 (PLEASE WRITE IN)
Other 3 (PLEASE WRITE IN)
Don't know

Q2. SHOWCARD/REVERSE SHOWCARD I'm going to read out some sentences about friends, family, school and where you live. For each one, can you tell me whether it is TRUE or NOT TRUE for you? READ OUT A-H. ROTATE. SINGLE CODE ONLY PER SENTENCE

- A I have a good life
- B I have plenty of friends
- C I like my home
- D I like the area where I live
- E I like the school I go to
- F I'm fit and healthy
- G I think I'm doing pretty well at school
- H People in my life care about me

True
Not true
Prefer not to say
Don't know

Q3. SHOWCARD/REVERSE SHOWCARD And a different question now ... I'm going to read out some sentences about feelings. For each one, can you tell me whether it is TRUE or NOT TRUE for you? READ OUT A-F. ROTATE. SINGLE CODE ONLY PER SENTENCE

- A I don't feel safe when I'm out and about in the local area
- B I get a lot of headaches, stomach-aches or sickness
- C I get nervous when I go to new places or meet new people
- D I'm easily scared by things
- E I'm often unhappy
- F I'm worried about being bullied at school

True
Not true
Prefer not to say
Don't know

MOBILE PHONE/SMARTPHONE/PDA SECTION
--

Q4a. PICTURE SHOWCARD (devices) As you know, I've already spoken to your <<TEXT SUB AS APPLICABLE: Mum/ Dad/ Stepmum/ Stepdad/ Fostermum/ Fosterdad>>, but may I just check whether you have a mobile phone, a smartphone and/or a personal digital assistant (or PDA)? MULTICODE OK ITEMS A-C, OTHERWISE SINGLE CODE

- A Yes, a mobile phone
- B Yes, a smartphone
- C Yes, a PDA
- No, none of these
- Don't know

ASK ALL GIVING TWO OR MORE RESPONSES AT Q4a A-C.

(ALL GIVING ONE RESPONSE AT Q4a A, B OR C, GO TO Q4c. NO AND DK AT Q4a, GO TO Q9.)

Q4b. You told me that you have a <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>> and a ... (and a ...). Which one do you use the most often? SINGLE CODE ONLY

Mobile phone
Smartphone
PDA

Can you please think about the <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>> when you answer the next few questions.

ASK ALL CODE A-C AT Q4a.

(NO AND DK AT Q4a, GO TO Q9)

Q4c. Do you use the <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>> to go online (i.e. to access the internet)? SINGLE CODE ONLY

Yes
No
Don't know

ASK ALL YES AT Q4c.

(DK AT Q4c, GO TO Q6)

(NO AT Q4c, GO TO Q7)

Q4d. PICTURE SHOWCARD (screenshots of Orange World etc.) Is the <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>> able to access ... ? READ OUT A-C. MULTICODE OK

A Mobile internet websites provided by your mobile phone company **only**
B The internet in general
C Mobile internet websites provided by your mobile phone company AND the internet in general
Don't know

ASK ALL YES AT Q4c.

(DK AT Q4c, GO TO Q6)

(NO AT Q4c, GO TO Q7)

Q5. Which of the following best describes how often you use the <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>> to go online (i.e. to access the internet)? READ OUT IN ORDER A-E FOR 50% OF SAMPLE, AND ORDER E-A FOR 50% OF SAMPLE. SINGLE CODE ONLY

A Every day
B Most days
C Once or twice a week
D Once or twice a month
E Less often than once or twice a month
Never
Don't know

ASK ALL YES AT Q4c. ASK ALL DK AT Q4c

(NO AT Q4c, GO TO Q7)

Q6. SHOWCARD/REVERSE SHOWCARD May I just check, do you use the <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>> to do any of these things online? MULTICODE OK ITEMS A-S, OTHERWISE SINGLE CODE

A Download or play music
B E-mails
C Instant Messaging (for example, using MSN, AOL Messenger)
D Listen to radio online
E Look for information about things you're interested in
F Play games online (for example, on websites like freearcade.com, miniclip.com, Spore)
G Post or read blogs (for example, using Blogger.com, Twitter, MySpace)
H Visit entertainment websites like funology.com, innocentkids.co.uk

- I Visit "mobile internet services on your phone" websites provided by the mobile phone company *like O2 Active, Orange World, Planet 3, t-zones, Virgin Media on your mobile, Vodafone Live!*
- J Visit fashion and celebrity gossip websites *like cosmogirl.com, mybliss.co.uk*
- K Visit networking websites *like Piczo, SuperClubsPlus, GoldStarCafe, Bebo, Facebook, Hi5, MySpace*
- L Visit shopping websites *like Amazon, asos.com or Ebay*
- M Visit TV programme or channel websites *like CBBC, Nickelodeon/Disney*
- N Visit websites about news and what is going on in the world
- O Visit websites designed especially to be used on mobile phones *like theSun.mobi, m.myspace.com*
- P Visit websites where people can add and change information, like blogs or sites like Wikipedia
- Q Visit websites where you create a character (or avatar) for yourself that lives or plays in the online world *like Club Penguin, Habbo Hotel, Gaia Online or Second Life*
- R Watch video, see pictures and listen to music (*for example, on YouTube or Flickr*)
- S Search the internet generally

No, none of these

Prefer not to say

Don't know

ASK ALL CODE A-C AT Q4a.

(NO AND DK AT Q4a, GO TO Q9)

Q7. SHOWCARD/REVERSE SHOWCARD Which of the following things is the <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>> **able to do**, if any? I'm interested in the functions on the <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>> and it doesn't matter whether you use them or not. MULTICODE OK ITEMS A-F, OTHERWISE SINGLE CODE

- A Make and receive calls
- B Send or receive text messages
- C Send or receive photos
- D Send or receive video clips
- E Play pre-loaded games, or games you've swapped with someone else
- F Play music (*for example, downloads or radio*)

None of these

Don't know

ASK ALL CODE A-C AT Q4a.

(NO AND DK AT Q4a, GO TO Q9)

Q8. SHOWCARD/REVERSE SHOWCARD Can you tell me which of the following things **you use the** <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>> **to do**, if any? MULTICODE OK ITEMS A-F, OTHERWISE SINGLE CODE

- A Make and receive calls
- B Send or receive text messages
- C Send or receive photos
- D Send or receive video clips
- E Play pre-loaded games, or games you've swapped with someone else
- F Play music (*for example, downloads or radio*)

None of these

Don't know

GAMES CONSOLE SECTION

Q9a. As you know, I've already spoken to your <<TEXT SUB AS APPLICABLE: Mum/ Dad/ Stepmum/ Stepdad/ Fostermum/ Fosterdad>>, but may I just check whether you have a games console? SINGLE CODE ONLY

Yes

No

Don't know

ASK ALL CODE 1 AT Q9a.

(NO AND DK AT Q9a, GO TO Q12.)

Q9b. SHOWCARD/REVERSE SHOWCARD Which of the following games consoles, if any, do you use?
MULTICODE OK ITEMS A-J, OTHERWISE SINGLE CODE

- A Nintendo DS/DS Lite
 - B Nintendo Gamecube
 - C Nintendo Wii
 - D Playstation 2
 - E Playstation 2 Slim
 - F Playstation 3
 - G Playstation Portable (PSP)/PSP Slim
 - H Sega Dreamcast
 - I Xbox
 - J Xbox 360
- None of these
Don't know

ASK ALL CODE A-J AT Q9b.

(NONE AND DK AT Q9b, GO TO Q12.)

Q9c. Can you use << SELECT ONE AS APPLICABLE: the games console/any of these games consoles>>
to go online (i.e. to access the internet)? SINGLE CODE ONLY

- Yes
- No
- Don't know

ASK ALL YES AT Q9c.

(DK AT Q9c, GO TO Q11)

(NO AT Q9c, GO TO Q12)

Q10. Which of the following best describes how often you use the games console(s) to go online (i.e. to
access the internet)? READ OUT IN ORDER A-E FOR 50% OF SAMPLE, AND ORDER E-A FOR 50% OF
SAMPLE. SINGLE CODE ONLY

- A Every day
 - B Most days
 - C Once or twice a week
 - D Once or twice a month
 - E Less often than once or twice a month
- Never
Don't know

ASK ALL YES AT Q9c. ASK ALL DK AT Q9c

(NO AT Q9c, GO TO Q12)

Q11. SHOWCARD/REVERSE SHOWCARD May I just check, do you use the games console(s) to do any
of these things online? MULTICODE OK ITEMS A-R, OTHERWISE SINGLE CODE

- A Download or play music
- B E-mails
- C Instant Messaging (*for example, using MSN, AOL Messenger*)
- D Listen to radio online
- E Look for information about things you're interested in
- F Play games online (*for example, on websites like freearcade.com, miniclip.com, Spore*)
- G Play online games (*for example, online gaming using a multi-player*)
- H Post or read blogs (*for example, using Blogger.com, Twitter, MySpace*)
- I Visit entertainment websites *like funology.com, innocentkids.co.uk*
- J Visit fashion and celebrity gossip websites *like cosmogirl.com, mybliss.co.uk*
- K Visit networking websites *like Piczo, SuperClubsPlus, GoldStarCafe, Bebo, Facebook, Hi5, MySpace*
- L Visit shopping websites *like Amazon, asos.com or Ebay*
- M Visit TV programme or channel websites *like CBBC, Nickelodeon/Disney*
- N Visit websites about news and what is going on in the world

- O Visit websites where people can add and change information, like blogs or sites like Wikipedia
 - P Visit websites where you create a character (or avatar) for yourself that lives or plays in the online world like *Club Penguin, Habbo Hotel, Gaia Online or Second Life*
 - Q Watch video, see pictures and listen to music (for example, on YouTube or Flickr)
 - R Search the internet generally
- No, none of these
 Prefer not to say
 Don't know

PORTABLE MEDIA PLAYER SECTION

Q12a. PICTURE SHOWCARD (devices) As you know, I've already spoken to your <<TEXT SUB AS APPLICABLE: Mum/ Dad/ Stepmum/ Stepdad/ Fostermum/ Fosterdad>>, but may I just check whether you have a portable media player? SINGLE CODE ONLY

- Yes
- No
- Don't know

ASK ALL CODE 1 AT Q12a.
 (NO AND DK AT Q12a, GO TO Q15.)

Q12b. SHOWCARD/REVERSE SHOWCARD Which of the following portable media players, if any, do you use? MULTICODE OK ITEMS A-D, OTHERWISE SINGLE CODE

- A Archos
 - B Cowon Q5W
 - C Ibiza Rhapsody
 - D iPod Touch
- None of these
 Don't know

ASK ALL CODE A-D AT Q12b.
 (NONE AND DK AT Q12b, GO TO Q15)

Q12c. Can you use << SELECT ONE AS APPLICABLE: the portable media player/any of these portable media players>> to go online (i.e. to access the internet)? SINGLE CODE ONLY

- Yes
- No
- Don't know

ASK ALL CODE 1 AT Q12c.
 (DK AT Q12c, GO TO Q14)
 (NO AT Q12c, GO TO Q15)

Q13. Which of the following best describes how often you use the portable media player(s) to go online (i.e. to access the internet)? READ OUT IN ORDER A-E FOR 50% OF SAMPLE, AND ORDER E-A FOR 50% OF SAMPLE. SINGLE CODE ONLY

- A Every day
 - B Most days
 - C Once or twice a week
 - D Once or twice a month
 - E Less often than once or twice a month
- Never
 Don't know

ASK ALL YES AT Q12c. ASK ALL DK AT Q12c

(NO AT Q12c, GO TO Q15)

Q14. SHOWCARD/REVERSE SHOWCARD May I just check, do you use the portable media player(s) to do any of these things online? MULTICODE OK ITEMS A-Q, OTHERWISE SINGLE CODE

- A Download or play music
 - B E-mails
 - C Instant Messaging (*for example, using MSN, AOL Messenger*)
 - D Listen to radio online
 - E Look for information about things you're interested in
 - F Play games online (*for example, on websites like freearcade.com, miniclip.com, Spore*)
 - G Post or read blogs (*for example, using Blogger.com, Twitter, MySpace*)
 - H Visit entertainment websites *like funology.com, innocentkids.co.uk*
 - I Visit fashion and celebrity gossip websites *like cosmogirl.com, mybliss.co.uk*
 - J Visit networking websites *like Piczo, SuperClubsPlus, GoldStarCafe, Bebo, Facebook, Hi5, MySpace*
 - K Visit shopping websites *like Amazon, asos.com or Ebay*
 - L Visit TV programme or channel websites *like CBBC, Nickelodeon/Disney*
 - M Visit websites about news and what is going on in the world
 - N Visit websites where people can add and change information, like blogs or sites like Wikipedia
 - O Visit websites where you create a character (or avatar) for yourself that lives or plays in the online world *like Club Penguin, Habbo Hotel, Gaia Online or Second Life*
 - P Watch video, see pictures and listen to music (*for example, on YouTube or Flickr*)
 - Q Search the internet generally
- No, none of these
Prefer not to say
Don't know

MOBILE PHONE/SMARTPHONE/PDA

ASK ALL CODE A-C AT Q4a.. OTHERS GO TO Q19

INTERVIEWER READ OUT VERBATIM:

My next few questions are about anything that might have happened to you when you were using the <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>> which made you feel uncomfortable, upset, scared or worried, or which you think you were a bit too young to see because it was meant for much older children, or even grown-ups, and you probably weren't supposed to see it.

