

Introduction

Thank you for agreeing to take part in this survey today.

This survey is being conducted for research purposes only and we rely on your consent to take part. You can refuse to participate or stop the survey at any point. Following the introduction of GDPR legislation we need to draw your attention to our Privacy Policy at the bottom right of the screen which explains your rights.

Please be assured this is genuine research being conducted for Ofcom about different sorts of media in the home. We are not trying to sell you anything and there will be no sales follow-up as a result of taking part.

The survey will take around 15 minutes to complete in total.

Are you happy to proceed?

Please select one option

Yes	1	CONTINUE
No	2	CLOSE

Section 1: Screening questions

ASK ALL

QA What is the **total** number of people in the household (please include yourself in this total)?

Please type in below

IF ONE PERSON – CLOSE

ASK ALL

QB And what is the total number of **people** aged under 18 in the household. If **you** are aged under 18, please include yourself in this total.

Please type in below

IF ZERO PEOPLE AGED UNDER 18 – CLOSE

ASK ALL

QB1 Can we please ask the ages of those aged under 18 in the household?

Please select all that apply

Aged under 1	1	CLOSE IF SINGLE CODED OR IF MULTI CODED BUT NOT WITH CODES 4-18
Aged 1	2	CLOSE IF SINGLE CODED OR IF MULTI CODED BUT NOT WITH CODES 4-18
Aged 2	3	CLOSE IF SINGLE CODED OR IF MULTI CODED BUT NOT WITH CODES 4-18
Aged 3	4	CONTINUE
Aged 4	5	CONTINUE
Aged 5	6	CONTINUE
Aged 6	7	CONTINUE
Aged 7	8	CONTINUE
Aged 8	9	CONTINUE
Aged 9	10	CONTINUE
Aged 10	11	CONTINUE
Aged 11	12	CONTINUE
Aged 12	13	CONTINUE
Aged 13	14	CONTINUE
Aged 14	15	CONTINUE
Aged 15	16	CONTINUE
Aged 16	17	CONTINUE
Aged 17	18	CONTINUE
Prefer not to say	19	CLOSE

ASK ALL

QB2 And are you a parent or guardian to any of those aged under 18 in the household?

Please select one option

Yes	1	CONTINUE
No	2	CLOSE
Prefer not to say	3	CLOSE

ASK ALL**QB3** Can we please ask the gender of the children aged under 18 in your household ?

	Male	Female
Aged under 1	0	0
Aged 1	0	0
Aged 2	0	0
Aged 3	0	0
Aged 4	0	0
Aged 5	0	0
Aged 6	0	0
Aged 7	0	0
Aged 8	0	0
Aged 9	0	0
Aged 10	0	0
Aged 11	0	0
Aged 12	0	0
Aged 13	0	0
Aged 14	0	0
Aged 15	0	0
Aged 16	0	0
Aged 17	0	0
Prefer not to say		

We are carrying out research on behalf of Ofcom about children's use of, and opinions about different sorts of media. We need to know what parents and guardians think too.

The questions in the survey will relate to one particular child in your home.

We are interested in your views as a parent in relation to that child and, depending on the age of the child selected, we may want to hear from them too.

We have some questions for you first.

ASK ALL**QD1** Where do you normally live? By this we mean the place that you live for most of the year.*Please select one option*

England	1
Wales	2
Scotland	3
Northern Ireland	4

ASK ALL THAT LIVE IN ENGLAND AT QD1 (CODE 1)**QD2** What region of England do you live in?*Please select one option*

North East	1
Yorkshire and Humberside	2
North West	3
West Midlands	4
East Midlands	5
East of England	6
South West	7
South East	8
London	9

ASK ALL**QF** Which one of these options best describes where you live?*Please select one option*

Large city	1
Smaller city or large town	2
Medium town	3
Small town	4
Rural area	5

ASK ALL

QG Which of these best describes the chief income earner in your household?

If you/ they are retired and living on a private pension, please choose your description based on what you/ they did before you/ they retired.

If you/ they have been unemployed for six months or less, please choose your description based on your/ their most recent main job.

Please note - if you/ they are currently 'on furlough' please respond based on your/ their employment status before furlough

Please select one option

Very senior management; top level civil servant or professional (e.g. surgeon; partner in a law firm; regional bank manager; board director of medium/ large firm).	1
Senior or middle management in large organisation; owner of small business; principal officer in civil service/ local government	2
Junior management or professional; or administrative (e.g. most office workers; accounts clerk; secretary; police sergeant; nurse)	3
Skilled manual worker - e.g. mechanic, paramedic, cook, fitter, plumber, electrician, lorry driver, train driver, hairdresser, beautician, etc.	4
Semi-skilled or unskilled manual worker - e.g. baggage handler, restaurant server, factory worker, receptionist, labourer, gardener etc.	5
Housewife/ househusband	6
Unemployed	7
Student	8
Retired and on state pension ONLY (If retired but not only on state pension, please indicate the occupation just before retirement)	9
Don't know	10

ESTABLISH PERMISSION/ CONSENT FROM PARENT AND CHILD (WHERE APPLICABLE) TO BE INTERVIEWED AND COLLECT NAME OF CHILD THEN CONTINUE TO SHOWSCREEN 1

QJ And which of these terms best describes your relationship to your child <AGED 3/4/5/6/7/8/9/10/11/12/13/14/15/16/17>

Please select one option

Parent	1	CONTINUE
Guardian	2	
Something else	3	CLOSE
I do not have parental responsibility for this child	4	

SHOWSCREEN 1 -SHOW ALL PARENTS**START SURVEY**

Thank you very much for your answers so far. You qualify for the main survey.

