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SERIAL NO:

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Private & Confidential
April 2014

QUESTIONNAIRE – CHILDREN AGED 3-15 (MASTER) 2014

JN 8066

Interviewers Declaration:

This interview was conducted by me with the respondent under the Code of Conduct laid down by the Market Research Society and according to the instructions I was given.

Date of Interview: ____/____/____ Start time _____ Finish Time: _____

Signed: _____

Interviewer Name: _____ Interviewer No.

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FULL POSTCODE FOR PUNCHING:

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PLEASE ENSURE YOU COMPLETE FULLY

PARENT/ RESPONSIBLE ADULT TO PROVIDE PERMISSION TO INTERVIEW CHILD AND SIGN HERE

Parent's name: _____

Code nation

- | | |
|---|------------------|
| 1 | England |
| 2 | Scotland |
| 3 | Wales |
| 4 | Northern Ireland |

Sample point number

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Good morning/ afternoon, my name is I'm from a company called Quadrangle Operations, an independent market research company based in London. We are conducting research on behalf of Ofcom to understand children's usage of and opinions about different sorts of media. We also need to know what parents or guardians think too. The questions will take about (x) minutes. This is a very important survey for Ofcom and your opinions really will count. Some of the questions ask about some aspects of internet safety. This is an area that Ofcom needs to know more about in order to work out the best ways of helping children and parents stay safe online.

We operate under the Code of Conduct of the Market Research Society and I can assure you that your answers will be treated with confidence and that you will not receive a follow-up call to try to sell you anything.

SCREENING QUESTIONNAIRE – COMPLETE WITH PARENT

ASK ALL PARENTS

QP1 ESTABLISH THAT PARENT HAS ANY CHILDREN AGED 3-15 LIVING AT HOME AND FOR WHOM THEY HAVE PARENTAL RESPONSIBILITY

**ENTER AGE OF CHILD TO BE INTERVIEWED
SINGLE CODE**

- Age 3..... 1
- Age 4..... 2
- Age 5..... 3
- Age 6..... 4
- Age 7..... 5
- Age 8..... 6
- Age 9..... 7
- Age 10..... 8
- Age 11..... 9
- Age 12..... 10
- Age 13..... 11
- Age 14..... 12
- Age 15..... 13

ASK ALL PARENTS

QP2 ENTER GENDER OF CHILD TO BE INTERVIEWED

SINGLE CODE

- Male 1
- Female 2

ASK ALL PARENTS

QP2A What is the occupation of the main wage earner in your household?

- Position/ Rank/ Grade:
- Industry/ type of company:
- Qual's/ degree/ apprenticeship:
- Number of staff responsible for:

CODE SOCIAL GRADE BELOW

- A..... 1
- B..... 2
- C1 3
- C2 4
- D 5
- E..... 6

ASK ALL PARENTS SINGLE CODE

QP3 SHOWCARD P3

I'm going to read out a list of different types of media devices that you may or may not have in your home, and which your child (**NB the child to be interviewed**) may or may not use. Please note, we will be asking parents of children aged from 3 to 15 about the same types of devices, so it may be that some types of devices are not relevant for children in each age group.

Could you please let me know which **one** of the answers on this sheet applies to each of the different types of devices? In each case we're interested in working devices.

READ FULL DESCRIPTION AND CODE THE FIRST RESPONSE GIVEN BY THE RESPONDENT THAT APPLIES
INTERVIEWER – THE CHILD DOES NOT HAVE TO OPERATE THE EQUIPMENT TO 'USE' THE EQUIPMENT – E.G. WATCHING
A DVD COUNTS AS USING THE DVD PLAYER

		Child has own one – in their bedroom	Child has own one - elsewhere	Household has & child makes use of	Household has but child does not use	Do not have in the household	Don't know
A	Smart TV set (a TV that connects directly to the internet, and doesn't need a computer, set-top box or games console to go online)	1	2	3	4	5	6
B	Standard TV set	1	2	3	4	5	6
C	Digital Video Recorder/ DVR (such as Sky+, Virgin TiVo, YouView or Freeview+.) that allows you to record and store TV programmes and pause/rewind live TV programmes. May be referred to as a PVR	1	2	3	4	5	6
D	PC/ laptop/ netbook– with internet access (<i>Access to websites</i>)	1	2	3	4	5	6
E	Tablet computer – like an iPad, Kindle Fire, Samsung Galaxy Tab, Google Nexus 7, Google Nexus 10	1	2	3	4	5	6
F	Any type of mobile phone, including Smartphone – (iPhone/ Samsung Galaxy/ BlackBerry etc.)	1	n/ a	3	4	5	6
G	Portable media player – like an iPod Touch – that can be used to go online	1	2	3	4	5	6
H	Games console connected to a TV – like a Wii, Xbox or PlayStation	1	2	3	4	5	6
I	Handheld/ portable games player – like a Nintendo DS, Sony PSP or PS Vita	1	2	3	4	5	6
J	Radio (<i>whether FM/ AM or digital DAB</i>)	1	2	3	4	5	6
K	DVD player/ DVD recorder/ Blu-ray recorder (<i>Fixed or portable</i>)	1	2	3	4	5	6
L	E-Book reader - like a standard Kindle, Sony Reader, Kobo eReader or Nook eReader	1	2	3	4	5	6
M	Educational games system – such as VTech or Leapster	1	2	3	4	5	6
N	Wearable technology like a smart watch (e.g. Pebble, Samsung or Sony) or Google Glass	1	2	3	4	5	6
O	MP3 player like an iPod	1	2	3	4	5	6

ASK IF CHILD HAS THEIR OWN MOBILE PHONE/ SMARTPHONE AT QP3F (CODE 1) – OTHERS SKIP TO QP5

QP4 You mentioned that your child has their own mobile phone. Is this a Smartphone?
IF NECESSARY- A smartphone is a phone on which you can easily access emails, download apps/ applications and other files, as well as view websites and generally surf the internet/ go online. Popular brands of smartphone include iPhone, BlackBerry and Android phones such as the Samsung Galaxy.

SINGLE CODE

- Yes.....1
- No2
- Don't know3

TELEVISION

First, some questions about television.

ASK ALL PARENTS MULTICODE OK FOR CODES 1-9

QP5 SHOWCARD P5

Does your child EVER use any of these devices to watch television programmes at home or elsewhere?
IF NECESSARY – Not DVDs or video clips.

SINGLE CODE ONE RESPONSE FROM QP5

QP6 SHOWCARD P5 AGAIN

And when your child watches television, which device do they mostly use...
IF NECESSARY – At home or elsewhere.

	QP5 Use at all	QP6 Mostly use
A television set (including through a PVR/ set-top box/ Smart TV).....	1	1
A desktop computer/ laptop/ netbook	2	2
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry).....	3	3
A tablet computer (like an iPad, Kindle Fire, Google Nexus 7/ 10).....	4	4
A portable media player (like an iPod Touch).....	5	5
A games console connected to a TV (like a PlayStation/ Xbox/ Wii).....	6	6
A portable or handheld games player (like a Nintendo DS/ Sony PSP/ PS Vita)	7	7
Wearable technology like a smart watch (e.g. Pebble, Samsung or Sony)or Google Glass	8	8
Other type of device (WRITE IN)	9	9
<hr/>		
NONE OF THESE/ Does not watch TV programmes SINGLE CODE	10	NA
Don't know SINGLE CODE	11	11

ASK IF HAVE TV IN THE HOUSEHOLD AT QP3A (CODES 1 TO 4) OR AT QP3B (CODES 1-4) – OTHERS SKIP TO QP10A MULTICODE OK FOR CODES 1-8

QP7 SHOWCARD P7

Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household.

IF RESPONDENT HAS THE 'YOUVIEW' SERVICE - CHECK IF WITH BT (CODE 7) OR TALKTALK (CODE 8). IF HAVE 'YOUVIEW' AS A STANDALONE BOX – CODE 5 OR 6 DEPENDING ON WHETHER PAY FOR EXTRA CHANNELS

Virgin Media (Cable TV).....	1
Sky satellite TV	2
Freesat satellite TV	3
Other satellite TV	4
Freeview (set-top box or built-in) with ONLY free channels.....	5
Freeview (set-top box or built-in) with free channels PLUS payment for extra services such as Now TV or PictureBox Films	6
BT Vision/ BT TV	7
TalkTalk TV.....	8
Don't know SINGLE CODE	9

ASK IF HAVE TV IN THE HOUSEHOLD AT QP7 (CODES 1-8) – OTHERS SKIP TO QP10A MULTICODE OK FOR CODES 1-3

QP8 SHOWCARD P8

Can you watch TV programmes or films ‘on-demand’ through a TV set, or any type of device that may be used to go online?

By ‘on-demand’ I mean pay-per-view programmes or ‘standalone’ subscription services or broadcaster catch-up services..

- Yes, can watch TV programmes/ films using the pay per view services (e.g. on Sky Box Office on Sky on Demand, Virgin Movies on Virgin Media)..... 1
- Yes, can watch TV programmes/ films using a ‘standalone’ subscription service such as Netflix, LoveFilm Instant or Blinkbox..... 2
- Yes, can watch TV programmes/ films using the catch up services (e.g. BBC iPlayer, ITV Player, Demand 5, YouView, Sky on Demand, Virgin on Demand)..... 3
- No **SINGLE CODE**..... 4
- Don’t know **SINGLE CODE** 5

ASK IF CAN WATCH ON DEMAND TV SERVICES THROUGH A TELEVISION SET AT QP8 – (CODES 1-3) – OTHERS SKIP TO QP10A MULTICODE OK FOR CODES 1-3

QP9 SHOWCARD P9

Does your child use the television or any type of device that may be used to go online to watch any of these types of ‘on-demand’ service at all?

- Yes, child watches TV programmes/ films using the pay per view services (e.g. on Sky Box Office on Sky on Demand, Virgin Movies on Virgin Media)..... 1
- Yes, child watches TV programmes/ films using a ‘standalone’ subscription service such as Netflix, LoveFilm Instant or Blinkbox..... 2
- Yes, child watches TV programmes/ films using the catch up services (e.g. BBC iPlayer, ITV Player, Demand 5, YouView, Sky on Demand, Virgin on Demand)..... 3
- No **SINGLE CODE**..... 4
- Don’t know **SINGLE CODE** 5

ASK ONLY 3-7’s AND IF CHILD WATCHES TV AT QP5 (CODES 1-9) – OTHERS SKIP TO QP21

QP10A Please think about the time your child spends watching television on a typical school day.
 How many hours would you say he/ she spends watching TV programmes at home or elsewhere on a typical school day?
 IF NECESSARY – Please think about any device your child uses to watch TV programmes at home or elsewhere.
 INTERVIEWER – OK FOR PARENT TO CHECK WITH CHILD IF THEY ARE UNSURE
NB TYPICAL SCHOOL DAY **NOT** HOLIDAYS. TELEVISION PROGRAMMES NOT DVDS THROUGH THE TV SET.

ASK ONLY 3-7’s AND IF CHILD WATCHES TV AT QP5 (CODES 1-9) – OTHERS SKIP TO QP21

QP10B And how many hours would you say he/she watches television on a weekend day?

	QP10A	QP10B
	School day	Weekend day
Number of hours watch TV in a typical day – Please enter 0 if none, or enter 0.5 if less than 1 hour per day		

NOTE TO INTERVIEWER – IF AT QP10A THE PARENT MENTIONS A FIGURE OF FIVE HOURS OR MORE PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION – WE ARE ASKING ABOUT **ONE** SCHOOL DAY IN A TYPICAL WEEK **NOT ALL FIVE** SCHOOL DAYS

LIKEWISE AT QP10B – IF A FIGURE OF SEVEN HOURS OR MORE IS MENTIONED PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION – WE ARE ASKING ABOUT **ONE** WEEKEND DAY AND NOT **BOTH** WEEKEND DAYS

ASK IF CHILD WATCHES TV AT QP5 (CODES 1-9) – OTHERS SKIP TO QP21 MULTICODE OK FOR CODES 1 -11

QP11 SHOWCARD P11

Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches?

PROBE – Any others?

- No TV after a certain time 1
 - Only children's TV programmes/ children's channels 2
 - Only DVDs/ videos with appropriate age rating..... 3
 - No programmes with violence 4
 - No programmes with swearing/ bad language 5
 - No programmes with nudity/ sexual content 6
 - Need a PIN or password to watch certain channels/ certain movie ratings 7
 - Regularly check on what they're watching 8
 - Can only watch when supervised/ not on their own 9
 - Only a DVD/ video that an adult or parent has watched first..... 10
 - Other (WRITE IN)..... 11
-
- No, do not have ANY rules or restrictions **SINGLE CODE** 12

ASK IF CHILD WATCHES TV ON A TV SET AT QP5 (CODE 1) - OTHERS SKIP TO QP17 SINGLE CODE

QP12 Does your television service have any parental controls set, to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered?

- Yes 1 **QP14**
- No..... 2 **QP13**
- Don't know 3 **QP17**

ASK IF NO CONTROLS SET AT QP12 (CODE 2) – OTHERS SKIP TO QP14 MULTICODE

QP13 And can you tell me why that is?

DO NOT READ OUT

PROBE: Any other reasons?

- Didn't know this was possible 1
- Trust my child to be sensible/ responsible 2
- Child too old for setting these controls..... 3
- Don't know how to do this 4
- Wouldn't work/ they'd find a way around any controls 5
- Too complicated/ time consuming to install/ administer..... 6
- Child is always supervised/ always an adult present 7
- Child is too young for this to be a problem..... 8
- It's not possible to set controls on my TV service 9
- Would interfere with viewing of siblings/ other family members..... 10
- Other (WRITE IN) 11

ASK IF CONTROLS SET AT QP12 (CODE 1) – OTHERS SKIP TO QP17 MULTICODE OK FOR CODES 1-6

QP14 SHOWCARD P14

Do you use these parental controls in any of these ways?

PROBE – Any others?

- 'Adult' channels removed from the on-screen menu of channels..... 1
- Blocked specific channels from being viewed at any time of the day..... 2
- Blocked specific channels from being viewed after a specific time/ for example after 8pm 3
- Block films depending on their age rating 4
- Require a PIN to view a programme or film originally broadcast after 9pm 5
- Other (WRITE IN) 6

- Don't know **SINGLE CODE** 7

ASK IF CONTROLS SET AT QP12 (CODE 1) SINGLE CODE

QP15 Does your child know the PIN or password to override these controls?

- Yes..... 1
- No 2
- Don't know 3

ASK IF CONTROLS SET AT QP12 (CODE 1) ROTATE ORDER OF STATEMENTS

QP16 SHOWCARD P16

Please tell me the extent to which you agree or disagree with these statements in relation to the parental controls that you have in place.

READ OUT AND CODE ONE RESPONSE FOR EACH ROW

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know
A	The controls we have are effective	1	2	3	4	5	6
B	I feel that my child is safer as a result of the controls we have	1	2	3	4	5	6

ASK IF CHILD WATCHES TV AT QP5 (CODES 1-9)

QP17 SHOWCARD P17

Please tell me the extent to which you are concerned about these aspects of your child's TV viewing.