This could be through a call, voice message or text message from someone you know, a video clip you watched on your mobile or something on the internet you saw on your phone.

Q15. Has something like this ever happened to you when you were using the <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>>? SINGLE CODE ONLY. IF NECESSARY, REASSURE RESPONDENT THAT THEY WILL NOT GET INTO TROUBLE IF THEY TELL YOU ABOUT SOMETHING THEY DON'T THINK THEY SHOULD HAVE SEEN

- Yes
- No
- Prefer not to say
- Don't know

ASK ALL CODE 1 AT Q15. OTHERS GO TO Q18

Q16. Please could you tell me what it was that you saw or heard? INTERVIEWER WRITE IN VERBATIM. DO NOT PROMPT BUT PROBE GENTLY TO CLARIFY RESPONDENT'S ANSWER. IF NECESSARY, REASSURE RESPONDENT THAT THEY WILL NOT GET INTO TROUBLE IF THEY TELL YOU ABOUT SOMETHING THEY DON'T THINK THEY SHOULD HAVE SEEN

<p>Q16a. I saw/heard:</p> <p>Prefer not to say (SKIP FOLLOW UP QUESTIONS) Don't know (SKIP FOLLOW UP QUESTIONS)</p>	
<p>ASK ALL</p> <p>Q16b. Where did you see or hear this? MULTICODE OK ITEMS A-G, OTHERWISE SINGLE CODE</p> <p>A Online, on the mobile internet websites provided by the mobile phone company B Online, on the internet in general C Online, but I'm not sure whether it was on the mobile internet websites provided by the mobile phone company or on the internet in general D In a text message/SMS E In a voice message/answering machine message F In a photo/video G Through something else (PLEASE WRITE IN) Prefer not to say Don't know</p>	<p>ASK ALL CODE A, B OR C AT Q16c, OTHERWISE GO TO Q16d.</p> <p>Q16c. Was what you saw online ... ? MULTICODE OK ITEMS A-E, OTHERWISE SINGLE CODE</p> <p>A Through an e-mail B Through a social networking site C Through instant messaging D Through a website E Through something else (PLEASE WRITE IN) Prefer not to say Don't know</p>
<p>ASK ALL</p> <p>Q16d. Do you think that what you saw/heard was made or said ... ? MULTICODE OK ITEMS A-B, OTHERWISE SINGLE CODE</p> <p>A By an ordinary person, like a photo they'd taken or a home-made video B By a professional person or a company, like a properly made film Prefer not to say Don't know</p>	<p>ASK ALL CODE A AT Q16d, OTHERWISE GO TO Q16f</p> <p>Q16e. And was that person ... ? MULTICODE OK ITEMS A-B, OTHERWISE SINGLE CODE</p> <p>A Someone you know B Someone you don't know Prefer not to say Don't know</p>
<p>ASK ALL</p> <p>Q16f. When you saw/heard this, where were you? MULTICODE OK ITEMS A-F, OTHERWISE SINGLE CODE</p> <p>A At home B At a friend's house C At school (not in lesson time) D At school (in lesson time) E At an internet café F Somewhere else (PLEASE WRITE IN) Prefer not to say Don't know</p>	

NB LVQ: PLEASE REPEAT UP TO 3 TIMES. PLEASE RECORD THE NUMBER OF INCIDENTS IN EXCESS OF 3 WITHOUT RECORDING THE DETAIL OF THE INCIDENTS

ASK ALL YES AT Q15. OTHERS GO TO Q18

Q17. When this happened, did you tell anyone about it? DO NOT PROMPT BUT PROBE GENTLY TO CLARIFY RESPONDENT'S ANSWER. MULTICODE OK ITEMS A-N PLUS OTHER(S), OTHERWISE SINGLE CODE

Yes:

- A Told a (step-)parent/carer (including grandparent)
- B Told an older (step-)brother/sister
- C Told a younger (step-)brother/sister
- D Told another family member
- E Told a friend
- F Told a teacher/someone at school
- G Told another adult known to the respondent
- H Told the company who made the mobile phone/PDA/smartphone
- I Told the mobile service provider
- J Told the internet provider
- K Told a regulatory body, government or relevant body (e.g. *Child Exploitation and Online Protection Centre [CEOP], Internet Watch Foundation [IWF], Pan-European Game Information [PEGI], the police, Ofcom*)
- L Told the website owner
- M Told the company who made the game
- N Told the company who made the film
- Other 1 (PLEASE WRITE IN)
- Other 2 (PLEASE WRITE IN)
- Other 3 (PLEASE WRITE IN)

No – because I didn't know who to tell

No – because I didn't think I needed to tell anyone

Prefer not to say

Don't know

ASK ALL NO, PNTS OR DK AT Q15. OTHERS GO TO Q19

Q18. If something like this did happen to you when you were using the <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>>, what would you do, if anything? DO NOT PROMPT BUT PROBE GENTLY TO CLARIFY RESPONDENT'S ANSWER. MULTICODE OK ITEMS A-N PLUS OTHER(S), OTHERWISE SINGLE CODE

- A Tell a (step-)parent/carer (including grandparent)
- B Tell an older (step-)brother/sister
- C Tell a younger (step-)brother/sister
- D Tell another family member
- E Tell a friend
- F Tell a teacher/someone at school
- G Tell another adult known to the respondent
- H Tell the company who made the mobile phone/PDA/smartphone
- I Tell the mobile service provider
- J Tell the internet provider
- K Tell a regulatory body, government or relevant body (e.g. *Child Exploitation and Online Protection Centre [CEOP], Internet Watch Foundation [IWF], Pan-European Game Information [PEGI], the police, Ofcom*)
- L Tell the website owner
- M Tell the company who made the game
- N Tell the company who made the film
- Other 1 (PLEASE WRITE IN)
- Other 2 (PLEASE WRITE IN)
- Other 3 (PLEASE WRITE IN)

I would not do anything

Prefer not to say

Don't know

GAMES CONSOLE

ASK ANY CODE A-J AT Q9b. OTHERS GO TO Q23

INTERVIEWER READ OUT VERBATIM:

My next few questions are about anything that might have happened to you while you were using a games console which made you feel uncomfortable, upset, scared or worried, or which you think you were a bit too young to see because it was meant for much older children, or even grown-ups, and you probably weren't supposed to see it.

This could be something you saw on a game, or something on the internet that you looked at through the games console.

Q19. Has something like this ever happened to you when you were using a games console? SINGLE CODE ONLY. IF NECESSARY, REASSURE RESPONDENT THAT THEY WILL NOT GET INTO TROUBLE IF THEY TELL YOU ABOUT SOMETHING THEY DON'T THINK THEY SHOULD HAVE SEEN

Yes

No

Prefer not to say

Don't know

ASK ALL YES AT Q19. OTHERS GO TO Q22

Q20. Please could you tell me what it was that you saw or heard? INTERVIEWER WRITE IN VERBATIM. DO NOT PROMPT BUT PROBE GENTLY TO CLARIFY RESPONDENT'S ANSWER. IF NECESSARY, REASSURE RESPONDENT THAT THEY WILL NOT GET INTO TROUBLE IF THEY TELL YOU ABOUT SOMETHING THEY DON'T THINK THEY SHOULD HAVE SEEN

<p>Q20a. I saw/heard:</p> <p>Prefer not to say (SKIP FOLLOW UP QUESTIONS) Don't know (SKIP FOLLOW UP QUESTIONS)</p>	
<p>ASK ALL</p> <p>Q20b. Where did you see or hear this? MULTICODE OK ITEMS A-D, OTHERWISE SINGLE CODE</p> <p>A Online, on the internet in general B Through a game I was playing C Through a film, clip or programme I was watching D Through something else (PLEASE WRITE IN) Prefer not to say Don't know</p>	<p>ASK ALL CODE A AT Q20b, OTHERWISE GO TO Q20d.</p> <p>Q20c. Was what you saw online ... ? MULTICODE OK ITEMS A-E, OTHERWISE SINGLE CODE</p> <p>A Through an e-mail B Through a social networking site C Through instant messaging D Through a website E Through something else (PLEASE WRITE IN) Prefer not to say Don't know</p>
<p>ASK ALL</p> <p>Q20d. Do you think that what you saw/heard was made or said ... ? MULTICODE OK ITEMS A-B, OTHERWISE SINGLE CODE</p> <p>A By an ordinary person, like a photo they'd taken or a home-made video B By a professional person or a company, like a properly made film Prefer not to say Don't know</p>	<p>ASK ALL CODE A AT Q20d, OTHERWISE GO TO Q20f</p> <p>Q20e. And was that person ... ? MULTICODE OK ITEMS A-B, OTHERWISE SINGLE CODE</p> <p>A Someone you know B Someone you don't know Prefer not to say Don't know</p>
<p>ASK ALL</p> <p>Q20f. When you saw/heard this, where were you? MULTICODE OK ITEMS A-F, OTHERWISE SINGLE CODE</p> <p>A At home B At a friend's house C At school (not in lesson time) D At school (in lesson time) E At an internet café F Somewhere else (PLEASE WRITE IN) Prefer not to say Don't know</p>	

NB LVQ: PLEASE REPEAT UP TO 3 TIMES. PLEASE RECORD THE NUMBER OF INCIDENTS IN EXCESS OF 3 WITHOUT RECORDING THE DETAIL OF THE INCIDENTS

ASK ALL YES AT Q19. OTHERS GO TO Q22

Q21. When this happened, did you tell anyone about it? DO NOT PROMPT BUT PROBE GENTLY TO CLARIFY RESPONDENT'S ANSWER. MULTICODE OK ITEMS A-N PLUS OTHER(S), OTHERWISE SINGLE CODE

Yes:

- A Told a (step-)parent/carer (including grandparent)
- B Told an older (step-)brother/sister
- C Told a younger (step-)brother/sister
- D Told another family member
- E Told a friend
- F Told a teacher/someone at school
- G Told another adult known to the respondent
- H Told the company who made the games console
- I Told the mobile service provider
- J Told the internet provider
- K Told a regulatory body, government or relevant body (e.g. *Child Exploitation and Online Protection Centre [CEOP], Internet Watch Foundation [IWF], Pan-European Game Information [PEGI], the police, Ofcom*)
- L Told the website owner
- M Told the company who made the game
- N Told the company who made the film
- Other 1 (PLEASE WRITE IN)
- Other 2 (PLEASE WRITE IN)
- Other 3 (PLEASE WRITE IN)

No – because I didn't know who to tell

No – because I didn't think I needed to tell anyone

Prefer not to say

Don't know

ASK ALL NO, PNTS OR DK AT Q19. OTHERS GO TO Q23

Q22. If something like this did happen to you when you were using a games console, what would you do, if anything? DO NOT PROMPT BUT PROBE GENTLY TO CLARIFY RESPONDENT'S ANSWER. MULTICODE OK ITEMS A-N PLUS OTHER(S), OTHERWISE SINGLE CODE

- A Tell a (step-)parent/carer (including grandparent)
- B Tell an older (step-)brother/sister
- C Tell a younger (step-)brother/sister
- D Tell another family member
- E Tell a friend
- F Tell a teacher/someone at school
- G Tell another adult known to the respondent
- H Tell the company who made the games console
- I Tell the mobile service provider
- J Tell the internet provider
- K Tell a regulatory body, government or relevant body (e.g. *Child Exploitation and Online Protection Centre [CEOP], Internet Watch Foundation [IWF], Pan-European Game Information [PEGI], the police, Ofcom*)
- L Tell the website owner
- M Tell the company who made the game
- N Tell the company who made the film
- Other 1 (PLEASE WRITE IN)
- Other 2 (PLEASE WRITE IN)
- Other 3 (PLEASE WRITE IN)

I would not do anything

Prefer not to say

Don't know

PORTABLE MEDIA PLAYER

ASK ANY CODE A-C Q12b. OTHERS GO TO Q27

INTERVIEWER READ OUT VERBATIM:

My next few questions are about anything that might have happened to you while you were using a portable media player which made you feel uncomfortable, upset, scared or worried, or which you think you were a bit too young to see because it was meant for much older children, or even grown-ups, and you probably weren't supposed to see it.

