

SERIAL NO:

Private & Confidential
April/ May 2016

QUESTIONNAIRE – CHILDREN AGED 3-15 (MASTER) 2016

JN 11165

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 [], 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	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 or games player – like a PlayStation, Xbox, Wii, Nintendo DS or Sony PS Vita	1	2	3	4	5	6
I	Radio (<i>whether FM/ AM or digital DAB</i>)	1	2	3	4	5	6
J	DVD/ Blu Ray player	1	2	3	4	5	6
K	E-Book reader - like a standard Kindle, Kobo eReader or Nook eReader	1	2	3	4	5	6

ASK IF CHILD HAS THEIR OWN MOBILE PHONE/ SMARTPHONE AT QP3F (CODE 1) – OTHERS SKIP TO QP4A

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

ASK ALL PARENTS –MULTICODE OK FOR CODES 1-2

SHOWCARD P4A

QP4A Which if any of these ways of going online are available to your child at home?

READ OUT - 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 3
- Don't know..... 4

ASK ALL PARENTS THAT CODE 1 OR 2 AT QP4A – MULTICODE FOR CODES 1-2 OTHERS SKIP TO Q5

Note to scripiter: Only allow response 1 AT QP4B IF CODED AT QP4A, ONLY ALLOW RESPONSE 2 AT QP4B IF CODED AT QP4A

QP4B And does your child go online at home through...

READ OUT CODES AS SHOWN BELOW

- A fixed broadband connection (perhaps using WiFi)..... 1
- A mobile network signal (likely to be 3G or 4G) 2
- No..... 3
- Don't know 4

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.

READ OUT - Please choose as many as apply

A television set.....	1
A tablet (like an iPad, Kindle Fire, Google Nexus).....	2
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry).....	3
A desktop computer/ laptop/ netbook	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 PS Vita).....	7
Other type of device.....	8
NONE OF THESE/ Does not watch TV programmes	9
Don't know	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

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 tablet (like an iPad, Kindle Fire, Google Nexus).....	2
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry).....	3
A desktop computer/ laptop/ netbook	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 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 1-9**

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.

READ OUT - 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 Netflix.....	6
BT Vision/ BT TV	7
TalkTalk TV.....	8
EE TV.....	9
Don't know	10

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?

IF NECESSARY – Not DVDs or video clips.

READ OUT - Please choose as many as apply

<u>Pay per view</u> 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 <u>subscription</u> services such as Netflix or Amazon Prime (LoveFilm)	3
Broadcaster <u>catch up</u> services (e.g. BBC iPlayer, ITV Hub, All 4, My5).....	4
Online pay per view or download to own services such as Google Play, iTunes store etc	5
No	6
Don't know	7

ASK IF CAN WATCH ON DEMAND TV SERVICES AT QP8 (CODES 1-5) – OTHERS SKIP TO QP12A MULTICODE OK FOR CODES 1-5

Note to scripter: Only allow responses from QP8 codes 1 to 5 and also code 6 and 7

QP9 SHOWCARD P8 AGAIN

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

IF NECESSARY – Not DVDs or video clips

READ OUT - 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 Hub, All 4, My5).....	4
Online pay per view or download to own services such as Google Play, iTunes store etc	5
No	6
Don't know	7

ASK ALL PARENTS WHOSE CHILD WATCHES ON-DEMAND CONTENT AT QP9 (CODES 1-5) – OTHERS SKIP TO QP12A 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 Google Play or iTunes Store.

IF NECESSARY – Not DVDs or video clips

IF NECESSARY – Not TV as it is broadcast.

READ OUT - Please choose as many as apply

A television set.....	1
A tablet (like an iPad, Kindle Fire, Google Nexus).....	2
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry).....	3
A desktop computer/ laptop/ netbook	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 PS Vita).....	7
Other type of device	8
Don't know	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) OTHERS SKIP TO QP12A- SINGLE CODE ONE RESPONSE FROM QP10

Note to scripiter: 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

A television set.....	1
A tablet (like an iPad, Kindle Fire, Google Nexus).....	2
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry).....	3
A desktop computer/ laptop/ netbook	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 PS Vita).....	7
Other type of device.....	8
Don't know	9

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 ALL PARENTS WHOSE CHILD WATCHES ANY ON-DEMAND CONTENT AT QP9 (CODES 1-5) SINGLE CODE– OTHERS SKIP TO QP12A 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 Google Play 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

ASK ALL PARENTS SINGLE CODE

SHOWCARD P12A

QP12A Can I ask you to please read the following information (**SHOWCARD P12A**) and to let me know when you have finished reading it.