Please think about your [boy/ girl aged 3/4/5/6/7/8/9/10/11/12/13/14/15/16/17] for this next section of questions.

Please click on the '>>' button below to proceed

ASK ALL PARENTS OF 8-17s – PARENTS OF 3-7S SKIP TO QP1

QM QUESTION TO COLLECT THE NAME OF THE CHILD WHO WILL BE ANSWERING QUESTIONS LATER, WITH AN OPTION FOR 'PREFER NOT TO SAY'

ASK ALL PARENTS OF 3-7s – PARENTS OF 8-17S SKIP TO QP2

QP1 Please think about any reason [your child] may have for **going online** – maybe to look at a website or use an app, watch a TV programme or video clip on sites or apps like YouTube, to play games online, for social media, or to do school or homework.

Does [your child] use any of **these** to go online **at home or elsewhere?**

Please select all that apply

Mobile phone /smartphone (like an iPhone or Samsung Galaxy)	1
Tablet (like an iPad, Kindle Fire or Google Nexus)	2
Laptop or netbook	3
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	4
Games console or handheld games player	5
Other type of device - (please type in below)	6
None of these/ Child does not go online	7

ASK ALL PARENTS OF 3-17S

QP2 Does [your child] use a smart speaker which can respond to voice commands like “Alexa” or “Hey Google” ?

Popular brands include Amazon Echo, Google Home, Facebook Portal and Apple HomePod.

Please select one option

Yes	1
No	2
Don't know	3

ASK ALL PARENTS OF 3-7s WHOSE CHILD GOES ONLINE AT QP1 (CODES 1-6)– OTHERS SKIP TO QP4

QP3 Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following?

This could include any time spent learning about this when they are at school

Please select all that apply [NB CODES 3 AND 4 NOT ASKED IF CHILD IS AGED 3-4]

Add funny filters to a photo	1
Make a drawing or picture online, or use colouring apps	2
Coding/ programming	3
Follow an online 'how to' tutorial to create or do something of their own	4
None of these	5
Don't know	6

ASK ALL PARENTS OF 3-7S

QP4 Which, **if any**, of these apps or sites does [your child] use to **send messages or make video or voice calls**?

Please select all that apply

Discord	1
(Facebook) Messenger	2
FaceTime	3
HouseParty	4
iMessage (by Apple)	5
Imo	6
Instagram (Direct)	7
Kik	8
Microsoft Teams	9
Omegle	10
Signal	11
Skype	12
Snapchat	13
Telegram	14
WhatsApp	15
Zoom	16
Child sends messages or makes video/ voice calls on other apps/ sites	17
Child does not send messages or make video or voice calls on ANY apps/ sites	18
Don't know	19

SHOWSCREEN – SHOW ALL PARENTS OF 3-7S

Now please think about apps and sites that can be used by your child to watch or upload videos.

ASK ALL PARENTS OF 3-7s

QP5 Which, **if any**, of these apps or sites does [your child] **watch** videos on?

Please select all that apply

Byte	1
Dailymotion	2
Dubsmash	3
Facebook (inc Facebook Gaming)	4
Fruitlab	5
GoNoodle	6
GROM social	7
Imgur	8
Instagram	9
Snapchat	10
TikTok	11
Triller	12
Twitch	13
Vimeo	14
YouTube	15
Child watches videos on other apps/sites	16
Child does not watch videos on ANY apps/ sites	17
Don't know	18

ASK ALL PARENTS OF 3-7s

QP6 Does [your child] upload videos online that they have made themselves?

Please select one option

Yes	1
No	2
Don't know	3

ASK ALL PARENTS OF 3-7s THAT SAY YES AT QP6

QP7 And which of these apps or sites does [your child] use to **upload** videos online that they have made themselves?

Please select all that apply

Byte	1
Dailymotion	2
Dubsmash	3
Facebook (inc Facebook Gaming)	4
Fruitlab	5
GoNoodle	6
GROM social	7
Imgur	8
Instagram	9
Snapchat	10
TikTok	11
Triller	12
Twitch	13
Vimeo	14
YouTube	15
Child uploads videos to other apps/ sites	16
Don't know	17

ASK ALL PARENTS OF 3-7s THAT WATCH VIDEOS AT QP5 (CODES 1-16) – OTHERS SKIP TO QP9

QP8 Below is a list of the sorts of videos that [your child] may have watched on these video sites or apps.

Which, if any, of these do they watch?

Please select all that apply

Funny videos/ jokes/ pranks/ challenges	1
Music videos	2
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	3
'How-to' videos or tutorials about hobbies/ things they are interested in	4
Game tutorials/ walk-throughs/ watching other people play games	5
Sports/ football clips or interviews	6
Film trailers, clips of programmes, 'best-bits' or programme highlights	7
Whole programmes or films	8
Cartoons/ animations/ mini-movies or songs	9
Videos that help them to learn new things or help with their schoolwork or homework	10
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	11
Other types of video – (please type in below)	12
Don't know	13

ASK ALL PARENTS OF 3-7s THAT WATCH VIDEOS ON YOUTUBE AT QP5 (CODE 15) OR UPLOAD VIDEOS TO YOUTUBE AT QP7 (CODE 15) – OTHERS SKIP TO QP10

QP9 You said that [your child] uses YouTube. Do they use the main YouTube website or app, or the one that is aimed specifically at children called YouTube Kids, or do they use both?