This could be something you saw in a game, through a film, clip or programme you were watching or something on the internet that you looked at through a portable media player.

Q23. Has something like this ever happened to you when you were using a games portable media player? SINGLE CODE ONLY. IF NECESSARY, REASSURE RESPONDENT THAT THEY WILL NOT GET INTO TROUBLE IF THEY TELL YOU ABOUT SOMETHING THEY DON'T THINK THEY SHOULD HAVE SEEN

Yes

No

Prefer not to say

Don't know

ASK ALL YES AT Q23. OTHERS GO TO Q26

Q24. Please could you tell me what it was that you saw or heard? INTERVIEWER WRITE IN VERBATIM. DO NOT PROMPT BUT PROBE GENTLY TO CLARIFY RESPONDENT'S ANSWER. IF NECESSARY, REASSURE RESPONDENT THAT THEY WILL NOT GET INTO TROUBLE IF THEY TELL YOU ABOUT SOMETHING THEY DON'T THINK THEY SHOULD HAVE SEEN

<p>Q24a. I saw/heard:</p> <p>Prefer not to say (SKIP FOLLOW UP QUESTIONS) Don't know (SKIP FOLLOW UP QUESTIONS)</p>	
<p>ASK ALL</p> <p>Q24b. Where did you see or hear this? MULTICODE OK ITEMS A-D, OTHERWISE SINGLE CODE</p> <p>A Online, on the internet in general B Through a game I was playing C Through a film, clip or programme I was watching D Through something else (PLEASE WRITE IN) Prefer not to say Don't know</p>	<p>ASK ALL CODE A AT Q24b, OTHERWISE GO TO Q24d.</p> <p>Q24c. Was what you saw online ... ? MULTICODE OK ITEMS A-E, OTHERWISE SINGLE CODE</p> <p>A Through an e-mail B Through a social networking site C Through instant messaging D Through a website E Through something else (PLEASE WRITE IN) Prefer not to say Don't know</p>
<p>ASK ALL</p> <p>Q24d. Do you think that what you saw/heard was made or said ... ? MULTICODE OK ITEMS A-B, OTHERWISE SINGLE CODE</p> <p>A By an ordinary person, like a photo they'd taken or a home-made video B By a professional person or a company, like a properly made film Prefer not to say Don't know</p>	<p>ASK ALL CODE A AT Q24d, OTHERWISE GO TO Q24f</p> <p>Q24e. And was that person ... ? MULTICODE OK ITEMS A-B, OTHERWISE SINGLE CODE</p> <p>A Someone you know B Someone you don't know Prefer not to say Don't know</p>
<p>ASK ALL</p> <p>Q24f. When you saw/heard this, where were you? MULTICODE OK ITEMS A-F, OTHERWISE SINGLE CODE</p> <p>A At home B At a friend's house C At school (not in lesson time) D At school (in lesson time) E At an internet café F Somewhere else (PLEASE WRITE IN) Prefer not to say Don't know</p>	

NB LVQ: PLEASE REPEAT UP TO 3 TIMES. PLEASE RECORD THE NUMBER OF INCIDENTS IN EXCESS OF 3 WITHOUT RECORDING THE DETAIL OF THE INCIDENTS

ASK ALL YES AT Q23. OTHERS GO TO Q26

Q25. When this happened, did you tell anyone about it? DO NOT PROMPT BUT PROBE GENTLY TO CLARIFY RESPONDENT'S ANSWER. MULTICODE OK ITEMS A-N PLUS OTHER(S), OTHERWISE SINGLE CODE

Yes:

- A Told a (step-)parent/carer (including grandparent)
- B Told an older (step-)brother/sister
- C Told a younger (step-)brother/sister
- D Told another family member
- E Told a friend
- F Told a teacher/someone at school
- G Told another adult known to the respondent
- H Told the company who made the games console
- I Told the mobile service provider
- J Told the internet provider
- K Told a regulatory body, government or relevant body (e.g. *Child Exploitation and Online Protection Centre [CEOP], Internet Watch Foundation [IWF], Pan-European Game Information [PEGI], the police, Ofcom*)
- L Told the website owner
- M Told the company who made the game
- N Told the company who made the film
- Other 1 (PLEASE WRITE IN)
- Other 2 (PLEASE WRITE IN)
- Other 3 (PLEASE WRITE IN)

No – because I didn't know who to tell

No – because I didn't think I needed to tell anyone

Prefer not to say

Don't know

ASK ALL NO, PNTS OR DK AT Q23. OTHERS GO TO Q27

Q26. If something like this did happen to you when you were using a portable media player, what would you do, if anything? DO NOT PROMPT BUT PROBE GENTLY TO CLARIFY RESPONDENT'S ANSWER. MULTICODE OK ITEMS A-K PLUS OTHER(S), OTHERWISE SINGLE CODE

- A Tell a (step-)parent/carer (including grandparent)
- B Tell an older (step-)brother/sister
- C Tell a younger (step-)brother/sister
- D Tell another family member
- E Tell a friend
- F Tell a teacher/someone at school
- G Tell another adult known to the respondent
- H Tell the company who made the games console
- I Tell the mobile service provider
- J Tell the internet provider
- K Tell a regulatory body, government or relevant body (e.g. *Child Exploitation and Online Protection Centre [CEOP], Internet Watch Foundation [IWF], Pan-European Game Information [PEGI], the police, Ofcom*)
- L Tell the website owner
- M Tell the company who made the game
- N Tell the company who made the film
- Other 1 (PLEASE WRITE IN)
- Other 2 (PLEASE WRITE IN)
- Other 3 (PLEASE WRITE IN)

I would not do anything

Prefer not to say

Don't know

Just a couple of questions to go now!

Q27. Has anyone ever spoken to you about the things young people can do to make sure they stay safe when they're online? MULTICODE OK ON 'YES', OTHERWISE SINGLE CODE ONLY.

Yes

A A (step-)parent/carer (including grandparent)

B An older (step-)brother/sister

C A younger (step-)brother/sister

D A friend

E A teacher/someone at school

Other 1 (PLEASE WRITE IN)

Other 2 (PLEASE WRITE IN)

Other 3 (PLEASE WRITE IN)

No

Don't know

ASK ALL RESPONDENTS AGE 11+. FOR ALL RESPONDENTS AGE 7-10, GO TO CLOSE

Q28. And finally, what kinds of help or advice, if any, do you feel young people need to make sure they stay safe when they're online? MULTICODE OK

Advice on how to retain their privacy/not share personal information

Advice on how to retain the security of their information online

Advice on how to deal with 'cyber bullying'

Information on how to avoid inappropriate content online

Information on how to report inappropriate content online

Other 1 (PLEASE WRITE IN)

Other 2 (PLEASE WRITE IN)

Other 3 (PLEASE WRITE IN)

Young people do not need help or advice

Don't know

Thank and close

INTERVIEWER: Provide CYP with helpline leaflet

Questionnaire for 13-16 year olds

SAFEGUARDING CHILDREN SURVEY FOR OFCOM Questionnaire for children/young people (13-16), 13 March 2009

(All questions to be double-columned so that interviewers can record whether CYP's response was influenced by the presence of the parent)

Introduction

Thank you very much for speaking to me. I'd like to talk to you for 10-15 minutes about some of the different types of electronic equipment that young people have – like mobile phones and games consoles – and the type of things that you can do with them.

We're doing this survey on behalf of Ofcom. Ofcom is the independent regulator for the communications industry. Part of its role is to understand how children and young people access and use different electronic equipment and access and use the internet.

I'll be asking you questions about what you do and think, but this isn't a test, and there are no right or wrong answers. If there is anything you are not sure about as we go through the questions, or any questions that you don't fully understand, you can tell me and I'll explain. You also don't have to answer any questions you don't want to.

I work for xxxxx and we're talking to 800 children and young people across the country in the next couple of weeks. The answers will be used to help look after children and young people when using mobile phones and other electronic equipment and especially when using the internet.

Everyone's answers will be added together in the findings and made anonymous: this means that no one will know the names of anyone who has taken part or where they live. The answers you give me to questions are also confidential. This means that we won't tell anyone what you've said, unless you tell me something and it makes me think that you're not 100% safe. But I wouldn't tell anyone else what this was before I spoke to you first.

Your xxxxx has given me their permission to interview you; are you happy to talk to me?

Demographics

Standard demographics

About you

I'd like to start by asking you some questions about you.

ASK ALL

Q1. SHOWCARD/REVERSE SHOWCARD In your spare time, what are the things that you like to do most?
MULTICODE OK UP TO THREE

Chat with my friends online/on the internet

Chat on the phone with my friends

Draw or paint

Go shopping

Go to the cinema

Listen to music

Play a musical instrument

Play computer games

Play with my pet(s)

Practise my religion/faith (for example, by going to church/mosque/synagogue)

Read books/comics/magazines

Sleep
Spend time on the internet
Spend time with my family
Spend time with my friends
Take part in physical activity (*for example, ballet, football, swimming, riding my bike, skateboarding etc.*)
Watch DVDs
Watch TV
Other 1 (PLEASE WRITE IN)
Other 2 (PLEASE WRITE IN)
Other 3 (PLEASE WRITE IN)
Don't know

Q2. I'm going to read out some sentences about friends, family, school and where you live. For each one, can you tell me whether it is TRUE or NOT TRUE for you? READ OUT A-L. ROTATE. SINGLE CODE ONLY PER SENTENCE

- A I have a good life
- B I have plenty of friends
- C I like my home
- D I like the area where I live
- E I like the school I go to
- F I'm fit and healthy
- G I think I'm doing pretty well at school
- H I wouldn't change much about my life
- I People in my life care about me
- J Other people listen to me and take me seriously
- K I have enough choice about how I spend my time
- L I'm happy with the things I have, like pocket money and things I own

True
Not true
Prefer not to say
Don't know

Q3. And a different question now ... I'm going to read out some sentences about feelings. For each one, can you tell me whether it is TRUE or NOT TRUE for you? READ OUT A-G. ROTATE. SINGLE CODE ONLY PER SENTENCE

- A I don't feel safe when I'm out and about in the local area
- B I get a lot of headaches, stomach-aches or sickness
- C I get nervous when I go to new places or meet new people
- D I'm easily scared by things
- E I'm often unhappy
- F I'm worried about being bullied at school
- G Other people usually don't understand how I feel

True
Not true
Prefer not to say
Don't know

Q4a. PICTURE SHOWCARD (devices) As you know, I've already spoken to your <<TEXT SUB AS APPLICABLE: Mum/ Dad/ Stepmum/ Stepdad/ Fostermum/ Fosterdad>>, but may I just check whether you have a mobile phone, a smartphone and/or a personal digital assistant (or PDA)? MULTICODE OK ITEMS A-C, OTHERWISE SINGLE CODE

- A Yes, a mobile phone
- B Yes, a smartphone
- C Yes, a PDA
- No, none of these
- Don't know

ASK ALL GIVING TWO OR MORE RESPONSES AT Q4a A-C.

