

Quadrangle Operations
The Butlers Wharf Building
36 Shad Thames
London SE1 2YE
Tel No: 020 7357 8522

SERIAL NO:

MRS - Sam Day
DIR - Kay Rossiter-Base
Private & Confidential
May 2015

QUESTIONNAIRE – CHILDREN AGED 3-15 (MASTER) 2014

JN 10415

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	Desktop computer 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

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.

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

TELEVISION

First, some questions about television.

NEW SCREEN

ASK ALL PARENTS MULTICODE OK FOR CODES 1-8

QP5 SHOWCARD P5

Does your child EVER use any of these devices to watch **television programmes or films at home or elsewhere?**

This could be watching television programmes or films as they are broadcast, anything recorded from the TV to view later or any use of catch up services or other On-demand content.

IF NECESSARY – Not DVDs or video clips.

Please choose as many as apply

A television set.....	1
A desktop computer/ laptop/ netbook	2
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry).....	3
A tablet computer (like an iPad, Kindle Fire, Google Nexus 7/ 10)	4
A portable media player (like an iPod Touch)	5
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	6
A portable or handheld games player (like a Nintendo DS/ Sony PSP/ PS Vita)	7
Other type of device.....	8
NONE OF THESE/ Does not watch TV programmes SINGLE CODE	9
Don't know SINGLE CODE	10

Scripting instruction : OTHER SPECIFY TEXT QP5 (CODE 8)

Please specify other type of device used to watch television programmes or films at home or elsewhere

ASK ALL PARENTS SINGLE CODE ONE RESPONSE FROM QP5

Note to scripter: Only allow responses from QP5 – IF ONLY ONE RESPONSE GIVEN AT QP5 AUTOPUNCH

QP6 SHOWCARD P5 AGAIN

And when your child watches television programmes or films, which device do they mostly use...

IF NECESSARY – At home or elsewhere.

IF NECESSARY – Not DVDs or video clips.

A television set.....	1
A desktop computer/ laptop/ netbook	2
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry).....	3
A tablet computer (like an iPad, Kindle Fire, Google Nexus 7/ 10)	4
A portable media player (like an iPod Touch)	5
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	6
A portable or handheld games player (like a Nintendo DS/ Sony PSP/ PS Vita)	7
Other type of device.....	8
Don't know	9

Scripting instruction : OTHER SPECIFY TEXT QP6 (CODE 8)

Please specify other type of device mostly used to watch television programmes or films at home or elsewhere

**ASK IF HAVE TV IN THE HOUSEHOLD AT QP3A (CODES 1-4) OR AT QP3B (CODES 1-4) – OTHERS SKIP TO QP8
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.

Please choose as many as apply

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 ALL MULTICODE OK FOR CODES 1-5

QP8 SHOWCARD P8

Can you **or anyone in your household** watch TV programmes or films 'on-demand' through a TV set, or any **other** type of device in any of these ways?

Please choose as many as apply

- Pay per view services from your TV service provider (e.g. on Sky Box Office or Virgin Movies)..... 1
- Free video on demand content available as part of your subscription through your TV service provider (e.g. Sky on Demand or Virgin on Demand).....2
- Online subscription services such as Netflix or Amazon Prime (LoveFilm)3
- Broadcaster catch up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5, YouView).....4
- Online pay per view or download to own services such as Blinkbox, iTunes store.....5
- No **SINGLE CODE**6
- Don't know **SINGLE CODE**7

ASK IF CAN WATCH ON DEMAND TV SERVICES THROUGH A TELEVISION SET AT QP8 – (CODES 1-5) – OTHERS SKIP TO QP13A MULTICODE OK FOR CODES 1-5

QP9 SHOWCARD P8 AGAIN

Does your child watch TV programmes or films 'on-demand' in any of these ways?

Please choose as many as apply

- Pay per view services from your TV service provider (e.g. on Sky Box Office or Virgin Movies)..... 1
- Free video on demand content available as part of your subscription through your TV service provider (e.g. Sky on Demand or Virgin on Demand).....2
- Online subscription services such as Netflix or Amazon Prime (LoveFilm)3
- Broadcaster catch up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5, YouView).....4
- Online pay per view or download to own services such as Blinkbox, iTunes store.....5
- No **SINGLE CODE**6
- Don't know **SINGLE CODE**7

**ASK ALL PARENTS WHOSE CHILD WATCHES ON-DEMAND CONTENT AT QP9 (CODES 1-5) – OTHERS SKIP TO QP13A
MULTICODE OK FOR CODES 1-8**

Note to scripter: Only allow responses from QP5 – IF ONLY ONE RESPONSE GIVEN AT QP5 AUTOPUNCH

QP10 SHOWCARD P10

Which of these devices does your child ever use to watch television programmes or films at home or elsewhere, **on-demand**.

IF NECESSARY: By on-demand we mean catch up services (such as BBC iPlayer), free on-demand services from Virgin or Sky, paid on-demand services available on a pay per view basis, subscription services such as Netflix or Amazon Prime , pay per view or download to own services such as Blinkbox or iTunes Store.

IF NECESSARY – Not DVDs or video clips
IF NECESSARY – Not TV as it is broadcast.

Please choose as many as apply

- A television set.....1
- A desktop computer/ laptop/ netbook2
- A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry).....3
- A tablet computer (like an iPad, Kindle Fire, Google Nexus 7/ 10)4
- A portable media player (like an iPod Touch)5
- A games console connected to a TV (like a PlayStation/ Xbox/ Wii)6
- A portable or handheld games player (like a Nintendo DS/ Sony PSP/ PS Vita)7
- Other type of device.....8
- Don't know **SINGLE CODE**9

Scripting instruction : OTHER SPECIFY TEXT QP10 (CODE 8)

Please specify other type of device used to watch television programmes or films at home or elsewhere on-demand

ASK ALL PARENTS WHOSE CHILD WATCHES ON-DEMAND CONTENT AT QP9 (CODES 1-5) SINGLE CODE ONE RESPONSE FROM QP10

Note to scripter: Only allow responses from QP10 – IF ONLY ONE RESPONSE GIVEN AT QP10 AUTOPUNCH

QP11 SHOWCARD P10 AGAIN

And when your child watches television programmes or films on-demand which device do they mostly use?

IF NECESSARY – At home or elsewhere

IF NECESSARY – Not DVDs or video clips.

IF NECESSARY – Not TV as it is broadcast

NOTE TO SCRIPTER: RESPONSE LIST AS QP10

Scripting instruction : OTHER SPECIFY TEXT QP11 (CODE 8)

Please specify other type of device used to mostly watch television programmes or films at home or elsewhere on-demand

ASK IF CHILD AGE 3-15 WATCHES ANY ON-DEMAND CONTENT AT QP9 (CODES 1-5) – OTHERS SKIP TO QP13A SINGLE CODE

QP12 SHOWCARD P12

How frequently does your child watch any On-Demand content through any type of device?

IF NECESSARY: By on-demand we mean catch up services (such as BBC iPlayer), free on-demand services from Virgin or Sky, paid on-demand services available on a pay per view basis, subscription services such as Netflix or Amazon Prime, pay per view or download to own services such as Blinkbox or iTunes Store.

IF NECESSARY – Not DVDs or video clips.

IF NECESSARY – Not TV as it is broadcast

Every day	1
4-6 days per week	2
2-3 days per week	3
Once a week	4
Less frequently than once a week	5
Don't know	6

SHOW ALL PARENTS OF 3-7s IF CHILD WATCHES TV ON A TV SET AT QP5 (CODE 1)– OTHERS SKIP TO QP14

INTRO: I'd now like you to think about watching any types of television content whether that is watching programmes as they are broadcast or watching On- Demand.

Can I ask you to focus on your child's viewing habits but only through a television set.

NEW SCREEN

ASK ALL PARENTS OF 3-7s AND IF CHILD WATCHES TV ON A TV SET AT QP5 (CODES 1)– OTHERS SKIP TO QP14

QP13A Please think about the time your child spends watching television on a TV set on a typical school day.
How many hours would you say he/ she spends watching TV programmes on a TV set at home or elsewhere on a typical school day?

IF NECESSARY – This could be watching TV programmes or films as they are broadcast or on-demand content which can be accessed at a time that is convenient

IF NECESSARY – Not watching DVDs

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 ALL PARENTS OF 3-7S AND IF CHILD WATCHES TV ON A TV SET AT QP5 (CODE1) – OTHERS SKIP TO QP14

QP13B And how many hours would you say he/she watches TV programmes on a TV set on a weekend day?

IF NECESSARY – This could be watching TV programmes or films as they are broadcast or on-demand content which can be accessed at a time that is convenient

IF NECESSARY – Not watching DVDs

	QP13A	QP13B
	School day	Weekend day
Number of hours watch TV on a TV set 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 QP13A 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 QP13B – 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 1-8) – OTHERS SKIP TO QP23 MULTICODE OK FOR CODES 1 -11

QP14 SHOWCARD P14

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

Please choose as many as apply

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 11
- No, do not have ANY rules or restrictions **SINGLE CODE** 12

Scripting instruction : OTHER SPECIFY TEXT QP14 (CODE 11)

Please specify other rules or restrictions about the TV, videos and DVDs that child watches

ASK IF HAVE TV IN THE HOUSEHOLD AT QP3A (CODES 1-4) OR AT QP3B (CODES 1-4) – OTHERS SKIP TO QP19 SINGLE CODE

QP15 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
- No..... 2
- Don’t know 3

ASK IF NO CONTROLS SET AT QP15 (CODE 2) – OTHERS SKIP TO QP17 MULTICODE OK

QP16 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 11

Scripting instruction : OTHER SPECIFY TEXT QP16 (CODE 11)

Please specify other reasons for not using parental controls on your television service

ASK IF CONTROLS SET AT QP15 (CODE 1) – OTHERS SKIP TO QP19 MULTICODE OK FOR CODES 1-6

QP17 SHOWCARD P17

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

Please choose as many as apply

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	6
Don't know SINGLE CODE	7

Scripting instruction : OTHER SPECIFY TEXT QP17 (CODE 6)

Please specify other types of parental controls used

ASK IF CONTROLS SET AT QP15 (CODE 1) ROTATE ORDER OF STATEMENTS A-B OTHERS SKIP TO QP19 SINGLE CODE

QP18A SHOWCARD P18

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: The controls we have are effective

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

QP18B SHOWCARD P18

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: I feel that my child is safer as a result of the controls we have

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

ASK IF CHILD WATCHES TV AT QP5 (CODES 1-8) – OTHERS SKIP TO QP23 ROTATE ORDER OF STATEMENTS A –B SINGLE CODE

QP19A SHOWCARD P19

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

READ OUT: The content of the TV programmes that they watch

- Very concerned 1
- Fairly concerned 2
- Neither/ nor 3
- Not very concerned 4
- Not at all concerned 5
- Don't know 6

QP19B SHOWCARD P19

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

READ OUT: How much time they spend watching television

- Very concerned 1
- Fairly concerned 2
- Neither/ nor 3
- Not very concerned 4
- Not at all concerned 5
- Don't know 6

ASK IF CHILD WATCHES TV AT QP5 (CODES 1-8) SINGLE CODE – OTHERS SKIP TO QP23

QP20 SHOWCARD P20

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?

Very concerned	1
Fairly concerned	2
Not very concerned	3
Not at all concerned	4
Don't know	5

ASK IF CONCERNED AT QP20 (CODES 1-2) – OTHERS SKIP TO QP23 MULTICODE OK FOR CODES 1-17

QP21 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	17
Don't know SINGLE CODE	18

Scripting instruction : OTHER SPECIFY TEXT QP21 (CODE 17)

Please specify other types of things that concern them about what their child has seen on TV in the last 12 months

ASK IF CONCERNED AT QP20 (CODES 1-2) – OTHERS SKIP TO QP23 MULTICODE FOR CODES 1 -15

QP22 SHOWCARD P22

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.....	15
Don't know SINGLE CODE	16

Scripting instruction : OTHER SPECIFY TEXT QP22 (CODE 15)

Please specify other types of programmes that concern them about what their child has seen on TV in the last 12 months

INTERNET

Now some questions about the internet and going online.