Please select all that apply

They use the YouTube Kids app/ site	1
They use the 'main' YouTube app/ site	2
Don't know	3

ASK ALL PARENTS OF 3-7s**QP10 Moving on now to think about live streaming apps or sites.**

These apps or sites let you watch videos 'live' at exactly the same time as they are being made.

Which, **if any**, of these live streaming apps or sites does [your child] use to **watch live stream videos**?

Please select all that apply

Facebook (Live)	1
Instagram (Live)	2
Monkey	3
TikTok (LIVE)	4
Twitch	5
YouNow	6
YouTube (Live)	7
Child watches live streamed videos on other apps/ sites	8
Child does not watch live streamed videos on ANY apps/ sites	9
Don't know	10

ASK ALL PARENTS OF 3-7s**QP11 And does [your child] live stream their own videos?**

Please select one option

Yes	1
No	2
Don't know	3

ALL PARENTS OF 3-7S THAT SAY THEIR CHILD DOES THIS AT QP11 (CODE 1)

QP12 And which of these apps or sites does [your child] use to **post or share their own live streamed videos?**

Please select all that apply

Facebook (Live)	1
Instagram (Live)	2
Monkey	3
TikTok (LIVE)	4
Twitch	5
YouNow	6
YouTube (Live)	7
Child posts or shares their own live streamed videos on other apps/ sites	8
Don't know	9

ASK ALL PARENTS OF 3-17s

QP13 [IF CHILD AGED 3-7 AND ANY CHOSEN AT PREVIOUS QUESTIONS - You have already said that [your child] uses some of the apps/ sites shown below for certain types of uses that we've asked about.

Now we're interested in their use of apps/ sites for '**social media**' – so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc).].

[IF NONE CHOSEN AT PREVIOUS QUESTIONS AND CHILD AGED 3-7 OR FOR PARENTS OF 8-17S - Please now think about [your child] 's use of apps/ sites for '**social media**' – so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc).

Which, if any, of these social media apps/ sites does [your child] use?

Please select all that apply

Facebook	1
GoBubble	2
Instagram	3
Momio	4
Pinterest	5
PopJam	6
Reddit	7
Snapchat	8
TikTok	9
Tumblr	10
Twitter	11
Whisper	12
Wink	13
YuBo	14
Child uses other social media apps/ sites	15
Child does not use ANY social media apps/ sites	16
Don't know	17

ASK IF CHILD AGED 3-17 HAS A SOCIAL MEDIA PROFILE AT QP13 (CODES 1-15) - OTHERS SKIP TO QP14

QP18 Are you a friend or follower of your child on any of the social media apps or sites that [your child] uses?

SHOW LOGOS FROM QP13

Please select one option

Yes	1
No	2
Don't know	3

ASK IF CHILD AGED 3-17 HAS A SOCIAL MEDIA PROFILE AT QP13 (CODES 1-15) - OTHERS SKIP TO QP14

QP19 To what extent do you agree or disagree with this statement:

For my child, the benefits of using social media sites or apps like Instagram, Snapchat, Facebook or TikTok outweigh the risks.

Please select one option

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

ASK ALL PARENTS OF 3-17s

QP14 As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites? So, sites or apps like Instagram, Snapchat, Facebook or TikTok.

Please select one option

Yes – there is a minimum age requirement	1
No – there is not a minimum age requirement	2
Don't know	3

ASK ALL PARENTS OF 3-17s THAT ARE AWARE OF A MINIMUM AGE REQUIREMENT AT QP14 (CODE 1) – OTHERS SKIP TO QP16

QP15 And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)?

Please select one option

Age under 10	1
Aged 10	2
Aged 11	3
Aged 12	4
Aged 13	5
Aged 14	6
Aged 15	7
Aged 16	8
Aged 17	9
Aged 18 or over	10
Don't know	11

ASK ALL PARENTS OF 3-17s

QP16 To what extent do you agree or disagree with this statement about social media sites or apps?

I would allow my child to have a profile on these sites or apps before they had reached the minimum age required by that site or app

Please select one option

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

ASK IF CHILD AGED 3-7 HAS A SOCIAL MEDIA PROFILE AT QP13 (CODES 1-15) OR THAT WATCH CONTENT ON VSPTS AT QP5 (CODES 1-16) OR THAT POST CONTENT ON VSPTS AT QP7 (CODES 1-16) OR THAT WATCH LIVESTREAMS AT QP10 (CODES 1-8) OR THAT POST THEIR OWN LIVESTREAMS AT QP12 (CODES 1-8) – OTHERS SKIP TO QP21

QP20 Below is a list of some of the apps/ sites that you said earlier that [your child] uses. (FILTERED ACCORDINGLY)

Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile.

Please click on those where [your child] **has a profile**.

Byte	1
DailyMotion	2
Dubsmash	3
Facebook	4
Fruitlab	5
GoBubble	6
GoNoodle	7
GROM social	8
Imgur	9
Instagram	10
Momio	11
Monkey	12
Pinterest	13
PopJam	14
Reddit	15
Snapchat	16
TikTok	17
Triller	18
Tumblr	19
Twitch	20
Twitter	21
Vimeo	22
Whisper	23
Wink	24
YuBo	25
YouNow	26
YouTube	27
Child does not have a profile on ANY of these	28
Don't know	29

ASK IF CHILD AGED 3-12 HAS A REGISTERED PROFILE AT ANY SITES AT QP20 (CODES 1-29) - OTHERS SKIP TO QP22

QP21 Thinking across all the sites/ apps you said [your child] has a profile on, broadly speaking which **one** of these statements **best** applies?