(ALL GIVING ONE RESPONSE AT Q4a A, B OR C, GO TO Q4c. NO AND DK AT Q4a, GO TO Q9.)

Q4b. You told me that you have a <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>> and a ... (and a ...). Which one do you use the most often? SINGLE CODE ONLY

Mobile phone
Smartphone
PDA

Can you please think about the <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>> when you answer the next few questions.

ASK ALL CODE A-C AT Q4a.

(NO AND DK AT Q4a, GO TO Q9)

Q4c. Do you use the <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>> to go online (i.e. to access the internet)? SINGLE CODE ONLY

Yes
No
Don't know

ASK ALL YES AT Q4c.

(DK AT Q4c, GO TO Q6)

(NO AT Q4c, GO TO Q7)

Q4d. PICTURE SHOWCARD (screenshots of Orange World etc.) Is the <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>> able to access ... ? READ OUT A-C. MULTICODE OK

A Mobile internet websites provided by your mobile phone company **only**
B The internet in general
C Mobile internet websites provided by your mobile phone company AND the internet in general
Don't know

ASK ALL YES AT Q4c.

(DK AT Q4c, GO TO Q6)

(NO AT Q4c, GO TO Q7)

Q5. Which of the following best describes how often you use the <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>> to go online (i.e. to access the internet)? READ OUT IN ORDER A-E FOR 50% OF SAMPLE, AND ORDER E-A FOR 50% OF SAMPLE. SINGLE CODE ONLY

A Every day
B Most days
C Once or twice a week
D Once or twice a month
E Less often than once or twice a month
Never
Don't know

ASK ALL YES AT Q4c. ASK ALL DK AT Q4c.

(NO AT Q4c, GO TO Q7)

Q6. SHOWCARD/REVERSE SHOWCARD May I just check, do you use the <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>> to do any of these things online? MULTICODE OK ITEMS A-S, OTHERWISE SINGLE CODE

A Download or play music
B E-mails
C Instant Messaging (for example, using MSN, AOL Messenger)
D Listen to radio online
E Look for information about things you're interested in
F Play games online (for example, on websites like freearcade.com, miniclip.com, Spore)
G Post or read blogs (for example, using Blogger.com, Twitter, MySpace)
H Surf websites where young people can get information and advice like need2know.co.uk, Switch, talktofrank.com

- I Visit "mobile internet services on your phone" websites provided by the mobile phone company *like O2 Active, Orange World, Planet 3, t-zones, Virgin Media on your mobile, Vodafone Live!*
 - J Visit fashion and celebrity gossip websites *like cosmogirl.com, mybliss.co.uk*
 - K Visit networking websites *like Piczo, SuperClubsPlus, GoldStarCafe, Bebo, Facebook, Hi5, MySpace*
 - L Visit shopping websites *like Amazon, asos.com or Ebay*
 - M Visit TV programme or channel websites *like CBBC, Nickelodeon/Disney*
 - N Visit websites about news and what is going on in the world
 - O Visit websites designed especially to be used on mobile phones *like theSun.mobi, m.myspace.com*
 - P Visit websites where people can add and change information, like blogs or sites like Wikipedia
 - Q Visit websites where you create a character (or avatar) for yourself that lives or plays in the online world *like Club Penguin, Habbo Hotel, Gaia Online or Second Life*
 - R Watch video, see pictures and listen to music (*for example, on YouTube or Flickr*)
 - S Search the internet generally
- No, none of these
Prefer not to say
Don't know

ASK ALL CODE A-C AT Q4a.

(NO AND DK AT Q4a, GO TO Q9)

Q7. SHOWCARD/REVERSE SHOWCARD Which of the following things is the <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>> **able to do**, if any? I'm interested in the functions on the <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>> and it doesn't matter whether you use them or not. MULTICODE OK ITEMS A-F, OTHERWISE SINGLE CODE

- A Make and receive calls
- B Send or receive text messages
- C Send or receive photos
- D Send or receive video clips
- E Play pre-loaded games, or games you've swapped with someone else
- F Play music (*for example, downloads or radio*)

None of these

Don't know

ASK ALL CODE A-C AT Q4a.

(NO AND DK AT Q4a, GO TO Q9)

Q8. SHOWCARD/REVERSE SHOWCARD Can you tell me which of the following things **you use the** <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>> **to do**, if any? MULTICODE OK ITEMS A-F, OTHERWISE SINGLE CODE

- A Make and receive calls
- B Send or receive text messages
- C Send or receive photos
- D Send or receive video clips
- E Play pre-loaded games, or games you've swapped with someone else
- F Play music (*for example, downloads or radio*)

None of these

Don't know

GAMES CONSOLE SECTION

Q9a. As you know, I've already spoken to your <<TEXT SUB AS APPLICABLE: Mum/ Dad/ Stepmum/ Stepdad/ Fostermum/ Fosterdad>>, but may I just check whether you have a games console? SINGLE CODE ONLY

Yes

No

Don't know

ASK ALL CODE 1 AT Q9a.
(NO AND DK AT Q4a, GO TO Q12.)

Q9b. SHOWCARD/REVERSE SHOWCARD Which of the following games consoles, if any, do you use?
MULTICODE OK ITEMS A-J, OTHERWISE SINGLE CODE

- A Nintendo DS/DS Lite
 - B Nintendo Gamecube
 - C Nintendo Wii
 - D Playstation 2
 - E Playstation 2 Slim
 - F Playstation 3
 - G Playstation Portable (PSP)/PSP Slim
 - H Sega Dreamcast
 - I Xbox
 - J Xbox 360
- None of these
Don't know

ASK ALL CODE A-J AT Q9b.
(NONE AND DK AT Q9b, GO TO Q12)

Q9c. Can you use << SELECT ONE AS APPLICABLE: the games console/any of these games consoles>>
to go online (i.e. to access the internet)? SINGLE CODE ONLY

- Yes
- No
- Don't know

ASK ALL YES AT Q9c.
(DK AT Q9c, GO TO Q11)
(NO AT Q9c, GO TO Q12)

Q10. Which of the following best describes how often you use the games console(s) to go online (i.e. to
access the internet)? READ OUT IN ORDER A-E FOR 50% OF SAMPLE, AND ORDER E-A FOR 50% OF
SAMPLE. SINGLE CODE ONLY

- A Every day
 - B Most days
 - C Once or twice a week
 - D Once or twice a month
 - E Less often than once or twice a month
- Never
Don't know

ASK ALL YES AT Q9c. ASK ALL DK AT Q9c
(NO AT Q9c, GO TO Q12)

Q11. SHOWCARD/REVERSE SHOWCARD May I just check, do you use the games console(s) to do any
of these things online? MULTICODE OK ITEMS A-R, OTHERWISE SINGLE CODE

- A Download or play music
- B E-mails
- C Instant Messaging (*for example, using MSN, AOL Messenger*)
- D Listen to radio online
- E Look for information about things you're interested in
- F Play games online (*for example, on websites like freearcade.com, miniclip.com, Spore*)
- G Play online games (*for example, online gaming using a multi-player*)
- H Post or read blogs (*for example, using Blogger.com, Twitter, MySpace*)
- I Surf websites where young people can get information and advice *like need2know.co.uk, Switch, talktofrank.com*
- J Visit fashion and celebrity gossip websites *like cosmogirl.com, mybliss.co.uk*
- K Visit networking websites *like Piczo, SuperClubsPlus, GoldStarCafe, Bebo, Facebook, Hi5, MySpace*
- L Visit shopping websites *like Amazon, asos.com or Ebay*
- M Visit TV programme or channel websites *like CBBC, Nickelodeon/Disney*

- N Visit websites about news and what is going on in the world
- O Visit websites where people can add and change information, like blogs or sites like Wikipedia
- P Visit websites where you create a character (or avatar) for yourself that lives or plays in the online world like *Club Penguin*, *Habbo Hotel*, *Gaia Online* or *Second Life*
- Q Watch video, see pictures and listen to music (for example, on *YouTube* or *Flickr*)
- R Search the internet generally
- No, none of these
- Prefer not to say
- Don't know

PORTABLE MEDIA PLAYER SECTION

Q12a. PICTURE SHOWCARD (devices) As you know, I've already spoken to your <<TEXT SUB AS APPLICABLE: Mum/ Dad/ Stepmum/ Stepdad/ Fostermum/ Fosterdad>>, but may I just check whether you have a portable media player? SINGLE CODE ONLY

- Yes
- No
- Don't know

ASK ALL CODE 1 AT Q12a.
(NO AND DK AT Q12a, GO TO Q15.)

Q12b. SHOWCARD/REVERSE SHOWCARD Which of the following portable media players, if any, do you use? MULTICODE OK ITEMS A-D, OTHERWISE SINGLE CODE

- A Archos
- B Cowon Q5W
- C Ibiza Rhapsody
- D iPod Touch
- None of these
- Don't know

ASK ALL CODE A-D AT Q12b.
(NONE AND DK AT Q12b, GO TO Q15)

Q12c. Can you use << SELECT ONE AS APPLICABLE: the portable media player/any of these portable media players>> to go online (i.e. to access the internet)? SINGLE CODE ONLY

- Yes
- No
- Don't know

ASK ALL YES AT Q12c.
(DK AT Q12c, GO TO Q14)
(NO Q12c, GO TO Q15)

Q13. Which of the following best describes how often you use the portable media player(s) to go online (i.e. to access the internet)? READ OUT IN ORDER A-E FOR 50% OF SAMPLE, AND ORDER E-A FOR 50% OF SAMPLE. SINGLE CODE ONLY

- A Every day
- B Most days
- C Once or twice a week
- D Once or twice a month
- E Less often than once or twice a month
- Never
- Don't know

ASK ALL YES AT Q12c. ASK ALL DK AT Q12c.

(NO AT Q12c, GO TO Q15)

Q14. SHOWCARD/REVERSE SHOWCARD May I just check, do you use the portable media player(s) to do any of these things online? MULTICODE OK ITEMS A-Q, OTHERWISE SINGLE CODE

- A Download or play music
 - B E-mails
 - C Instant Messaging (*for example, using MSN, AOL Messenger*)
 - D Listen to radio online
 - E Look for information about things you're interested in
 - F Play games online (*for example, on websites like freearcade.com, miniclip.com, Spore*)
 - G Post or read blogs (*for example, using Blogger.com, Twitter, MySpace*)
 - H Surf websites where young people can get information and advice *like need2know.co.uk, Switch, talktofrank.com*
 - I Visit fashion and celebrity gossip websites *like cosmogirl.com, mybliss.co.uk*
 - J Visit networking websites *like Piczo, SuperClubsPlus, GoldStarCafe, Bebo, Facebook, Hi5, MySpace*
 - K Visit shopping websites *like Amazon, asos.com or Ebay*
 - L Visit TV programme or channel websites *like CBBC, Nickelodeon/Disney*
 - M Visit websites about news and what is going on in the world
 - N Visit websites where people can add and change information, like blogs or sites like Wikipedia
 - O Visit websites where you create a character (or avatar) for yourself that lives or plays in the online world *like Club Penguin, Habbo Hotel, Gaia Online or Second Life*
 - P Watch video, see pictures and listen to music (*for example, on YouTube or Flickr*)
 - Q Search the internet generally
- No, none of these
Prefer not to say
Don't know

MOBILE PHONE/SMARTPHONE/PDA

ASK ALL CODE A-C AT Q4a. OTHERS GO TO Q19

INTERVIEWER READ OUT VERBATIM:

I'm going to ask you to complete the next section on your own.

My next few questions are about anything that might have happened to you when you were using the <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>> which made you feel uncomfortable, upset, scared or worried, or which you think was meant for older teenagers and adults, but not really supposed to be seen or heard by you.

This could be through a call, voice message or text message from someone you know, a video clip you watched on your mobile or something on the internet you saw on your phone.