ASK ALL PARENTS MULTICODE OK FOR CODES 1-10

QP23 SHOWCARD P23

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 or use an app, watch a TV programme or video clip, play games online, check emails or visit a social media site or app.

Please choose as many as apply

A desktop computer	1
A laptop/ netbook	2
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	3
A tablet computer (like an iPad, Kindle Fire or Google Nexus 7/ 10)	4
A portable media player (like an iPod Touch)	5
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	6
A portable or handheld games player (like a Nintendo DS/ Sony PSP/ PS Vita)	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
E-reader/ e-book readers (like a standard Kindle or a Kobo eReader or Nook eReader)	9
Other type of device	10
NONE OF THESE/ Does not go online SINGLE CODE	11
Don't know SINGLE CODE	12

Scripting instruction : OTHER SPECIFY TEXT QP23 (CODE 10)

Please specify other type of device used to go online at home or elsewhere

ASK IF CHILD USES ANY DEVICE TO GO ONLINE AT QP23 (CODES 1-10) OTHERS SKIP TO QP25A SINGLE CODE

Note to scripter: Only allow responses from QP23 – IF ONLY ONE RESPONSE GIVEN AT QP23 AUTOPUNCH

QP24 SHOWCARD P23 AGAIN

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

A desktop computer	1
A laptop/ netbook	2
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	3
A tablet computer (like an iPad, Kindle Fire or Google Nexus 7/ 10)	4
A portable media player (like an iPod Touch)	5
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	6
A portable or handheld games player (like a Nintendo DS/ Sony PSP/ PS Vita)	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
E-reader/ e-book readers (like a standard Kindle or a Kobo eReader or Nook eReader)	9
Other type of device	10
Don't know	11

Scripting instruction : OTHER SPECIFY TEXT QP24 (CODE 10)

Please specify other type of device mostly used to go online at home or elsewhere

ASK ONLY 3-7's ASK IF CHILD USES INTERNET AT QP23 (CODES 1-10) – OTHERS SKIP TO QP26

QP25A 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 desktop computer, laptop, netbook or tablet computer like an iPad, a mobile phone, a games console 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 QP23 (CODES 1-10) – OTHERS SKIP TO QP26

QP25B And how many hours would you say he/ she goes online at home or elsewhere on a weekend day?

	QP25A	QP25B
	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 QP25A 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 QP25B – 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 QP23 (CODES 1-10) OTHERS SKIP TO QP31 MULTICODE OK FOR CODES 1 -12

QP26 SHOWCARD P26

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?

Please choose as many as apply

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 how to behave online	9
Rules about keeping passwords safe/ not sharing passwords.....	10
Rules about only accessing the internet when out and about in locations that display the 'Friendly WiFi' symbol	11
Other types of rules	12
No, don't have these types of rules SINGLE CODE	13

Scripting instruction : OTHER SPECIFY TEXT QP26 (CODE 12)

Please specify other type of rules about child's online activities

ASK IF CHILD USES INTERNET AT QP23 (CODES 1-10) MULTICODE FOR CODES 1-5 OTHERS SKIP TO QP31

QP27 SHOWCARD P27

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

Please choose as many as apply

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 5
- No, don't supervise their online access and use **SINGLE CODE** 6

Scripting instruction : OTHER SPECIFY TEXT QP27 (CODE 5)

Please specify other types of ways in which child is supervised online

ASK IF CHILD USES INTERNET AT QP23 (CODES 1-10) MULTICODE FOR CODES 1 -13

QP28 SHOWCARD P28

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

Please choose as many as apply

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
- The pressure to spend money online..... 12
- Any other aspects of managing online risks 13
- No, have not talked to my child about managing online risks **SINGLE CODE** 14

Scripting instruction : OTHER SPECIFY TEXT QP28 (CODE 13)

Please specify other online risks that have been discussed with child

ASK IF HAVE TALKED TO CHILD ABOUT MANAGING ONLINE RISKS AT QP28 (CODES 1-13) - OTHERS SKIP TO QP30 SINGLE CODE

QP29 SHOWCARD P29

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 QP28 (CODE 14) – OTHERS SKIP TO QP31 MULTICODE
OK FOR CODES 1-11**

QP30 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 11
- Don't know **SINGLE CODE** 12

Scripting instruction : OTHER SPECIFY TEXT QP28 (CODE 13)

Please specify other reasons for them not discussing online risks with their child

ASK ALL PARENTS MULTICODE OK FOR CODES 1-12

QP31 SHOWCARD P31

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 QP31 (CODES 1-12) – OTHERS SKIP TO QP43 MULTICODE FOR CODES 1-12

QP32 SHOWCARD P31 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 QP31 (CODES 1-12) BUT DO NOT USE AT QP32 (CODES 1-12) – OTHERS SKIP TO QP34 MULTICODE FOR CODES 1-12

QP33 SHOWCARD P31 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 QP34 THEN QP35 THEN QP36 IN TURN FOR EACH CONTROL USED AT QP32(CODES 1-12) OR STOPPED USING AT QP33(CODES 1-12)

ASK ALL WHO USE ANY AT QP32 (CODES 1-12) OR STOPPED USING AT QP33 (CODES 1-12) – OTHERS SKIP TO QP43 SINGLE CODE

QP34 Do you/ Did you find this tool useful?

ASK ALL WHO USE ANY AT QP32 (CODES 1-12) OR STOPPED USING AT QP33 (CODES 1-12) SINGLE CODE

QP35 SHOWCARD P35

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

ASK ALL WHO USE ANY AT QP32 (CODES 1-12) OR STOPPED USING AT QP33 (CODES 1-12) SINGLE CODE

QP36 Do you/ Did you think your child can get around them?

Technical tools/ controls	QP31 Aware	QP32 Use	QP33 Stopped Using	QP34 Useful	QP35 Blocks too much/ too little	QP36 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
None of these SINGLE CODE	13	13	13			
Don't know SINGLE CODE	14	14	14			

ASKED OF ALL WHO CURRENTLY USE THIS FILTER (QP32/ CODE1) – MULTICODE OK FOR CODES 1-2 – OTHERS SKIP TO QP38

QP37 SHOWCARD P37

You said you use 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).

Do either of the options shown on this card apply to how your household uses this particular control?

- Change the settings so they can be used differently by different members of the household 1
- Update or review the settings to meet the changing needs of your household 2
- Neither of these **SINGLE CODE** 3
- Don't know **SINGLE CODE** 4

ASKED OF ALL WHO CURRENTLY USE THIS FILTER (QP32/ CODE2) – MULTICODE OK FOR CODES 1-2 – OTHERS SKIP TO QP39

QP38 SHOWCARD P37

You said you use 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.

Do either of the options shown on this card apply to how your household uses this particular control on any device used to go online?

- Change the settings so they can be used differently by different members of the household 1
- Update or review the settings to meet the changing needs of your household 2
- Neither of these **SINGLE CODE** 3
- Don't know **SINGLE CODE** 4

ASKED OF ALL WHO CURRENTLY USE THIS FILTER (QP32/ CODE3) – MULTICODE OK FOR CODES 1-2 – OTHERS SKIP TO QP40

QP39 SHOWCARD P37

You said you use Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.

Do either of the options shown on this card apply to how your household uses this particular control on any device used to go online?

- Change the settings so they can be used differently by different members of the household 1
- Update or review the settings to meet the changing needs of your household 2
- Neither of these **SINGLE CODE** 3
- Don't know **SINGLE CODE** 4

ASK IF USE ANY TECHNICAL TOOLS/ CONTROLS AT QP32 (CODES 1-12) – OTHERS SKIP TO QP42 MULTICODE FOR CODES 1-10

QP40 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/ regulator.....	6
Information from child welfare organisation/ charity.....	7
Information from an online safety website (e.g. UK Safer Internet Centre).....	8
Saw in store.....	9
Other.....	10
Can’t remember SINGLE CODE	11

Scripting instruction : OTHER SPECIFY TEXT QP40 (CODE 10)

Please specify other ways they found out information about technical tools/ controls

ASK IF USE ANY TECHNICAL TOOLS/ CONTROLS AT QP32 (CODES 1-12) – OTHERS SKIP TO QP42 SINGLE CODE

QP41 **SHOWCARD P41**

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 QP31 (CODES 1,2,3,5,6,9,12) BUT DO NOT USE AT QP32 (CODES 1, 2, 3, 5, 6, 9, 12) – OTHERS SKIP TO QP43 MULTICODE OK FOR CODES 1-10

QP42 SHOWCARD P42

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]?

Please choose as many as apply

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	10
Don't know SINGLE CODE	11

Scripting instruction : OTHER SPECIFY TEXT QP42 (CODE 10)

AS PER 2014

ASK ALL PARENTS OF 5-15S IF CHILD USES INTERNET AT QP23 (CODES 1-10) – OTHERS SKIP TO QP49 SINGLE CODE

QP43 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, Snapchat, What's App 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
- No2
- Don't know3

SKIP IF CHILD IS AGED 8-11 OR 12-15 ASK IF CHILD HAS A SOCIAL MEDIA PROFILE AT QP43 (CODE 1) - OTHERS SKIP TO QP46 MULTICODE OK FOR CODES 1-20

QP44 Which social media sites or apps does your child use?

DO NOT READ OUT

PROBE: - Any others?

- Ask.FM 1
- Bebo 2
- Blogger 3
- Facebook..... 4
- Flickr..... 5
- Google+ (inc. Google Hangouts)..... 6
- hi5..... 7
- Instagram 8
- Jabble..... 9
- MySpace 10
- Piczo..... 11
- Pinterest 12
- SnapChat 13
- Tumblr 14
- Twitter..... 15
- Vimeo 16
- Vine 17
- WhatsApp..... 18
- YouTube..... 19
- Other 20
- Don't know (**SINGLE CODE**) 21

Scripting instruction : OTHER SPECIFY TEXT QP44 (CODE 20)

Please specify other social media sites or apps used by the child

SKIP IF CHILD IS AGED 8-11 OR 12-15 ASK IF CHILD HAS A SOCIAL MEDIA PROFILE AT QP43 (CODE 1) - OTHERS SKIP TO QP46 SINGLE CODE

Note to scripter: Only allow responses from QP44 – IF ONLY ONE RESPONSE GIVEN AT QP44 AUTOPUNCH

QP45 And which is their main social media site or app, so the one they use most often?

DO NOT READ OUT

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

Scripting instruction : OTHER SPECIFY TEXT QP45 (CODE 20)

Please specify main social media site or app used by the child

**ASK IF CHILD AGED 3-15 HAS A CURRENT SOCIAL MEDIA PROFILE AT QP43 (CODE 1) - OTHERS SKIP TO QP48
SINGLE CODE**

QP46 Do you tend to check what they are doing when they are visiting these types of social media sites or apps?

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

ASK IF PARENT CHECKS AT QP46 (CODE 1) – OTHERS SKIP TO QP48 MULTICODE OK

QP47 **SHOWCARD P47**

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

Please choose as many as apply

- Sit beside them and watching or helping them while they are online 1
- Be nearby and regularly checking what they do2
- Ask about what they are doing or have been doing online3
- Check the browser/ device history4
- Become a 'friend/ follower' of your child on the sites/ apps5
- Check your child's activity by talking to other people your child has as a 'friend/ follower' on the sites/ apps6
- Other ways7

Scripting instruction : OTHER SPECIFY TEXT QP47 (CODE 7)

Please specify other ways that they check what child is doing on social media sites or apps

**ASK IF CHILD USES INTERNET AT QP23 (CODES 1-10) ROTATE ORDER OF STATEMENTS A- E OTHERS SKIP TO QP49
SINGLE CODE**

QP48A **SHOWCARD P48**

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 desktop computer, laptop, netbook or tablet computer like an iPad, a mobile phone, a games console or a media player like an iPod Touch.