Please select one option

My child set up these profiles themselves	1
My child set up these profiles with help from someone else	2
Someone else set up these profiles for my child	3
Don't know	4

ASK ALL PARENTS OF 3-7s

QP22 Thinking about watching TV and films...

Does [your child] watch TV programmes or films on any of these services?

Please select all that apply

Netflix	1
Amazon Prime Video	2
Disney+	3
Hayu	4
NOW TV	5
Apple TV +	6
Britbox	7
Crunchyroll	8
Any other paid-for on-demand television services (please type in below)	9
No - they do not watch any of these	10
Don't know	11

ASK ALL PARENTS OF 3-7s**QP23.** And now thinking about playing games...

Does [your child] play games at home or elsewhere in any of these ways?

Please select all that apply

On a games console or games player (e.g. PlayStation, Xbox, Nintendo Switch, Nintendo DS or PS Vita)	1
On a desktop computer, laptop, or netbook	2
On a mobile phone or smartphone	3
On a tablet	4
Through an app on a smart TV	5
On a virtual reality gaming headset / device (e.g. Oculus, Samsung Gear VR)	6
Using wearable technology like a smartwatch (such as an Apple Watch)	7
No, never play games	8

ALL PARENTS WHOSE CHILD AGED 3-7 PLAYS GAMES AT QP23 (CODES 1-7)**QP24.** Which of the following types of games do they play?**Please select all that apply**

Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	2
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	3
Playing against one other person (e.g. Words with Friends, Online chess)	4
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	5
Creative and building games (e.g. Roblox, Minecraft)	6
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	7
Simulation experience (e.g. flying a plane)	8
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	9
Sports (e.g. FIFA, NBA, Rocket League)	10
Other type of games – Please type in below	11
Don't know	12

ALL PARENTS WHOSE CHILD AGED 3-7 PLAYS GAMES AT QP23 (CODES 1-7)

QP25. Does [your child] play games **online**?

Please select one option

Yes	1
No	2
Don't know	3

ALL PARENTS WHOSE CHILD AGED 3-7 PLAYS GAMES ONLINE AT QP25 (CODE 17)

QP26. When [your child] plays games online, which of these describe how they play?

Please select all that apply

Playing on their own - against the games console/ computer or other device	1
Playing with or against someone they know/ that they have met in person	2
Playing with or against someone they do not know/ they have not met in person	3
Don't know	4

TRANSITION TO CHILD INTERVIEW FOR PARENTS OF 8-17S – PARENTS OF 3-7S GO TO SHOWSCREEN 9a

ASK ALL CHILDREN AGED 8-17

QC0 Today we are asking questions for Ofcom - they are in charge of looking after people who use phones, TV, radios and the internet.

We need to know what **you think**. There are no right or wrong answers to any of these questions as it is not a test.

If there are any questions you are not sure about you can ask your parent/ guardian for help or you can answer 'Don't know'.

By clicking [here](#) it explains things in a bit more detail.

So, are you happy to answer some questions?

Please choose one answer

Yes	1	CONTINUE
No	2	CLOSE

SHOWSCREEN 5 - SHOW ALL 8-17S

So, to start with we have some questions about going online, either at home or somewhere else.

There are lots of different things you might do when you are online like search for information, play games, watch TV and videos, use social media sites like Instagram, Snapchat or TikTok, or messaging apps like WhatsApp.

ASK ALL 8-17S

QC1 Do you use any of these to go online **at home or somewhere else?**

You can choose as many as you like, as long as they apply to you.

If you go online on another device that is not in the list, please type in your answer at 'Other type of device' below

Mobile phone /smartphone (like an iPhone or Samsung Galaxy)	1
Tablet (like an iPad, Kindle Fire or Google Nexus)	2
Laptop or netbook	3
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	4
Games console or handheld games player	5
Other type of device - (please type in your answer below)	6
None of these/ I do not go online	7
Don't know	8

ASK ALL 8-17S

QC3 The apps or sites shown below can be used to **send messages or to make video or voice calls.**

Which, **if any,** of these apps or sites do you use to send messages or make calls?

Please think about the different apps or sites you use at home and at school.

You can choose as many as you like, as long as they apply to you

Discord	1
Facebook Messenger	2
FaceTime	3
HouseParty	4
iMessage (by Apple)	5
Imo	6
Instagram (Direct)	7
Kik	8
Microsoft Teams	9
Omegle	10
Signal	11
Skype	12
Snapchat	13
Telegram	14
WhatsApp	15
Zoom	16
I send messages or make calls on other apps/ sites	17
I do not do this	18
Don't know	19

Now we want to ask you a quick question about watching TV or films

ASK ALL 8-17S

QC16 Do you watch TV programmes or films on any of these services?

You can choose as many as you like, as long as they apply to you

Netflix	1
Amazon Prime Video	2
Disney+	3
Hayu	4
NOW TV	5
Apple TV +	6
Britbox	7
Crunchyroll	8
Any other paid-for on-demand television services (please type in below)	9
No – I do not watch any of these	10
Don't know	11

Moving on now, please think about the apps and sites that you can use to watch videos on

ASK ALL 8-17S

QC4 Which, **if any**, of these apps or sites do you **watch videos on**?