DO NOT READ OUT – FOR INFORMATION ONLY

Thinking specifically about the catch-up services of UK broadcasters (e.g BBC iPlayer, ITV Hub etc), these services offer information about the age suitability of programmes.

This information can be in the form of ratings (e.g. G for guidance, 12, 15, 18) or labels (such as ‘violence’, ‘sex’, ‘drug use’, or ‘strong language’). They may appear as a pop-up screen asking for age confirmation before accessing the content.

READ OUT WHEN READY- Did you know that, before today?

- Yes, knew this 1
- No, did not know this 2

ASK ALL PARENTS SINGLE CODE

QP12B Have you set up a PIN code or password on any of these catch-up services to prevent your child watching or downloading unsuitable programmes or films?

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

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

INTRO: For this next question 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 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 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 QP15 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?

READ OUT - 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 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?

READ OUT - 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..... 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

QP18 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.

NEW SCREEN

SHOWCARD P18

QP18A 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

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 QP22A ROTATE ORDER OF STATEMENTS A –D
SINGLE CODE**

QP19 SHOWCARD P19

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

QP19A SHOWCARD P19

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

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

QP19C SHOWCARD P19

READ OUT: The amount of TV advertising they see

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

QP19D SHOWCARD P19

READ OUT: The content of the TV advertising they see

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 QP22A

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 QP22 MULTICODE OK FOR CODES 1-16

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
Sexually provocative/ sexualised performances (ie could be through acting or dancing in music videos etc)	3
Nakedness/ naked bodies/ naked body parts	4
Unsuitable content for younger people/ children	5
Unsuitable content aired too early/ pre-watershed/ before 9pm	6
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	7
Makes me feel embarrassed/ don't feel comfortable watching with my child/ children	8
Negative portrayal of women/ objectification of women	9
Glamorisation of certain lifestyles	10
Portrayal of anti-social behaviour	11
Violence (in general)	12
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	13
Invasion of privacy/ not respecting people's privacy	14
Lack of respect towards adults	15
Other	16
Don't know	17

Scripting instruction : OTHER SPECIFY TEXT QP21 (CODE 16)

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

ASK IF CHILD WATCHES TV AT QP5 (CODES 1-8) – OTHERS SKIP TO QP22A

SHOWCARD P22

QP22 In the past 12 months, has your child asked you to buy something because they've seen it advertised on TV?

IF NO – code 1

IF YES - Which of these best describes how frequently in the past 12 months your child has asked you to do this?

- Never 1
- Every day 2
- Every week 3
- Every month 4
- Every couple of months 5
- Less frequently 6
- Don't know 7

YOUTUBE

ASK ALL PARENTS OF 3-4S AND 5-7S – PARENTS OF 8-15S GO STRAIGHT TO QP23

QP22A Does your child ever use the YouTube website or app?

IF NECESSARY: On any device they use to go online at home or elsewhere

- Yes, uses the YouTube website or app 1
- No, does not use the YouTube website or app 2
- Don't know 3

ASK IF CHILD AGED 3-4 OR 5-7 AND QP22A (CODE 1) – OTHERS SKIP TO QP23 – MULTICODE OK FOR CODES 1 -2

QP22B Do they use the main YouTube website or app, or the app that is aimed specifically at under 5s called YouTube Kids, or do they use both?

NOTE TO INTERVIEWER – MULTICODE CODES 1 AND 2 IF THEY USE BOTH

- Uses 'main' YouTube website/ app 1
- Uses YouTube Kids app (aimed at under 5s) 2
- Don't know 3

ASK IF CHILD AGED 3-4 OR 5-7 AND QP22A (CODE 1) – OTHERS SKIP TO QP23 – MULTICODE OK FOR CODES 1 -9

SHOWCARD P22C

QP22C Here is a list of the sorts of things that your child may have watched on YouTube. Which if any of these types of things do they watch on YouTube?