ROTATE ORDER OF STATEMENTS

READ OUT AND CODE ONE RESPONSE FOR EACH ROW

		Very concerned	Fairly concerned	Neither/ nor	Not very concerned	Not at all concerned	Don't know
A	The content of the TV programmes that they watch	1	2	3	4	5	6
B	How much time they spend watching television	1	2	3	4	5	6

ASK IF CHILD WATCHES TV AT QP5 (CODES 1-9) SINGLE CODE

QP18 SHOWCARD P18

I'd like to ask you a bit more about your views on the types of programmes your child watches, and would like you to think specifically about TV programmes that are on during the day and evening up until 9pm.

So, thinking about your child's television viewing, how concerned are you, if at all, by the types of things your child has seen on TV in the last 12 months?

CODE ONE RESPONSE

	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	Don't know
Types of things they have seen on TV in the last 12 months	1	2	3	4	5

ASK IF CONCERNED AT QP18 (CODES 1-2) – OTHERS SKIP TO QP21 MULTICODE

QP19 Still thinking specifically about what your child watches during the day and up until 9pm in the evening, what kind of things concern you about what your child has seen on TV in the last 12 months?

DO NOT READ OUT

PROBE – What else?

- Bad language 1
- Sex/ sexually explicit content 2
- Generally unsuitable content of a sexual nature (i.e. not sex, but sexually provocative) 3
- Overtly sexual performances 4
- Nakedness/ naked bodies/ naked body parts 5
- Unsuitable content for younger people/ children 6
- Unsuitable content aired too early/ pre-watershed/ before 9pm 7
- Makes me feel embarrassed/ don't feel comfortable watching with others/ adults 8
- Makes me feel embarrassed/ don't feel comfortable watching with my child/ children 9
- Negative portrayal of women/ objectification of women 10
- Glamorisation of certain lifestyles 11
- Portrayal of anti-social behaviour 12
- Violence (in general) 13
- Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.) 14
- Invasion of privacy/ not respecting people's privacy 15
- Lack of respect towards adults 16
- Other (WRITE IN) 17

ASK IF CONCERNED AT QP18 (CODES 1-2) – OTHERS SKIP TO QP21 MULTICODE FOR CODES 1 -15

QP20 SHOWCARD P20

And which of these types of programmes concern you regarding your child's television viewing, during the day and up until 9pm in the evening, in the last 12 months? You can say more than one programme type, if appropriate.

News programmes.....	1
Current affairs programmes.....	2
Documentaries.....	3
Sports programmes	4
Children's programmes.....	5
Reality programmes.....	6
General entertainment including quiz shows	7
Talent shows.....	8
Magazine style shows.....	9
Soaps.....	10
Dramas	11
Films	12
Music videos shown on music channels or general channels	13
Trailers for programmes	14
Other types of programmes (WRITE IN)	15
<hr/>	
Don't know SINGLE CODE	16

RADIO

Now some questions about radio.

ASK ALL PARENTS MULTICODE FOR CODES 1-7

QP21 SHOWCARD P21

Does your child ever listen to radio programmes in these ways either at home or elsewhere?

- Through a traditional radio set (including portable sets, radio alarms, car radios etc.)..... 1
- Through your satellite or cable TV service or Freeview 2
- Through a DAB digital radio set (a mix of existing stations and new stations not available on traditional radio, with digital sound quality) 3
- Over the internet (when broadcast or later or via a podcast) using a PC, laptop, tablet, or smartphone 4
- Through a mobile phone (as a live broadcast)..... 5
- Wearable technology like a smart watch (e.g. Pebble, Samsung or Sony) or Google Glass 6
- Other way of listening to radio 7

Does not listen to radio **SINGLE CODE** 8 **QP25A**

ASK ONLY 3-7's ASK IF CHILD LISTENS TO RADIO AT QP21 (CODES 1-7) – OTHERS SKIP TO QP25A

QP22A Please think about the time your child spends listening to radio programmes on any device at home or elsewhere on a typical school day.

How many hours would you say he/ she spends listening to radio on a typical school day?

INTERVIEWER – OK FOR PARENT TO CHECK WITH CHILD IF THEY ARE UNSURE

NB TYPICAL SCHOOL DAY NOT HOLIDAYS

ASK ONLY 3-7's ASK IF CHILD LISTENS TO RADIO AT QP21 (CODES 1-7) – OTHERS SKIP TO QP25A

QP22B And how many hours would you say he/ she listens to radio on a weekend day?

	QP22A	QP22B
	School day	Weekend day
Number of hours listen in a typical day – Please enter 0 if none, or enter 0.5 if less than 1 hour per day		

NOTE TO INTERVIEWER – IF AT QP22A THE PARENT MENTIONS A FIGURE OF FIVE HOURS OR MORE PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION – WE ARE ASKING ABOUT **ONE** SCHOOL DAY IN A TYPICAL WEEK **NOT ALL FIVE** SCHOOL DAYS

LIKEWISE AT QP22B – IF A FIGURE OF SEVEN HOURS OR MORE IS MENTIONED PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION – WE ARE ASKING ABOUT **ONE** WEEKEND DAY AND NOT **BOTH** WEEKEND DAYS

ASK IF CHILD LISTENS TO RADIO AT QP21 (CODES 1-7) – OTHERS SKIP TO QP25A MULTICODE OK FOR CODES 1- 7

QP23 SHOWCARD P23

Do you have any of these rules or restrictions about the radio that your child listens to?

PROBE – Any others?

- No radio after a certain time 1
- Only certain radio stations/ shows 2
- Only age-appropriate radio stations/ shows 3
- No music with swearing/ bad language 4
- Regularly check on what they're listening to 5
- Can only listen when supervised/ not on their own 6
- Other (WRITE IN) 7

 No, do not have ANY rules or restrictions (SINGLE CODE) 8

ASK IF CHILD LISTENS TO RADIO AT QP21 (CODES 1-7) ROTATE ORDER OF STATEMENTS

QP24 SHOWCARD P24

Please tell me the extent to which you are concerned about these aspects of your child's radio listening

READ OUT AND CODE ONE RESPONSE FOR EACH ROW

		Very concerned	Fairly concerned	Neither/ nor	Not very concerned	Not at all concerned	Don't know
A	The content of the radio shows that they listen to	1	2	3	4	5	6
B	How much time they spend listening to the radio	1	2	3	4	5	6

INTERNET

Now some questions about the internet and going online.

ASK ALL PARENTS MULTICODE OK FOR CODES 1-11

QP25A SHOWCARD P25

Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online **at home or elsewhere**? Please think about any reason your child may have for going online – maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social media site or app.

AUTO PUNCH IF SINGLE CODE AT QP25a ASK IF CHILD USES ANY DEVICE TO GO ONLINE AT QP25A (CODES 1-11) AND MORE THAN ONE RESPONSE GIVEN AT QP25A – OTHERS SKIP TO QP26

QP25B SHOWCARD P25 AGAIN

And when your child goes online at home or elsewhere, which device do they mostly use....

SINGLE CODE ONE RESPONSE FROM QP25A

	QP25A	QP25B
	Use at all	Mostly use
A desktop PC	1	1
A laptop/ netbook	2	2
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	3	3
A tablet computer (like an iPad, Kindle Fire or Google Nexus 7 / 10)	4	4
A portable media player (like an iPod Touch)	5	5
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	6	6
A portable or handheld games player (like a Nintendo DS/ Sony PSP/ PS Vita)	7	7
A Smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online)	8	8
E-reader/ e-book readers (like a standard Kindle or a Kobo eReader or Nook eReader)	9	9
Wearable technology like a smart watch (e.g. Pebble, Samsung or Sony) or Google Glass	10	10
Other type of device (WRITE IN)	11	11
NONE OF THESE/ Does not go online SINGLE CODE	12	NA
Don't know SINGLE CODE	13	13

ASK IF CHILD USES ANY DEVICE TO GO ONLINE AT QP25A (CODES 1-11) – OTHERS SKIP TO QP36 SINGLE CODE

QP26 SHOWCARD P26

Does your household use a fixed broadband connection through a phone line or cable service to go online, perhaps using Wi-Fi, or does your household only go online using a mobile network signal?

Use fixed broadband connection to go online	1	Go to QP27
Only go online using a mobile network signal	2	Go to QP29a
Don't know	3	Go to QP29a

ASK ALL WITH FIXED BROADBAND AT HOME AT QP26 (CODE 1) – OTHERS SKIP TO QP29A SINGLE CODE

QP27 READ OUT - A wireless router allows you to have a wireless broadband connection throughout the home - also known as Wi-Fi - without needing cables running from your PC, laptop or other device to your telephone socket.

Does anyone in your household use a Wi-Fi connection at home?

Yes	1
No	2
Don't know	3

ASK ALL WITH FIXED BROADBAND AT HOME AT QP26 (CODE 1) SINGLE CODE

QP28 SHOWCARD P28

Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home?

INTERVIEWER NOTE: The company you pay for your internet service'

AOL	1
BT	2
Demon Internet.....	3
Eclipse Internet.....	4
EE	5
IC24	6
O2.....	7
Orange.....	8
Post Office	9
Plusnet.....	10
Supanet	11
Sky.....	12
TalkTalk	13
Tesco	14
'3'	15
T-Mobile.....	16
Virgin Media.....	17
Vodafone	18
Other (WRITE IN).....	19
<hr/>	
Don't know	20

ASK ONLY 3-7's ASK IF CHILD USES INTERNET AT QP25A (CODES 1-11)

QP29A Please think about the time your child spends going online at home or elsewhere on a typical school day on any device whether it's a PC, laptop, netbook or tablet computer like an iPad, a mobile phone, a games player or a media player like an iPod Touch.

How many hours would you say he/ she spends going online at home or elsewhere on a typical school day?

INTERVIEWER – OK FOR PARENT TO CHECK WITH CHILD IF THEY ARE UNSURE

NB TYPICAL SCHOOL DAY NOT HOLIDAYS

ASK ONLY 3-7's ASK IF CHILD USES INTERNET AT QP25A (CODES 1-11)

QP29B And how many hours would you say he/ she goes online at home or elsewhere on a weekend day?

	QP29A	QP29B
	School day	Weekend day
Number of hours used in a typical day – Please enter 0 if none, or enter 0.5 if less than 1 hour per day		

NOTE TO INTERVIEWER – IF AT QP29A THE PARENT MENTIONS A FIGURE OF FIVE HOURS OR MORE PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION – WE ARE ASKING ABOUT ONE SCHOOL DAY IN A TYPICAL WEEK NOT ALL FIVE SCHOOL DAYS

LIKEWISE AT QP29B – IF A FIGURE OF SEVEN HOURS OR MORE IS MENTIONED PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION – WE ARE ASKING ABOUT ONE WEEKEND DAY AND NOT BOTH WEEKEND DAYS

ASK IF CHILD USES INTERNET AT QP25A (CODES 1-11) MULTICODE OK FOR CODES 1 -13

QP30 SHOWCARD P30

Do you have any of these rules or restrictions about the access that your child has to the internet on any device -whether it's a PC, laptop, netbook or tablet computer like an iPad, a mobile phone, a games player or a media player like an iPod Touch?

PROBE– Any others?

IF PARENT MENTIONS THAT THEY SIT WITH THEIR CHILD/ ARE ALWAYS CLOSE BY/ KEEP AN EYE ON THEIR CHILD - THEN PLEASE RECORD AS CODE 6 BELOW

No internet after a certain time	1
PIN/ Password required to enter websites unless already approved	2
Only websites stored in their Favourites list	3
Only children's websites	4
Regularly check what they're doing online	5
Can only use when supervised/ not on their own	6
No Instant Messaging/ MSN	7
No use of social media sites or apps like Facebook/ Twitter/ Instagram/ Tumblr	8
Only talk/ chat/ communicate with friends/ people they already know	9
No purchasing from websites	10
Only allowed to use the internet for a certain amount of time	11
Only use for homework	12
Other (WRITE IN)	13
<hr/>	
No, do not have ANY rules or restrictions SINGLE CODE	14

ASK IF CHILD USES INTERNET AT QP25A (CODES 1-11) MULTICODE OK FOR CODES 1 -11

QP31 SHOWCARD P31

And now looking particularly at these rules about your child's online activities on any of the devices they use to go online... Which, if any, of the following rules do you have in place?

PROBE – Do you have any other types of rules about online activities?

Only use websites approved by parents	1
Rules about use of Instant Messaging	2
Rules about use of social media/ social networking sites	3
Rules about contact with people online (e.g. no contact with strangers, no sharing of personal information, etc.)	4
Rules about when and where they can go online (e.g. time of day and amount of time online, and device they use to go online)	5
Rules about online purchasing	6
Rules about trying to get around filters/ online controls/ using proxy servers	7
Rules about downloading/ sharing content	8
Rules about online behaviour (e.g. to behave as you would in real life)	9
Rules about keeping passwords safe/ not sharing passwords	10
Other types of rules (WRITE IN)	11
<hr/>	
No, don't have these types of rules SINGLE CODE	12

ASK IF CHILD USES INTERNET AT QP25A (CODES 1-11) MULTICODE FOR CODES 1-5

QP32 SHOWCARD P32

When your child goes online, on any devices, would you usually supervise them in any of these ways?

PROBE – Do you usually use any other types of supervision?

- Sitting beside them and watching or helping them while they are online 1
 - Being nearby and regularly checking what they do 2
 - Asking about what they are doing or have been doing online 3
 - Check the browser/ device history after they have been online 4
 - Other types of supervision (WRITE IN) 5
-
- No, don't supervise their online access and use **SINGLE CODE** 6

ASK IF CHILD USES INTERNET AT QP25A (CODES 1-11) MULTICODE FOR CODES 1 -13

QP33 SHOWCARD P33

Have you ever talked to your child about any of the following things that could happen online?

PROBE – Have you talked to your child about any other things about being online?

- Content on sites or apps that might be unsuitable for their age 1
 - Believing everything they see or hear online 2
 - Sharing too much information online 3
 - Talking to or meeting people they only know online 4
 - Them being bullied online/ cyberbullying 5
 - The possibility of them bullying others online or making negative comments
about other people online 6
 - How their online use now could impact them in the future 7
 - Trying to access inappropriate content / bypass filters 8
 - Illegal online sharing or accessing of copyrighted material 9
 - Downloading or getting viruses or downloading other harmful software as a result
of what they do online 10
 - Sending inappropriate personal pictures to someone they know 11
 - Any other aspects of managing online risks (WRITE IN) 12
-
- No, have not talked to my child about managing online risks **SINGLE CODE** 13

ASK IF HAVE TALKED TO CHILD ABOUT MANAGING ONLINE RISKS AT QP33 (CODES 1-12) - OTHERS SKIP TO QP35 SINGLE CODE

QP34 SHOWCARD P34

Which of these best describes how often you talk to your child about these things?

- At least every few weeks 1
- At least every few months 2
- Less often than every few months, but more than once 3
- Have talked to them once, and not since then 4
- Don't know 5

**ASK IF HAVE NOT TALKED TO CHILD ABOUT MANAGING ONLINE RISKS AT QP33 (CODE 13) – OTHERS SKIP TO QP36
MULTICODE OK FOR CODES 1-11**

QP35 And can you tell me why you have not talked with your child about these things?

DO NOT READ OUT:

PROBE: What else?

Child too young for this kind of conversation	1
Child too old for this kind of conversation	2
Child has learnt about this at school	3
Don't know enough about this to talk about it with my child	4
Embarrassing/ unsuitable topic	5
Trust my child to be sensible/ responsible	6
Other parent/ adult has discussed this with child	7
Haven't got round to it	8
Child is always supervised when online	9
My child knows already knows about this	10
Other reasons (WRITE IN)	11
<hr/>	
Don't know SINGLE CODE	12

ASK ALL PARENTS MULTICODE OK FOR CODES 1-13

QP36 SHOWCARD P36

Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones?