READ OUT: The benefits of the internet for my child outweigh any risks

- Strongly disagree 1
- Slightly disagree.....2
- Neither agree nor disagree3
- Slightly agree4
- Strongly agree.....5
- Don't know6

QP48B **SHOWCARD P48**

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 desktop computer, laptop, netbook or tablet computer like an iPad, a mobile phone, a games console or a media player like an iPod Touch.

READ OUT: I trust my child to use the internet safely

- Strongly disagree 1
- Slightly disagree.....2
- Neither agree nor disagree3
- Slightly agree4
- Strongly agree.....5
- Don't know6

QP48C SHOWCARD P48

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 desktop computer, laptop, netbook or tablet computer like an iPad, a mobile phone, a games console or a media player like an iPod Touch.

READ OUT: My child knows more about the internet than I do

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

QP48D SHOWCARD P48

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 desktop computer, laptop, netbook or tablet computer like an iPad, a mobile phone, a games console or a media player like an iPod Touch.

READ OUT: My child shows me new things online and I learn from them.

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

QP48E SHOWCARD P48

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 desktop computer, laptop, netbook or tablet computer like an iPad, a mobile phone, a games console or a media player like an iPod Touch.

READ OUT: I feel I know enough to help my child to manage online risks

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

ASK IF CHILD USES BROADCASTERS SERVICES AT QP9 (CODE 4) – OTHERS SKIP TO QP51 SINGLE CODE

QP49 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
- No, did not know this 2

ASK IF AWARE OF GUIDANCE LABEL AT QP49 (CODE 1) - OTHERS SKIP TO QP51 SINGLE CODE

QP50 Have you set up a PIN or password on any of the UK catch-up services that your child uses to watch or download TV programmes or films?

- Yes..... 1
- No2
- Don’t know3

ASK IF CHILD USES INTERNET AT QP23 (CODES 1-10) - OTHERS SKIP TO QP56 ROTATE ORDER OF STATEMENTS A-F THEN ASK STATEMENTS G-M IN ORDER SHOWN SINGLE CODE

QP51A SHOWCARD P51

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 desktop computer, laptop, netbook or tablet computer like an iPad, a mobile phone or smartphone, a games console or a media player like an iPod Touch.

READ OUT: The content on the websites or apps that they visit

- Very concerned 1
- Fairly concerned 2
- Neither/ nor 3
- Not very concerned 4
- Not at all concerned 5
- Don’t know 6

ASK IF CHILD USES INTERNET AT QP23 (CODES 1-10) - OTHERS SKIP TO QP56 ROTATE ORDER OF STATEMENTS A-F THEN ASK STATEMENTS G-M IN ORDER SHOWN SINGLE CODE

QP51B SHOWCARD P51

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 desktop computer, laptop, netbook or tablet computer like an iPad, a mobile phone or smartphone, a games console or a media player like an iPod Touch.

READ OUT: How much time they spend online

- Very concerned 1
- Fairly concerned 2
- Neither/ nor 3
- Not very concerned 4
- Not at all concerned 5
- Don’t know 6

ASK IF CHILD USES INTERNET AT QP23 (CODES 1-10) - OTHERS SKIP TO QP56 ROTATE ORDER OF STATEMENTS A-F THEN ASK STATEMENTS G-M IN ORDER SHOWN SINGLE CODE

QP51C SHOWCARD P51

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 desktop computer, laptop, netbook or tablet computer like an iPad, a mobile phone or smartphone, a games console or a media player like an iPod Touch.

READ OUT: Who they are in contact with online

Very concerned	1
Fairly concerned	2
Neither/ nor	3
Not very concerned	4
Not at all concerned	5
Don't know	6

ASK IF CHILD USES INTERNET AT QP23 (CODES 1-10) - OTHERS SKIP TO QP56 ROTATE ORDER OF STATEMENTS A-F THEN ASK STATEMENTS G-M IN ORDER SHOWN SINGLE CODE

QP51D SHOWCARD P51

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 desktop computer, laptop, netbook or tablet computer like an iPad, a mobile phone or smartphone, a games console or a media player like an iPod Touch.

READ OUT: Any illegal online sharing or accessing of copyrighted material

Very concerned	1
Fairly concerned	2
Neither/ nor	3
Not very concerned	4
Not at all concerned	5
Don't know	6

ASK IF CHILD USES INTERNET AT QP23 (CODES 1-10) - OTHERS SKIP TO QP56 ROTATE ORDER OF STATEMENTS A-F THEN ASK STATEMENTS G-M IN ORDER SHOWN SINGLE CODE

QP51E SHOWCARD P51

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 desktop computer, laptop, netbook or tablet computer like an iPad, a mobile phone or smartphone, a games console or a media player like an iPod Touch.

READ OUT: Downloading or getting viruses or other harmful software or harmful apps as a result of what they do online

Very concerned	1
Fairly concerned	2
Neither/ nor	3
Not very concerned	4
Not at all concerned	5
Don't know	6

ASK IF CHILD USES INTERNET AT QP23 (CODES 1-10) - OTHERS SKIP TO QP56 ROTATE ORDER OF STATEMENTS A-F THEN ASK STATEMENTS G-M IN ORDER SHOWN SINGLE CODE

QP51F SHOWCARD P51

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 desktop computer, laptop, netbook or tablet computer like an iPad, a mobile phone or smartphone, a games console or a media player like an iPod Touch.

READ OUT: Them giving out their personal details to inappropriate people

Very concerned	1
Fairly concerned	2
Neither/ nor	3
Not very concerned	4
Not at all concerned	5
Don't know	6

ASK IF CHILD USES INTERNET AT QP23 (CODES 1-10) - OTHERS SKIP TO QP56 DO NOT ROTATE SINGLE CODE

QP51G SHOWCARD P51

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 desktop computer, laptop, netbook or tablet computer like an iPad, a mobile phone or smartphone, a games console or a media player like an iPod Touch.

READ OUT: Them being bullied online/ cyberbullying

Very concerned	1
Fairly concerned	2
Neither/ nor	3
Not very concerned	4
Not at all concerned	5
Don't know	6

ASK IF CHILD USES INTERNET AT QP23 (CODES 1-10) - OTHERS SKIP TO QP56 DO NOT ROTATE SINGLE CODE

QP51H SHOWCARD P51

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 desktop computer, laptop, netbook or tablet computer like an iPad, a mobile phone or smartphone, a games console or a media player like an iPod Touch.

READ OUT: The possibility of them bullying others online or making negative comments about other people online

Very concerned	1
Fairly concerned	2
Neither/ nor	3
Not very concerned	4
Not at all concerned	5
Don't know	6

ASK IF CHILD USES INTERNET AT QP23 (CODES 1-10) - OTHERS SKIP TO QP56 DO NOT ROTATE SINGLE CODE

QP51I SHOWCARD P51

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 desktop computer, laptop, netbook or tablet computer like an iPad, a mobile phone or smartphone, a games console or a media player like an iPod Touch.

READ OUT: Sharing of inappropriate or personal photos/ videos with others

Very concerned	1
Fairly concerned	2
Neither/ nor	3
Not very concerned	4
Not at all concerned	5
Don't know	6

ASK IF CHILD USES INTERNET AT QP23 (CODES 1-10) - OTHERS SKIP TO QP56 DO NOT ROTATE SINGLE CODE

QP51J SHOWCARD P51

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 desktop computer, laptop, netbook or tablet computer like an iPad, a mobile phone or smartphone, a games console or a media player like an iPod Touch.

READ OUT: Damaging their reputation either now or in the future

Very concerned	1
Fairly concerned	2
Neither/ nor	3
Not very concerned	4
Not at all concerned	5
Don't know	6

ASK IF CHILD USES INTERNET AT QP23 (CODES 1-10) - OTHERS SKIP TO QP56 DO NOT ROTATE SINGLE CODE

QP51K SHOWCARD P51

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 desktop computer, laptop, netbook or tablet computer like an iPad, a mobile phone or smartphone, a games console or a media player like an iPod Touch.

READ OUT: Seeing content which encourages them to hurt or harm themselves

Very concerned	1
Fairly concerned	2
Neither/ nor	3
Not very concerned	4
Not at all concerned	5
Don't know	6

ASK IF CHILD USES INTERNET AT QP23 (CODES 1-10) - OTHERS SKIP TO QP56 DO NOT ROTATE SINGLE CODE

QP51L SHOWCARD P51

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 desktop computer, laptop, netbook or tablet computer like an iPad, a mobile phone or smartphone, a games console or a media player like an iPod Touch.

READ OUT: The pressure on them to spend money online

- Very concerned 1
- Fairly concerned 2
- Neither/ nor 3
- Not very concerned 4
- Not at all concerned 5
- Don't know 6

ASK IF CHILD USES INTERNET AT QP23 (CODES 1-10) - OTHERS SKIP TO QP56 DO NOT ROTATE SINGLE CODE

QP51M SHOWCARD P51

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 desktop computer, laptop, netbook or tablet computer like an iPad, a mobile phone or smartphone, a games console or a media player like an iPod Touch.

READ OUT: Companies collecting information about what they are doing online (e.g. what they have been looking at online/ sites they have visited etc.)

- Very concerned 1
- Fairly concerned 2
- Neither/ nor 3
- Not very concerned 4
- Not at all concerned 5
- Don't know 6

ASK IF CHILD USES INTERNET AT QP23 (CODES 1-10) OTHERS SKIP TO QP56 MULTICODE FOR CODES 1 -17

QP52 SHOWCARD P52

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?

Please choose as many as apply

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
UK 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	17
No, have not looked for or received any information or advice SINGLE CODE	18
Don't know SINGLE CODE	19

Scripting instruction : OTHER SPECIFY TEXT QP52 (CODE 17)

Please specify other sources of information or advice about how to help child manage online risks

ASK IF CHILD USES THE INTERNET AT QP23 (CODES 1-10) OTHERS SKIP TO QP56 SINGLE CODE

QP53 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

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 QP23 (CODES 1-10) MULTICODE FOR CODES 1-20

QP54 SHOWCARD P54

Which if any of these are activities that your child does nowadays?

IF NECESSARY - Please note, we will be asking parents of children aged from 3 to 15 about the same types of activities, so it may be that some are not relevant for children in each age group.

Please choose as many as apply

Watch television programmes	1
Watch full-length films/ movies	2
Watch short videos – like music videos, comedy clips, 'how-to' videos or trailers for new films	3
Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Zoella)	4
Look at photos or videos posted by other people	5
Play games with or against other people	6
Play games on their own	7
Share photos or videos with other people	8
Send or post messages to other people	9
Find information for their school work	10
Look around online to pass the time or have fun	11
Arrange to meet friends	12
Visit a site or app about something they are interested in where they can talk to or message others – maybe a music or games site or app	13
Listen to music	14
Stream music online - through sites such as Spotify, SoundCloud, Dweezer or Last FM	15
Download music for them to own	16
Make video calls through services like Skype, FaceTime or Oovoo	17
Write code to create apps or games	18
Sign an online petition	19
Express their views online about political or social issues	20
None of these SINGLE CODE	21

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF QP54 CODE 1 - OTHERS SKIP TO QP55B SINGLE CODE

Note to scripter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QP55A SHOWCARD P55

Which device do they mostly use to....