You can choose as many as you like, as long as they apply to you

Byte	1
Dailymotion	2
Dubsmash	3
Facebook (including Facebook Gaming)	4
Fruitlab	5
GoNoodle	6
GROM social	7
Imgur	8
Instagram	9
Snapchat	10
TikTok	11
Triller	12
Twitch	13
Vimeo	14
YouTube	15
I watch videos on other apps/ sites	16
I do not do this	17
Don't know	18

ASK ALL 8-17s**QC5** Do you ever **upload videos online** that you have made yourself?*Please choose one answer*

Yes	1
No	2
Don't know	3

ASK ALL 8-17S THAT SAY THEY DO THIS AT QC5 (CODE 1) – OTHERS SKIP TO QC7**QC6** And which of these apps or sites do you use to **upload (or post) your own videos?***You can choose as many as you like, as long as they apply to you*

Byte	1
Dailymotion	2
Dubsmash	3
Facebook (including Facebook Gaming)	4
Fruitlab	5
GoNoodle	6
GROM social	7
Imgur	8
Instagram	9
Snapchat	10
TikTok	11
Triller	12
Twitch	13
Vimeo	14
YouTube	15
I upload/ post videos to other apps/ sites	16
Don't know	17

ASK ALL 8-17S THAT EVER WATCH CONTENT ON VSPs AT QC4 (CODES 1-16) – OTHERS SKIP TO QC8

QC7 Here is a list of the sorts of things that you might have watched on these video sites or apps.

Which if any of these do you **watch**?

You can choose as many as you like, as long as they apply to you

If you watch other types of videos that are not in this list please type in your answer at 'Other types of video' below

Funny videos/ jokes/ pranks/ challenges	1
Music videos	2
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	3
'How-to' videos or tutorials about hobbies/ things you are interested in	4
Game tutorials/ walk-throughs/ watching other people play games	5
Sports/ football clips or interviews	6
Film trailers, clips of programmes, 'best-bits' or programme highlights	7
Whole programmes or films	8
Cartoons/ animations/ mini-movies or songs	9
Videos that help you learn new things or help you with your schoolwork or homework	10
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	11
Other types of video – (please type in below)	12
Don't know	13

ASK ALL 8-11s THAT WATCH VIDEOS ON YOUTUBE AT QC4 (CODE 15) OR POST VIDEOS TO YOUTUBE AT QC6 (CODE 15) – OTHERS SKIP TO QC9

QC8 You said that you use YouTube. Do you use the main YouTube website or app, or the one that is aimed specifically at children called YouTube Kids, or do you use both?

Please choose one or both of the responses below

I use the YouTube Kids app/ site	1
I use the 'main' YouTube app/ site	2
Don't know	3

You're now going to see some questions about **live streaming apps or sites**.

ASK ALL 8-17S

QC9 These apps and sites let you watch videos 'live', at exactly the same time as they are being made.

Which, if any, of these live streaming apps or sites do you use to **watch live stream videos?**

Please select all that apply

Facebook (<u>Live</u>)	1
Instagram (<u>Live</u>)	2
Monkey	3
TikTok (<u>LIVE</u>)	4
Twitch	5
YouNow	6
YouTube (<u>Live</u>)	7
I watch livestreams on other apps/ sites	8
I do not do this	9
Don't know	10
	11

ASK ALL 8-17S

QC10 And do you ever live stream your **own** videos?

Please choose one answer

Yes	1
No	2
Don't know	3

ASK ALL 8-17S THAT EVER LIVE STREAM AT QC10 (CODE 1) – OTHERS SKIP TO QC12

QC11 And which of these apps or sites do you use to **post your own** live streamed videos?

You can choose as many as you like, as long as they apply to you

Facebook (Live)	1
Instagram (Live)	2
Monkey	3
TikTok (LIVE)	4
Twitch	5
YouNow	6
YouTube (Live)	7
I post live streams to other apps/ sites	8
Don't know	9

ASK ALL 8-17S

QC12 Moving on, which, if any, of these **anonymous Q and A apps or sites** do you use?

Q and A stands for 'Question and Answer'.

You can choose as many as you like, as long as they apply to you

Ask.fm	1
Piksa	2
Tellonym	3
YoLo	4
I use other Q and A apps/ sites	5
I do not use any of these	6
Don't know	7

Thank you very much for all your answers so far! Now we are going to ask you a few questions about social media.

ASK ALL 8-17S

QC13 [IF ANY CHOSEN AT PREVIOUS QUESTIONS - You have already said that you use some of the apps/ sites shown below for certain types of uses that we've asked about.

Now we're interested in your use of sites/ apps for '**social media**' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc).].

[IF NONE CHOSEN AT PREVIOUS QUESTIONS - Please now think about your use of apps/ sites for '**social media**' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc).

Which, **if any**, of these social media apps/ sites do you use?

You can choose as many as you like, as long as they apply to you

Facebook	1
GoBubble	2
Instagram	3
Momio	4
Pinterest	5
PopJam	6
Reddit	7
Snapchat	8
TikTok	9
Tumblr	10
Twitter	11
Whisper	12
Wink	13
YuBo	14
I use other social media apps/ sites	15
I do not do this	16
Don't know	17

ASK ALL AGED 8-17S

QC14 Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok.

Please choose one answer

Yes – there is a minimum age requirement	1
No – there is not a minimum age requirement	2
Don't know	3

ASK ALL AGED 8-17 THAT ARE AWARE OF A MINIMUM AGE REQUIREMENT AT QC14 (CODE1) – OTHERS SKIP TO QC16

QC15 And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)?