ASK ALL AWARE OF ANY AT QP36 (CODES 1-13) – OTHERS SKIP TO QP45 MULTICODE FOR CODES 1-13

QP37 SHOWCARD P36 AGAIN

Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones?

ASK ALL AWARE OF ANY AT QP36 (CODES 1-13) BUT DO NOT USE AT QP37 (CODES 1-13) – OTHERS SKIP TO QP39 MULTICODE FOR CODES 1-13

QP38 SHOWCARD P36 AGAIN

Have you stopped using any of these types of technical tools or controls to manage your child's access to online content? Which ones?

ASK QP39 THEN QP40 THEN QP41 IN TURN FOR EACH CONTROL USED AT QP37 (CODES 1-13) OR STOPPED USING AT QP38 (CODES 1-13)

ASK ALL WHO USE ANY AT QP37 (CODES 1-13) OR STOPPED USING AT QP38 (CODES 1-13) – OTHERS SKIP TO QP45 SINGLE CODE

QP39 Do you/ Did you find this tool useful?

ASK ALL WHO USE ANY AT QP37 (CODES 1-13) OR STOPPED USING AT QP38 (CODES 1-13) SINGLE CODE

QP40 SHOWCARD P40

Do you/Did you think they block too much content or too little content?

ASK ALL WHO USE ANY AT QP37 (CODES 1-13) OR STOPPED USING AT QP38 (CODES 1-13) SINGLE CODE

QP41 Do you/ Did you think your child can get around them?

Technical tools / controls	QP36 Aware	QP37 Use	QP38 Stopped Using	QP39 Useful	QP40 Blocks too much/ too little	QP41 Kids can get-around it
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)	1	1	1	1. Yes 2. No 3. Don't know	1. Too much 2. Too little 3. The right amount 4. Don't know	1. Yes 2. No 3. Don't know
Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.	2	2	2	1. Yes 2. No 3. Don't know	1. Too much 2. Too little 3. The right amount 4. Don't know	1. Yes 2. No 3. Don't know
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	3	3	3	1. es 2. No 3. Don't know	1. Too much 2. Too little 3. The right amount 4. Don't know	1. Yes 2. No 3. Don't know

PIN/ Password required to enter websites unless already approved	4	4	4	1. Yes 2. No 3. Don't know	NA	1. Yes 2. No 3. Don't know
Safe search enabled on search engine websites – e.g. Google	5	5	5	1. Yes 2. No 3. Don't know	1. Too much 2. Too little 3. The right amount 4. Don't know	1. Yes 2. No 3. Don't know
YouTube safety mode enabled to filter inappropriate content	6	6	6	1. Yes 2. No 3. Don't know	1. Too much 2. Too little 3. The right amount 4. Don't know	1. Yes 2. No 3. Don't know
Software that can limit the amount of time spent online	7	7	7	1. Yes 2. No 3. Don't know	NA	1. Yes 2. No 3. Don't know
Software to protect against junk email/ spam or computer viruses	8	8	8	1. Yes 2. No 3. Don't know	1. Too much 2. Too little 3. The right amount 4. Don't know	1. Yes 2. No 3. Don't know
Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider– e.g. O2, Vodafone, EE	9	9	9	1. Yes 2. No 3. Don't know	1. Too much 2. Too little 3. The right amount 4. Don't know	1. Yes 2. No 3. Don't know
Change the settings on your child's phone or tablet to stop any apps being downloaded	10	10	10	1. Yes 2. No 3. Don't know	1. Too much 2. Too little 3. The right amount 4. Don't know	1. Yes 2. No 3. Don't know
Change the settings on your child's phone or tablet to stop any in-app purchases	11	11	11	1. Yes 2. No 3. Don't know	1. Too much 2. Too little 3. The right amount 4. Don't know	1. Yes 2. No 3. Don't know
Parental control software to restrict app installation / use	12	12	12	1. Yes 2. No 3. Don't know	1. Too much 2. Too little 3. The right amount 4. Don't know	1. Yes 2. No 3. Don't know
Software to locate, lock or wipe mobile phones	13	13	13	NA	NA	NA
None of these SINGLE CODE	14	14	14			
Don't know SINGLE CODE	15	15	16			

ASK IF USE ANY TECHNICAL TOOLS/ CONTROLS AT QP37 (CODES 1-13) – OTHERS SKIP TO QP44 MULTICODE FOR CODES 1-10

QP42 Where do you find information about technical tools / controls that you can use to manage your child's online access and use?

DO NOT READ OUT

Heard about it from a friend/ relative.....	1
Heard about it from child's school.....	2
Heard about it from child.....	3
Read or heard about it from TV/ newspaper/ radio/ magazine.....	4
Information from internet service provider/ ISP.....	5
Information from government/ local authority.....	6
Information from child welfare organisation/ charity.....	7
Information from an online safety website (e.g. Safer Internet Centre).....	8
Saw in store.....	9
Other (WRITE IN).....	10
<hr/>	
Can't remember SINGLE CODE	11

ASK IF USE ANY TECHNICAL TOOLS/ CONTROLS AT QP37 (CODES 1-13) SINGLE CODE

QP43 **SHOWCARD P43**

Please look at the reasons shown on this card. Which one of these describes why the technical tools / controls were put in place?

TAKE FIRST RESPONSE

Any were installed or loaded as a result of a negative experience.....	1
Any were installed or loaded as a precaution/ just in case.....	2
The tools/ controls came already installed/ loaded.....	3
Don't know.....	4

**ASK IF AWARE AT QP36 (CODES 1,2,3,5,6,9,12) BUT DO NOT USE AT QP37 (CODES 1, 2, 3, 5, 6, 9, 12) – OTHERS SKIP TO QP45
MULTICODE OK FOR CODES 1-10**

QP44 SHOWCARD P44

Here are some reasons that other people have given for not using particular technical tools or controls. I'd like to ask you about some of the tools or controls that you said earlier you were aware of but don't currently use. For each one could you please say whether any of these reasons apply?

Why don't you use [READ OUT CONTROL/ FILTER]?

A	1. Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)
B	2. Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider.
C	3. Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.
D	5. Safe search enabled on search engine websites – e.g. Google
E	6. YouTube safety mode enabled to filter inappropriate content
F	9. Content filters to block adult or 18+ content for mobile phones, provided by the telephone network provider– e.g. O2, Vodafone, EE
G	12. Parental control software to restrict app installation / use

I prefer to talk to my child and use supervision and rules	1
Trust my child to be sensible/ responsible	2
Don't know how to do this/ didn't know this was possible	3
Too complicated/ time consuming to install/ administer	4
Wouldn't work/ they'd find a way around any controls.....	5
Child is always supervised/ always an adult present.....	6
Child learns how to be safe on the internet at school	7
Filters don't block enough.....	8
Filters block too much/ get in the way.....	9
Other reasons (WRITE IN)	10
<hr/>	
Don't know SINGLE CODE	1

ASK IF CHILD USES INTERNET AT QP25A (CODES 1-11) – OTHERS SKIP TO QP50 SINGLE CODE

QP45 I'd now like to ask you some questions about your child's use of social media – by which I mean using websites or apps to connect with other people. This would include sites and apps such as Facebook, Twitter, Instagram, Tumblr and some activities on YouTube and Google Plus.

Connecting with others using social media may be through posting and reading messages, using 'chat' functions within games, sharing photos or videos, reading or posting comments, or choosing to 'follow' or 'friend' other people. Social media sites or apps require users to create a profile or account to find and connect with other users.

Does your child have a social media profile or account on any sites or apps?

- Yes..... 1 **QP46A**
- No 2 **QP49**
- Don't know 3 **QP49**

SKIP IF CHILD IS AGED 8-11 OR 12-15 (WILL ASK CHILD)ASK IF CHILD HAS A SOCIAL MEDIA PROFILE AT QP45 (CODE 1) - OTHERS SKIP TO QP49 MULTICODE OK FOR CODES 1-21

QP46A Which social media sites or apps does your child use?

DO NOT READ OUT

PROBE: - Any others?

ASK IF HAVE MORE THAN ONE SOCIAL MEDIA PROFILE AT QP46A (CODES 1-20)

QP46B And which is their main social media site or app, so the one they use most often?

DO NOT READ OUT

	QP46A	QP46B
	Use	Main site/ app
Ask.FM	1.....	1
Bebo	2.....	2
Blogger	3.....	3
Facebook.....	4.....	4
Flickr.....	5.....	5
Google+ (inc. Google Hangouts).....	6.....	6
hi5.....	7.....	7
Instagram	8.....	8
Jabble.....	9.....	9
MySpace	10.....	10
Piczo.....	11.....	11
Pinterest	12.....	12
SnapChat	13.....	13
Tumblr	14.....	14
Twitter.....	15.....	15
Vimeo	16.....	16
Vine	17.....	17
WhatsApp.....	18.....	18
YouTube.....	19.....	19
Other (WRITE IN).....	20.....	20
<hr/>		
Don't know.....	21.....	21

ASK IF CHILD HAS A CURRENT SOCIAL MEDIA PROFILE AT QP45 (CODE 1) - OTHERS SKIP TO QP49

SINGLE CODE

QP47 Do you tend to check what they are doing when they are visiting these types of social media sites or apps?

- Yes..... 1 **Go to QP48**
- No 2 **Go to QP49**
- Don't know 3 **Go to QP49**

ASK IF PARENT CHECKS AT QP47 (CODE 1) – OTHERS SKIP TO QP49 MULTICODE OK

QP48 **SHOWCARD P48**

Which of these ways do you check what your child is doing on social media sites or apps?

- Sit beside them and watching or helping them while they are online 1
- Be nearby and regularly checking what they do 2
- Ask about what they are doing or have been doing online 3
- Check the browser / device history 4
- Become a 'friend/ follower' of your child on the sites/ apps 5
- Check your child's activity by talking to other people your child has as a 'friend/ follower' on the sites/ apps 6
- Other ways (WRITE IN) 7

ASK IF CHILD USES INTERNET AT QP25A (CODES 1-11) ROTATE ORDER OF STATEMENTS SINGLE CODE PER ROW

QP49 **SHOWCARD P49**

Please tell me the extent to which you agree or disagree with these statements in relation to your child. Please bear in mind that we are referring to their use of the internet on any device whether it's a PC, laptop, netbook or tablet computer like an iPad, a mobile phone, a games player or a media player like an iPod Touch.

READ OUT AND CODE ONE RESPONSE FOR EACH ROW

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know
A	The benefits of the internet for my child outweigh any risks	1	2	3	4	5	6
B	I trust my child to use the internet safely	1	2	3	4	5	6
C	My child knows more about the internet than I do	1	2	3	4	5	6
D	My child shows me new things online and I learn from them.	1	2	3	4	5	6
E	I feel I know enough to help my child to manage online risks	1	2	3	4	5	6

ASK IF WATCH TV ONLINE USING TV BROADCASTERS SERVICES AT QP9 (CODE 3) – OTHERS SKIP TO QP53 SINGLE CODE

QP50 You mentioned earlier that your child watches TV programmes/ films using the catch up services such as BBC iPlayer or ITV Player. Did you know that UK broadcaster's websites like the BBC iPlayer and ITV Player show Guidance labels for programmes that may include content that is unsuitable for young audiences (such as violence, sex, drug use or strong language)?

- Yes, knew this 1 **QP51**
- No, did not know this 2 **QP53**

ASK IF AWARE OF GUIDANCE LABEL AT QP50 (CODE 1) - OTHERS SKIP TO QP53 SINGLE CODE

QP51 Have you set up a PIN or password on the UK catch-up services that your child uses to watch or download TV programmes or films?

IF YES: Is that on all of the services or just some of the services that your child uses to watch or download this content?
(CODE AS 1 OR 2 AS APPROPRIATE)

IF NO - CODE 3

PIN/ password set up on ALL of the broadcaster catch-up services that the child uses	1	QP53
PIN/ password set up on SOME of the broadcaster catch-up services that the child uses	2	QP53
PIN/ password NOT set up on any of the broadcaster catch-up services that the child uses	3	QP52
Don't know if this has been set up	4	QP53

ASK IF NO PIN/ PASSWORD CONTROLS SET AT QP51 (CODE 3) – OTHERS SKIP TO QP53 MULTICODE

QP52 And can you tell me why that is?

DO NOT READ OUT

PROBE: What else?

Didn't know this was possible	1
Trust my child to be sensible/ responsible	2
Child too young to surf/ look around the web.....	3
Child too old for setting these controls	4
Don't know how to do this	5
Wouldn't work/ they'd find a way around any controls	6
Too complicated/ time consuming to install/ administer.....	7
Child is always supervised/ always an adult present	8
Child is too young for this to be a problem.....	9
Child learns how to be safe on the internet at school	10
Would interfere with viewing of siblings/ other family members.....	11
Other (WRITE IN).....	12

ASK IF CHILD USES INTERNET AT QP25A (CODES 1-11) - OTHERS SKIP TO QP58A ROTATE ORDER OF STATEMENTS A-F THEN ASK STATEMENTS G-K IN ORDER SHOWN SINGLE CODE PER ROW

QP53 SHOWCARD P53

Please tell me the extent to which you are concerned about these possible aspects of your child's online activities.

Please bear in mind we mean using the internet across any device whether it's a PC, laptop, netbook or tablet computer like an iPad, a mobile phone or smartphone, a games player or a media player like an iPod Touch.

READ OUT AND CODE ONE RESPONSE FOR EACH ROW

		Very concerned	Fairly concerned	Neither/nor	Not very concerned	Not at all concerned	Don't know
A	The content on the websites that they visit	1	2	3	4	5	6
B	How much time they spend online	1	2	3	4	5	6
C	Who they are in contact with online	1	2	3	4	5	6
D	Any illegal online sharing or accessing of copyrighted material	1	2	3	4	5	6
E	Downloading or getting viruses or other harmful software installed on the PC as a result of what they do online	1	2	3	4	5	6
F	Them giving out their personal details to inappropriate people	1	2	3	4	5	6
G	Them being bullied online/ cyberbullying	1	2	3	4	5	6
H	The possibility of them bullying others online or making negative comments about other people online	1	2	3	4	5	6
I	Sharing of inappropriate or personal photos/ videos with others	1	2	3	4	5	6
J	Damaging their reputation either now or in the future	1	2	3	4	5	6
K	Seeing content which encourages them to hurt or harm themselves	1	2	3	4	5	6

ASK IF CHILD USES INTERNET AT QP25A (CODES 1-11) MULTICODE FOR CODES 1 -17

QP54 SHOWCARD P54

Have you looked for or received information or advice about how to help your child manage online risks, from any of these sources or in any other way?

Your child's school.....	1
Family or friends	2
From your child themselves.....	3
Government or local authority	4
CEOP/ Child Exploitation and Online Protection Centre	5
GSO / Get Safe Online	6
UKCCIS / UK Council for Child Internet Safety	7
Internet Watch Foundation	8
Safer Internet Centre / Childnet.....	9
BBC	10
Parentport.....	11
Manufacturers or retailers selling the product	12
Internet service providers/ ISPs.....	13
TV, radio, newspapers or magazines	14
Other welfare organisations or charities	15
Other websites with safety information	16
Other sources (WRITE IN)	17
<hr/>	
No, have not looked for or received any information or advice (SINGLE CODE)	18
Don't know SINGLE CODE	19

ASK IF CHILD USES THE INTERNET AT QP25A (CODES 1-11) SINGLE CODE

QP55 In the last year, do you think your child has seen anything online that is worrying, nasty or offensive or personally embarrassing in some way?