Watch television programmes?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console	6
Some other device	7
Don't know	8

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF QP54 CODE 2 - OTHERS SKIP TO QP55C SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QP55B SHOWCARD P55

Which device do they mostly use to....

Watch full-length films/ movies?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF QP54 CODE 3 - OTHERS SKIP TO QP55D SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QP55C SHOWCARD P55

Which device do they mostly use to....

Watch short videos – like music videos, comedy clips, ‘how-to’ videos or trailers for new films?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF QP54 CODE 4 - OTHERS SKIP TO QP55E SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QP55D SHOWCARD P55

Which device do they mostly use to....

Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Zoella)?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF QP54 CODE 5 - OTHERS SKIP TO QP55F SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QP55E SHOWCARD P55

Which device do they mostly use to....

Look at photos or videos posted by other people?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook.....	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF QP54 CODE 6 - OTHERS SKIP TO QP55G SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QP55F SHOWCARD P55

Which device do they mostly use to....

Play games with or against other people?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook.....	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF QP54 CODE 7 - OTHERS SKIP TO QP55H SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QP55G SHOWCARD P55

Which device do they mostly use to....

Play games on their own?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook.....	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF QP54 CODE 8 - OTHERS SKIP TO QP55I SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QP55H SHOWCARD P55

Which device do they mostly use to....

Share photos or videos with other people?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook.....	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF QP54 CODE 9 - OTHERS SKIP TO QP55J SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QP55I SHOWCARD P55

Which device do they mostly use to....

Send or post messages to other people?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook.....	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF QP54 CODE 10 - OTHERS SKIP TO QP55K SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QP55J SHOWCARD P55

Which device do they mostly use to....

Find information for their school work?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook.....	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF QP54 CODE 11- OTHERS SKIP TO QP55L SINGLE CODE

Note to scripter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QP55K SHOWCARD P55

Which device do they mostly use to....

Look around online to pass the time or have fun?

PROMPT IF NECESSARY

- TV set 1
- Desktop computer/ laptop/ netbook..... 2
- Tablet..... 3
- Portable Media Player (such as an iPod Touch) 4
- Mobile phone 5
- Games console..... 6
- Some other device..... 7
- Don't know 8

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF QP54 CODE 12 - OTHERS SKIP TO QP55M SINGLE CODE

Note to scripter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QP55L SHOWCARD P55

Which device do they mostly use to ...

Arrange to meet friends?

PROMPT IF NECESSARY

- TV set 1
- Desktop computer/ laptop/ netbook..... 2
- Tablet..... 3
- Portable Media Player (such as an iPod Touch) 4
- Mobile phone 5
- Games console..... 6
- Some other device..... 7
- Don't know 8

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF QP54 CODE 13 - OTHERS SKIP TO QP55N SINGLE CODE

Note to scripter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QP55M SHOWCARD P55

Which device do they mostly use to...

Visit a site or app about something they are interested in where they can talk to or message others – maybe a music or games site or app?

PROMPT IF NECESSARY

- TV set 1
- Desktop computer/ laptop/ netbook..... 2
- Tablet..... 3
- Portable Media Player (such as an iPod Touch) 4
- Mobile phone 5
- Games console..... 6
- Some other device..... 7
- Don't know 8

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF QP54 CODE 14 - OTHERS SKIP TO QP55O SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QP55N SHOWCARD P55

Which device do they mostly use to...

Listen to music?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook.....	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF QP54 CODE 15 - OTHERS SKIP TO QP55P SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QP55O SHOWCARD P55

Which device do they mostly use to...

Stream music online - through sites such as Spotify, SoundCloud, Dweezer or Last FM?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook.....	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF QP54 CODE 16 - OTHERS SKIP TO QP55Q SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QP55P SHOWCARD P55

Which device do they mostly use to...

Download music for them to own?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook.....	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF QP54 CODE 17 - OTHERS SKIP TO QP55R SINGLE CODE

Note to scripter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QP55Q SHOWCARD P55

Which device do they mostly use to...

Make video calls through services like Skype, FaceTime or Oovoo?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF QP54 CODE 18 - OTHERS SKIP TO QP55S SINGLE CODE

Note to scripter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QP55R SHOWCARD P55

Which device do they mostly use to...

Write code to create apps or games?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF QP54 CODE 19 - OTHERS SKIP TO QP55T SINGLE CODE

Note to scripter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QP55S SHOWCARD P55

Which device do they mostly use to...

Sign an online petition?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF QP54 CODE 20 - OTHERS SKIP TO QP56 SINGLE CODE

Note to scripter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QP55T SHOWCARD P55

Which device do they mostly use to...

Express their views online about political or social issues?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook.....	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

ASK ALL PARENTS –MULTICODE OK FOR CODES 1-2

QP56 SHOWCARD P56

Which if any of these ways of going online are available to your child at home?

Please choose as many as apply

Using a fixed broadband connection (perhaps using WiFi)	1
Using a mobile network signal (likely to be 3G or 4G)	2
Neither of these SINGLE CODE	3
Don't know SINGLE CODE	4

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 QP65

QP57A 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 QP65

QP57B 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?

	QP57A	QP57B
	School day	Weekend day
Number of calls made in a typical day – Please enter 0 if none		

NOTE TO INTERVIEWER – IF AT QP57A 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 QP57B – 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)

QP58A 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)

QP58B 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?

	QP58A	QP58B
	School day	Weekend day
Number of text-based messages sent in a typical day – Please enter 0 if none		

NOTE TO INTERVIEWER – IF AT QP58A 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 QP58B – 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 QP65 MULTICODE OK FOR CODES 1-16

QP59 SHOWCARD P59

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

Please choose as many as apply

PROBE – Any others?

- Child is responsible for paying top-ups/ bills 1
- There is an agreed limit for amount spent on contract or through top up..... 2
- No going online/ using apps to go online 3
- Rules about what they do online on their 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
- Only able to download free to purchase apps 12
- No in app/ online purchasing 13
- Only send pictures/ videos to an agreed list of people 14
- Prevent certain apps from knowing child's location by disabling location 15
- Other 16
- No, do not have ANY rules or restrictions (**SINGLE CODE**) 17

Scripting instruction : OTHER SPECIFY TEXT QP59 (CODE 16)

Please specify other rules or restrictions about the use that child makes of their mobile phone

ASK IF CHILD HAS OWN MOBILE PHONE/ SMARTPHONE AT QP3F (CODE 1) ROTATE ORDER OF STATEMENTS A-D, THEN ASK STATEMENTS E TO F IN ORDER SHOWN SINGLE CODE

QP60A SHOWCARD P60

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

READ OUT: How much time they spend using the phone

- Very concerned 1
- Fairly concerned 2
- Neither/ nor 3
- Not very concerned 4
- Not at all concerned 5
- Don't know 6

ASK IF CHILD HAS OWN MOBILE PHONE/ SMARTPHONE AT QP3F (CODE 1) ROTATE ORDER OF STATEMENTS A-D, THEN ASK STATEMENTS E TO F IN ORDER SHOWN SINGLE CODE

QP60B SHOWCARD P60

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

READ OUT: Who they are in contact with using their mobile phone

- Very concerned 1
- Fairly concerned 2
- Neither/ nor 3
- Not very concerned 4
- Not at all concerned 5
- Don't know 6

ASK IF CHILD HAS OWN MOBILE PHONE/ SMARTPHONE AT QP3F (CODE 1) ROTATE ORDER OF STATEMENTS A-D, THEN ASK STATEMENTS E TO F IN ORDER SHOWN SINGLE CODE

QP60C SHOWCARD P60

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

READ OUT: How much money is spent on their mobile phone

- Very concerned 1
- Fairly concerned 2
- Neither/ nor 3
- Not very concerned 4
- Not at all concerned 5
- Don't know 6

ASK IF CHILD HAS OWN MOBILE PHONE/ SMARTPHONE AT QP3F (CODE 1) ROTATE ORDER OF STATEMENTS A-D, THEN ASK STATEMENTS E TO F IN ORDER SHOWN SINGLE CODE

QP60D SHOWCARD P60

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

READ OUT: 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)

- Very concerned 1
- Fairly concerned 2
- Neither/ nor 3
- Not very concerned 4
- Not at all concerned 5
- Don't know 6

ASK IF CHILD HAS OWN MOBILE PHONE/ SMARTPHONE AT QP3F (CODE 1) DO NOT ROTATE THIS STATEMENT SINGLE CODE

QP60E **SHOWCARD P60**

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

READ OUT: Being bullied via calls/ texts/ emails/ messages to their mobile phone

- Very concerned 1
- Fairly concerned 2
- Neither/ nor 3
- Not very concerned 4
- Not at all concerned 5
- Don't know 6

ASK IF CHILD HAS OWN MOBILE PHONE/ SMARTPHONE AT QP3F (CODE 1) DO NOT ROTATE THIS STATEMENT SINGLE CODE

QP60F **SHOWCARD P60**

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

READ OUT: The possibility of them bullying others or making negative comments about other people via their mobile phone

- Very concerned 1
- Fairly concerned 2
- Neither/ nor 3
- Not very concerned 4
- Not at all concerned 5
- Don't know 6

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

QP61 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?

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

ASK IF CHILD HAS OWN MOBILE PHONE THAT IS NOT A SMARTPHONE AT QP4 (CODES 2-3) – OTHERS SKIP TO QP63 SINGLE CODE

QP62 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

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

ASK IF CHILD HAS THEIR OWN SMARTPHONE AT QP4 (CODE 1) OR IF CHILD'S MOBILE PHONE CAN GO ONLINE AT QP62 (CODE 1) – OTHERS SKIP TO QP64 SINGLE CODE

QP63 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 place 1
- No – bar on adult content has been deactivated 2
- Don't know whether bar on adult content is in place or not 3

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

QP64 Which of these best describes the mobile package your child uses most often?

READ OUT

- Prepay/ Pay as you go 1
- Postpay/ monthly contract 2
- Something else 3
- Don't know (DO NOT READ OUT) 4

Scripting instruction : OTHER SPECIFY TEXT QP64 (CODE 3)

Please specify description of child's mobile phone package

GAMING

Now some questions about gaming

ASK ALL PARENTS MULTICODE OK FOR CODES 1-8

QP65 SHOWCARD P65

Does your child 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 **desktop** 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 an MP3 player (like an iPod) 7
- On a Smart TV directly – not using a games console connected to the TV 8
- No, never/ Does not play games (**SINGLE CODE**) 9

SKIP IF CHILD AGED 8-11 OR 12-15 ASK IF CHILD EVER PLAYS GAMES AT QP65 (CODES 1-8) – OTHERS SKIP TO QP67

QP66A 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 QP65 (CODES 1-8) – OTHERS SKIP TO QP67

QP66B And how many hours would you say he/ she spends playing these games at home or elsewhere on a weekend day?

	QP66A	QP66B
	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 QP66A 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 QP66B – 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 QP65 (CODES 1-8) – OTHERS SKIP TO QP68 MULTICODE FOR CODES 1-17

QP67 SHOWCARD P67

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

Please choose as many as apply

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
- Only games that are free to play 14
- No games with in-app or in game purchasing 15
- No games with subscriptions that recur after a set period of time (ie monthly) 16
- Other 17
- No, do not have ANY rules or restrictions (**SINGLE CODE**) 18

Scripting instruction : OTHER SPECIFY TEXT QP67 (CODE 17)

Please specify other rules or restrictions about child's gaming at home or elsewhere

ASK ALL PARENTS SINGLE CODE

QP68 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?

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

SKIP IF CHILD AGED 8-15 – ASK IF CHILD EVER PLAYS GAMES AT QP65 (CODES 1-8) – OTHERS SKIP TO QP71

QP69 In a typical week does your child spend any money on any online or app based games? This could be any money that is allocated to them as pocket money whether real or ‘virtual’ and could be spent via a credit or debit card or through vouchers or gift cards such as iTunes. It could also include subscriptions or in-app purchases on any sites or apps where they play games.