Q15. Has something like this ever happened to you when you were using the <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>>? SINGLE CODE ONLY. IF NECESSARY, REASSURE RESPONDENT THAT THEY WILL NOT GET INTO TROUBLE IF THEY TELL YOU ABOUT SOMETHING THEY DON'T THINK THEY SHOULD HAVE SEEN

Yes

No

Prefer not to say

Don't know

ASK ALL CODE 1 AT Q15. OTHERS GO TO Q18

Q16. In the first column, could you please write down what it is that you saw or heard when you were using the <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>> which made you feel uncomfortable, upset, scared or worried, or which you think was meant for older teenagers and adults, but not really supposed to be seen or heard by you? IF NECESSARY, REASSURE RESPONDENT THAT THEY WILL NOT GET INTO TROUBLE IF THEY TELL YOU ABOUT SOMETHING THEY DON'T THINK THEY SHOULD HAVE SEEN

Then, for each thing you write down, could you please answer the other questions, as appropriate.

<p>Q16a. I saw/heard:</p> <p>Prefer not to say (SKIP FOLLOW UP QUESTIONS) Don't know (SKIP FOLLOW UP QUESTIONS)</p>	
<p>EVERYONE SHOULD ANSWER THIS QUESTION</p> <p>Q16b. Where did you see or hear this? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A Online, on the mobile internet websites provided by the mobile phone company B Online, on the internet in general C Online, but I'm not sure whether it was on the mobile internet websites provided by the mobile phone company or on the internet in general D In a text message/SMS E In a voice message/answering machine message F In a photo/video G Through something else (PLEASE WRITE IN) Prefer not to say Don't know</p>	<p>IF YOU TICKED BOX A, B OR C AT Q16b, PLEASE ANSWER THIS QUESTION. OTHERWISE GO TO Q16d.</p> <p>Q16c. Was what you saw online ... ? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A Through an e-mail B Through a social networking site C Through instant messaging D Through a website E Through something else (PLEASE WRITE IN) Prefer not to say Don't know</p>
<p>EVERYONE SHOULD ANSWER THIS QUESTION</p> <p>Q16d. Do you think that what you saw/heard was made or said ... ? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A By an ordinary person, like a photo they'd taken or a home-made video B By a professional person or a company, like a properly made film Prefer not to say Don't know</p>	<p>IF YOU TICKED BOX A AT Q16d, PLEASE ANSWER THIS QUESTION. OTHERWISE GO TO Q16f.</p> <p>Q16e. And was that person ... ? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A Someone you know B Someone you don't know Prefer not to say Don't know</p>
<p>EVERYONE SHOULD ANSWER THIS QUESTION</p> <p>Q16f. When you saw/heard this, where were you? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A At home B At a friend's house C At school (not in lesson time) D At school (in lesson time) E At an internet café F Somewhere else (PLEASE WRITE IN) Prefer not to say Don't know</p>	

NB LVQ: PLEASE REPEAT UP TO 3 TIMES. PLEASE RECORD THE NUMBER OF INCIDENTS IN EXCESS OF 3 WITHOUT RECORDING THE DETAIL OF THE INCIDENTS

ASK ALL YES AT Q15. OTHERS GO TO Q18

Q17. When this happened, did you tell anyone about it? DO NOT PROMPT BUT PROBE GENTLY TO CLARIFY RESPONDENT'S ANSWER. MULTICODE OK ITEMS A-K PLUS OTHER(S), OTHERWISE SINGLE CODE

Yes:

- A Told a (step-)parent/carer (including grandparent)
- B Told an older (step-)brother/sister
- C Told a younger (step-)brother/sister
- D Told another family member
- E Told a friend
- F Told a teacher/someone at school
- G Told another adult known to the respondent
- H Told the company who made the mobile phone/PDA/smartphone
- I Told the mobile service provider
- J Told the internet provider
- K Told a regulatory body, government or relevant body (e.g. *Child Exploitation and Online Protection Centre (CEOP), Internet Watch Foundation [IWF], Pan-European Game Information [PEGI], the police, Ofcom*)
- L Told the website owner
- M Told the company who made the game
- N Told the company who made the film
- Other 1 (PLEASE WRITE IN)
- Other 2 (PLEASE WRITE IN)
- Other 3 (PLEASE WRITE IN)

No – because I didn't know who to tell

No – because I didn't think I needed to tell anyone

Prefer not to say

Don't know

ASK ALL NO, PNTS OR DK AT Q15. OTHERS GO TO Q19

Q18. If something like this did happen to you when you were using the <<SELECT ONE AS APPLICABLE: mobile phone/smartphone/PDA>>, what would you do, if anything? DO NOT PROMPT BUT PROBE GENTLY TO CLARIFY RESPONDENT'S ANSWER. MULTICODE OK ITEMS A-K PLUS OTHER(S), OTHERWISE SINGLE CODE

- A Tell a (step-)parent/carer (including grandparent)
- B Tell an older (step-)brother/sister
- C Tell a younger (step-)brother/sister
- D Tell another family member
- E Tell a friend
- F Tell a teacher/someone at school
- G Tell another adult known to the respondent
- H Tell the company who made the mobile phone/PDA/smartphone
- I Tell the mobile service provider
- J Tell the internet provider
- K Tell a regulatory body, government or relevant body (e.g. *Child Exploitation and Online Protection Centre (CEOP), Internet Watch Foundation [IWF], Pan-European Game Information [PEGI], the police, Ofcom*)
- L Tell the website owner
- M Tell the company who made the game
- N Tell the company who made the film
- Other 1 (PLEASE WRITE IN)
- Other 2 (PLEASE WRITE IN)
- Other 3 (PLEASE WRITE IN)

I would not do anything

Prefer not to say

Don't know

GAMES CONSOLE

ASK ANY CODE A-J AT Q9b. OTHERS GO TO Q23

INTERVIEWER READ OUT VERBATIM:

I'm going to ask you to complete the next section on your own.

My next few questions are about anything that might have happened to you while you were using a games console which made you feel uncomfortable, upset, scared or worried, or which you think was meant for older teenagers and adults, but not really supposed to be seen or heard by you.

This could be something you saw on a game, or something on the internet that you looked at through the games console.

Q19. Has something like this ever happened to you when you were using a games console? SINGLE CODE ONLY. IF NECESSARY, REASSURE RESPONDENT THAT THEY WILL NOT GET INTO TROUBLE IF THEY TELL YOU ABOUT SOMETHING THEY DON'T THINK THEY SHOULD HAVE SEEN

Yes

No

Prefer not to say

Don't know

ASK ALL YES AT Q19. OTHERS GO TO Q22

Q20. In the first column, could you please write down what it is that you've seen or experienced while you were using a games console which made you feel uncomfortable, upset, scared or worried, or which you think was meant for older teenagers and adults, but not really supposed to be seen or heard by you. IF NECESSARY, REASSURE RESPONDENT THAT THEY WILL NOT GET INTO TROUBLE IF THEY TELL YOU ABOUT SOMETHING THEY DON'T THINK THEY SHOULD HAVE SEEN

Then, for each thing you write down, could you please answer the other questions, as appropriate.

<p>Q20a. I saw/heard:</p> <p>Prefer not to say (SKIP FOLLOW UP QUESTIONS) Don't know (SKIP FOLLOW UP QUESTIONS)</p>	
<p>EVERYONE SHOULD ANSWER THIS QUESTION</p> <p>Q20b. Where did you see or hear this? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A Online, on the internet in general B Through a game I was playing C Through a film, clip or programme I was watching D Through something else (PLEASE WRITE IN) Prefer not to say Don't know</p>	<p>IF YOU TICKED BOX A AT Q20b, PLEASE ANSWER THIS QUESTION. OTHERWISE GO TO Q20d.</p> <p>Q20c. Was what you saw online ... ? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A Through an e-mail B Through a social networking site C Through instant messaging D Through a website E Through something else (PLEASE WRITE IN) Prefer not to say Don't know</p>
<p>EVERYONE SHOULD ANSWER THIS QUESTION</p> <p>Q20d. Do you think that what you saw/heard was made or said ... ? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A By an ordinary person, like a photo they'd taken or a home-made video B By a professional person or a company, like a properly made film Prefer not to say Don't know</p>	<p>IF YOU TICKED BOX A AT Q20d, PLEASE ANSWER THIS QUESTION. OTHERWISE GO TO Q20f.</p> <p>Q20e. And was that person ... ? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A Someone you know B Someone you don't know Prefer not to say Don't know</p>
<p>EVERYONE SHOULD ANSWER THIS QUESTION</p> <p>Q20f. When you saw/heard this, where were you? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A At home B At a friend's house C At school (not in lesson time) D At school (in lesson time) E At an internet café F Somewhere else (PLEASE WRITE IN) Prefer not to say Don't know</p>	

NB LVQ: PLEASE REPEAT UP TO 3 TIMES. PLEASE RECORD THE NUMBER OF INCIDENTS IN EXCESS OF 3 WITHOUT RECORDING THE DETAIL OF THE INCIDENTS

ASK ALL YES AT Q19. OTHERS GO TO Q22

Q21. When this happened, did you tell anyone about it? DO NOT PROMPT BUT PROBE GENTLY TO CLARIFY RESPONDENT'S ANSWER. MULTICODE OK ITEMS A-N PLUS OTHER(S), OTHERWISE SINGLE CODE

Yes:

- A Told a (step-)parent/carer (including grandparent)
- B Told an older (step-)brother/sister
- C Told a younger (step-)brother/sister
- D Told another family member
- E Told a friend
- F Told a teacher/someone at school
- G Told another adult known to the respondent
- H Told the company who made the games console
- I Told the mobile service provider
- J Told the internet provider
- K Told a regulatory body, government or relevant body (e.g. *Child Exploitation and Online Protection Centre (CEOP), Internet Watch Foundation [IWF], Pan-European Game Information [PEGI], the police, Ofcom*)
- L Told the website owner
- M Told the company who made the game
- N Told the company who made the film
- Other 1 (PLEASE WRITE IN)
- Other 2 (PLEASE WRITE IN)
- Other 3 (PLEASE WRITE IN)

No – because I didn't know who to tell

No – because I didn't think I needed to tell anyone

Prefer not to say

Don't know

ASK ALL NO, PNTS OR DK AT Q19. OTHERS GO TO Q23

Q22. If something like this did happen to you when you were using a games console, what would you do, if anything? DO NOT PROMPT BUT PROBE GENTLY TO CLARIFY RESPONDENT'S ANSWER. MULTICODE OK ITEMS A-K PLUS OTHER(S), OTHERWISE SINGLE CODE

- A Tell a (step-)parent/carer (including grandparent)
- B Tell an older (step-)brother/sister
- C Tell a younger (step-)brother/sister
- D Tell another family member
- E Tell a friend
- F Tell a teacher/someone at school
- G Tell another adult known to the respondent
- H Tell the company who made the games console
- I Tell the mobile service provider
- J Tell the internet provider
- K Tell a regulatory body, government or relevant body (e.g. *Child Exploitation and Online Protection Centre (CEOP), Internet Watch Foundation [IWF], Pan-European Game Information [PEGI], the police, Ofcom*)
- L Tell the website owner
- M Tell the company who made the game
- N Tell the company who made the film
- Other 1 (PLEASE WRITE IN)
- Other 2 (PLEASE WRITE IN)
- Other 3 (PLEASE WRITE IN)

I would not do anything

Prefer not to say

Don't know

PORTABLE MEDIA PLAYER

ASK ANY CODE A-C Q12b. OTHERS GO TO Q27

INTERVIEWER READ OUT VERBATIM:

I'm going to ask you to complete the next section on your own.

My next few questions are about anything that might have happened to you while you were using a portable media player which made you feel uncomfortable, upset, scared or worried, or which you think was meant for older teenagers and adults, but not really supposed to be seen or heard by you.

This could be something you saw in a game, through a film, clip or programme you were watching or something on the internet that you looked at through a portable media player.

Q23. Has something like this ever happened to you when you were using a portable media player? SINGLE CODE ONLY. IF NECESSARY, REASSURE RESPONDENT THAT THEY WILL NOT GET INTO TROUBLE IF THEY TELL YOU ABOUT SOMETHING THEY DON'T THINK THEY SHOULD HAVE SEEN

Yes

No

Prefer not to say

Don't know

ASK ALL YES AT Q23. OTHERS GO TO Q26

Q24. In the first column, could you please write down what it is that you've seen or experienced while you were using a portable media player which made you feel uncomfortable, upset, scared or worried, or which you think was meant for older teenagers and adults, but not really supposed to be seen or heard by you. IF NECESSARY, REASSURE RESPONDENT THAT THEY WILL NOT GET INTO TROUBLE IF THEY TELL YOU ABOUT SOMETHING THEY DON'T THINK THEY SHOULD HAVE SEEN

Then, for each thing you write down, could you please answer the other questions, as appropriate.