IF NO – CODE 4 AND SKIP TO QP56

IF YES: Do you think they have seen something once or twice in the last year or more frequently than that?

IF SEEN BUT UNSURE HOW OFTEN – CODE 3

Yes seen – just once or twice	1
Yes seen - more frequently.....	2
Yes seen - but couldn't say how many times.....	3
Not seen in last year	4
Don't know whether seen any of these things	5

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF CHILD USES THE INTERNET AT QP25A (CODES 1-11) MULTICODE FOR CODES 1-8

QP56 SHOWCARD P56

Please think about all the different devices or types of technology that your child uses nowadays - either at home or at other people's homes, at school, on holiday or when out and about. I'm going to read some things that they might do and I'd like you to use this card to say which devices they use for each one I read out.

Which devices do they use nowadays to [ACTIVITY]?

ASK IF CHILD USES MULTIPLE DEVICES FOR ANY ACTIVITIES AT QP56A-QP56L (CODES 1-8) - OTHERS SKIP TO QP58A SINGLE CODE ONE RESPONSE

QP57 SHOWCARD P56 AGAIN

Which device do they mostly use to [ACTIVITY]?

PROMPT IF NECESSARY

		TV	Laptop/ netbook/ PC	Tablet	Portable Media Player	Mobile phone	Games player	E-book reader	Other device	Don't do this (SINGLE CODE)
A	Watch television programmes	1	2	3	4	5	6	7	8	9
B	Watch full-length films/ movies	1	2	3	4	5	6	7	8	9
C	Watch short videos – like music videos, comedy clips or trailers for new films	1	2	3	4	5	6	7	8	9
D	Watch 'how to' videos for instructions or reviews	1	2	3	4	5	6	7	8	9
E	Look at photos posted by other people	1	2	3	4	5	6	7	8	9
F	Listen to music	1	2	3	4	5	6	7	8	9
G	Play games with or against other people	1	2	3	4	5	6	7	8	9
H	Play games on their own	1	2	3	4	5	6	7	8	9
I	Share photos or videos with other people	1	2	3	4	5	6	7	8	9
J	Send messages to other people	1	2	3	4	5	6	7	8	9
K	Find information for their school work	1	2	3	4	5	6	7	8	9
L	Look around online to pass the time or have fun	1	2	3	4	5	6	7	8	9

MOBILE PHONE

Now some questions about mobile phones.

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF CHILD HAS OWN MOBILE PHONE/ SMARTPHONE AT QP3F (CODE 1) – OTHERS SKIP TO QP68

QP58A Please think about how your child uses his/ her mobile phone on a typical school day.
 How many calls would you say he/ she makes on his/ her mobile phone – both before and after school? Please think about calls made by dialling using the phone as well as using apps such as Viber, Skype or FaceTime.
 INTERVIEWER – PLEASE ASSIST AS NECESSARY TO GET TO A TOTAL
NB TYPICAL SCHOOL DAY NOT HOLIDAYS

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF CHILD HAS OWN MOBILE PHONE/ SMARTPHONE AT QP3F (CODE 1) – OTHERS SKIP TO QP68

QP58B And how many calls would you say he/ she makes using his/ her mobile phone on a weekend day?
 INTERVIEWER – PLEASE ASSIST AS NECESSARY TO GET TO A TOTAL
 Is it more or less than on a school day? About how much more/ less?

	QP58A	QP58B
	School day	Weekend day
Number of calls made in a typical day – Please enter 0 if none		

NOTE TO INTERVIEWER – IF AT QP58A THE PARENT MENTIONS A HIGH NUMBER OF CALLS PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION –WE ARE ASKING ABOUT ONE SCHOOL DAY IN A TYPICAL WEEK NOT ALL FIVE SCHOOL DAYS

LIKEWISE AT QP58B – IF A HIGH NUMBER OF CALLS IS MENTIONED PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION – WE ARE ASKING ABOUT ONE WEEKEND DAY AND NOT BOTH WEEKEND DAYS

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF CHILD HAS OWN MOBILE PHONE/ SMARTPHONE AT QP3F(CODE 1)

QP59A How many text-based messages would you say he/ she sends from the phone on a typical school day –before school, during school and after school? Please think about messages over the mobile network as well as any text-based messages they may send through instant messaging apps such as BBMs, Apple iMessage or apps such as WhatsApp, Kik, SnapChat, Yahoo Messenger, Viber or Skype.
 INTERVIEWER – PLEASE ASSIST AS NECESSARY TO GET TO A TOTAL
NB TYPICAL SCHOOL DAY NOT HOLIDAYS

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF CHILD HAS OWN MOBILE PHONE/ SMARTPHONE AT QP3F(CODE 1)

QP59B And how many text-based messages would you say he/ she sends from the phone on a weekend day?
 INTERVIEWER – PLEASE ASSIST AS NECESSARY TO GET TO A TOTAL
 Is it more or less than on a school day? About how much more/ less?

	QP59A	QP59B
	School day	Weekend day
Number of text-based messages sent in a typical day – Please enter 0 if none		

NOTE TO INTERVIEWER – IF AT QP59A THE PARENT MENTIONS A HIGH NUMBER OF MESSAGES PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION –WE ARE ASKING ABOUT ONE SCHOOL DAY IN A TYPICAL WEEK NOT ALL FIVE SCHOOL DAYS

LIKEWISE AT QP59B – IF A HIGH NUMBER OF MESSAGES IS MENTIONED PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION – WE ARE ASKING ABOUT ONE WEEKEND DAY AND NOT BOTH WEEKEND DAYS

ASK IF CHILD HAS OWN MOBILE PHONE/ SMARTPHONE AT QP3F (CODE 1) – OTHERS SKIP TO QP68 MULTICODE OK FOR CODES 1-14

QP60 SHOWCARD P60

Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone?

PROBE – Any others?

- Child is responsible for paying top-ups/ bills 1
 - Limit how often credit can be put on the phone..... 2
 - No going online/ using apps to go online 3
 - Can only visit certain websites or use certain apps on the phone..... 4
 - Regularly check what they're doing with the phone 5
 - Only calls/ texts to an agreed list of people 6
 - No calls to premium rate numbers 7
 - No texts to premium rate numbers 8
 - Only to make/ receive voice calls or send texts, nothing else 9
 - No downloading of apps/ applications onto the phone..... 10
 - App store password is not known by the child 11
 - No in app / online purchasing 12
 - Only send pictures/ videos to an agreed list of people 13
 - Other (WRITE IN) 14
-
- No, do not have ANY rules or restrictions (**SINGLE CODE**) 15

ASK IF CHILD HAS OWN MOBILE PHONE/ SMARTPHONE AT QP3F (CODE 1) ROTATE ORDER OF STATEMENTS A-G, THEN ASK STATEMENTS H TO J IN ORDER SHOWN SINGLE CODE FOR EACH ROW

QP61 SHOWCARD P61

Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use.

READ OUT AND CODE ONE RESPONSE FOR EACH ROW

		Very concerned	Fairly concerned	Neither/ nor	Not very concerned	Not at all concerned	Don't know
A	What they see or read on their mobile phone	1	2	3	4	5	6
B	How much time they spend using the phone	1	2	3	4	5	6
C	Who they are in contact with using their mobile phone	1	2	3	4	5	6
D	How much money is spent on their mobile phone	1	2	3	4	5	6
E	Them giving out their personal details to inappropriate people	1	2	3	4	5	6
F	Downloading malicious or bogus apps (that could download viruses to the phone or steal personal information)	1	2	3	4	5	6
G	Use of location based services that share your child's location with other people (e.g. other users of the service or their social media contacts)	1	2	3	4	5	6
H	Being bullied via calls/ texts/ emails/ messages to their mobile phone	1	2	3	4	5	6
I	The possibility of them bullying others or making negative comments about other people via their mobile phone	1	2	3	4	5	6
J	Sharing of inappropriate / personal photos / videos with others	1	2	3	4	5	6

ASK IF CHILD HAS OWN MOBILE PHONE/ SMARTPHONE AT QP3F (CODE 1) SINGLE CODE

QP62 The UK mobile phone networks – so O2, Vodafone, EE and so on – each have a block on adult or 18+ content which requires users to go through an age verification process before this content can be unblocked and received on their mobile device
Did you know about this bar on adult content before today?

- Yes1
- No2
- Don't know3

ASK IF CHILD HAS OWN MOBILE PHONE THAT IS NOT A SMARTPHONE AT QP4 (CODES 2-3) – OTHERS SKIP TO QP64 SINGLE CODE

QP63 Could your child's mobile phone be used to go online?
NOTE TO INTERVIEWER: IF PARENT SAYS INTERNET ACCESS HAS BEEN DISABLED/ TAKEN OFF – PLEASE CODE 1

- Yes1 **QP64**
- No2 **QP66**
- Don't know3 **QP66**

ASK IF CHILD HAS THEIR OWN SMARTPHONE AT QP4 (CODE 1) OR IF CHILD'S MOBILE PHONE CAN GO ONLINE AT QP63 (CODE 1) – OTHERS SKIP TO QP66 SINGLE CODE

QP64 Do you know whether the bar on accessing adult content is set up on your child's mobile phone, or has this been deactivated?

- Yes – bar on adult content is set up and in place1 **QP66**
- No – bar on adult content has been deactivated.....2 **QP65**
- Don't know whether bar on adult content is in place or not.....3 **QP66**

ASK IF BAR HAS BEEN DEACTIVATED AT QP64 (CODE 2) – OTHERS SKIP TO QP66 MULTICODE OK FOR CODES 1-10

QP65 And can you tell me why the bar on adult content was deactivated on your child's phone?
DO NOT READ OUT PROBE: What else?

- Child inherited a phone that belonged to an adult1
 - Blocked too much content2
 - Trust my child to be sensible/ responsible.....3
 - Child too young to use the internet on their phone4
 - Child too old for setting these controls5
 - Wouldn't work/ they'd find a way around any controls.....6
 - Child is always supervised when using their phone to go online.....7
 - Child is too young for this to be a problem8
 - Child learns how to use their phone safely at school9
 - Other (WRITE IN) 10
-
- Don't know (**SINGLE CODE**)..... 11

ASK IF CHILD HAS OWN MOBILE PHONE/ SMARTPHONE AT QP3F (CODE 1) SINGLE CODE

QP66 Which of these best describes the mobile package your child uses most often?

- Prepay/ Pay as you go.....1 **QP68**
 - Postpay/ monthly contract2 **QP67**
 - Other (WRITE IN)3 **QP68**
-
- Don't know4

ASK IF POSTPAY/ CONTRACT AT QP66 (CODE 2) – OTHERS SKIP TO QP68 MULTICODE OK FOR CODES 1-10

QP67 SHOWCARD P67

In the last twelve months, have you or your child received a bill that is higher than normal for your child's mobile phone use or app use for any of the following reasons?

PROBE – Any others?

Child made more calls than included in their allowance.....	1
Child rang premium rate numbers or other numbers not included in their monthly allowance.....	2
Child used more data than was included in their monthly allowance	3
Child downloaded paid for content or applications, e.g. games, ringtones or other apps	4
Child downloaded malicious apps or software which charged their account without their knowledge ...	5
Child paid for apps using their phone.....	6
Child made in-app purchases using their phone	7
Unauthorised use when child's phone was used when lost or stolen	8
Child's phone used by friends/ schoolmates	9
Other (WRITE IN).....	10

Not received a bill for the child's phone that is much higher than normal (**SINGLE CODE**)..... 11

GAMING

Now some questions about gaming

ASK ALL PARENTS MULTICODE OK FOR CODES 1-10

QP68 SHOWCARD P68

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

On a hand held games console (like a. Sony PSP/ PS Vita/ Nintendo DS) 1
 On a games console connected to a TV (like an Xbox/ PlayStation/ Wii)2
 On a computer/ laptop/ netbook3
 On a tablet computer (like an iPad, Kindle Fire or Google Nexus 7/ 10).....4
 On a mobile phone or Smartphone (like an iPhone, Samsung Galaxy/ BlackBerry)5
 On a portable media player (like an iPod Touch)6
 On a Personal Digital Assistant/ PDA (like a Palm)7
 On an MP3 player (like an iPod)8
 On a Smart TV directly– not using a games console connected to the TV9
 Wearable technology like a smart watch (e.g. Pebble, Samsung or Sony) or Google Glass.....10
 No, never / Does not play games ~~at home~~ (**SINGLE CODE**)..... 11

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF CHILD EVER PLAYS GAMES AT QP68 (CODES 1-10) – OTHERS SKIP TO QP81

QP70A Please think about the time your child spends playing these types games at home or elsewhere on a typical school day.

How many hours would you say he/ she spends playing these types of games at home on a typical school day?

IF NECESSARY – Please think about any device your child uses for playing games.

INTERVIEWER – OK FOR PARENT TO CHECK WITH CHILD IF UNSURE.

NB TYPICAL SCHOOL DAY NOT HOLIDAYS

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF CHILD EVER PLAYS GAMES AT QP68 (CODES 1-10) – OTHERS SKIP TO QP81

QP70B And how many hours would you say he/ she spends playing these games at home or elsewhere on a weekend day?

	QP70A	QP70B
	School day	Weekend day
Number of hours gaming in a typical day – Please enter 0 if none, or enter 0.5 if less than 1 hour per day		

NOTE TO INTERVIEWER – IF AT QP70A THE PARENT MENTIONS A FIGURE OF FIVE HOURS OR MORE PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION –WE ARE ASKING ABOUT **ONE** SCHOOL DAY IN A TYPICAL WEEK **NOT ALL FIVE** SCHOOL DAYS

LIKEWISE AT QP70B – IF A FIGURE OF SEVEN HOURS OR MORE IS MENTIONED PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION – WE ARE ASKING ABOUT **ONE** WEEKEND DAY AND NOT **BOTH** WEEKEND DAYS

ASK IF CHILD EVER PLAYS GAMES AT QP68 (CODES 1-10) – OTHERS SKIP TO QP81 MULTICODE FOR CODES 1-14

QP71 SHOWCARD P71

Do you have any of these rules or restrictions about the games your child plays at home or elsewhere - whether on a games player or console, a computer, or any other device?

PROBE – Any others?

No games after a certain time	1
Only games with appropriate age rating.....	2
No games with violence	3
No games with drug use.....	4
No games with swearing/ bad language	5
No games with nudity/ sexual content.....	6
Regularly check on what they're playing	7
Can only play when supervised/ not on their own	8
Only a game that an adult or parent has played/ tried first.....	9
No online game playing	10
No online game playing with people they don't already know	11
No online chat or messaging	12
No multi-player games	13
Other (WRITE IN).....	14
<hr/>	
No, do not have ANY rules or restrictions (SINGLE CODE)	15

ASK IF CHILD EVER PLAYS GAMES AT QP68 (CODES 1-10) SINGLE CODE

QP72 Does your child ever play games over the internet on any devices which is often referred to as online game playing?
IF NECESSARY – Please think about the types of games that can be played online where more than one person can play in the same game at the same time, wherever they are in the world.