IF NO - CODE 1

IF YES: How much would you estimate they spend on game playing in a typical week?

PROMPT IF NECESSARY

No child does not spend any money in a typical week	1
Under £2	2
Under £5	3
Under £10	4
Under £15	5
Under £20	6
£20 or more	7
Don't know	8

ASK PARENTS OF 3-15S WHOSE CHILD EVER PLAYS GAMES AT QP65 (CODES 1-8) – OTHERS SKIP TO QP71 MULTICODE FOR CODES 1 -4

QP70 **SHOWCARD P70**

Many games can now be played online, either through games consoles, other games players or through other devices such as desktop computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Club Penguin, Animal Jam, Stardoll and Moshi Monsters.

Does your child ever play online games?

IF NO: code 5

IF YES: refer to **SHOWCARD P70 AND SAY:** When your child plays online games, which of these describe how they are playing?

Please choose as many as apply.

Playing on their own/ against the computer or games console/ player	1
Playing against or with someone else in the same room as them	2
Playing against or with someone else they have met in person who is playing elsewhere.....	3
Playing against or with one or more other people they have not met in person who are playing elsewhere	4
No – child does not play online games (SINGLE CODE)	5
Don't know (SINGLE CODE)	6

ASK IF CHILD EVER PLAYS ON A HANDHELD GAMES PLAYER AT QP65 (CODE 1) OR ON A FIXED GAMES CONSOLE QP65 (CODE 2) – OTHERS SKIP TO QP74 SINGLE CODE

Note to scripter: Question text varies according to responses at QP65 as per below – only one version to be shown per eligible respondent

- QP71 QUESTION TEXT IF QP65/1 AND QP65 NOT 2 Are there any parental controls set on the handheld games player ?
QUESTION TEXT IF QP65/2 AND QP65 NOT 1 Are there any parental controls set on the games console that is connected to a TV?
QUESTION TEXT IF QP65/1 AND QP65/ 2 Are there any parental controls set on either the handheld games player or the games console connected to a TV ?

IF NECESSARY – This might include things like time-limiting software that only allows them to play for a set amount of time or controls to stop your child playing games above a certain age rating or to restrict or prevent them going online

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

ASK IF CONTROLS SET AT QP71 (CODE 1) - OTHERS SKIP TO QP73 ROTATE ORDER OF STATEMENTS A TO C SINGLE CODE

QP72A **SHOWCARD P72**

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

READ OUT: I am confident that the controls we have are effective

Strongly disagree1
Slightly disagree.....2
Neither agree nor disagree3
Slightly agree4
Strongly agree.....5
Don't know6

ASK IF CONTROLS SET AT QP71 (CODE 1) - OTHERS SKIP TO QP73 ROTATE ORDER OF STATEMENTS A TO C SINGLE CODE

QP72B **SHOWCARD P72**

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

READ OUT: I feel that my child is safer as a result of the controls we have

Strongly disagree1
Slightly disagree.....2
Neither agree nor disagree3
Slightly agree4
Strongly agree.....5
Don't know6

ASK IF CONTROLS SET AT QP71 (CODE 1) - OTHERS SKIP TO QP73 ROTATE ORDER OF STATEMENTS A TO C SINGLE CODE

QP72C SHOWCARD P72

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

READ OUT: I think my child might be able to get around or disable the controls

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

ASK IF NO CONTROLS SET AT QP71 (CODE 2) – OTHERS SKIP TO QP74 MULTICODE OK FOR CODES 1-11

Note to scripter: Question text varies according to responses at QP65 as per below

QP73 And can you tell me why there are no parental controls set on the handheld games player (if QP65/1 and QP65/NOT 2)

And can you tell me why there are no parental controls set on the on the games console that is connected to a TV? (if QP65/2 AND QP65/ NOT 1)

And can you tell me why there are no parental controls set on either the handheld games player or the games console connected to a TV? (IF QP65/1 AND QP65/2)

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/ administer	6
Child is always supervised/ always an adult present.....	7
Child is too young for this to be a problem	8
Would interfere with other siblings/ family members gaming.....	9
Cannot be used to go online	10
Other.....	11
Don't know (SINGLE CODE).....	12

Scripting instruction : OTHER SPECIFY TEXT QP73 (CODE 11)

Please specify other reasons for not having parental controls installed on gaming device

ASK IF CHILD EVER PLAYS GAMES AT QP65 (CODES 1-8) ROTATE ORDER OF STATEMENTS A TO H SINGLE CODE

QP74A SHOWCARD P74

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

READ OUT: The content of the TV programmes that they watch

Very concerned	1
Fairly concerned	2
Neither/ nor	3
Not very concerned	4
Not at all concerned	5
Don't know	6

ASK IF CHILD EVER PLAYS GAMES AT QP65 (CODES 1-8) ROTATE ORDER OF STATEMENTS A TO H SINGLE CODE

QP74B SHOWCARD P74

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

READ OUT: How much time they spend playing games

Very concerned	1
Fairly concerned	2
Neither/ nor	3
Not very concerned	4
Not at all concerned	5
Don't know	6

ASK IF CHILD EVER PLAYS GAMES AT QP65 (CODES 1-8) AND IF QP70 (CODES 1-4) ROTATE ORDER OF STATEMENTS A TO H SINGLE CODE

NOTE TO SCRIPTER: THIS FILTER IS SLIGHTLY DIFFERENT TO THE OTHERS AT QP74

QP74C SHOWCARD P74

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

READ OUT: Who they are playing online games with

Very concerned	1
Fairly concerned	2
Neither/ nor	3
Not very concerned	4
Not at all concerned	5
Don't know	6

ASK IF CHILD EVER PLAYS GAMES AT QP65 (CODES 1-8) ROTATE ORDER OF STATEMENTS A TO H SINGLE CODE

QP74D SHOWCARD P74

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

READ OUT: The pressure to make in-game purchases for things like access to additional points/ tokens/ levels or for game upgrades or add-ons

- Very concerned 1
- Fairly concerned 2
- Neither/ nor 3
- Not very concerned 4
- Not at all concerned 5
- Don't know 6

ASK IF CHILD EVER PLAYS GAMES AT QP65 (CODES 1-8) ROTATE ORDER OF STATEMENTS A TO H SINGLE CODE

QP74E SHOWCARD P74

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

READ OUT: How much money they spend on games or gaming or in-app purchases

- Very concerned 1
- Fairly concerned 2
- Neither/ nor 3
- Not very concerned 4
- Not at all concerned 5
- Don't know 6

ASK IF CHILD EVER PLAYS GAMES AT QP65 (CODES 1-8) ROTATE ORDER OF STATEMENTS A TO H SINGLE CODE

QP74F SHOWCARD P74

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

READ OUT: The possibility of them being bullied by other players

- Very concerned 1
- Fairly concerned 2
- Neither/ nor 3
- Not very concerned 4
- Not at all concerned 5
- Don't know 6

ASK IF CHILD EVER PLAYS GAMES AT QP65 (CODES 1-8) ROTATE ORDER OF STATEMENTS A TO H SINGLE CODE

QP74G SHOWCARD P74

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

READ OUT: The possibility of them picking up bad language or other behaviour from other players

- Very concerned 1
- Fairly concerned 2
- Neither/ nor 3
- Not very concerned 4
- Not at all concerned 5
- Don't know 6

ASK IF CHILD EVER PLAYS GAMES AT QP65 (CODES 1-8) ROTATE ORDER OF STATEMENTS A TO H SINGLE CODE

QP74H SHOWCARD P74

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

READ OUT: The amount of advertising in games

- Very concerned 1
- Fairly concerned 2
- Neither/ nor 3
- Not very concerned 4
- Not at all concerned 5
- Don't know 6

IF PARENT OF CHILD AGED 3-4 – GO TO QP75

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

TO BE COMPLETED BY INTERVIEWER : 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.

SKIP IF CHILD AGED 5-7 MULTICODE OK FOR CODES 1-8

QC1 SHOWCARD C1

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

This could be watching television programmes or films as they are broadcast, anything recorded from the TV to view later or any use of catch up services or other On-demand content.

IF NECESSARY – Not DVDs or video clips.

Please choose as many as apply

A television set.....	1
A desktop computer/ laptop/ netbook	2
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry).....	3
A tablet computer (like an iPad, Kindle Fire, Google Nexus 7/ 10)	4
A portable media player (like an iPod Touch)	5
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	6
A portable or handheld games player (like a Nintendo DS/ Sony PSP/ PS Vita)	7
Other type of device.....	8
NONE OF THESE/ Do not watch TV programmes SINGLE CODE	9
Don't know SINGLE CODE	10

Scripting instruction : OTHER SPECIFY TEXT QC1 (CODE 8)

Please specify other type of device used to watch television programmes or films at home or elsewhere

SKIP IF CHILD AGED 5-7 SINGLE CODE ONE RESPONSE FROM QC1

Note to scripter: Only allow responses from QC1 – IF ONLY ONE RESPONSE GIVEN AT QC1 AUTOPUNCH

QC2 SHOWCARD C1 AGAIN

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

IF NECESSARY – At home or elsewhere.

IF NECESSARY – Not DVDs or video clips.

A television set.....	1
A desktop computer/ laptop/ netbook	2
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry).....	3
A tablet computer (like an iPad, Kindle Fire, Google Nexus 7/ 10)	4
A portable media player (like an iPod Touch)	5
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	6
A portable or handheld games player (like a Nintendo DS/ Sony PSP/ PS Vita)	7
Other type of device.....	8
Don't know	9

Scripting instruction : OTHER SPECIFY TEXT QC2 (CODE 8)

Please specify other type of device mostly used to watch television programmes or films at home or elsewhere

For the next couple of questions I would like you to think about any television that you watch on a TV set

NEW SCREEN

SKIP IF CHILD AGED 5-7 ASK IF CHILD WATCHES TV ON A TV SET AT QC1 (CODE 1) – OTHERS SKIP TO QC4

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

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 – This could be watching TV programmes or films as they are broadcast or on-demand content which can be accessed at a time that is convenient

IF NECESSARY – Not time watching DVDs, but include anything else you can watch on a TV

SKIP IF CHILD AGED 5-7 ASK IF CHILD WATCHES TV ON A TV SET AT QC1 (CODE 1) – OTHERS SKIP TO QC4

QC3B And how many hours would you say you watch television programmes on a TV set 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?

IF NECESSARY – This could be watching TV programmes or films as they are broadcast or on-demand content which can be accessed at a time that is convenient

IF NECESSARY – Not time watching DVDs, but include anything else you can watch on a TV

	QC3A	QC3B
	School day	Weekend day
Number of hours watch TV on a TV set 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 1-8) OTHERS SKIP TO QC10 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 adverts1
- Seeing things that make me feel sad, frightened or embarrassed2
- Not enough programmes that I like3
- Not enough programmes showing people like me4
- Seeing things that are too old for me5
- Programmes that are on too late6
- These things don't worry me/ None of these (SINGLE CODE)7

SKIP IF CHILD AGED 5-7 ASK IF CHILD WATCHES TV AT QC1 (CODES 1-8) – OTHERS SKIP TO QC10 SINGLE CODE

QC5 Do you ever watch videos on YouTube?
IF NECESSARY: On any device you use to go online at home

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

SKIP IF CHILD AGED 5-7 ASK IF CHILD WATCHES YOUTUBE VIDEOS AT QC5 (CODE 1)- OTHERS SKIP TO QC8 MULTI CODE OK FOR CODES 1-6

QC6 **SHOWCARD C6**
Which of these ways do you find things to watch on YouTube?