<p>Q24a. I saw/heard:</p> <p>Prefer not to say (SKIP FOLLOW UP QUESTIONS) Don't know (SKIP FOLLOW UP QUESTIONS)</p>	
<p>EVERYONE SHOULD ANSWER THIS QUESTION</p> <p>Q24b. Where did you see or hear this? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A Online, on the internet in general B Through a game I was playing C Through a film, clip or programme I was watching D Through something else (PLEASE WRITE IN) Prefer not to say Don't know</p>	<p>IF YOU TICKED BOX A AT Q24b, PLEASE ANSWER THIS QUESTION. OTHERWISE GO TO Q24d.</p> <p>Q24c. Was what you saw online ... ? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A Through an e-mail B Through a social networking site C Through instant messaging D Through a website E Through something else (PLEASE WRITE IN) Prefer not to say Don't know</p>
<p>EVERYONE SHOULD ANSWER THIS QUESTION</p> <p>Q24d. Do you think that what you saw/heard was made or said ... ? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A By an ordinary person, like a photo they'd taken or a home-made video B By a professional person or a company, like a properly made film Prefer not to say Don't know</p>	<p>IF YOU TICKED BOX A AT Q24d, PLEASE ANSWER THIS QUESTION. OTHERWISE GO TO Q24f.</p> <p>Q24e. And was that person ... ? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A Someone you know B Someone you don't know Prefer not to say Don't know</p>
<p>EVERYONE SHOULD ANSWER THIS QUESTION</p> <p>Q24f. When you saw/heard this, where were you? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A At home B At a friend's house C At school (not in lesson time) D At school (in lesson time) E At an internet café F Somewhere else (PLEASE WRITE IN) Prefer not to say Don't know</p>	

NB LVQ: PLEASE REPEAT UP TO 3 TIMES. PLEASE RECORD THE NUMBER OF INCIDENTS IN EXCESS OF 3 WITHOUT RECORDING THE DETAIL OF THE INCIDENTS

ASK ALL YES AT Q23. OTHERS GO TO Q26

Q25. When this happened, did you tell anyone about it? DO NOT PROMPT BUT PROBE GENTLY TO CLARIFY RESPONDENT'S ANSWER. MULTICODE OK ITEMS A-N PLUS OTHER(S), OTHERWISE SINGLE CODE

Yes:

- A Told a (step-)parent/carer (including grandparent)
- B Told an older (step-)brother/sister
- C Told a younger (step-)brother/sister
- D Told another family member
- E Told a friend
- F Told a teacher/someone at school
- G Told another adult known to the respondent
- H Told the company who made the portable media player
- I Told the mobile service provider
- J Told the internet provider
- K Told a regulatory body, government or relevant body (e.g. *Child Exploitation and Online Protection Centre (CEOP), Internet Watch Foundation [IWF], Pan-European Game Information [PEGI], the police, Ofcom*)
- L Told the website owner
- M Told the company who made the game
- N Told the company who made the film
- Other 1 (PLEASE WRITE IN)
- Other 2 (PLEASE WRITE IN)
- Other 3 (PLEASE WRITE IN)

No – because I didn't know who to tell

No – because I didn't think I needed to tell anyone

Prefer not to say

Don't know

ASK ALL NO, PNTS OR DK AT Q23. OTHERS GO TO Q27

Q26. If something like this did happen to you when you were using a portable media player, what would you do, if anything? DO NOT PROMPT BUT PROBE GENTLY TO CLARIFY RESPONDENT'S ANSWER. MULTICODE OK ITEMS A-N PLUS OTHER(S), OTHERWISE SINGLE CODE

- A Tell a (step-)parent/carer (including grandparent)
- B Tell an older (step-)brother/sister
- C Tell a younger (step-)brother/sister
- D Tell another family member
- E Tell a friend
- F Tell a teacher/someone at school
- G Tell another adult known to the respondent
- H Tell the company who made the portable media player
- I Tell the mobile service provider
- J Tell the internet provider
- K Tell a regulatory body, government or relevant body (e.g. *Child Exploitation and Online Protection Centre (CEOP), Internet Watch Foundation [IWF], Pan-European Game Information [PEGI], the police, Ofcom*)
- L Tell the website owner
- M Tell the company who made the game
- N Tell the company who made the film
- Other 1 (PLEASE WRITE IN)
- Other 2 (PLEASE WRITE IN)
- Other 3 (PLEASE WRITE IN)

I would not do anything

Prefer not to say

Don't know

Just two more questions to go now!

Q27. Has anyone ever spoken to you about the things young people can do to make sure they stay safe when they're online? MULTICODE OK ON 'YES', OTHERWISE SINGLE CODE ONLY.

Yes

A A (step-)parent/carer (including grandparent)

B An older (step-)brother/sister

C A younger (step-)brother/sister

D A friend

E A teacher/someone at school

Other 1 (PLEASE WRITE IN)

Other 2 (PLEASE WRITE IN)

Other 3 (PLEASE WRITE IN)

No

Don't know

Q28. And finally, what kinds of help or advice, if any, do you feel young people need to make sure they stay safe when they're online? MULTICODE OK

Advice on how to retain their privacy/not share personal information

Advice on how to retain the security of their information online

Advice on how to deal with 'cyber bullying'

Information on how to avoid inappropriate content online

Information on how to report inappropriate content online

Other 1 (PLEASE WRITE IN)

Other 2 (PLEASE WRITE IN)

Other 3 (PLEASE WRITE IN)

Young people do not need help or advice

Don't know

Thank and close

INTERVIEWER: Provide CYP with helpline leaflet

Questionnaire for parents

SAFEGUARDING CHILDREN SURVEY FOR OFCOM Questionnaire for parents, 12 March 2009

Introduction

I work for xxxxx and we're doing this survey on behalf of Ofcom, the independent organisation which regulates the UK's broadcasting, telecommunications and wireless communications sectors.

As part of their role, Ofcom needs to know about the types of electronic equipment that young people use, and what they use that equipment to do. This survey has a focus on what children or young people might see or hear when they are using a mobile phone or games console or personal media player to go online (i.e. using the internet) or when they are using mobile phones, more generally. We're interested in finding out if children have seen or heard anything which is inappropriate, and how this happened. This information will help Ofcom to understand the experiences of parents, children and young people in more detail, and inform Ofcom's work to help ensure that children and young people stay safe when they are online.

We would like to interview you, for about 15 minutes, and one of your children for about 10-15 minutes.

Please be assured that our questionnaire does not show any examples of what we mean by "inappropriate content" so we would not expect your child to be scared or worried by anything that we ask him/her. They also don't have to answer any question they don't want to. We would also ask that you are present in the room while we interview your child, so that you are clear on what the interview has and hasn't covered, and to support your child in answering the questions where necessary. This means that altogether, we need to ask for about half an hour of your time.

Do I have your permission to interview you and <<selected child>>?

I would like to assure you that your answers, and your child's answers, will be treated in strict confidence in accordance with the Data Protection Act and the Market Research Society Code of Conduct, and used for research purposes only. The findings will not identify individuals or families; everyone's answers will be added together in the analysis and reported anonymously.

Procedure for selecting the child (if more than one child in HH) to be explained; sex and age of selected child to be recorded; sex and age of other children in HH to be recorded

Demographics

Standard LVQ demographics

Background questions about the child/parent

I'd like to ask you some questions about <<SELECTED CHILD>>.

Q1. SHOWCARD/REVERSE SHOWCARD In their spare time, what are the things that <<SELECTED CHILD>> likes to do most? MULTICODE OK UP TO THREE

- A Chat online/on the internet with their friends
- B Chat on the phone with their friends
- C Draw or paint
- D Go shopping
- E Go to the cinema
- F Listen to music
- G Play a musical instrument
- H Play computer games
- I Play with their pet(s)
- J Practise their religion/faith (for example, by going to church/mosque/synagogue)
- K Read books/comics/magazines

- L Sleep
- M Spend time on the internet
- N Spend time with their family
- O Spend time with their friends
- P Take part in physical activity (for example, ballet, football, swimming, riding their bike, skateboarding)
- Q Watch DVDS
- R Watch TV
- Other 1 (PLEASE WRITE IN)
- Other 2 (PLEASE WRITE IN)
- Other 3 (PLEASE WRITE IN)
- Don't know

ASK ALL

Q2. SHOWCARD/REVERSE SHOWCARD Thinking about <<SELECTED CHILD>>, which of the following words or phrases would you use to describe him/her? Please just read out the letters that apply. Any others? MULTICODE OK

- A A bit of a worrier
- B Adventurous/keen to try new things
- C Confident
- D Curious
- E Determined
- F Doing well at school
- G Easily upset/scared
- H Happy
- I Independent
- J Keeps things close to their chests
- K Likes to spend time on their own
- L Mature
- M Nervous in new situations
- N Outgoing and sociable
- O Reliable
- P Resilient/quick to bounce back
- Q Sensible
- R Shy
- S Streetwise
- T Timid
- U Young for their age
- Other 1 (PLEASE WRITE IN)
- Other 2 (PLEASE WRITE IN)
- Other 3 (PLEASE WRITE IN)
- Don't know

Q3. SHOWCARD/REVERSE SHOWCARD And again thinking about <<SELECTED CHILD>>, which of the following phrases best describes your approach to raising him/her? SINGLE CODE ONLY

- I'm pretty hands-off; I let my child learn through their own mistakes
- I try to guide my child in making their own decisions, but I'll intervene if necessary
- I'm pretty hands-on; I make the decisions because I know what's best for my child
- Don't know

Mobile phone/internet/games console/media player access and use
--

My next few questions relate to <<SELECTED CHILD>>'s access to and use of a range of different types of electronic equipment.

ASK ALL

Q4. SHOWCARD/REVERSE SHOWCARD I'm going to read out a list of different types of electronic equipment that you may or may not have in your home and which <<SELECTED CHILD>> may or may not use. Could you please tell me which one of the answers on this card applies to each of the different types of equipment? READ OUT A-E. ROTATE. SINGLE CODE ONLY PER ITEM

- A A mobile phone
- B A personal digital assistant or PDA (*like an Acer N series, some types of BlackBerry, an HP iPAQ or Sony Ericsson*)
- C A smartphone (*like a BlackBerry or iPhone*)
- D One or more of these games consoles
SHOWCARD/REVERSE SHOWCARD
 - A Nintendo DS/DS Lite
 - B Nintendo Gamecube
 - C Nintendo Wii
 - D Playstation 2
 - E Playstation 2 Slim
 - F Playstation 3
 - G Playstation Portable (PSP)/PSP Slim
 - H Sega Dreamcast
 - I Xbox
 - J Xbox 360
- E One or more of these portable media players
SHOWCARD/REVERSE SHOWCARD
 - A Archos
 - B Cowon Q5W
 - C Ibiza Rhapsody
 - D iPod Touch

- Yes – my child has their own, in their bedroom
- Yes – my child has their own, elsewhere in our home
- Yes – our household has this and my child uses it
- Yes – our household has this but my child does not use it
- No – our household does not have this
- Don't know

Q5a. (IF CODE 1, 2 OR 3 AT Q4A, B AND/OR C) Is it possible to go online (i.e. to access the internet) with the mobile phone/PDA/smartphone that <<SELECTED CHILD>> uses? SINGLE CODE ONLY

- Yes
- No
- Don't know

Q5b. (IF CODE 1 AT Q5A) Does <<SELECTED CHILD>> actually use this mobile phone/PDA/smartphone to go online (i.e. to access the internet)? SINGLE CODE ONLY

- Yes
- No
- Don't know

Q5c. (IF CODE 1, 2 OR 3 AT Q4A, B AND/OR C). SHOWCARD/REVERSE SHOWCARD Other than make or receive phone calls, which of the following things does <<SELECTED CHILD>> use the mobile phone/PDA/smartphone to do, if any? MULTICODE OK ITEMS A-E, OTHERWISE SINGLE CODE

- A Send or receive text messages
- B Send or receive photos
- C Send or receive video clips
- D Play pre-loaded games, or games swapped with someone else
- E Play music (*for example, downloads or radio*)
- Don't know

Q5d. (IF CODE 1, 2 OR 3 AT Q4D) Does <<SELECTED CHILD>> use this games console/any of these games consoles to go online (i.e. to access the internet)? SINGLE CODE ONLY

Yes
No
Don't know

Q5e. (IF CODE 1, 2 OR 3 AT Q4E) Does <<SELECTED CHILD>> use this portable media player/any of these portable media players to go online (i.e. to access the internet)? SINGLE CODE ONLY

Yes
No
Don't know

MOBILE PHONE/SMARTPHONE/PDA SECTION

ASK ALL CODE 1, 2 OR 3 AT Q4A, B AND/OR C. OTHERS GO TO Q11.