Yes.....	1	QP73
No	2	QP74
Don't know	3	QP74

ASK IF CHILD EVER PLAYS GAMES ONLINE AT QP72 (CODE 1) – OTHERS SKIP TO QP81 MULTICODE FOR CODES 1 -4

QP73 SHOWCARD P73

When your child plays games over the internet, which of these describes how they are playing?

Please choose as many as apply.

On their own/ against the computer or games player.....	1
Against someone else in the same room as them	2
Against someone else they have met in person who is playing elsewhere.....	3
Against one or more other people they have not met in person who are playing elsewhere	4
Don't know (SINGLE CODE)	5

ASK IF CHILD EVER PLAYS ON A HANDHELD GAMES PLAYER AT QP68 (CODE 1) – OTHERS SKIP TO QP75 SINGLE CODE

QP74 Are there any parental controls set on the handheld games player?

IF NECESSARY – To stop your child playing games above a certain age rating or to restrict or prevent them going online

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

ASK IF CHILD EVER PLAYS ON A GAMES CONSOLE CONNECTED TO A TV AT QP68 (CODE 2) – OTHERS SKIP TO QP76 SINGLE CODE

QP75 Are there any parental controls set on the games console that is connected to a TV?

IF NECESSARY – To stop your child playing games or watching DVDs above a certain age rating or to restrict or prevent them going online

Yes..... 1
 No2
 Don't know3

ASK IF CONTROLS SET AT QP74 (CODE 1) - OTHERS SKIP TO QP77 ROTATE ORDER OF STATEMENTS SINGLE CODE

QP76 **SHOWCARD P76**

Please tell me the extent to which you agree or disagree with these statements about the parental controls that you have in place on the handheld games player.

READ OUT AND CODE ONE RESPONSE FOR EACH ROW

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know
A	I am confident that the controls we have are effective	1	2	3	4	5	6
B	I feel that my child is safer as a result of the controls we have	1	2	3	4	5	6
C	I think my child might be able to get around or disable the controls	1	2	3	4	5	6

ASK IF CONTROLS SET AT QP75 (CODE 1) – OTHERS SKIP TO QP78 ROTATE ORDER OF STATEMENTS SINGLE CODE PER ROW

QP77 **SHOWCARD P76**

Please tell me the extent to which you agree or disagree with these statements about the parental controls that you have in place on the games console connected to a TV

READ OUT AND CODE ONE RESPONSE FOR EACH ROW

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know
A	I am confident that the controls we have are effective	1	2	3	4	5	6
B	I feel that my child is safer as a result of the controls we have	1	2	3	4	5	6
C	I think my child might be able to get around or disable the controls	1	2	3	4	5	6

ASK IF NO CONTROLS SET ON HANDHELD GAMES PLAYER AT QP74 (CODE 2) – OTHERS SKIP TO QP79 MULTICODE OK FOR CODES 1-10

QP78 And can you tell me why there are no parental controls set on the handheld games player?

DO NOT READ OUT PROBE: What else?

- Didn't know this was possible 1
 - Trust my child to be sensible/ responsible.....2
 - Child too old for setting these controls.....3
 - Don't know how to do this.....4
 - Wouldn't work/ they'd find a way around any controls.....5
 - Too complicated/ time consuming to install/ administer6
 - Child is always supervised/ always an adult present.....7
 - Child is too young for this to be a problem8
 - Would interfere with other siblings/ family members gaming.....9
 - Other (WRITE IN) 10
-
- Don't know (**SINGLE CODE**)..... 11

ASK IF NO CONTROLS SET ON GAMES CONSOLE CONNECTED TO A TV AT QP75 (CODE 2) – OTHERS SKIP TO QP80 MULTICODE OK FOR CODES 1-10

QP79 And can you tell me why there are no parental controls set on the games console connected to a TV?

DO NOT READ OUT PROBE: What else?

- Didn't know this was possible 1
 - Trust my child to be sensible/ responsible.....2
 - Child too old for setting these controls.....3
 - Don't know how to do this.....4
 - Wouldn't work/ they'd find a way around any controls.....5
 - Too complicated/ time consuming to install/ administer6
 - Child is always supervised/ always an adult present.....7
 - Child is too young for this to be a problem8
 - Would interfere with other siblings/ family members gaming.....9
 - Other (WRITE IN) 10
-
- Don't know (**SINGLE CODE**)..... 11

ASK IF CHILD EVER PLAYS GAMES AT QP68 (CODES 1-10) ROTATE ORDER OF STATEMENTS SINGLE CODE PER ROW

QP80 SHOWCARD P80

Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means.

READ OUT AND CODE ONE RESPONSE FOR EACH ROW

NOTE TO INTERVIEWER: IF THEIR CHILD DOES NOT PLAY ONLINE GAMES THROUGH THEIR GAMES PLAYER (QP72–NOT CODE 1) -PLEASE SELECT CODE 7 FOR OPTION C

		Very concerned	Fairly concerned	Neither/ nor	Not very concerned	Not at all concerned	Don't know	Not applicable
A	The content of the games that they are playing	1	2	3	4	5	6	
B	How much time they spend playing games	1	2	3	4	5	6	
C	Who they are playing online games with through the games player	1	2	3	4	5	6	7
D	The cost of possible in-game purchases for things like access to additional points/ tokens/ levels or for game upgrades	1	2	3	4	5	6	
E	Possibility of them being bullied by other players	1	2	3	4	5	6	
F	Possibility of them picking up bad language or other behaviour from other players	1	2	3	4	5	6	

ASK ALL PARENTS SINGLE CODE

QP80X Some games consoles and games players can be used to go online, watch and download TV and movies and to chat with others.

Did you know this before today?

- Yes1
- No2
- Don't know3

ASK ALL PARENTS SINGLE CODE

QP81 SHOWCARD P81

And finally, we've talked about a range of things your child does. Given the option, which one of these activities do you prefer your child to do?

- Talk with friends online (talk, text, IM, FaceTime, etc.).....1
- Watch TV2
- Watch things on YouTube.....3
- Play games through any type of gaming device4
- Listen to music.....5
- Read books, magazines or comics6
- Don't know7

Do not ask of parent with child aged 3-4 SAY TO PARENT OF CHILD AGED 5-15 SINGLE CODE

QC0 I'd now like to speak with your child about these types of media as we're interested in hearing what your child has to say about them.

INTERVIEWER – IT IS THE PARENT'S DECISION WHETHER THEY WANT TO STAY WHILE THEIR CHILD IS INTERVIEWED

WAS THE CHILD TO BE INTERVIEWED PRESENT DURING THIS INTERVIEW WITH THEIR PARENT?

- Yes, and child conferred with parent as the interview was taking place 1
- Yes, but they did not comment during the interview 2
- No, they were not present 3

TELEVISION

SAY TO CHILD - So first we're going to talk about television and how you watch TV programmes. There may be some things you haven't heard of or you don't use, but that doesn't matter because we want to know about you.

ASK ALL MULTICODE OK FOR CODES 1-9

QC1 SHOWCARD C1

Do you EVER use any of the following devices to watch **television programmes** at home or elsewhere?

IF NECESSARY – Not DVDs or video clips.

Please choose as many as apply

SKIP IF CHILD AGED 5-7 AUTO PUNCH QC2 if QC1 IS SINGLE CODE SINGLE CODE

QC2 SHOWCARD C1 AGAIN

And when you watch television, which device do you mostly use....

	QC1 Use at all	QC2 Mostly use
A television set (including through a PVR/ set-top box)	1	1
A desktop computer/ laptop/ netbook.....	2	2
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	3	3
A tablet computer (like an iPad, Kindle Fire or Google Nexus 7 / 10).....	4	4
A portable media player (like an iPod Touch)	5	5
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	6	6
A portable or handheld games player (like a Nintendo DS/ Sony PSP/ PS Vita).....	7	7
Wearable technology like a smart watch (e.g. Pebble, Samsung or Sony) or Google Glass.....	8	8
Other type of device (WRITE IN).....	9	9
<hr/>		
NONE OF THESE (SINGLE CODE)/ Do not watch TV programmes	10	NA
Don't know (SINGLE CODE)	11	11

SKIP IF CHILD AGED 5-7 ASK IF CHILD WATCHES TV AT QC1 (CODES 1-9) – OTHERS SKIP TO QC9

QC3A Please think about the time you spend watching television programmes on a typical school day.
How many hours would you say you spend watching TV programmes – before school, during school and after school across all devices?

INTERVIEWER – PLEASE ASSIST AS NECESSARY TO GET TO A TOTAL.

NB TYPICAL SCHOOL DAY NOT HOLIDAYS. TELEVISION PROGRAMMES NOT DVDS THROUGH THE TV SET OR GAMES.

So before school when you get up? When you get back from school? After you've had dinner or tea?

IF NECESSARY – Please think about any device you use to watch TV programmes at home.

SKIP IF CHILD AGED 5-7 ASK IF CHILD WATCHES TV AT QC1 (CODES 1-9) – OTHERS SKIP TO QC9

QC3B And how many hours would you say you watch television on a Saturday or Sunday?

INTERVIEWER – PLEASE ASSIST AS NECESSARY TO GET TO A TOTAL

Is it more or less than on a school day? About how much more/ less?

	QC3A	QC3B
	School day	Weekend day
Number of hours watch TV in a typical day – Please enter 0 if none, or enter 0.5 if less than 1 hour per day		

NOTE TO INTERVIEWER – IF AT QC3A THE CHILD MENTIONS A FIGURE OF FIVE HOURS OR MORE PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION – WE ARE ASKING ABOUT ONE SCHOOL DAY IN A TYPICAL WEEK NOT ALL FIVE SCHOOL DAYS. LIKewise AT QC3B – IF A FIGURE OF SEVEN HOURS OR MORE IS MENTIONED PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION – WE ARE ASKING ABOUT ONE WEEKEND DAY AND NOT BOTH WEEKEND DAYS

SKIP IF CHILD AGED 5-7 ASK IF CHILD WATCHES TV AT QC1 (CODES 1-9) MULTICODE OK FOR CODES 1-6

QC4 **SHOWCARD C4**

Which of these things, if any, are things that you don't like about TV?

Please choose as many as apply

- Too many adverts 1
- Seeing things that make me feel sad, frightened or embarrassed 2
- Not enough programmes that I like 3
- Not enough programmes showing people like me 4
- Seeing things that are too old for me 5
- Programmes that are on too late..... 6
- These things don't worry me/ None of these (SINGLE CODE)..... 7

SKIP ALL IF CHILD AGED 5-7 SKIP A-D AND ASK E-H IF CHILD AGED 8-11 ASK IF CHILD WATCHES TV AT QC1 (CODES 1-9) SINGLE CODE PER ROW

QC5 SHOWCARD C5

I'm going to read out some things about television, for each one please say which of the options on the card applies to you.

CODE ONE RESPONSE PER ROW

		Disagree a lot	Disagree a little	Neither agree nor disagree	Agree a little	Agree a lot	Don't know
A	Television increases my understanding of what's going on in the world, current issues and news	1	2	3	4	5	6
B	Television makes me aware of different types of people and different opinions	1	2	3	4	5	6
C	Television helps me form my own opinion about things	1	2	3	4	5	6
D	On TV I see people like me	1	2	3	4	5	6
E	I enjoy watching TV programmes	1	2	3	4	5	6
F	I talk to other people about TV programmes that I've watched	1	2	3	4	5	6
G	I find out about new TV programmes I might like from my friends	1	2	3	4	5	6
H	I find out about new TV programmes I might like from trailers on TV	1	2	3	4	5	6

SKIP IF CHILD AGED 5-7 ASK IF CHILD WATCHES TV AT QC1 (CODES 1-9) SINGLE CODE

QC6 Do you ever watch YouTube channels – so videos that have been put together by a particular person or a particular organisation that you can choose to subscribe to or follow if you want?

- Yes, watch YouTube channels..... 1
- No, never watch YouTube channels 2
- Don't know 3

SKIP IF CHILD AGED 5-7 ASK IF CHILD WATCHES TV AT QC1 (CODES 1-9) AND WATCHES YOUTUBE CHANNELS AT QC6 (CODE 1) – OTHERS SKIP TO QC8 SINGLE CODE

QC7 Do you prefer to watch YouTube channels, TV channels or do you like both the same?

- Prefer to watch YouTube channels 1
- Prefer to watch TV channels 2
- Like both the same 3
- Don't know 4

SKIP IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD WATCHES TV AT QC1 (CODES 1-9) SINGLE CODE

QC8 SHOWCARD C8

Which one of these options best describes where the BBC gets money to run its TV and radio channels and its websites?

- Every home in the UK must pay some money to the BBC..... 1
- Companies pay to advertise on the BBC 2
- Every home can choose to pay some money to be allowed to use the BBC service if they want .. 3
- The government/ council gives the BBC money 4
- Don't know 5

RADIO

Now we're going to talk about radio and how you listen to radio.

SKIP IF CHILD AGED 5-7 ASK ALL MULTICODE OK FOR CODES 1-6

QC9 SHOWCARD C9

Do you ever listen to the radio in the following ways at home or elsewhere?
Please choose as many as apply

- Through a traditional radio (including portable sets, radio alarms, car radios etc.) 1
 - Through your satellite or cable TV service or Freeview 2
 - Through a DAB digital radio (a mix of existing and new stations not available on traditional radio with digital sound quality) 3
 - Over the internet (when broadcast or later or via a podcast) using a PC, laptop, tablet or smartphone 4
 - Through a mobile phone(as a live broadcast)..... 5
 - Wearable technology like a smart watch (e.g. Pebble, Samsung or Sony) or Google Glass 6
 - Other way of listening to radio (WRITE IN)..... 7
-
- Do not listen to radio (**SINGLE CODE**)..... 8 **QC11**

SKIP IF CHILD AGED 5-7 ASK IF CHILD LISTENS TO RADIO AT HOME AT QC9 (CODES 1-7) – OTHERS SKIP TO QC11

QC10A Please think about the time you spend listening to radio on a typical school day at home or elsewhere.
How many hours would you say you spend listening to radio on all devices—before school, during school and after school?
INTERVIEWER – PLEASE ASSIST AS NECESSARY TO GET TO A TOTAL
NB TYPICAL SCHOOL DAY NOT HOLIDAYS

SKIP IF CHILD AGED 5-7 ASK IF CHILD LISTENS TO RADIO AT HOME AT QC9 (CODES 1-7) – OTHERS SKIP TO QC11

QC10B And how many hours would you say you listen to radio on all devices on a Saturday or Sunday?
INTERVIEWER – PLEASE ASSIST AS NECESSARY TO GET TO A TOTAL
Is it more or less than on a school day? About how much more/ less?

	QC10A	QC10B
	School day	Weekend day
Number of hours listen in a typical day – Please enter 0 if none, or enter 0.5 if less than 1 hour per day		

NOTE TO INTERVIEWER – IF AT QC10A THE CHILD MENTIONS A FIGURE OF FIVE HOURS OR MORE PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION – WE ARE ASKING ABOUT ONE SCHOOL DAY IN A TYPICAL WEEK NOT ALL FIVE SCHOOL DAYS

LIKEWISE AT QC10B – IF A FIGURE OF SEVEN HOURS OR MORE IS MENTIONED PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION – WE ARE ASKING ABOUT ONE WEEKEND DAY AND NOT BOTH WEEKEND DAYS

INTERNET

Now we're going to talk about the internet and going online

SKIP IF CHILD AGED 5-7 ASK ALL MULTICODE OK FOR CODES 1 -11

QC11 SHOWCARD C11

Please think about any reason you may have for going online at home or elsewhere – maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social media site or app.