Please choose as many as apply

- Things your friends have told you about 1
- Things that YouTubers (vloggers on YouTube) have recommended 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 6
- Don't know (**SINGLE CODE**) 7

Scripting instruction : OTHER SPECIFY TEXT QC6 (CODE 6)

Please specify other ways they find things to watch on YouTube

SKIP IF CHILD AGED 5-7 ASK IF CHILD WATCHES TV AT QC1 (CODES 1-8) AND WATCHES YOUTUBE VIDEOS AT QC5 (CODE 1) – OTHERS SKIP TO QC8 SINGLE CODE

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

- Prefer to watch YouTube videos 1
- Prefer to watch TV programmes 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 1-8) – OTHERS SKIP TO QC9 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

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF USE YOUTUBE AT QC5 (CODE 1) – OTHERS SKIP TO QC10 SINGLE CODE

QC9 **SHOWCARD C9**
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

INTERNET

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

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

QC10 SHOWCARD C10

Please think about any reason you may have for going online at home or elsewhere –maybe to look at a website or use an app, 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

A desktop computer	1
A laptop/ netbook	2
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	3
A tablet computer (like an iPad, Kindle Fire or Google Nexus 7/ 10)	4
A portable media player (like an iPod Touch)	5
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	6
A portable or handheld games player (like a Nintendo DS/ Sony PSP/ PS Vita).....	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
E-reader/ e-book reader (like a standard Kindle or a Kobo eReader or Nook eReader)	9
Other type of device	10
NONE OF THESE (SINGLE CODE)/ Do not go online	11
Don't know (SINGLE CODE)	12

Scripting instruction : OTHER SPECIFY TEXT QC10 (CODE 10)

Please specify other type of device they use to go online at home or elsewhere

SKIP IF CHILD AGED 5-7 - ASK IF CHILD USES ANY DEVICE TO GO ONLINE AT QC10 (CODES 1-10)– OTHERS SKIP TO QC12A SINGLE CODE

Note to scripter: Only allow responses from QC10 - IF ONLY ONE RESPONSE GIVEN AT QC10 AUTOPUNCH

QC11 SHOWCARD C10 AGAIN

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

A desktop computer	1
A laptop/ netbook	2
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	3
A tablet computer (like an iPad, Kindle Fire or Google Nexus 7/ 10)	4
A portable media player (like an iPod Touch)	5
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	6
A portable or handheld games player (like a Nintendo DS/ Sony PSP/ PS Vita).....	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
E-reader/ e-book reader (like a standard Kindle or a Kobo eReader or Nook eReader)	9
Other type of device	10
Don't know	11

Scripting instruction : OTHER SPECIFY TEXT QC11 (CODE 10)

Please specify other type of device mostly used to go online at home or elsewhere

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10)

QC12A 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 desktop computer, laptop, netbook or tablet computer like an iPad), a mobile phone, a games console 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 QC10 (CODES 1-10)

QC12B 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?

	QC12A	QC12B
	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 QC12A 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 QC12B – 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 5-7- ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) MULTICODE FOR CODES 1-20

QC13 SHOWCARD C13

Which if any of these are activities that you do nowadays?

Please choose as many as apply

Watch television programmes	1
Watch full-length films/ movies	2
Watch short videos – like music videos, comedy clips, 'how-to' videos or trailers for new films	3
Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Zoella)	4
Look at photos or videos posted by other people	5
Play games with or against other people	6
Play games on your own	7
Share photos or videos with other people	8
Send or post messages to other people	9
Find information for your school work	10
Look around online to pass the time or have fun	11
Arrange to meet friends	12
Visit a site or app about something you are interested in where you can talk to or message others – maybe a music or games site or app	13
Listen to music	14
Stream music online - through sites such as Spotify, SoundCloud, Dweezer or Last FM	15
Download music to own	16
Make video calls through services like Skype, FaceTime or Oovoo	17
Write code to create apps or games	18
Sign an online petition	19
Express your views online about political or social issues	20
None of these SINGLE CODE	21

SKIP IF CHILD AGED 5-7 ASK IF QC13 CODE 1 - OTHERS SKIP TO QC14B SINGLE CODE

Note to scripter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QC14A SHOWCARD C14

Which device do you mostly use to...

Watch television programmes?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console	6
Some other device	7
Don't know	8

SKIP IF CHILD AGED 5-7 ASK IF QC13 CODE 2 - OTHERS SKIP TO QC14C SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QC14B SHOWCARD C14

Which device do you mostly use to...

Watch full-length films/ movies?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 5-7 ASK IF QC13 CODE 3 - OTHERS SKIP TO QC14D SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QC14C SHOWCARD C14

Which device do you mostly use to...

Watch short videos – like music videos, comedy clips, 'how-to' videos or trailers for new films?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 5-7 ASK IF QC13 CODE 4 - OTHERS SKIP TO QC14E SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QC14D SHOWCARD C14

Which device do you mostly use to...

Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Zoella)?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 5-7 ASK IF QC13 CODE 5 - OTHERS SKIP TO QC14F SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QC14E **SHOWCARD C14**

Which device do you mostly use to...

Look at photos or videos posted by other people?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 5-7 ASK IF QC13 CODE 6 - OTHERS SKIP TO QC14G SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QC14F **SHOWCARD C14**

Which device do you mostly use to...

Play games with or against other people?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 5-7 ASK IF QC13 CODE 7 - OTHERS SKIP TO QC14H SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QC14G **SHOWCARD C14**

Which device do you mostly use to...

Play games on your own?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 5-7 ASK IF QC13 CODE 8 - OTHERS SKIP TO QC14I SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QC14H SHOWCARD C14

Which device do you mostly use to...

Share photos or videos with other people?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know.....	8

SKIP IF CHILD AGED 5-7 ASK IF QC13 CODE 9 - OTHERS SKIP TO QC14J SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QC14I SHOWCARD C14

Which device do you mostly use to...

Send or post messages to other people?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know.....	8

SKIP IF CHILD AGED 5-7 ASK IF QC13 CODE 10 - OTHERS SKIP TO QC14K SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QC14J SHOWCARD C14

Which device do you mostly use to...

Find information for your school work?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook.....	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know.....	8

SKIP IF CHILD AGED 5-7 ASK IF QC13 CODE 11 - OTHERS SKIP TO QC14L SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QC14K SHOWCARD C14

Which device do you mostly use to...

Look around online to pass the time or have fun?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 5-7 ASK IF QC13 CODE 12 - OTHERS SKIP TO QC14M SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QC14L SHOWCARD C14

Which device do you mostly use to...

Arrange to meet friends?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 5-7 ASK IF QC13 CODE 13 - OTHERS SKIP TO QC14N SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QC14M SHOWCARD C14

Which device do you mostly use to...

Visit a site or app about something you are interested in where you can talk to music or games site or app? or message others – maybe a

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 5-7 ASK IF QC13 CODE 14 - OTHERS SKIP TO QC14O SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QC14N SHOWCARD C14

Which device do you mostly use to...

Listen to music?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 5-7 ASK IF QC13 CODE 15 - OTHERS SKIP TO QC14P SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QC14O SHOWCARD C14

Which device do you mostly use to...

Stream music online - through sites such as Spotify, SoundCloud, Dweezer or Last FM?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 5-7 ASK IF QC13 CODE 16 - OTHERS SKIP TO QC14Q SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QC14P SHOWCARD C14

Which device do you mostly use to...

Download music to own?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 5-7 ASK IF QC13 CODE 17 - OTHERS SKIP TO QC14R SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QC14Q SHOWCARD C14

Which device do you mostly use to...

Make video calls through services like Skype, FaceTime or Oovoo?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 5-7 ASK IF QC13 CODE 18 - OTHERS SKIP TO QC14S SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QC14R SHOWCARD C14

Which device do you mostly use to...

Write code to create apps or games?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 5-7 ASK IF QC13 CODE 19 - OTHERS SKIP TO QC14T SINGLE CODE

Note to scripiter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QC14S SHOWCARD C14

Which device do you mostly use to...

Sign an online petition?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know	8

SKIP IF CHILD AGED 5-7 ASK IF QC13 CODE 20 - OTHERS SKIP TO QC15 SINGLE CODE

Note to scripter: if respondent says some other device (code 7) we do not need to collect info about what this device is

QC14T SHOWCARD C14

Which device do you mostly use to...

Express your views online about political or social issues?

PROMPT IF NECESSARY

TV set	1
Desktop computer/ laptop/ netbook	2
Tablet.....	3
Portable Media Player (such as an iPod Touch)	4
Mobile phone	5
Games console.....	6
Some other device.....	7
Don't know.....	8

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) SINGLE CODE

QC15A SHOWCARD C15

When you go online you may visit social media sites or apps like Facebook, Google Plus, SnapChat, Twitter, Tumblr ,
Whats App or You Tube.

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	1
Most is true	2
Some is true	3
Don't know	4
Don't do this.....	5

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) SINGLE CODE

QC15B SHOWCARD C15

When you go online you may visit sites or apps you use for school work or homework.

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	1
Most is true	2
Some is true	3
Don't know	4
Don't do this.....	5

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) SINGLE CODE

QC15C SHOWCARD C15

When you go online you may visit sites or apps about news and what is going on in the world.
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	1
Most is true	2
Some is true	3
Don't know	4
Don't do this.....	5

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) MULTICODE OK FOR CODES 1-13

QC16 SHOWCARD C16

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

Please choose as many as apply

Too many adverts	1
Feeling pressure to make online or in-app purchases	2
Seeing things that make me feel sad, frightened or embarrassed	3
Seeing things that are too old for me	4
Websites or apps which are blocked so I can't look at them.....	5
People being nasty, mean or unkind to me.....	6
Feeling under pressure to appear popular or attractive online.....	7
How people my age are shown or represented online	8
Sometimes spending too much time online	9
Strangers might find out information about me	10
Someone might pretend to be my age and try to get to know me or try to trick me	11
People like teachers or future bosses might see something bad about me online	12
Something else	13
These things don't worry me/ None of these (SINGLE CODE)	14

Scripting instruction : OTHER SPECIFY TEXT QC16 (CODE 13)

Please specify other things they don't like about being online

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) SINGLE CODE

QC17 In most weeks when you go online on any type of computer (so a desktop computer, laptop, netbook or tablet computer like an iPad), a mobile phone, a games console or a media player like an iPod Touch, would you say that you...

READ OUT CODES 1 – 3 IN TURN

- Only use websites or apps that you've visited before..... 1
- Use maybe **one or two** sites or apps that you haven't visited before..... 2
- Use **lots** of websites or apps that you haven't visited before..... 3
- Don't know 4

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) MULTICODE OK FOR CODES 1-11

QC18 **SHOWCARD C18**

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 QC10 (CODES 1-10) SINGLE CODE

QC19 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, Snapchat, What's App 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
- No 2
- Don't know 3

**SKIPPED IF CHILD AGED 5-7 ASK IF CHILD HAS A SOCIAL MEDIA PROFILE AT QC19 (CODE 1) – OTHERS SKIP TO QC23
MULTICODE OK FOR CODES 1-20**

QC20 Which social media sites or apps do you use?

DO NOT READ OUT

PROBE: - Any others?

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

Scripting instruction : OTHER SPECIFY TEXT QC20 (CODE 20)

Please specify other social media sites or apps used

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD HAS A SOCIAL MEDIA PROFILE AT QC19 (CODE 1) – OTHERS SKIP TO QC23– SINGLE CODE

Note to scripter: Only allow responses from QC20 – IF ONLY ONE RESPONSE GIVEN AT QC20 AUTOPUNCH

QC21 And which is your main social media site or app, so the one you use most often?