Q6. What are/were your key reasons for allowing <<SELECTED CHILD>> to have their own/to use the household's mobile phone/PDA/smartphone? DO NOT PROMPT. MULTICODE OK

All their friends/everyone seems to have one these days
General communication reasons – to speak to or text family/friends
Safety/emergency reasons – they can contact me/I can contact them at any time
We don't have a landline/mobiles are cheaper than a landline
Other 1 (PLEASE WRITE IN)
Other 2 (PLEASE WRITE IN)
Other 3 (PLEASE WRITE IN)
Don't know

Q7. Do you have any major concerns about the type of content/material <<SELECTED CHILD>> can access via their/the household's mobile phone/PDA/smartphone? SINGLE CODE ONLY. INTERVIEWER PROBE ON 'YES': What are they?

Yes (PLEASE WRITE IN)
No
Don't know

Q8a. What rules or restrictions, if any, do you have about <<SELECTED CHILD>>'s use of their/the household's mobile phone/PDA/smartphone? DO NOT PROMPT. MULTICODE OK

Q8b. SHOWCARD/REVERSE SHOWCARD Do you have any of these rules or restrictions about <<SELECTED CHILD>>'s use of their/the household's mobile phone/PDA/smartphone? MULTICODE OK

- A Child only allowed to use the phone for emergency calls/to phone me
- B Child is responsible for paying top-ups/bills
- C Limit how often credit can be put on the phone
- D Allow me to regularly check what they're doing with the phone
- E Only to make/receive voice calls or send texts, nothing else
- F Only calls/texts to an agreed list of people/people they know
- G No use of the phone at certain times/on certain days (e.g. during school hours, after a certain time at night)
- H No calls or texts to premium rate numbers
- I No WAP browsing/internet access on the phone at all
- J Only using content and services provided by the phone company rather than on the internet generally (e.g. O2 Active, Orange World, Planet 3)
- K Only viewing certain websites on the phone (e.g. those in favourites list, or children's sites, or those suitable for their age)
- L No content with violence
- M No content with drug use
- N No content with swearing/bad language
- O No content with nudity
- P No content with a sexual nature
- Q Only use websites on the phone when supervised/not on their own

- R Only receive appropriate messages/photos/clips etc. (e.g. appropriate for their age)
- S Only send appropriate messages/photos/clips etc. (e.g. appropriate for their age, no bullying)
- T No use of someone else's mobile phone/PDA/smartphone to do something they're not allowed to do with their own/our household's mobile phone/PDA/smartphone
- U Tell me if they receive anything which makes them feel uncomfortable/scared/is too adult
- Other 1 (PLEASE WRITE IN)
- Other 2 (PLEASE WRITE IN)
- Other 3 (PLEASE WRITE IN)
- Don't know
- None

Q9. Are you aware of any controls on the mobile phone/PDA/smartphone to stop your child from accessing any content that you would regard as inappropriate, for example, something that you would consider to be too adult for them? SINGLE CODE ONLY

- Yes
- No
- Don't know

ASK ALL YES AT Q9. OTHERS GO TO Q11

Q10. SHOWCARD/REVERSE SHOWCARD And do you have these controls activated? SINGLE CODE ONLY. INTERVIEWER PROBE FULLY ON 'YES' AND 'NO'

- Yes – they were installed as a standard feature and automatically made active by the network
- Yes – they were installed as a standard feature and made active by the network on my request
- Yes – but I had to ask for them to be installed/made active by the network
- Yes – but I had to install it/make them active myself
- No – did not think they were necessary
- No – did not know what to do to activate them
- Don't know

GAMES CONSOLE SECTION

ASK ALL CODE 1 AT Q5d. OTHERS GO TO Q15

Q11. Some questions now about the games console(s) that <<SELECTED CHILD>> uses. Do you have any major concerns about the type of content/material <<SELECTED CHILD>> can access via the games console(s) when they use it/them to go online (i.e. to access the internet)? SINGLE CODE ONLY.

INTERVIEWER PROBE ON 'YES': What are they?

- Yes (PLEASE WRITE IN)
- No
- Don't know

Q12a. What rules or restrictions, if any, do you have about <<SELECTED CHILD>>'s use of their/the household's games console(s)? DO NOT PROMPT. MULTICODE OK

Q12b. SHOWCARD/REVERSE SHOWCARD Do you have any of these rules or restrictions about <<SELECTED CHILD>>'s use of their/the household's games console? MULTICODE OK

- A Allow me to regularly check what they're doing when they're using it
- B Only games/content with appropriate age rating
- C No games/content with violence
- D No games/content with drug use
- E No games/content with swearing/bad language
- F No games/content with nudity
- G No games/content with a sexual nature
- H Only a game/content that an adult or parent has played/tried first
- I No playing/watching at certain times/on certain days (e.g. before homework is completed, after a certain time at night)
- J Don't play games/watch content for too long
- K Only to play games/watch content, not access the internet
- L Only use internet for online game playing, i.e. not allowed to view websites etc.
- M Only viewing certain websites on the games console (e.g. those in favourites list, or children's sites,

or those suitable for their age)

- N Only use websites on games console when supervised/not on their own
- O Only receive appropriate messages/photos/clips etc. (*e.g. appropriate for age*)
- P Only send appropriate messages/photos/clips etc. (*e.g. appropriate for their age, no bullying*)
- Q No use of someone else's games console to do something they're not allowed to do with their own/our household's games console
- R Tell me if they see/receive anything which makes them feel uncomfortable/scared/is too adult
- Other 1 (PLEASE WRITE IN)
- Other 2 (PLEASE WRITE IN)
- Other 3 (PLEASE WRITE IN)
- Don't know
- None

Q13. Are you aware of any controls on the games console(s) to stop your child playing games/films above a certain age rating or restrict or stop their access to the internet? SINGLE CODE ONLY

- Yes
- No
- Don't know

ASK ALL YES AT Q13. OTHERS GO TO Q15

Q14. SHOWCARD/REVERSE SHOWCARD And do you have these controls activated?. MULTICODE OK ITEMS 1-4, OTHERWISE SINGLE CODE. INTERVIEWER PROBE FULLY ON 'YES' AND 'NO'

- Yes – only games of an appropriate age rating
- Yes – only films of an appropriate age rating
- Yes – restricts access to online content
- Yes – stops internet access
- No – did not think they were necessary
- No – did not know what to do to activate them
- Don't know

PORTABLE MEDIA PLAYER SECTION

ASK ALL CODE 1 at Q5e. OTHERS GO TO Q19

Q15. A couple of questions about the portable media player(s) that <<SELECTED CHILD>> uses. Do you have any major concerns about the type of content/material <<SELECTED CHILD>> can access via the portable media players(s) when they use it/them to go online (i.e. to access the internet)? SINGLE CODE ONLY. INTERVIEWER PROBE ON 'YES': What are they?

- Yes (PLEASE WRITE IN)
- No
- Don't know

Q16a. What rules or restrictions, if any, do you have about <<SELECTED CHILD>>'s use of their/the household's portable media player(s)? DO NOT PROMPT. MULTICODE OK

Q16b. SHOWCARD/REVERSE SHOWCARD Do you have any of these rules or restrictions about <<SELECTED CHILD>>'s use of their/the portable media player(s)? MULTICODE OK

- A Allow me to regularly check what they're doing when they're using it
- B Only games/content with appropriate age rating
- C No games/content with violence
- D No games/content with drug use
- E No games/content with swearing/bad language
- F No games/content with nudity
- G No games/content with a sexual nature
- H Only a game/content that an adult or parent has played/tried first
- I No playing/watching at certain times/on certain days (*e.g. before homework is completed, after a certain time at night*)
- J Don't play games/watch content for too long
- K Only to play games/watch content, not access the internet
- L Only use internet for online game playing, i.e. not allowed to view websites etc.

- M Only viewing certain websites on the portable media player (*e.g. those in favourites list, or children's sites, or those suitable for their age*)
- N Only use websites on portable media player when supervised/not on their own
- O Only receive appropriate messages/photos/clips etc. (*e.g. appropriate for age*)
- P Only send appropriate messages/photos/clips etc. (*e.g. appropriate for their age, no bullying*)
- Q No use of someone else's portable media player to do something they're not allowed to do with their own/our household's portable media player
- R Tell me if they see/receive anything which makes them feel uncomfortable/scared/is too adult
- Other 1 (PLEASE WRITE IN)
- Other 2 (PLEASE WRITE IN)
- Other 3 (PLEASE WRITE IN)
- Don't know
- None

Q17. Are you aware of any controls on the portable media player(s) to stop your child playing games/films above a certain age rating or restrict or stop their access to the internet? SINGLE CODE ONLY

- Yes
- No
- Don't know

ASK ALL YES AT Q17. OTHERS GO TO Q19

Q18. SHOWCARD/REVERSE SHOWCARD And do you have these controls activated?. MULTICODE OK ITEMS 1-4, OTHERWISE SINGLE CODE. INTERVIEWER PROBE FULLY ON 'YES' AND 'NO'

- Yes – only games of an appropriate age rating
- Yes – only films of an appropriate age rating
- Yes – restricts access to online content
- Yes – stops internet access
- No – did not think they were necessary
- No – did not know what to do to activate them
- Don't know

ASK ANY CODE 1 AT Q5b, Q5d AND/OR Q5e

Q19. Whether they are using a mobile phone/PDA/smartphone, a games console or a portable media player, is <<SELECTED CHILD>> allowed to go online (i.e. to access the internet) if they are in ... ? READ OUT ITEMS A-D. MULTICODE OK

- A Their own bedroom
- B A brother or sister's bedroom
- C A family room (for example, the living room, dining room or kitchen)
- D Somewhere else in the house (PLEASE WRITE IN)
- Don't know

INTERVIEWER READ OUT VERBATIM: Parents have a range of views about the types of material/content that they would consider it inappropriate for their child to see or experience when they on their mobile phone/smartphone, games console or portable media player, for example, because they consider it to be too adult for the child.

ASK ALL

Q20. Thinking about <<SELECTED CHILD>>, what types of material/content would you consider it inappropriate for him/her to see or hear on a mobile phone/PDA/smartphone, games console or portable media player? Anything else? DO NOT PROMPT. MULTICODE OK.

- Inappropriate advertising/selling (*e.g. adverts promoting high sugar/salt/fat foods, alcohol advertising, adverts with sexual or sexist undertones*)
- Phishing or other scams
- Strong language/swearing
- Content/material encouraging anorexia/bulimia/excessive exercise to lose weight
- Content/material encouraging self-harm/suicide
- Content/material relating to alcohol

Content/material relating to smoking
 Content/material relating to illegal drugs or substance misuse
 Content/material relating to gambling
 Content/material relating to illegal activity (for example, high-speed road racing)
 Content/material which offends my religious beliefs
 Bullying material
 Homophobic material
 Occult material
 Racist material
 Religious hate material
 Sexist material
 Nudity
 Material with a sexual content
 Violence, cruelty or dangerous behaviour
 Contact with someone trying to 'groom' your child
 Other 1 (PLEASE WRITE IN)
 Other 2 (PLEASE WRITE IN)
 Other 3 (PLEASE WRITE IN)
 Don't know
 None

Q21. As far as you are aware, has <<SELECTED CHILD>> seen or heard any inappropriate material when ... ? READ OUT. SINGLE CODE ONLY PER STATEMENT

A (ASK ALL CODE 1, 2 OR 3 AT Q4A, B AND/OR C) ... they have been using a mobile phone/PDA/smartphone? This could be through a call, voice message or text message from someone they know, a video clip they watched on their mobile phone/PDA/smartphone or something on the internet they saw on their mobile phone/PDA/smartphone.