Do you ever use any of the following devices to go online **at home or elsewhere?**

Please choose as many as apply

ASK IF MORE THAN ONE RESPONSE GIVEN AT QC11 – OTHERS SKIP TO QC13 SINGLE CODE

QC12 SHOWCARD C11 AGAIN

And when you go online **at home or elsewhere**, which device do you mostly use?

	QC11	QC12
	Use at all	Mostly use
A desktop PC	1	1
A laptop/ netbook	2	2
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	3	3
A tablet computer (like an iPad, Kindle Fire or Google Nexus 7/ 10)	4	4
A portable media player (like an iPod Touch)	5	5
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	6	6
A portable or handheld games player (like a Nintendo DS/ Sony PSP/ PS Vita).....	7	7
A Smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online)	8	8
E-reader/ e-book reader (like a standard Kindle or a Kobo eReader or Nook eReader)	9	9
Wearable technology like a smart watch (e.g. Pebble, Samsung or Sony) or Google Glass	10	10
Other type of device (WRITE IN)	11	11
<hr/>		
NONE OF THESE (SINGLE CODE)/ Do not go online	12	NA
Don't know (SINGLE CODE)	13	13

ASK IF CHILD USES THE INTERNET AT QP25A (CODES 1-11) IF CHILD AGED 5-7 OR AT QC11 (CODES 1-11) IF CHILD AGED 8-11 OR 12-15 – OTHERS SKIP TO QC38 SINGLE CODE

QC13 Thinking about when you're going online, do you spend most of the time...

READ OUT CODES 1 TO 3

IF WITH PARENT/ ADULT AND OTHER CHILDREN – CODE 1

IF EQUALLY SPLIT BETWEEN TWO CODES ALWAYS SELECT THE HIGHER NUMBER (IE IF CODES 1 AND 3 THEN SELECT CODE 3)

Using with an adult in the room with you	1
Using with other children, but no adults.....	2
Using on your own.....	3

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC11 (CODES 1-11)

QC14A Please think about the time you spend going online at home or elsewhere on a typical school day in any way including using any type of computer (so a PC, laptop, netbook or tablet computer like an iPad), a mobile phone, a games player or a media player like an iPod Touch.

How many hours would you say you spend going online – before school, during school and after school?

INTERVIEWER – PLEASE ASSIST AS NECESSARY TO GET TO A TOTAL

NB TYPICAL SCHOOL DAY NOT HOLIDAYS

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC11 (CODES 1-11)

QC14B And how many hours would you say you go online on a Saturday or Sunday?

INTERVIEWER – PLEASE ASSIST AS NECESSARY TO GET TO A TOTAL

Is it more or less than on a school day? About how much more/ less?

	QC14A	QC14B
	School day	Weekend day
Number of hours used in a typical day – Please enter 0 if none, or enter 0.5 if less than 1 hour per day		

NOTE TO INTERVIEWER – IF AT QC14A THE CHILD MENTIONS A FIGURE OF FIVE HOURS OR MORE PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION – WE ARE ASKING ABOUT ONE SCHOOL DAY IN A TYPICAL WEEK NOT ALL FIVE SCHOOL DAYS

LIKEWISE AT QC14B – IF A FIGURE OF SEVEN HOURS OR MORE IS MENTIONED PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION – WE ARE ASKING ABOUT ONE WEEKEND DAY AND NOT BOTH WEEKEND DAYS

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC11 (CODES 1-11) MULTICODE OK FOR CODES 1-8

QC15 SHOWCARD C15

Please think about all the different devices or types of technology that you use nowadays - either at home or at other people's homes, at school, on holiday or when out and about. I'm going to read some things that you might do and I'd like you to use this card to say which devices you use for each one I read out.

Which devices do you use nowadays to [ACTIVITY]?

Please choose as many as apply

ASK IF CHILD USES CHILD USES MULTIPLE DEVICES FOR ANY ACTIVITIES AT QC15A-QC15W (CODES 1-8) - OTHERS SKIP TO QC17 SINGLE CODE

QC16 SHOWCARD C15 AGAIN

Which device do you mostly use to [ACTIVITY]?

PROMPT IF NECESSARY

		TV	Laptop/ netbook/ PC	Tablet	Portable Media Player	Mobile phone	Games player	E-book reader	Other device	Don't do this (SINGLE CODE)
A	Watch television programmes	1	2	3	4	5	6	7	8	9
B	Watch full-length films/ movies	1	2	3	4	5	6	7	8	9
C	Watch short videos – like music videos, comedy clips or trailers for new films	1	2	3	4	5	6	7	8	9
D	Watch 'how to' videos for instructions or reviews	1	2	3	4	5	6	7	8	9
E	Watch videos made by your friends	1	2	3	4	5	6	7	8	9
F	Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles)	1	2	3	4	5	6	7	8	9
G	Look at photos posted by your friends	1	2	3	4	5	6	7	8	9
H	Look at photos posted by celebrities	1	2	3	4	5	6	7	8	9
I	Stream music online – through sites such as Spotify, Soundcloud, Dweezer and Last FM	1	2	3	4	5	6	7	8	9
J	Listen to live radio programmes	1	2	3	4	5	6	7	8	9
K	Download music for you to own	1	2	3	4	5	6	7	8	9
L	Play games with or against other people	1	2	3	4	5	6	7	8	9
M	Play games on your own	1	2	3	4	5	6	7	8	9
N	Share photos you have taken	1	2	3	4	5	6	7	8	9
O	Share videos you have made	1	2	3	4	5	6	7	8	9
P	Send or post messages that anyone can see	1	2	3	4	5	6	7	8	9
Q	Send or post messages just for your friends	1	2	3	4	5	6	7	8	9
R	Find information for your school work	1	2	3	4	5	6	7	8	9
S	Look around online to pass the time or have fun	1	2	3	4	5	6	7	8	9

T	Make video calls through services like Skype, FaceTime or Oovoo	1	2	3	4	5	6	7	8	9
U	Arrange to meet friends	1	2	3	4	5	6	7	8	9
V	Visit a site about something you're interested in where you can talk or message others – maybe a music or games site	1	2	3	4	5	6	7	8	9
W	Write reviews about apps, games or some other product or service	1	2	3	4	5	6	7	8	9

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC11 (CODES 1-11) ROTATE ORDER OF STATEMENTS A-J SINGLE CODE PER ROW

QC17 SHOWCARD C17

I'm going to read out some other things that some children do nowadays. For each one could you please say if you do this, and how often?

READ OUT AND CODE ONE RESPONSE FOR EACH ROW

		Daily	Weekly	Monthly	Less than monthly	Never	Don't know
A	Make videos using a smartphone, or tablet computer	1	2	3	4	5	6
B	Make videos using a video camera	1	2	3	4	5	6
C	Edit videos or pictures using a smartphone or tablet computer to add effects, filters and so on	1	2	3	4	5	6
D	Edit videos using a laptop or desktop computer to add effects, filters and so on	1	2	3	4	5	6
E	Create websites	1	2	3	4	5	6
F	Write code to create apps or games	1	2	3	4	5	6
G	Publish your own material – through video logs/ vlogs, blogs, pictures, videos or comments	1	2	3	4	5	6
H	Create avatars or alternatives personalities or identities	1	2	3	4	5	6
I	Sign an online petition	1	2	3	4	5	6
J	Expressed your views online about political or social issues	1	2	3	4	5	6

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC11 (CODES 1-11) SINGLE CODE PER ROW

QC18 SHOWCARD C18

When you go online you may visit (READ ACTIVITY TEXT IN COLUMN BELOW)... Do you do this?

IF NO – CODE 5 'Don't do this'

IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true?

		All is true	Most is true	Some is true	Don't know	Don't do this
A	Social media sites or apps like Facebook, Google Plus, Twitter, Tumblr or You Tube	1	2	3	4	5
B	Sites or apps you use for school work or homework	1	2	3	4	5
C	Sites or apps about news and what is going on in the world	1	2	3	4	5

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC11 (CODES 1-11) MULTICODE OK FOR CODES 1-11

QC19 SHOWCARD C19

Which of these things, if any, are things that you don't like about being online?

Please choose as many as apply

- Websites or apps that take too long to load1
- Too many adverts2
- Seeing things that make me feel sad, frightened or embarrassed3
- Not enough websites or apps that I like4
- Seeing things that are too old for me5
- Websites or apps which are blocked so I can't look at them.....6
- Bad things friends have written about me or photos of me on their profile page/ web page.....7
- Friends being nasty, mean or unkind to me8
- Feeling under pressure to appear popular or attractive online.....9
- People pretending to be me online 10
- How people my age are shown or represented online 11
- These things don't worry me/ None of these (**SINGLE CODE**) 12

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC11 (CODES 1-11) SINGLE CODE

QC20 In most weeks when you go online on any type of computer (so a PC, laptop, netbook or tablet computer like an iPad), a mobile phone, a games player or a media player like an iPod Touch, would you say that you...

READ OUT CODES 1 – 3 IN TURN

- Only** use websites that you've visited before.....1
- Use maybe **one or two** sites that you haven't visited before.....2
- Use **lots** of websites that you haven't visited before.....3
- Don't know4

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC11 MULTICODE OK FOR CODES 1-11

QC21 SHOWCARD C21

Thinking about the websites you use that you haven't used before either when you're looking for information online or if you're buying or selling things online... Which, if any, of these things would you check?
Please choose as many as apply

- Look at how up to date the information on the site is 1
- Check some types of information across a number of websites to be sure it's correct 2
- See who/ which company has created the web page 3
- Check the general appearance and look of the site 4
- Ask someone else if they have been to the website 5
- See if there is a symbol to indicate a quality standard 6
- See if there is a padlock or other symbol to indicate the connection to the site is secure 7
- See whether it is a company you have heard of 8
- See if there are links to the site from another trusted site 9
- Check which country the website is from 10
- Check the website name to see if it ends in .org, .com or .co.uk 11
- None of these (SINGLE CODE) 12
- Not applicable – never go to websites I haven't used before (SINGLE CODE) 13
- Don't know (SINGLE CODE) 14

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC11 (CODES 1-11) SINGLE CODE

QC22 I'd like to ask you some questions about social media – sites or apps to connect with other people. This would include sites and apps such as Facebook, Twitter, Instagram, Tumblr and some activities on YouTube and Google Plus.

Connecting with others using social media may be through posting and reading messages, using 'chat' functions within games, sharing photos or videos, reading or posting comments, or choosing to 'follow' or 'friend' other people. Social media sites or apps require users to create a profile or account to find and connect with other users.

Do you have a social media profile or account on any sites or apps?

- Yes 1 **QC23A**
- No 2 **QC26**
- Don't know 3 **QC26**

**SKIPPED IF CHILD AGED 5-7 ASK IF CHILD HAS A SOCIAL MEDIA PROFILE AT QC22 (CODE 1) – OTHERS SKIP TO QC26
MULTICODE OK FOR CODES 1-20**

QC23A Which social media sites or apps do you use?

DO NOT READ OUT

PROBE: - Any others?

ASK IF HAVE MORE THAN ONE SOCIAL MEDIA PROFILE AT QC23A (CODES 1-21)

QC23B And which is your main social media site or app, so the one you use most often?

DO NOT READ OUT

	QC23A	QC23B
	Have a	Main
	profile	profile
Ask.FM	1.....	1
Bebo	2.....	2
Blogger	3.....	3
Facebook.....	4.....	4
Flickr.....	5.....	5
Google+ (inc. Google Hangouts).....	6.....	6
hi5.....	7.....	7
Instagram	8.....	8
Jabble.....	9.....	9
MySpace	10.....	10
Piczo.....	11.....	11
Pinterest.....	12.....	12
SnapChat	13.....	13
Tumblr	14.....	14
Twitter.....	15.....	15
Vimeo	16.....	16
Vine	17.....	17
WhatsApp.....	18.....	18
YouTube.....	19.....	19
Other (WRITE IN).....	20.....	20
<hr/>		
Don't know (SINGLE CODE)	21.....	21

SKIPPED IF CHILD AGED 5-7 ASK ALL WITH CURRENT SOCIAL MEDIA PROFILE AT QC22 (CODE 1) SINGLE CODE

QC24 **SHOWCARD C24**

Thinking about your main social media site or app, do you know if this profile can be seen by other people?

Please read these options and say which one best describes who can see it?

It can only be seen by my friends and no-one else	1
It can only be seen by my friends and their friends	2
It can be seen by anyone	3
Nobody can see it.....	4
Don't know.....	5

SKIPPED IF CHILD AGED 5-7 ASK ALL WITH CURRENT SOCIAL MEDIA PROFILE AT QC22 (CODE 1) MULTICODE OK FOR CODES 1-11

QC25 SHOWCARD C25

Which of these things, if any, are things that you don't like about social media sites or apps?
Please choose as many as apply

- I sometimes spend too much time on them 1
- Strangers might find out information about me 2
- Sometimes people get bullied on them 3
- People can get a bad name from other people posting comments about them 4
- Someone might pretend to be my age and get to know me or deceive me 5
- Friends posting photos of me without my permission 6
- Friends can be mean, nasty or hurtful to me 7
- I feel under pressure from my friends or others to go on these sites 8
- People pretending to be me online/ hacking into my account 9
- I share too much information sometimes 10
- People like teachers or future bosses might see something bad about me online 11
- These things don't worry me/ None of these (SINGLE CODE) 12

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC11 (CODES 1-11) MULTICODE OK FOR CODES 2-6

QC26 SHOWCARD C26

Do you ever watch things on You Tube?

IF NO – CODE 1

IF YES - Which of these ways do you find things to watch on YouTube?
Please choose as many as apply

- Don't watch things on YouTube (SINGLE CODE) 1 **QC28**
 - Things your friends have told you about 2
 - Use the search box 3
 - Visit channels you've subscribed to/ those you follow 4
 - See what's in the 'Recommended' or 'Popular' sections 5
 - Other (WRITE IN) 6
-
- Don't know (SINGLE CODE) 7 **QC28**

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF USE YOUTUBE AT QC26 (CODES 2-6) – OTHERS SKIP TO QC28 SINGLE CODE

QC27 SHOWCARD C27

Which one of these options best describes where YouTube gets money to run their services?

- Every home in the UK must pay some money to YouTube 1
- Companies pay to advertise on YouTube 2
- Every home can choose to pay some money to be allowed to use YouTube if they want 3
- The government/ council gives YouTube money 4
- Don't know 5

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC11 (CODES 1-11) SINGLE CODE

QC28 Do you ever use search engine websites or apps like Google, Yahoo, or Bing to search for information or to find out about other websites?

- Yes 1 **QC29**
- No 2 **QC31**
- Don't know 3 **QC31**

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF USE SEARCH ENGINES AT QC28 (CODE 1) – OTHERS SKIP TO QC31 SINGLE CODE

QC28A SHOWCARD C28

When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages.

Which **one** of these is the **closest** to your opinion about the truthfulness of the information in the websites that appear in the results pages?