Please select an answer based on **what you think is true**, not what you think the age **should** be

Please choose one answer

Age under 10	1
Aged 10	2
Aged 11	3
Aged 12	4
Aged 13	5
Aged 14	6
Aged 15	7
Aged 16	8
Aged 17	9
Aged 18 or older	10
Don't know	11

ASK ALL 8-17S WITH A SOCIAL MEDIA PROFILE AT QC13 (CODES 1-15) – OTHERS SKIP TO QC20

QC19 Still thinking about the **social media sites or apps you use**. So sites or apps like <<qc13 responses>>.

Which **one** of these statements **best** describes how you use these?

Please choose one answer

I share, comment post or 'like' things on these sites/ apps	1
I only really read things on these sites/ apps	2
Don't know	3

ASK ALL 8-17S WITH A SOCIAL MEDIA PROFILE AT QC13 (CODES 1-15) OR THAT USE MESSAGING/ VOICE OR VIDEO CALLING APPS AT QC3 (CODES 1-17) – OTHERS SKIP TO QC18

You're doing great. You're now going to see some things that other people have said about **social media, messaging or video calling apps or sites**.

So, when you use apps or sites like Snapchat, Instagram, WhatsApp or TikTok.

ASK ALL 8-17S WITH A SOCIAL MEDIA PROFILE AT QC13 (CODES 1-15) OR THAT USE MESSAGING/ VOICE OR VIDEO CALLING APPS AT QC3 (CODES 1-17) – OTHERS SKIP TO QC18

QC17B Which one of the answers best describes what you think?

People are mean or unkind to each other on these sorts of apps or sites

Please choose one answer

All the time	1
Most of the time	2
Sometimes	3
Never	4
Don't know	5

ASK ALL 8-17S WITH A SOCIAL MEDIA PROFILE AT QC13 (CODES 1-15) OR THAT USE MESSAGING/ VOICE OR VIDEO CALLING APPS AT QC3 (CODES 1-17) – OTHERS SKIP TO QC18

QC17C Which one of the answers best describes what you think?

There is pressure to be popular on these sorts of apps or sites

Please choose one answer

All the time	1
Most of the time	2
Sometimes	3
Never	4
Don't know	5

ASK ALL 8-17S WITH A SOCIAL MEDIA PROFILE AT QC13 (CODES 1-15) OR THAT USE MESSAGING/ VOICE OR VIDEO CALLING APPS AT QC3 (CODES 1-17) – OTHERS SKIP TO QC18

QC17D Which one of the answers best describes what you think?

Using these sorts of apps or sites makes me feel happy

Please choose one answer

All the time	1
Most of the time	2
Sometimes	3
Never	4
Don't know	5

ASK ALL 8-17S WITH A SOCIAL MEDIA PROFILE AT QC13 (CODES 1-15) OR THAT USE MESSAGING/ VOICE OR VIDEO CALLING APPS AT QC3 (CODES 1-17) – OTHERS SKIP TO QC18

QC17E Which one of the answers best describes what you think?

Using these sorts of apps or sites helps me feel closer to my friends

Please choose one answer

All the time	1
Most of the time	2
Sometimes	3
Never	4
Don't know	5

ASK ALL 8-17S WITH A SOCIAL MEDIA PROFILE AT QC13 (CODES 1-14) OR THAT WATCH VSP CONTENT (QC4 CODES 1-15) OR POST CONTENT ON VSPTS (QC6 CODES 1-14) OR THAT WATCH LIVESTREAMS (QC9 CODES 1-7) OR POST LIVESTREAMS (QC11 CODES 1-7) - OTHERS SKIP TO QC21

QC20 Below is a list of some of the apps/ sites that you said earlier that you use.

Some can be used by anyone, but others need you to set up a profile first. This may involve choosing a user name, password and a picture for your profile.

Please click on those where you have **set up a profile**.

You can choose as many as you like, as long as they apply to you

Byte	1
DailyMotion	2
Dubsmash	3
Facebook	4
Fruitlab	5
GoBubble	6
GoNoodle	7
GROM social	8
Imgur	9
Instagram	10
Momio	11
Monkey	12
Pinterest	13
PopJam	14
Reddit	15
Snapchat	16
TikTok	17
Triller	18
Tumblr	19
Twitch	20
Twitter	21
Vimeo	22
Whisper	23
Wink	24
YuBo	25
YouNow	26
YouTube	27
I do not have a profile on ANY of these	28
Don't know	29

ASK IF CHILD AGED 8-12 HAS A REGISTERED PROFILE AT ANY SITES AT QC20 (CODES 1-27) - OTHERS SKIP TO QC23

QC21 Thinking about all the sites/ apps you just said you had a profile on which **one** of these statements **fits the best**?

Please choose one answer

I set up these profiles myself	1
I set up these profiles with help from someone else	2
Someone else set up these profiles for me	3
Don't know	4

ASK IF CHILD HAS A REGISTERED PROFILE AT ANY SITES AT QC20 (CODES 1-27) - OTHERS SKIP TO QC24

QC23 If you have **more than one profile** on any of your **social media** apps or sites... why is that?