B (ASK ALL CODE 1, 2 OR 3 AT Q4D) ... they have been using a games console? This could be through a game, or something on the internet that they looked at through the games console.

C (ASK ALL CODE 1, 2 OR 3 AT Q4E) ... they have been using a portable media player? This could be in a game, through a film, clip or programme they were watching or something on the internet that they looked at through a portable media player.

Yes
 No
 Prefer not to say
 Don't know

MOBILE PHONE/PDA/SMARTPHONE

ASK ALL CODE 1 AT Q21A. OTHERS GO TO Q23

INTERVIEWER READ OUT VERBATIM:
I'm going to ask you to complete the next few questions on your own.

In the first column, could you please write in any inappropriate material/content that you think or know <<SELECTED CHILD>> has seen or experienced when they have been using a mobile phone/PDA/smartphone. :

Then, for each thing you write down, could you please answer the remaining questions, where appropriate

<p>Q22a. My child saw/heard:</p> <p>Prefer not to say (SKIP FOLLOW UP QUESTIONS) Don't know (SKIP FOLLOW UP QUESTIONS)</p>	
<p>EVERYONE SHOULD ANSWER THIS QUESTION</p> <p>Q22b. Where did your child see or hear this? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A Online, on the mobile internet websites provided by the mobile phone company B Online, on the internet in general C Online, but I'm not sure whether it was on the mobile internet websites provided by the mobile phone company or on the internet in general D In a text message/SMS E In a voice message/answering machine message F In a photo/video G Through something else (PLEASE WRITE IN) Prefer not to say Don't know</p>	<p>IF YOU TICKED BOX A, B OR C AT Q22b, PLEASE ANSWER THIS QUESTION. OTHERWISE GO TO Q22d.</p> <p>Q22c. Was what your child saw online ... ? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A Through an e-mail B Through a social networking site C Through instant messaging D Through a website E Through something else (PLEASE WRITE IN) Prefer not to say Don't know</p>
<p>EVERYONE SHOULD ANSWER THIS QUESTION</p> <p>Q22d. Do you think that what your child saw/heard was made or said ... ? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A By an ordinary person, like a photo they'd taken or a home-made video B By a professional person or a company, like a properly made film Prefer not to say Don't know</p>	<p>IF YOU TICKED BOX A AT Q22d, PLEASE ANSWER THIS QUESTION. OTHERWISE GO TO Q22f.</p> <p>Q22e. And was that person ... ? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A Someone you know B Someone you don't know Prefer not to say Don't know</p>
<p>EVERYONE SHOULD ANSWER THIS QUESTION</p> <p>Q22f. When your child saw/heard this, were they ... ? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A At home B At a friend's house C At school (not in lesson time) D At school (in lesson time) E At an internet café F Somewhere else (PLEASE WRITE IN) Prefer not to say Don't know</p>	

NB LVQ: PLEASE REPEAT UP TO 3 TIMES. PLEASE RECORD THE NUMBER OF INCIDENTS IN EXCESS OF 3 WITHOUT RECORDING THE DETAIL OF THE INCIDENTS

GAMES CONSOLE

ASK ALL CODE 1 AT Q21B. OTHERS GO TO Q24

INTERVIEWER READ OUT VERBATIM:
 And again, I'm going to ask you to complete the next few questions on your own.

In the first column, could you please list any inappropriate material/content that you think or know <<SELECTED CHILD>> has seen or experienced when they have been using a games console.

Then, for each thing you write down, could you please answer the remaining questions where appropriate

Q23a. My child saw/heard:

Prefer not to say
 Don't know

<p>EVERYONE SHOULD ANSWER THIS QUESTION</p> <p>Q23b. Where did your child see or hear this? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A Online, on the internet in general B Through a game he/she was playing C Through a film, clip or programme he/she was watching D Through something else (PLEASE WRITE IN) Prefer not to say Don't know</p>	<p>IF YOU TICKED BOX A AT Q23b, PLEASE ANSWER THIS QUESTION. OTHERWISE GO TO Q23d.</p> <p>Q23c. Was what your child saw online ... ? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A Through an e-mail B Through a social networking site C Through instant messaging D Through a website E Through something else (PLEASE WRITE IN) Prefer not to say Don't know</p>
---	---

<p>EVERYONE SHOULD ANSWER THIS QUESTION</p> <p>Q23d. Do you think that what your child saw/heard was made or said ... ? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A By an ordinary person, like a photo they'd taken or a home-made video B By a professional person or a company, like a properly made film Prefer not to say Don't know</p>	<p>IF YOU TICKED BOX A AT Q23d, PLEASE ANSWER THIS QUESTION. OTHERWISE GO TO Q23f.</p> <p>Q23e. And was that person ... ? PLEASE TICK AS MANY BOXES AS APPLY</p> <p>A Someone you know B Someone you don't know Prefer not to say Don't know</p>
---	--

EVERYONE SHOULD ANSWER THIS QUESTION

Q23f. When your child saw/heard this, were they ... ? PLEASE TICK AS MANY BOXES AS APPLY

A At home
 B At a friend's house
 C At school (not in lesson time)
 D At school (in lesson time)
 E At an internet café
 F Somewhere else (PLEASE WRITE IN)
 Prefer not to say
 Don't know

NB LVQ: PLEASE REPEAT UP TO 3 TIMES. PLEASE RECORD THE NUMBER OF INCIDENTS IN EXCESS OF 3 WITHOUT RECORDING THE DETAIL OF THE INCIDENTS

PORTABLE MEDIA PLAYER

ASK ALL CODE 1 AT Q21C. OTHERS GO TO Q25

INTERVIEWER READ OUT VERBATIM:

And again, I'm going to ask you to complete the next few questions on your own.

In the first column, could you please list any inappropriate material/content that you think or know <<SELECTED CHILD>> has seen or experienced when they have been using a portable media player.

Then, for each thing you write down, could you please answer the remaining questions where appropriate

Q24a. My child saw/heard:

Prefer not to say

Don't know

EVERYONE SHOULD ANSWER THIS QUESTION

Q24b. Where did your child see or hear this?

PLEASE TICK AS MANY BOXES AS APPLY

- A Online, on the internet in general
- B Through a game he/she was playing
- C Through a film, clip or programme he/she was watching
- D Through something else (PLEASE WRITE IN)

Prefer not to say

Don't know

IF YOU TICKED BOX A AT Q24b, PLEASE ANSWER THIS QUESTION. OTHERWISE GO TO Q24d.

Q24c. Was what your child saw online ... ?

PLEASE TICK AS MANY BOXES AS APPLY

- A Through an e-mail
- B Through a social networking site
- C Through instant messaging
- D Through a website
- E Through something else (PLEASE WRITE IN)

Prefer not to say

Don't know

EVERYONE SHOULD ANSWER THIS QUESTION

Q24d. Do you think that what your child saw/heard was made or said ... ?

PLEASE TICK AS MANY BOXES AS APPLY

- A By an ordinary person, like a photo they'd taken or a home-made video
- B By a professional person or a company, like a properly made film

Prefer not to say

Don't know

IF YOU TICKED BOX A AT Q24d, PLEASE ANSWER THIS QUESTION. OTHERWISE GO TO Q24f.

Q24e. And was that person ... ?

PLEASE TICK AS MANY BOXES AS APPLY

- A Someone you know
- B Someone you don't know

Prefer not to say

Don't know

EVERYONE SHOULD ANSWER THIS QUESTION

Q24f. When your child saw/heard this, were they ... ?

PLEASE TICK AS MANY BOXES AS APPLY

- A At home
- B At a friend's house
- C At school (not in lesson time)
- D At school (in lesson time)
- E At an internet café
- F Somewhere else (PLEASE WRITE IN)

Prefer not to say

Don't know

NB LVQ: PLEASE REPEAT UP TO 3 TIMES. PLEASE RECORD THE NUMBER OF INCIDENTS IN EXCESS OF 3 WITHOUT RECORDING THE DETAIL OF THE INCIDENTS

INTERVIEWER: Now ask respondent's permission for you to quickly review the grid to ensure that all parts per listed item have been completed.

ASK ANY WHO ARE YES AT Q21A, B OR C. OTHERS GO TO Q26

Q25a. What, if anything, did you do when <<SELECTED CHILD>> came across this inappropriate material/content? DO NOT PROMPT. MULTICODE OK ITEMS A-M PLUS OTHER(S), OTHERWISE SINGLE CODE

Q25b. SHOWCARD/REVERSE SHOWCARD. And which of the following, if any, did you do when your child came across this inappropriate material/content? MULTICODE OK ITEMS A-M PLUS OTHER(S), OTHERWISE SINGLE CODE

- A Told my child off
- B Talked with my child about what they had seen
- C Talked with my child about how to use the equipment concerned in the future
- D Added or changed controls or software for the equipment concerned to limit access to certain types of content
- E Changed my rules about my child's use of the equipment concerned
- F Reported to the company who made the equipment concerned
- G Reported to your mobile service provider
- H Reported to your internet provider
- I Reported to a regulatory body, government or relevant body (e.g. *Child Exploitation and Online Protection Centre [CEOP], Internet Watch Foundation [IWF], Pan-European Game Information [PEGI], the police, Ofcom*)
- J Stopped access to the equipment concerned for my child
- K Told the website owner
- L Told the company who made the game
- M Told the company who made the film
- Other 1 (PLEASE WRITE IN)
- Other 2 (PLEASE WRITE IN)
- Other 3 (PLEASE WRITE IN)
- Nothing – because I didn't think anything needed to be done about it
- Nothing – because I didn't know what to do about it
- Don't know/can't remember

ASK ALL WHO ARE NO, PNTS OR DK AT Q21A, B AND C (MUST BE NO, PNTS OR DK AT ALL THREE PARTS). OTHERS GO TO Q27

Q26a. What, if anything, WOULD you do if <<SELECTED CHILD>> came across this inappropriate material/content? DO NOT PROMPT. MULTICODE OK ITEMS A-M PLUS OTHER(S), OTHERWISE SINGLE CODE

Q26b. SHOWCARD/REVERSE SHOWCARD. And which of the following, if any, would you do if your child came across this inappropriate material/content? MULTICODE OK ITEMS A-M PLUS OTHER(S), OTHERWISE SINGLE CODE

- A Tell my child off
 - B Talk with my child about what they had seen
 - C Talk with my child about how to use the equipment concerned in the future
 - D Add or change controls or software for the equipment concerned to limit access to certain types of content
 - E Change my rules about my child's use of the equipment concerned
 - F Report to the company who made the equipment concerned
 - G Report to your mobile service provider
 - H Report to your internet provider
 - I Report to a regulatory body, government or relevant body (e.g. *Child Exploitation and Online Protection Centre [CEOP], Internet Watch Foundation [IWF], Pan-European Game Information [PEGI], the police, Ofcom*)
 - J Stop access to the equipment concerned for my child
 - K Tell the website owner
 - L Tell the company who made the game
 - M Tell the company who made the film
- Other 1 (PLEASE WRITE IN)
Other 2 (PLEASE WRITE IN)
Other 3 (PLEASE WRITE IN)
Nothing – because I didn't think anything would need to be done about it
Nothing – because I wouldn't know what to do about it
Don't know

ASK ALL

Q27 Generally speaking, do you feel you know enough about how to help your child to stay safe when they are online? SINGLE CODE ONLY

- Yes
- No
- Don't know

ASK ALL NO AT Q27

Q28. What additional help or support would you like, and who should provide it? INTERVIEWER WRITE IN VERBATIM RESPONSE

- Nothing
- Don't know

Thank and close

INTERVIEWER: Secure parent's consent for child to be interviewed

INTERVIEWER: Provide parent with helpline leaflet