DO NOT READ OUT

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

Scripting instruction : OTHER SPECIFY TEXT QC21 (CODE 20)

Please specify main social media site or app they use

**SKIPPED IF CHILD AGED 5-7 ASK ALL WITH CURRENT SOCIAL MEDIA PROFILE AT QC19 (CODE 1) OTHERS SKIP TO QC23
MULTICODE OK FOR CODES 1-13**

QC22 SHOWCARD C22

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
- I sometimes share too much information on them..... 2
- Too many adverts..... 3
- Seeing things that make me feel sad, frightened or embarrassed 4
- People being nasty, mean or unkind to me 5
- People being nasty, mean or unkind to others 6
- People spreading gossip or rumours..... 7
- People posting photos or video of me without my permission..... 8
- Feeling under pressure to appear popular or attractive..... 9
- Strangers might find out information about me..... 10
- People pretending to be me/ hacking into my account..... 11
- Someone might pretend to be my age and try to get to know me or try to trick me 12
- People like teachers or future bosses might see something bad about me 13
- These things don't worry me/ None of these (**SINGLE CODE**)..... 14

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) SINGLE CODE

QC23 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
- No 2
- Don't know..... 3

**SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF USE SEARCH ENGINES AT QC23 (CODE 1) – OTHERS SKIP TO QC27
SINGLE CODE**

QC24 SHOWCARD C24

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 information 2
- I don't really think about whether or not they have truthful information, I just use the sites I like the look of 3
- Don't know 4

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF USE SEARCH ENGINES AT QC23 (CODE 1) SINGLE CODE

QC25 SHOWCARD C25

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 QC23 (CODE 1) - MULTICODE OK FOR CODES 1-4

QC26 SHOWCARDS C26 AND C26A

Here's an image from a Google search for 'trainers' (SHOWCARD C26).
Do any of these (SHOWCARD C26A) apply to the first two results that are listed?

Please choose as many as apply

- These are adverts/ sponsored links/ 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
- Anything else..... 4
- None of these apply (SINGLE CODE) 5
- Don't know (SINGLE CODE) 6

Scripting instruction : OTHER SPECIFY TEXT QC26 (CODE 4)

Please specify what else applies to the first two results listed on the Google search for trainers

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) ROTATE ORDER OF STATEMENTS A TO D SINGLE CODE

QC27A SHOWCARD C27

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.

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

READ OUT: Information about what you are doing

- Would not want anyone to see this 1
- Would only want my friends to see this and nobody else 2
- Would only want my friends and their friends to see this 3
- Would be happy for anyone to see this 4
- Don't know 5

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) ROTATE ORDER OF STATEMENTS A TO D SINGLE CODE

QC27B SHOWCARD C27

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.

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

READ OUT: Photos or videos from being out with your friends

- Would not want anyone to see this 1
- Would only want my friends to see this and nobody else 2
- Would only want my friends and their friends to see this 3
- Would be happy for anyone to see this 4
- Don't know 5

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) ROTATE ORDER OF STATEMENTS A TO D SINGLE CODE

QC27C SHOWCARD C27

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.

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

READ OUT: Your contact details like home address, email address or phone number

- Would not want anyone to see this 1
- Would only want my friends to see this and nobody else 2
- Would only want my friends and their friends to see this 3
- Would be happy for anyone to see this 4
- Don't know 5

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) ROTATE ORDER OF STATEMENTS A TO D SINGLE CODE

QC27D SHOWCARD C27

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.

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

READ OUT: Your location

- Would not want anyone to see this 1
- Would only want my friends to see this and nobody else 2
- Would only want my friends and their friends to see this 3
- Would be happy for anyone to see this 4
- Don't know 5

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) MULTICODE OK FOR CODES 2-15

QC28 Thinking about when you are online playing games, using apps or when looking at websites, 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/ sister	2
Friend.....	3
Parent	4
Other relative	5
Teacher.....	6
The websites themselves	7
The internet service providers (e.g. Virgin/ AOL/ BT)	8
Internet Watch Foundation	9
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	15
Unsure who I would tell (SINGLE CODE)	16
Don't know if I would let someone know (SINGLE CODE).....	17

Scripting instruction : OTHER SPECIFY TEXT QC28 (CODE 15)

Please specify who else they would tell if they saw something worrying, nasty or offensive online

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET QC10 (CODES 1-10) SINGLE CODE

QC29 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
- No2
- Don't know3

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) .. MULTICODE OK FOR CODES 1-7

QC30 Have you ever been given any information or advice about the risks of being 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 school3
- Yes - from friends4
- Yes - from websites5
- Yes – from television/ radio programmes6
- Other7
- No – not been given information/ advice (**SINGLE CODE**)8
- Don't know (**SINGLE CODE**)9

Scripting instruction : OTHER SPECIFY TEXT QC30 (CODE 7)

Please specify from where else they have had information or advice about the risks of being online

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) SINGLE CODE

QC31 When you go to websites or use apps do you ever see adverts or ads?

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

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) SINGLE CODE

QC32 **SHOWCARD C32**

When someone in the same country as you visits a website or app at the same time as you, which one of these things applies to any advertising you can see?

- Everyone will see exactly the same adverts as me 1
- Some people might see different adverts to the ones that I see..... 2
- Don't know 3

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES INTERNET AT QC10 (CODES 1-10) MULTI CODE OK FOR CODES 1-4

QC33 **SHOWCARD C33**

On sites like YouTube some vloggers (YouTubers with lots of followers) may say good things about a particular company or products or brands. So for example this could be a vlogger discussing Nike clothing, a new game or MAC cosmetics.

Which if any of these apply to why they might say good things about these products or brand

Please choose as many as apply

- They are being paid by the company or brand to say this 1
- They want to share this information with their followers 2
- They think these products or brands are cool/ good to use 3
- Other 4
- Don't know (**SINGLE CODE**) 5

Scripting instruction : OTHER SPECIFY TEXT QC33 (CODE 4)

Please specify why else they think vloggers might say good things about these products or brands

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) SINGLE CODE

QC34 If you were to see something online that you found inappropriate or offensive, are you aware that many websites apps and online games have a function to report this to the website, app or game?

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 IF CHILD AGED 5-7 AND 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) SINGLE CODE

QC35A SHOWCARD C35

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.

READ OUT: I should be free to say and do what I want online

- Disagree a lot..... 1
- Disagree a little 2
- Neither agree nor disagree 3
- Agree a little..... 4
- Agree a lot 5
- Don't know 6

SKIP IF CHILD AGED 5-7 AND 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) SINGLE CODE

QC35B SHOWCARD C35

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.

READ OUT: I think most people behave in a different way online to when they talk to people face to face

- Disagree a lot..... 1
- Disagree a little 2
- Neither agree nor disagree 3
- Agree a little..... 4
- Agree a lot 5
- Don't know 6

SKIP IF CHILD AGED 5-7 AND 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) SINGLE CODE

QC35C SHOWCARD C35

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.

READ OUT: I find it easier to be myself online than when I am with people face to face

- Disagree a lot..... 1
- Disagree a little 2
- Neither agree nor disagree 3
- Agree a little..... 4
- Agree a lot 5
- Don't know 6

SKIP IF CHILD AGED 5-7 AND 8-11 - ASKED OF ALL 12-15S SINGLE CODE

QC36 Music and films can be downloaded from the internet in two main ways – one way is by **paying** at an online shop like iTunes, or Amazon.com and another way is by downloading **for free** from a site where someone else has **shared their copy** of the music or the film. Sharing content for free in this way is often illegal

Do you think that sharing music and films in this way **should** be illegal?

- Yes..... 1
- No2
- Don't know 3

GAMING

Now some questions about playing games and gaming

SKIP IF CHILD AGED 5-7 ASK ALL 8-15S MULTICODE OK FOR CODES 1-8

QC37 **SHOWCARD C37**

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 **desktop** 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 an MP3 player (like an iPod)..... 7
- On a Smart TV directly – not using a games console connected to the TV 8
- No, never/ Do not play games at home (**SINGLE CODE**) 9

SKIPPED IF CHILD AGED 5-7 ASK IF PLAY GAMES AT QC37 (CODES 1-8)

QC38A 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 QC37 (CODES 1-8)

QC38B 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?

	QC38A	QC38B
	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 QC38A 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 QC38B – 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 ALL WHO PLAY GAMES AT QC37 (CODES 1-8) – OTHERS SKIP TO QC48A MULTICODE OK FOR CODES 1-4

QC39 SHOWCARD C39

Many games can now be played online, either through games consoles, other games players or through other devices such as desktop computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Club Penguin, Animal Jam, Stardoll and Moshi Monsters.

Do you ever play online games?

IF NO: Code 5

IF YES: refer to **SHOWCARD C39 AND SAY:** When you play online games, which of these describe how you are Playing?

Please choose as many as apply.

- Playing on your own/ against the computer or games console/ player 1
- Playing against or with someone else in the same room as you 2
- Playing against or with someone else you have met in person who is playing elsewhere 3
- Playing against or with one or more other people you have not met in person who is playing elsewhere 4
- No - do not play online games (**SINGLE CODE**) 5
- Don't know (**SINGLE CODE**) 6

SKIP IF CHILD AGED 5-7 ASK IF EVER PLAY GAMES ONLINE AT QC39 (CODES 1-4) – OTHERS SKIP TO QC44 SINGLE CODE

QC40 When you play games online, do you ever chat through the game, to other people who are playing? This could be through sending text based messages within the game such as instant messaging or through voice chat if you play ... using a headset or other device?

- Yes, chat to other people 1
- No, do not chat to other people 2
- Don't know 3

SKIP IF CHILD AGED 5-7 ASK IF EVER CHAT AT QC40 (CODE 1) – OTHERS SKIP TO QC44 – MULTICODE OK FOR CODES 1-2

QC41 SHOWCARD C41

And which of these following options apply about who you chat to through these games?

Please choose as many as apply

- I chat to people that I am friends with/ that I know outside of the game 1
- I chat to people that I only know through playing the game 2
- Don't know (**SINGLE CODE**) 3

SKIP IF CHILD AGED 5-7 ASK IF EVER CHAT AT QC40 (CODE 1) – OTHERS SKIP TO QC44 SINGLE CODE

QC42 And when you chat to people when playing games, has anyone ever been mean, rude or abusive to you?

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

SKIP IF CHILD AGED 5-7 ASK IF QC42 (CODE 1) – OTHERS SKIP TO QC44 SINGLE CODE

QC43 SHOWCARD C42

Which one option on this card best describes how this made you feel?

- I was very upset 1
- I was a little bit upset 2
- I was not upset 3
- I can't remember how I felt 4

SKIP IF CHILD AGED 5-7 – ASK IF EVER PLAYS GAMES AT QC37 (CODES 1-8) – OTHERS SKIP TO QC48A SINGLE CODE

QC44 In a typical week do you spend any money on any online or app based games? This could be any money that is given to you as pocket money whether real or 'virtual' and could be spent via a credit or debit card or through vouchers or gift cards such as iTunes. It could also include subscriptions or in-app purchases on any sites or apps where they play games.

IF NO: CODE 1

IF YES: How much would you say you spend on game playing in a typical week?

PROMPT IF NECESSARY

- No do not spend any money in a typical week 1
- Under £2 2
- Under £5 3
- Under £10 4
- Under £15 5
- Under £20 6
- £20 or more 7
- Don't know 8

SKIP IF CHILD AGED 5-7 ASK IF PLAY GAMES AT QC37 (CODES 1-8) – OTHERS SKIP TO QC48A MULTICODE OK FOR CODES 1-9

QC45 SHOWCARD C45

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

Please choose as many as apply

- I sometimes spend too much time on them 1
- Too many adverts 2
- Having to spend money to level-up or complete games 3
- Seeing things that make me feel sad, frightened or embarrassed 4
- People being nasty, mean or unkind to me 5
- People being nasty, mean or unkind to others 6
- Strangers might find out information about me 7
- People pretending to be me/ hacking into my account 8
- Someone might pretend to be my age and try to get to know me or try to trick me 9
- These things don't worry me/ None of these (**SINGLE CODE**) 10

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF PLAY GAMES AT QC37 (CODES 1-8) SINGLE CODE

QC46 When you play games do you ever see adverts or screens appearing within the game that give you the chance to spend money to allow you to do get further ahead in the game?