You can choose as many as you like, as long as they apply to you

I have separate account(s) dedicated to a hobby (eg skateboarding, gaming, photography etc)	1
I have one account for my closest friends and another for everyone else	2
I have an account just for my parents/ family to see	3
I have different accounts for sharing/ posting my own content and for following other people	4
I have more than one but I don't use them all	5
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	6
Something else – please type in below	7
Don't know	8
I don't have more than one profile	9

ASK ALL 8-17S THAT USE SOCIAL MEDIA/ APPS FOR MESSAGING OR CALLS/ WATCHING OR UPLOADING VIDEOS ON VSPS OR WATCHING OR POSTING ON LIVE STREAMING SITES

QC24 Earlier you said you used the following sites or apps for various activities. <<insert relevant logos>>

Do you use any **other** sites or apps for messaging or calls, for social media, for watching or uploading videos or for live streaming?

Please type into the box below

TEXT BOX

None/ Have not used any other sites/ apps

ALL AGED 8-17

G1. Finally some questions about gaming.

Do you play games at home or elsewhere in any of these ways?

You can choose as many as you like, as long as they apply to you

On a games console or games player (e.g. PlayStation, Xbox, Nintendo Switch, Nintendo DS or PS Vita)	1
On a desktop computer, laptop, or netbook	2
On a mobile phone or smartphone	3
On a tablet	4
Through an app on a smart TV	5
On a virtual reality gaming headset / device (e.g. Oculus, Samsung Gear VR)	6
Using wearable technology like a smartwatch (such as an Apple Watch)	7
No, I never play games	8

ALL AGED 8-17 THAT PLAY GAMES AT G1 (CODES 1 -7)
G2. Which of the following types of games do you play?

You can choose as many as you like, as long as they apply to you

Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	2
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	3
Playing against one other person (e.g. Words with Friends, Online chess)	4
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	5
Creative and building games (e.g. Roblox, Minecraft)	6
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	7
Simulation experience (e.g. flying a plane)	8
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	9
Sports (e.g. FIFA, NBA, Rocket League)	10
Other type of games – Please type in below	11
Don't know	12

ALL AGED 8-17 THAT PLAY GAMES AT G1 (CODES 1 -7)
G3A. Do you play games **online**?

Please choose one answer

Yes	1
No	2
Don't know	3

ALL AGED 8-17 THAT PLAY GAMES ONLINE AT G3A (CODE 1)
G3B. When you play games online, which of these describe how you play?

You can choose as many as you like, as long as they apply to you

Playing on your own - against the games console/ computer or other device	1
Playing with or against someone you know/ that you have met in person	2
Playing with or against someone you do not know/ you have not met in person	3
Don't know	4

ASK ALL 8-17S THAT GO ONLINE AT QC1 (CODES 1-6) – OTHERS SKIP TO CLOSE SCREEN FOR 8-17S

QC2 When you use things like computers, tablets, or mobile phones, do you do any of these things?

This could include any time spent learning about this when you are at school

You can choose as many as you like, as long as they apply to you [NB CODES 7, 9, 11, 12 NOT ASKED IF CHILD IS AGED 8-11]

Add funny filters to a photo	1
Make changes to a photo to improve how it looks	2
Make a drawing or picture online, or use colouring apps	3
Find images online to use in creative or homework tasks	4
Make an animation, meme or gif	5
Coding/ programming	6
Make a website/ app or game	7
Make or edit music online	8
Make a podcast	9
Make a vlog	10
Review or rate something online	11
Write blogs or articles	12
Follow an online 'how to' tutorial to create or do something of your own	13
Create an online photo book or calendar	14
Create an online scrapbook of ideas on sites like Pinterest	15
None of these	16
Don't know	17

You did it!
Thanks very much for your help!

Can you please ask your parent or guardian to complete the rest of the questions that we have?

SHOWSCREEN 9a – SHOW ALL PARENTS OF 3-7s

We'd now like to ask you some questions about your child and your household.

These questions are used to help us to group the different people who respond to the survey from across the UK when we look at the results. You are, of course, free to choose not to answer each question.

SHOWSCREEN 9b – SHOW ALL PARENTS OF 8-17s

Thanks very much again for letting [your child] answer those questions.

We'd now like to ask you some questions about your child and your household.

These questions are used to help us to group the different people who respond to the survey from across the UK when we look at the results. You are, of course, free to choose not to answer each question.

Click the '>>' button to continue

ASK ALL PARENTS OF 4-15S

C1A Which school year has [your child] been in most recently?

Please select one option

	England and Wales	Northern Ireland	Scotland
Aged 3	Don't ask as not at school	Don't ask as not at school	Don't ask as not at school
Aged 4	Reception or not started school or Prefer not to say	Year 1 or not started school or Prefer not to say	Nursery or not started school or Prefer not to say
Aged 5	Reception or Year 1 or Prefer not to say	Year 1 or Year 2 or Prefer not to say	Nursery or P1 or Prefer not to say
Aged 6	Year 1 or Year 2 or Prefer not to say	Year 2 or Year 3 or Prefer not to say	P1 or P2 or Prefer not to say
Aged 7	Year 2 or Year 3 or Prefer not to say	Year 3 or Year 4 or Prefer not to say	P2 or P3 or Prefer not to say
Aged 8	Year 3 or Year 4 or Prefer not to say	Year 4 or Year 5 or Prefer not to say	P3 or P4 or Prefer not to say
Aged 9	Year 4 or Year 5 or Prefer not to say	Year 5 or Year 6 or Prefer not to say	P4 or P5 or Prefer not to say
Aged 10	Year 5 or Year 6 or Prefer not to say	Year 6 or Year 7 or Prefer not to say	P5 or P6 or Prefer not to say
Aged 11	Year 6 or Year 7 or Prefer not to say	Year 7 or Year 8 or Prefer not to say	P6 or P7 or Prefer not to say
Aged 12	Year 7 or Year 8 or Prefer not to say	Year 8 or Year 9 or Prefer not to say	P7 or S1 or Prefer not to say
Aged 13	Year 8 or Year 9 or Prefer not to say	Year 9 or Year 10 or Prefer not to say	S1 or S2 or Prefer not to say
Aged 14	Year 9 or Year 10 or Prefer not to say	Year 10 or Year 11 or Prefer not to say	S2 or S3 or Prefer not to say
Aged 15	Year 10 or Year 11 or Prefer not to say	Year 11 or Year 12 or Prefer not to say	S3 or S4 or Prefer not to say