- I think that if they have been listed by the search engine the information on that website must be truthful.....1
- I think that some of the websites in the list will show truthful information and some will show untruthful information2
- I don't really think about whether or not they have truthful information, I just use the sites I like the look of3
- Don't know4

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF USE SEARCH ENGINES AT QC28 (CODE 1) SINGLE CODE

QC29 SHOWCARD C29

Which one of these options best describes where Google gets money to run their services?

- Every home in the UK must pay some money to Google 1
- Companies pay to advertise on Google 2
- Every home can choose to pay some money to be allowed to use Google if they want 3
- The government/ council gives Google money 4
- Don't know 5

SKIPPED IF CHILD AGED 5-7 ASK IF USE SEARCH ENGINES AT QC28 (CODE 1) DO NOT PROMPT - MULTICODE OK FOR CODES 1-4

QC30 SHOWCARD C30

Here's an image from a Google search for 'trainers'. There are three results at the top which are in a shaded box. Do you know why these three results are shown in a shaded box?

IF NO – CODE 5

IF YES – Why is that?

Please choose as many as apply

INTERVIEWER – ANY MENTION OF ADVERTISING/ PAID TO BE LISTED AT THE TOP/ SPONSORED – CODE 1

- These are sponsored links/ adverts/ paid to appear here 1
- These are the best results/ the most relevant results 2
- These are most popular results used by other people 3
- Other reasons (WRITE IN) 4
- Don't know (**SINGLE CODE**) 5

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC11 (CODES 1-11) ROTATE SINGLE CODE PER ROW

QC31 SHOWCARD C31

I'm going to read out some types of information that people can show online. For each one I'd like you to say which one of the statements on this card best describes how you feel about who could see each type of information.

READ OUT AND CODE ONE RESPONSE FOR EACH ROW

INTERVIEWER – IF 'DEPENDS ON THE TYPE/ SECURITY OF SITE', PROBE FOR AN OVERALL FEELING

		Would not want anyone to see this	Would only want my friends to see this and nobody else	Would only want my friends and their friends to see this	Would be happy for anyone to see this	Don't know
A	Information about what you are doing	1	2	3	4	5
B	Information about how you are feeling	1	2	3	4	5
C	Information about what you are doing online	1	2	3	4	5
D	Photos or videos from your holidays	1	2	3	4	5
E	Photos or videos from being out with your friends	1	2	3	4	5
F	Your contact details like home address, email address or phone number	1	2	3	4	5
G	Your location	1	2	3	4	5

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC11 (CODES 1-11) MULTICODE OK FOR CODES 2-15

QC32 If you saw something online that you found worrying, nasty or offensive in some way that you didn't like, would you let someone know about it?

IF NO – CODE 1 IF DON'T KNOW WHO THEY WOULD TELL – CODE 16 IF DON'T KNOW WHETHER THEY WOULD LET SOMEONE KNOW – CODE 17

IF YES – Who would you tell?

DO NOT READ OUT PROBE: Who else?

- Would not let anyone know about this (**SINGLE CODE**)..... 1
 - Brother/ sister2
 - Friend.....3
 - Parent4
 - Other relative5
 - Teacher.....6
 - The websites themselves7
 - The internet service providers (e.g. Virgin / AOL/ BT)8
 - Internet Watch Foundation9
 - CEOP/ Child Exploitation and Online Protection Centre 10
 - Ofcom 11
 - PEGI website/ Pan European Game Information 12
 - The police 13
 - The person who posted the content 14
 - Other (WRITE IN) 15
-
- Unsure who I would tell (**SINGLE CODE**) 16
 - Don't know if I would let someone know (**SINGLE CODE**)..... 17

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET QC11 (CODES 1-11) SINGLE CODE

QC33 And in the last year, have you seen anything online that you found worrying, nasty or offensive in some way that you didn't like?

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

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC11 (CODES 1-11) MULTICODE OK FOR CODES 1-7

QC34 Have you ever been given any information or advice about risks while you are online?
IF NO: CODE 8
IF YES: Who has given you the advice?
DO NOT READ OUT PROBE: Who else?

Yes – from parent	1
Yes – from other member of family.....	2
Yes – from teacher at school	3
Yes - from friends	4
Yes - from websites	5
Yes – from television/ radio programmes	6
Other (WRITE IN)	7
<hr/>	
No – not been given information/ advice (SINGLE CODE)	8
Don't know (SINGLE CODE).....	9

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC11 (CODES 1-11) SINGLE CODE

QC35 READ OUT CLEARLY TO RESPONDENT: Some websites use information about what you have been looking at or searching for online, or information about what you have clicked that you 'like' online to show advertising that is personalised to you.

For example, if you had been looking at a particular t-shirt on a website, or clicked that you 'liked' a product, a different website that you visit later could show you an advert for that item.

Before today, were you aware that companies can collect information about what you do online and what you look at or are interested in, and share that information with companies who want to sell you things?

Yes, was aware.....	1
No, was not aware	2
Don't know	3

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC11 (CODES 1-11) SINGLE CODE

QC36 If you were to see something online that you found inappropriate or offensive, are you aware that many websites and apps have a function to report this to the website or app?

The report function could be a button, a link on a web page, or even an email address through which you can point out the inappropriate or offensive content.

Yes, aware of report function	1
No, not aware of report function.....	2
Don't know	3

SKIP ALL IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC11 (CODES 1-11) SKIP A-F AND J AND ASK G-I IF CHILD AGED 8-11

QC37 SHOWCARD C37

I'm going to read out some questions about going online, for each one please say which of the options on the card applies to you.

ASK EACH IN TURN FROM A THROUGH TO J- CODE ONE RESPONSE PER ROW

		Disagree a lot	Disagree a little	Neither agree nor disagree	Agree a little	Agree a lot	Don't know
A	Going online increases my understanding of what's going on in the world, current issues and news	1	2	3	4	5	6
B	Going online makes me aware of different types of people and different opinions	1	2	3	4	5	6
C	Going online helps me form my own opinion about things	1	2	3	4	5	6
D	When I go online I see people like me	1	2	3	4	5	6
E	I should be free to say and do what I want online	1	2	3	4	5	6
F	I think most people behave in a different way online to when they talk to people face to face.	1	2	3	4	5	6
G	I enjoy doing things online	1	2	3	4	5	6
H	I find out about new things to do online from talking to my friends	1	2	3	4	5	6
I	I find out about new things to do online by exploring	1	2	3	4	5	6
J	I find it easier to be myself online than when I am with people face to face	1	2	3	4	5	6

GAMING

Now some questions about playing games and gaming

SKIP IF CHILD AGED 5-7 ASK ALL MULTICODE OK FOR CODES 1-10

QC38 **SHOWCARD C38**

Do you ever play games at home or elsewhere in any of these ways?
Please choose as many as apply

On a hand held games console (like a Sony PSP/ PS Vita/ Nintendo DS)	1
On a games console connected to a TV (like an Xbox/ PlayStation/ Wii)	2
On a computer/ laptop/ netbook	3
On a tablet computer (like an iPad, Kindle Fire or Google Nexus 7/ 10).....	4
On a mobile phone or Smartphone (like an iPhone, Samsung Galaxy/ BlackBerry).....	5
On a portable media player (like an iPod Touch)	6
On a Personal Digital Assistant/ PDA (like a Palm).....	7
On an MP3 player (like an iPod).....	8
On a Smart TV directly – not using a games console connected to the TV	9
Wearable technology like a smart watch (e.g. Pebble, Samsung or Sony) or Google Glass	10
No, never / Do not play games at home (SINGLE CODE).....	11

QC42A

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF PLAY GAMES AT QC38 (CODES 1-10) – OTHERS SKIP TO QC42A SINGLE CODE

QC39 Do you ever play online games at home on any of these devices which is often referred to as online game playing?
IF NECESSARY – Please think about the types of games that can be played online where more than one person can play in the same game at the same time, wherever they are in the world.

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

QC40

QC41A

QC41A

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF PLAYS GAMES ONLINE AT QC39 (CODE 1) – OTHERS SKIP TO QC41A MULTICODE OK FOR CODES 1-4

QC40 **SHOWCARD C40**

When you play online games at home or elsewhere, which of these describes how you are playing?

Please choose as many as apply

On your own/ against the computer or games player	1
Against someone else in the same room as you	2
Against someone else you have met in person who is playing elsewhere	3
Against one or more other people you have not met in person who are playing elsewhere.....	4
Don't know (SINGLE CODE)	5

SKIPPED IF CHILD AGED 5-7 ASK IF PLAY GAMES AT QC38 (CODES 1-10)

QC41A Please think about the time you spend playing any types of games at all on a typical school day.
How many hours would you say you spend playing—before school, during school and after school?
INTERVIEWER – PLEASE ASSIST AS NECESSARY TO GET TO A TOTAL.
NB TYPICAL SCHOOL DAY NOT HOLIDAYS

SKIPPED IF CHILD AGED 5-7 ASK IF PLAY GAMES AT QC38 (CODES 1-10)

QC41B And how many hours would you say you spend playing any types of games at all on a Saturday or Sunday?
INTERVIEWER – PLEASE ASSIST AS NECESSARY TO GET TO A TOTAL
Is it more or less than on a school day? About how much more/ less?

	QC41A	QC41B
	School day	Weekend day
Number of hours gaming in a typical day – Please enter 0 if none, or enter 0.5 if less than 1 hour per day		

NOTE TO INTERVIEWER – IF AT QC41A THE CHILD MENTIONS A FIGURE OF FIVE HOURS OR MORE PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION – WE ARE ASKING ABOUT ONE SCHOOL DAY IN A TYPICAL WEEK NOT ALL FIVE SCHOOL DAYS

LIKEWISE AT QC41B – IF A FIGURE OF SEVEN HOURS OR MORE IS MENTIONED PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION – WE ARE ASKING ABOUT ONE WEEKEND DAY AND NOT BOTH WEEKEND DAYS

MOBILE PHONE

Now some questions about mobile phones

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD HAS OWN MOBILE PHONE/ SMARTPHONE AT QP3F (CODE 1) – OTHERS SKIP TO QC45

QC42A Please think about how you use your mobile phone on a typical school day.
 How many calls would you say you make on your mobile phone –before school, during school and after school? Please think about calls made by dialling using the phone as well as calls made using apps such as Viber, Skype or FaceTime.
 INTERVIEWER – PLEASE ASSIST AS NECESSARY TO GET TO A TOTAL
NB TYPICAL SCHOOL DAY NOT HOLIDAYS

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD HAS OWN MOBILE PHONE/ SMARTPHONE AT QP3F (CODE 1) – OTHERS SKIP TO QC45

QC42B And how many calls would you say you make using your mobile phone on a Saturday or Sunday?
 INTERVIEWER – PLEASE ASSIST AS NECESSARY TO GET TO A TOTAL
 Is it more or less than on a school day? About how much more/ less?

	QC42A	QC42B
	School day	Weekend day
Number of calls made in a typical day – Please enter 0 if none		

NOTE TO INTERVIEWER – IF AT QC42A THE CHILD MENTIONS A HIGH NUMBER OF CALLS PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION – WE ARE ASKING ABOUT **ONE** SCHOOL DAY IN A TYPICAL WEEK **NOT ALL FIVE** SCHOOL DAYS

LIKEWISE AT QC42B – IF A HIGH NUMBER OF CALLS IS MENTIONED PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION – WE ARE ASKING ABOUT **ONE** WEEKEND DAY AND NOT **BOTH** WEEKEND DAYS

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD HAS OWN MOBILE PHONE/ SMARTPHONE AT QP3F (CODE 1) – OTHERS SKIP TO QC45

QC43A How many text-based messages would you say you send from the phone on a typical school day –before school, during school and after school? Please think about messages over the mobile network as well as any text-based messages you may send through BBMs, Apple iMessage or apps such as WhatsApp, Kik, SnapChat, Viber or Skype.
 INTERVIEWER – PLEASE ASSIST AS NECESSARY TO GET TO A TOTAL. **NB TYPICAL SCHOOL DAY NOT HOLIDAYS**

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD HAS OWN MOBILE PHONE/ SMARTPHONE AT QP3F (CODE 1) – OTHERS SKIP TO QC45

QC43B And how many text-based messages would you say you send from the phone on a Saturday or Sunday?
 INTERVIEWER – PLEASE ASSIST AS NECESSARY TO GET TO A TOTAL.
 Is it more or less than on a school day? About how much more/ less?

	QC43A	QC43B
	School day	Weekend day
Number of text-based messages sent in a typical day – Please enter 0 if none		

NOTE TO INTERVIEWER – IF AT QC43A THE CHILD MENTIONS A HIGH NUMBER OF TEXTS PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION –WE ARE ASKING ABOUT **ONE** SCHOOL DAY IN A TYPICAL WEEK **NOT ALL FIVE** SCHOOL DAYS

LIKEWISE AT QC43B– IF A HIGH NUMBER OF TEXTS IS MENTIONED PLEASE DOUBLE CHECK THAT THE RESPONDENT HAS UNDERSTOOD THE QUESTION – WE ARE ASKING ABOUT **ONE** WEEKEND DAY AND NOT **BOTH** WEEKEND DAYS

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD HAS OWN MOBILE PHONE / SMARTPHONE AT QP3F (CODE 1) MULTICODE OK FOR CODES 1-10

QC44 SHOWCARD C44

Which of these things, if any, are things that you don't like about mobile phones?
Please choose as many as apply

It costs too much money	1
Seeing things on my phone that make me feel sad, frightened or embarrassed	2
Slow access to the internet over the phone	3
Sometimes people get bullied on them	4
Seeing things on the phone that are too old for me	5
Too difficult to use	6
Friends can be mean, nasty or hurtful to me using a mobile	7
Calls getting cut off unexpectedly	8
Poor sound quality during the call, making it difficult to hear	9
Spend too much time on it/ can never turn it off	10
These things don't worry me/ None of these (SINGLE CODE)	11

ASK ALL READ OUT MULTICODE OK FOR CODES 1-9

QC45

SHOWCARD C45

Which of the following do you use almost every day?
Please choose as many as apply

ASK IF MORE THAN ONE RESPONSE AT QC45

QC46 SHOWCARD C45 AGAIN

Which **one** of the things you use almost every day would you **miss the most** if it got taken away?

PROMPT IF NECESSARY

	QC45	QC46
TV set	1	1
Radio	2	2
PC/ laptop computer	3	3
Tablet computer (like an iPad)	4	4
Mobile phone	5	5
Games console/ player	6	6
Books, magazines, comics	7	7
DVD/ Blu ray player	8	8
MP3 player (like an iPod)	9	9
None of these (SINGLE CODE)	10	10
Don't know (SINGLE CODE)	NA	11

ASK ALL SINGLE CODE

QC47 SHOWCARD C47

Given the choice, which one of these would you prefer to do?

Talk with friends online (talk, text, IM, FaceTime, etc.)	1
Watch TV	2
Watch things on YouTube	3
Play games through any type of gaming device	4
Listen to music	5
Read books, magazines or comics	6
Don't know	7

SKIPPED IF CHILD AGED 5-7 OR 8-11 IF CHILD USES THE INTERNET AT QC11 (CODES 1-11) - OTHERS SKIP TO QC49A RANDOMISE ORDER FOR EACH OF A TO C SINGLE CODE EACH ROW

QC48 SHOWCARD C48

I'm going to read out some types of information you may want to find out about and I'd like you to say which one of these you would turn to first for accurate and true information online.

Which one of these would you turn to first for accurate and true information online about...?