IF NECESSARY -Through spending money it might make it easier to win the game, to clear a level, to progress to the next level or to buy more powers or abilities or to prolong your life in the game

IF NO: CODE 1

IF YES: Would you say you see these sorts of ads on all games, most games, or just some games that you play?

- No – do not see these types of adverts 1
- See these on ALL/ MOST games 2
- See these on SOME games 3
- Don't know 4

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF PLAY GAMES AT QC37 (CODES 1-8) – SINGLE CODE

QC47 **SHOWCARD C47**

On this card are two statements about paying money in games to make it easier to win the game or make it easier to get further ahead in a game. Which one statement do you feel best fits with how you feel about this?

- It's a good thing as it lets someone win/ get higher scores..... 1
- It's a bad thing because if someone doesn't have the money they can't win/ get higher scores 2
- Don't know 3

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 QC50

QC48A 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 QC50

QC48B 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?

	QC48A	QC48B
	School day	Weekend day
Number of calls made in a typical day – Please enter 0 if none		

NOTE TO INTERVIEWER – IF AT QC48A 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 QC48B – 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 QC50

QC49A 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 QC50

QC49B 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?

	QC49A	QC49B
	School day	Weekend day
Number of text-based messages sent in a typical day – Please enter 0 if none		

NOTE TO INTERVIEWER – IF AT QC49A 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 QC49B– 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

ASK ALL CHILDREN AGED 5-15 MULTICODE OK FOR CODES 1-9

QC50 SHOWCARD C50

Which of the following do you use almost every day?

Please choose as many as apply

- TV set 1
- Radio 2
- Desktop computer/ laptop computer..... 3
- Tablet computer (like an iPad)..... 4
- Mobile phone 5
- Games console/ player 6
- Books, magazines, comics 7
- DVD/ Blu ray player 8
- MP3 player (like an iPod) 9
- None of these (**SINGLE CODE**) 10

ASK ALL CHILDREN AGED 5-15 SINGLE CODE

Note to scripter: Only allow responses from QC50 – IF ONLY ONE RESPONSE GIVEN AT QC50 AUTOPUNCH

QC51 SHOWCARD C50 AGAIN

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

PROMPT IF NECESSARY

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

**SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) - OTHERS SKIP TO QC53
RANDOMISE ORDER FOR EACH OF A TO C SINGLE CODE**

QC52A SHOWCARD C52

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 serious things that are going on in the world?

- BBC 1
- YouTube 2
- Wikipedia 3
- Social media – like Facebook, Twitter or Instagram 4
- Google 5
- None of these 6
- Don't know 7

**SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) - OTHERS SKIP TO QC53
RANDOMISE ORDER FOR EACH OF A TO C SINGLE CODE**

QC52B SHOWCARD C52

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 fun things, like hobbies and interests?

- BBC 1
- YouTube 2
- Wikipedia 3
- Social media – like Facebook, Twitter or Instagram 4
- Google 5
- None of these 6
- Don't know 7

**SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-10) - OTHERS SKIP TO QC53
RANDOMISE ORDER FOR EACH OF A TO C SINGLE CODE**

QC52C SHOWCARD C52

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 how to build, make or create things?

- BBC 1
- YouTube 2
- Wikipedia 3
- Social media – like Facebook, Twitter or Instagram 4
- Google 5
- None of these 6
- Don't know 7

SKIP IF AGED 5-7 SINGLE CODE

QC53 I'm now going to ask you just a few questions about some of the things that can be more difficult about mobile phones and going online generally

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

This could be in person, by pushing, hitting, calling people names or by leaving them out.

It could also be through nasty telephone calls or text messages , by sharing embarrassing photos or videos of someone, or by being nasty or hurtful to people through mobile phones, social media sites or other websites or online games.

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

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

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

SKIP IF AGED 5-7 SINGLE CODE

QC54 In the last year, do you feel you have been bullied by anyone being nasty or hurtful to you in any of these ways?

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

SKIP IF 5-7 – ASK ALL WHO SAY THEY KNOW ANYONE THIS HAS HAPPENED TO AT QC53 (CODE 1) – OTHERS SKIP TO QC56 MULTICODE OK FOR CODES 1 - 8

QC55 **SHOWCARD C55**

You said you knew someone who had been bullied. As far as you know, did the bullying that they experienced happen in any of the following ways?

Please choose as many as apply.

- In person/ face to face..... 1
- By text message..... 2
- By photo message or video..... 3
- Through telephone calls..... 4
- On social media sites or apps (like Facebook, Twitter, Instagram, Tumblr, Snapchat, What's App) 5
- Through other websites or apps..... 6
- In online games 7
- Through some other way 8
- Prefer not to say (**SINGLE CODE**)..... 9
- Don't know (**SINGLE CODE**) 10

SKIP IF 5-7 – ASK ALL WHO HAVE EXPERIENCED ANY BULLYING PERSONALLY AT QC54 (CODE 1) OTHERS SKIP TO QC58 SINGLE CODE

QC56 I would like to ask you one more question about your experience of this happening to you, but I don't want you to be upset or feel uncomfortable about answering another question about this if you don't want to.

Would it be okay for me to ask you one more question? If you would prefer I can hand you my tablet for you to respond

Permission given by child to continue	1
Permission not given by child to continue	2

SKIP IF 5-7 – ASK ALL WHO GIVE PERMISSION AT QC56 (CODE 1) – MULTICODE OK FOR 1-8

QC57 SHOWCARD C57 – IF INTERVIEWER ADMINISTERED

Did the bullying that you experienced happen in any of the following ways?

Please choose as many as apply.

In person/ face to face.....	1
By text message.....	2
By photo message or video.....	3
Through telephone calls.....	4
On social media sites or apps (like Facebook, Twitter, Instagram, Tumblr, Snapchat, What's App)	5
Through other websites or apps.....	6
In online games.....	7
Through some other way	8
Prefer not to say (SINGLE CODE).....	9
Don't know (SINGLE CODE)	10

SKIP IF 5-7 – ASK ALL WHO GIVE PERMISSION AT QC56 (CODE 1) SINGLE CODE

DO NOT READ OUT – INTERVIEWER TO COMPLETE

Q11 Did the child respond to the previous question (QC57) through the tablet or did you read it out to them?

Child responded anonymously through the tablet.....	1
I read out the question to the child	2

SKIP IF 5-7 – ASK ALL WHO ANSWERED QC53 (CODE 1) OR QC54 (CODE 1) SINGLE CODE

DO NOT READ OUT – INTERVIEWER TO COMPLETE

Q12 In your opinion how willing was the child to answer these questions about bullying?

Very willing.....	1
Fairly willing.....	2
Not very willing – appeared anxious/ needed some encouragement – ADD MORE DETAILS IF NECESSARY	3

Scripting instruction : OTHER SPECIFY TEXT Q12 (CODE 3)

Please provide more information about the child not being very willing to answer the questions about bullying

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

QC58 SHOWCARD C58

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

Another person pretending to be them online	1
Another person using their password to get at their information	2
Seeing something of a sexual nature that made them feel uncomfortable.....	3
Seeing or receiving something troubling online like a scary video or comment or something that makes them feel scared	4
Someone being cheated out of money online	5
Being contacted by someone they don't know online who wants to be their friend.....	6
Feeling under pressure to send photos or other information about themselves to someone.....	7
Don't know anyone who has experienced 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 MULTICODE OK FOR CODES 1-7

QC59 SHOWCARD C59

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

Another person pretending to be you online	1
Another person using your password to get at your information	2
Seeing something of a sexual nature that made you feel uncomfortable.....	3
Seeing or receiving something troubling online like a scary video or comment or something that makes you feel scared	4
Being cheated out of money online	5
Being contacted by someone you don't know online who wants to be your friend.....	6
Feeling under pressure to send photos or other information about yourself to someone	7
I have not experienced 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 QC10 (CODES 1-10) MULTICODE OK FOR CODES 1-6

QC60 SHOWCARD C60

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
- Have not done any of these things in the last year (**SINGLE CODE**) 7
- Prefer not to say (**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 QC10 (CODES 1-10) MULTICODE OK FOR CODES 1-9

QC61 SHOWCARD C61

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

- Block messages from someone you don't want to hear from 1
- Block pop-up adverts 2
- Block junk email or spam 3
- Amend the settings to use a web browser in privacy mode/ in private browsing 4
- Change the settings so fewer people can view your social media profile 5
- Delete the 'history' records of which websites you have visited 6
- Unset any filters or controls that are there to stop certain websites being viewed 7
- Use a proxy server to access particular sites or apps 8
- Report something online that you found upsetting 9
- None of these (**SINGLE CODE**) 10
- Prefer not to say (**SINGLE CODE**) 11
- Don't know (**SINGLE CODE**) 12

**SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD KNOWS HOW TO DO ANY AT QC61 (CODES 1-9)
MULTICODE OK FOR CODES 1-9**

Note to scripter: Only allow responses from QC61

QC62 **SHOWCARD C61 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

- Block messages from someone you don't want to hear from 1
- Block pop-up adverts 2
- Block junk email or spam 3
- Amend the settings to use a web browser in privacy mode/ in private browsing 4
- Change the settings so fewer people can view your social media profile 5
- Delete the 'history' records of which websites you have visited 6
- Unset any filters or controls that are there to stop certain websites being viewed 7
- Use a proxy server to access particular sites or apps 8
- Report something online that you found upsetting 9
- None of these (**SINGLE CODE**) 10
- Prefer not to say (**SINGLE CODE**) 11
- Don't know (**SINGLE CODE**) 12

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 SINGLE CODE

QP75 SHOWCARD P75

Which of these groups best describes your child?

WHITE
British 1
English 2
Scottish 3
Welsh 4
Irish 5
Any other white background (WRITE IN) 6

MIXED
White and Black Caribbean 7
White and Black African 8
White and Asian 9
Any other mixed background (WRITE IN) 10

ASIAN AND BRITISH ASIAN
Indian 11
Pakistani 12
Bangladeshi 13
Any other Asian background (WRITE IN) 14

BLACK AND BLACK BRITISH
Caribbean 15
African 16
Any other black background (WRITE IN) 17

MIDDLE EAST AND ARABIC ORIGIN
Middle Eastern, including Arabic origin 18
Iranian 19

CHINESE OR OTHER ETHNIC GROUP
Chinese 20
Any other background (WRITE IN) 21

Refused 22

ASK ALL PARENTS SINGLE CODE

QP76 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
No 2
Don't know 3

ASK IF LONG STANDING ILLNESS/ DISABILITY OR INFIRMITY AT QP76 (CODE 1) – OTHERS SKIP TO QP78 SINGLE CODE

QP77 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

QP78 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

QP79 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 SINGLE CODE

QP80 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 SINGLE CODE

QP81 **SHOWCARD P81**

And which of these options applies to your home?

- 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

QP82 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

QP83 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 QP83 – OTHERS SKIP TO QP85 MULTICODE OK FOR CODES 1-17

QP84 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

QP85 SHOWCARD P85

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

QP86 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 QP86 (CODE 1) CODE THAT ANSWER HERE WITHOUT ASKING QUESTION SINGLE CODE

QP87 SHOWCARD P87

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 SINGLE CODE

QP88 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

QP89 ENTER GENDER OF PARENT INTERVIEWED

- Male.....1
- Female.....2

ASK ALL PARENTS SINGLE CODE

QP90 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