ASK ALL PARENTS OF 16-17S**C1B** Is [your child] in **full time** education?*Please select one option*

Yes	1
No	2
Don't know	3
Prefer not to say	4

ASK ALL PARENTS OF 16-17s THAT ARE STILL IN FULL TIME EDUCATION AT C1B (CODE 1)**C1C** Which school year is [your child] in??*Please select one option*

	England and Wales	Northern Ireland	Scotland
Aged 16	Year 11 or Year 12 or Prefer not to say	Year 12 or Year 13 or Prefer not to say	S4 or S5 or Prefer not to say
Aged 17	Year 12 or Year 13 or Prefer not to say	Year 13 or Year 14 or Prefer not to say	S5 or S6 or Prefer not to say

ASK ALL PARENTS**C2** Which of these groups best describes your [your child] 's ethnic group or background*Please select one option*

WHITE	
English/ Welsh/ Scottish/ Northern Irish/ British	1
Irish	2
Gypsy, Traveller or Irish Traveller	3
Any other white background	4
MIXED/ MULTIPLE ETHNIC GROUPS	
White and Black Caribbean	5
White and Black African	6
White and Asian	7
Any other mixed/ multiple ethnic background	8
ASIAN AND BRITISH ASIAN	
Indian	9
Pakistani	10
Bangladeshi	11
Chinese	12
Any other Asian background	13
BLACK AND BLACK BRITISH	
Caribbean	14
African	15
Any other black/ African/ Caribbean background	16
OTHER ETHNIC GROUP	
Arab	17
Any other ethnic background	18
Prefer not to say	19

ASK ALL PARENTS

C3 Which of these – if any – impact or limit [your child] 's daily activities?

Please select all that apply

Hearing? Poor hearing, partial hearing, or are deaf	1
Eyesight? Poor vision, colour blindness, partial sight, or are blind	2
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	3
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	4
Breathing? Breathlessness or chest pains	5
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	6
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	7
Their mental health? Anxiety, depression, or trauma-related conditions, for example	8
Other illnesses/ conditions which impact or limit their daily activities	9
Nothing – no impairments or conditions that impact or limit their daily activities	10
Don't know	11
Prefer not to say	12

ASK ALL PARENTS

C4 What is your age, please?

Please enter your age in years _____

16-17 years	1
18-24 years	2
25-34 years	3
35-44 years	4
45-54 years	5
55-64 years	6
65 years or over	7
Prefer not to say	8

ASK ALL PARENTS

C5 Which of the following describes how you think of yourself?

Please select one option

Male	1
Female	2
Prefer to use my own term – Please specify this term below if you would like to	3
Prefer not to say	4

ASK ALL PARENTS**C6** What is your working status?

Please note - if 'on furlough' please respond based on your employment status before furlough
Please select one option

In full time employment	1
In part time employment	2
Unemployed	3
A student	4
Full-time responsibility for home/ family	5
Retired	6
Other	7
Don't know	8
Prefer not to say	9

ALL RESPONDENTS THAT ARE WORKING AT C6 (CODES 1-2)**C7** And are you currently on furlough?**Please select one option**

Yes	1
No	2
Don't know	3
Prefer not to say	4

ASK ALL PARENTS**C8** Could you please tell us whether you or anyone in your household currently receives any of the following benefits?**Please select all that apply**

Income Support	1
Income-based Jobseeker's Allowance	2
Pensions Credit (Guaranteed Credit)	3
Pensions Credit (no Guaranteed Credit)	4
Employment and Support Allowance (ESA)	5
Universal Credit (and household has other earnings).	6
Universal Credit (and household has no other earnings).	7
Personal Independence Payment (PIP)	8
Carer's allowance	9
Other - (please type in below)	10
None of these - Do not receive any of these benefits	11
Don't know	12
Prefer not to say	13

ASK ALL PARENTS

- C9** Which one of these bands describes your total household income before tax or any other deductions are made?

Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

Please note - if you or anyone in the household is currently 'on furlough' please respond based on household income before furlough

Please select one option

Up to £199 per week / Up to £10,399 per year	1
From £200 to £299 per week / From £10,400 to £15,599 per year	2
From £300 to £499 per week / From £15,600 to £25,999 per year	3
From £500 to £699 per week / From £26,000 to £36,399 per year	4
From £700 to £999 per week / From £36,400 to £51,999 per year	5
£1,000 and above per week / £52,000 and above per year	6
Don't know	7
Prefer not to say	8

ASK ALL PARENTS OF A CHILD AGED 8-17

- C10** How much help did [your child] receive in completing the questions today?

Please select one option

A lot	1
A little	2
None	3