SINGLE CODE ONE RESPONSE PER ROW

		BBC	YouTube	Wikipedia	Social media – like Facebook, Twitter or Instagram	Google	None of these	Don't know
A	Serious things that are going on in the world	1	2	3	4	5	6	7
B	Fun things, like hobbies and interests	1	2	6	4	5	6	7
C	How to build, make or create things	1	2	3	4	5	6	7

ASK IF CHILD HAS OWN MOBILE PHONE/ SMARTPHONE AT QP3F (CODE 1) – OTHERS SKIP TO QC50A

QC49A I'm now going to ask you just a few questions about some of the things that can be more difficult about mobile phones.

Sometimes, children or teenagers can say or do things to other children that can be quite nasty or hurtful. This type of behaviour is known as bullying.

Children or teenagers can bully others using their mobile phone, by making nasty calls or sending nasty or hurtful text messages or video clips.

In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them through their mobile phone?

NOTE TO INTERVIEWER – IF CHILD ASKS IF WE ALSO MEAN THEM AT THIS QUESTION, PLEASE SAY – IT COULD BE YOU OR ANYONE YOU KNOW

SINGLE CODE

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD HAS OWN MOBILE PHONE/ SMARTPHONE AT QP3F (CODE 1) SINGLE CODE

QC49B In the last year, do you feel you have been bullied by anyone being nasty or hurtful to you through your mobile phone?

	QC49A	QC49B
	Know	
	anyone	Personally
Yes.....	1.....	1
No	2.....	2
Prefer not to say	3.....	3
Don't know	4.....	4

ASK IF CHILD USES THE INTERNET AT QC11 (CODES 1-11) - OTHERS SKIP TO QC51 SINGLE CODE

QC50A I'm now going to ask you just a few questions about some of the things that can be more difficult about the internet.

(READ OUT IF YOU HAVE SKIPPED QC49A ABOVE - Sometimes, children or teenagers can say or do things to other children that can be quite nasty or hurtful. This type of behaviour is known as bullying).

Sometimes, children or teenagers can bully others online, perhaps by sending or posting nasty or hurtful messages or video clips

In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them online?

NOTE TO INTERVIEWER – IF CHILD ASKS IF WE ALSO MEAN THEM AT THIS QUESTION, PLEASE SAY – IT COULD BE YOU OR ANYONE YOU KNOW

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC11 (CODES 1-11) SINGLE CODE

QC50B In the last year, do you feel you have been bullied by anyone being nasty or hurtful to you online?

	QC50A	QC50B
	Know	Personally
	anyone	
Yes.....	1.....	1
No	2.....	2
Prefer not to say	3.....	3
Don't know	4.....	4

SKIPPED IF CHILD AGED 5-7 OR 8-11 MULTICODE OK FOR CODES 1-8

QC51 SHOWCARD C51

Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone.

Please read out the numbers from the card if you know anyone this has happened to in the last year.
Please choose as many as apply

NOTE TO INTERVIEWER – IF CHILD ASKS IF WE ALSO MEAN THEM AT THIS QUESTION, PLEASE SAY – IT COULD BE YOU OR ANYONE YOU KNOW

Gossip being spread about someone online or through a text message	1
Embarrassing pictures being posted of someone online or sent to other people against their wishes	2
Another person pretending to be them online	3
Another person using their password to get at their information	4
Seeing something of a sexual nature online or on a mobile phone.....	5
Seeing or receiving something troubling online like a scary video or comment or something that makes them feel scared	6
Someone being cheated out of money online	7
Someone being picked on by other players in online games	8
Don't know anyone who has experienced any of these things in the last year (SINGLE CODE)	9
Prefer not to say (SINGLE CODE)	10
Don't know (SINGLE CODE).....	11

SKIPPED IF CHILD AGED 5-7 OR 8-11 MULTICODE OK FOR CODES 1-8

QC52 SHOWCARD C52

Again, please just read out the numbers from the card if you yourself have experienced any of these things in the last year, either online or on a mobile phone.
Please choose as many as apply

Gossip being spread about you online or through a text message	1
Embarrassing pictures being posted online or sent to other people against your wishes	2
Another person pretending to be you online	3
Another person using your password to get at your information	4
Seeing something of a sexual nature online or on a mobile phone.....	5
Seeing or receiving something troubling online like a scary video or comment or something that makes you feel scared	6
Being cheated out of money online	7
Being picked on by other players in online games	8
I have not experienced any of these things in the last year (SINGLE CODE)	9
Prefer not to say (SINGLE CODE)	10
Don't know (SINGLE CODE).....	11

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC11 (CODES 1-11) - OTHERS SKIP TO QC56 MULTICODE OK FOR CODES 1-7

QC53 SHOWCARD C53

Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the numbers from the card.
Please choose as many as apply

Sent personal information such as your full name, address or phone number to a person you've only had contact with online	1
Sent a photo or video of yourself to a person that you've only had contact with online	2
Sent a photo or video of yourself to a friend that you now regret sending	3
Added people to your friends list or address book or contacts list that you've only had contact with online	4
Asked a friend to remove a tag or comment they had made about you	5
Been asked by a friend to remove a tag or comment you had made about them.....	6
Used a proxy server to access particular sites or apps.....	7
Have not done any of these things in the last year (SINGLE CODE)	8
Prefer not to say (SINGLE CODE).....	9
Don't know (SINGLE CODE)	10

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC11 (CODES 1-11) MULTICODE OK FOR CODES 1-8

QC54 SHOWCARD C54

Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the numbers on the card if you know how to do this.
Please choose as many as apply

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD KNOWS HOW TO DO ANY AT QC54 (CODES 1-8) – OTHERS SKIP TO QC56 MULTICODE OK FOR CODES 1-8 ONLY CODE RESPONSE IF GIVEN AT QC59A

QC55 SHOWCARD C54 AGAIN

And are there any things on this list that you personally have done online in the last year? Please read out the numbers on the card if you have done this in the last year.
Please choose as many as apply

	QC54 Know how	QC55 Have done
Block messages from someone you don't want to hear from	1	1
Block pop-up adverts	2	2
Block junk email or spam	3	3
Amend the settings to use a web browser in privacy mode/ in private browsing.....	4	4
Change the settings so fewer people can view your social media profile.....	5	5
Delete the 'history' records of which websites you have visited	6	6
Unset any filters or controls that are there to stop certain websites being viewed	7	7
Report something online that you found upsetting.....	8	8
None of these (SINGLE CODE)	9	9
Prefer not to say (SINGLE CODE)	10	10
Don't know (SINGLE CODE).....	11	11

SKIPPED IF CHILD AGED 5-7 MULTICODE OK FOR CODES 1-11

QC56 SHOWCARD C56

Which, if any, of these ways do you learn about using the internet, and using technology like smartphones, tablets, Smart TVs and so on?
Please choose as many as apply

From friends.....	1
From school.....	2
From your parents	3
From your brothers or sisters.....	4
From suppliers or shops selling the technology.....	5
From the manual or instructions	6
From TV programmes	7
From YouTube videos	8
From search engines like Google	9
On your own, through trial & error or self-taught	10
Other (WRITE IN)	11
<hr/>	
Don't learn about this (SINGLE CODE).....	12
Don't know (SINGLE CODE).....	13

SKIPPED IF CHILD AGED 5-7 OR 8-11

QC57 Do any of your lessons at school teach you about TV?
For example, how TV programmes are made and how they are paid for.
IF NO – CODE 7
IF YES – Which lessons are those?
Please choose as many as apply

MULTICODE OK FOR CODES 1-6 ASK 12-15s

QC58 Do any of your lessons at school teach you about the internet? Like how it works or how to use it?
IF NO – CODE 7
IF YES – Which lessons are those?
Please choose as many as apply
PROMPT IF NECESSARY

	QC57	QC58
	TV	Internet
ICT/ computer studies	1.....	1
English	2.....	2
Citizenship	3.....	3
Media Studies	4.....	4
Sociology	5.....	5
Other (WRITE IN)	6.....	6
<hr/>		
No, do not (SINGLE CODE)	7.....	7
Don't know	8.....	8

SKIPPED IF CHILD AGED 5-7 OR 12-15 ASK 8-11s SINGLE CODE

QC59 Do any of your lessons at school teach you about TV?
For example, how TV programmes are made and how they are paid for.

SKIPPED IF CHILD AGED 5-7 OR 12-15 ASK 8-11s SINGLE CODE

QC60 Do any of your lessons at school teach you about the internet?
For example, how the internet works, how to make websites, how to do research on the internet, or how to avoid websites you don't want to see.

	QC59	QC60
	TV	Internet
Yes	1.....	1
No	2.....	2
Don't know	3.....	3

THANK AND CLOSE INTERVIEW WITH CHILD – COMPLETE CLASSIFICATION WITH PARENT

CLASSIFICATION

SAY TO PARENT – I'd now like to finish the interview by asking you some questions about your child and your household. These questions are used to help us to group the different people we will speak with across the UK as part of this survey when we look at the results.

ASK ALL PARENTS

QP82 SHOWCARD P82

Which of these groups best describes your child?

SINGLE CODE

<u>WHITE</u>	
British	1
English	2
Scottish	3
Welsh	4
Irish	5
Any other white background (WRITE IN)	6
<hr/>	
<u>MIXED</u>	
White and Black Caribbean	7
White and Black African	8
White and Asian	9
Any other mixed background (WRITE IN)	10
<hr/>	
<u>ASIAN AND BRITISH ASIAN</u>	
Indian	11
Pakistani	12
Bangladeshi	13
Any other Asian background (WRITE IN)	14
<hr/>	
<u>BLACK AND BLACK BRITISH</u>	
Caribbean	15
African	16
Any other black background (WRITE IN)	17
<hr/>	
<u>MIDDLE EAST AND ARABIC ORIGIN</u>	
Middle Eastern, including Arabic origin	18
Iranian	19
<hr/>	
<u>CHINESE OR OTHER ETHNIC GROUP</u>	
Chinese	20
Any other background (WRITE IN)	21
<hr/>	
Refused	22

ASK ALL PARENTS SINGLE CODE

QP83 Does your child have any long-standing illness, disability or infirmity?

IF NECESSARY: By long-standing I mean anything that has troubled them over a period of time or that is likely to affect them over a period of time?

Yes	1	QP84
No	2	QP85
Don't know	3	QP85

ASK IF LONG STANDING ILLNESS/ DISABILITY OR INFIRMITY AT QP83 (CODE 1) – OTHERS SKIP TO QP85 SINGLE CODE

QP84 Does this illness, disability or infirmity limit their activities in any way?

- Yes..... 1
- No 2
- Don't know 3

ASK ALL PARENTS SINGLE CODE

QP85 Is there a landline phone in your home that can be used to make and receive calls?

IF NECESSARY: Not a mobile phone or internet voice service.

IF NO – CODE 4

IF YES: Can this phone be used to make and receive calls?

IF HAVE LINE/ PHONE BUT CAN'T USE PROBE TO PRECODE REASON (S)

- Can use to make and receive calls..... 1
- Can receive but not make calls/ incoming only 2
- Line not working properly/ needs to be repaired 3
- No, do not have landline phone 4
- Don't know 5

ASK ALL PARENTS

QP86 Can I please ask your age?

WRITE IN EXACT AGE AND THEN CODE

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- 16-17..... 1
- 18 - 24..... 2
- 25 - 34..... 3
- 35 - 44..... 4
- 45 - 54..... 5
- 55 - 64..... 6
- 65 - 74..... 7
- 75-79..... 8
- 80+ 9
- Refused 10

ASK ALL PARENTS

QP87 And at what age did YOU finish your education?

IF STILL IN EDUCATION – At which age do you expect to finish your education?

READ OUT IF NECESSARY

- Aged 16 or under..... 1
- Aged 17-18..... 2
- Aged 19-20..... 3
- Aged 21 or over 4
- Don't know 5
- Refused 6

ASK ALL PARENTS

QP88 **SHOWCARD P88**

And which of these options applies to your home?

SINGLE CODE

- Being bought on mortgage1
 - Owned outright by the household2
 - Rented from Local Authority/ Housing Association/ Trust.....3
 - Rented from Private Landlord4
 - Other (WRITE IN)5
-
- Don't know6

ASK ALL PARENTS

QP89 How many people are there in your household in total (including yourself)?

WRITE IN BELOW – USE LEADING ZEROS

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ASK ALL PARENTS

QP90 How many of your children aged under 16 live at home with you?

IF NECESSARY – That is, children for whom you are their parent or guardian.

WRITE IN BELOW – USE LEADING ZEROS

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ASK PARENTS WITH 2 OR MORE CHILDREN AT QP90 – OTHERS SKIP TO QP92 MULTICODE OK FOR CODES 1-17

QP91 What are the ages of the other children aged under 16 living at home with you?

- Under 11
- Aged 12
- Aged 23
- Aged 34
- Aged 45
- Aged 56
- Aged 67
- Aged 78
- Aged 89
- Aged 910
- Aged 1011
- Aged 1112
- Aged 1213
- Aged 1314
- Aged 1415
- Aged 1516
- Aged 1617
- Refused **SINGLE CODE**18

ASK ALL PARENTS MULTICODE OK FOR CODES 1-7

QP92 SHOWCARD P92

Which of these adults **aged 16 and over** live in your household with you, in terms of their relationship to you?

- Your husband/ wife/ partner- CHILD'S PARENT1
- Your husband/ wife/ partner- NOT CHILD'S PARENT2
- Your Mother/ Father/ Stepmother/ Stepfather/ Partner of Father/ Partner of Mother3
- Your Brothers/ Sisters/ Stepbrothers/ Stepsisters4
- Your Child/ children aged 16 and over.....5
- Other relative of yours.....6
- Friend/ other person not related to you.....7
- None – I am the only adult in the household (**SINGLE CODE**)8
- Refused.....9

ASK ALL PARENTS SINGLE CODE

QP93 Can you tell me if your annual household income from all sources before tax and other deductions is above or below £11,500?

- Under £11,5001
- Above £11,500.....2
- Don't know3
- Refused4

ASK ALL PARENTS IF HOUSEHOLD INCOME UNDER £11,500 AT QP93 (CODE 1) CODE THAT ANSWER HERE WITHOUT ASKING QUESTION SINGLE CODE

QP94 SHOWCARD P94

Which option applies to your household for the total annual household income from all sources before tax and deductions?

Please just tell me the number that applies to your household

	Per month (approx)	Per Year	
	Up to £950	Under £11,500	1
	£950 - £1,450	£11,500 - £17,499	2
	£1,450- £2,500	£17,500 - £29,999	3
	£2,500 - £4,200	£30,000 - £49,999	4
	£4,200 or over	£50,000 or over	5
		Don't know	6
		Refused	7

ASK ALL PARENTS

QP95 Would you be happy for your child to be contacted again – either regarding this study or if we were to conduct any similar research in the future? IF NECESSARY – This would only be with your permission, as with this survey.

- Yes.....1
- No2

ASK ALL PARENTS SINGLE CODE

QP96 ENTER GENDER OF PARENT INTERVIEWED

- Male1
- Female.....2

ASK ALL PARENTS SINGLE CODE

QP97 WAS THE CHILD'S PARENT PRESENT DURING THE CHILD'S INTERVIEW?

- Yes, they answered for the child/ influenced the response as the interview was taking place 1
- Yes, they commented or helped the child but did not influence the response 2
- Yes, but they did not interfere with the interview 3
- No, they were not present 4

THANK AND CLOSE WITH PARENT