READ OUT - Please choose as many as apply

THEN READ OUT: What other sorts of things do they watch on YouTube that are not included here?

- Funny videos/ jokes/ pranks/ challenges 1
- Music videos 2
- Vloggers or YouTube personalities (such as Zoella or PewDiePie) 3
- 'How-to' videos or tutorials about hobbies/ sports/ things they are interested in 4
- Game tutorials/ walk-throughs/ watching other people play games 5
- 'Unboxing' videos – e.g where toys are unwrapped or assembled 6
- Film trailers, clips of programmes, 'best-bits' or programme highlights 7
- Whole programmes, films, cartoons, mini-movies, animations, songs 8
- Other – please specify 9
- Don't know 10

Scripting instruction : OTHER SPECIFY TEXT QP22C (CODE 9)

Please specify other things child watches on YouTube

ASK IF CHILD AGED 3-4 OR 5-7 AND QP22A (CODE 1) – OTHERS SKIP TO QP23 – SINGLE CODE ONE RESPONSE GIVEN AT QP22C

Note to scripter: Only allow responses from QP22C– IF ONLY ONE RESPONSE GIVEN AT QP22C AUTOPUNCH

SHOWCARD P22C AGAIN

QP22D And which one of these things is their favourite thing to watch on YouTube?

Funny videos/ jokes/ pranks/ challenges	1
Music videos	2
Vloggers or YouTube personalities (such as Zoella or PewDiePie).....	3
'How-to' videos or tutorials about hobbies/ sports/ things they are interested in	4
Game tutorials/ walk-throughs/ watching other people play games.....	5
'Unboxing' videos – e.g where toys are unwrapped or assembled	6
Film trailers, clips of programmes, 'best-bits' or programme highlights	7
Whole programmes, films, cartoons, mini-movies, animations, songs	8
Other – please specify	9
Don't know	10

Scripting instruction : OTHER SPECIFY TEXT QP22D (CODE 9)

Please specify favourite thing to do on YouTube

ASK IF CHILD AGED 3-4 OR 5-7 AND QP22A (CODE 1) – OTHERS SKIP TO QP23 – SINGLE CODE

SHOWCARD P22E

QP22E Here is a list of devices that your child may use to access the YouTube website or app. Which device does your child mostly use to watch YouTube?

.....	
A TV set	1
A tablet (like an iPad, Kindle Fire, Google Nexus).....	2
A mobile phone / Smartphone (like an iPhone/ Samsung Galaxy/Blackberry)	3
A desktop computer/ laptop/ netbook.....	4
A portable Media Player (like an iPod Touch).....	5
A games console or player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita).....	6
Some other device - Please say	7
Don't know	8

Scripting instruction : OTHER SPECIFY TEXT QP22E (CODE 7)

Please specify device mostly used to watch YouTube

INTERNET

Now some questions about the internet and going online.

ASK ALL PARENTS MULTICODE OK FOR CODES 1-9

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.

READ OUT - Please choose as many as apply

A tablet (like an iPad, Kindle Fire or Google Nexus)	1
A laptop/ netbook	2
A desktop computer (PC or Mac)	3
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	4
A portable media player (like an iPod Touch)	5
Games console or games player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita)	6
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)	7
E-reader/ e-book readers (like a standard Kindle or a Kobo eReader or Nook eReader)	8
Other type of device	9
NONE OF THESE/ Does not go online	10
Don't know	11

Scripting instruction : OTHER SPECIFY TEXT QP23 (CODE 9)

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 1-9) OTHERS SKIP TO QP25A SINGLE CODE

Note to scripiter: 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 tablet (like an iPad, Kindle Fire or Google Nexus)	1
A laptop/ netbook	2
A desktop computer (PC or Mac)	3
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	4
A portable media player (like an iPod Touch)	5
Games console or games player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita)	6
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)	7
E-reader/ e-book readers (like a standard Kindle or a Kobo eReader or Nook eReader)	8
Other type of device	9
Don't know	10

Scripting instruction : OTHER SPECIFY TEXT QP24 (CODE 9)

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 1-9) – OTHERS SKIP TO QP26

QP25A Please think about the time your child spends going online at home or elsewhere on a typical school day. We're interested in the time spent on all the things they may use to go online.

IF NECESSARY: Such as using any type of computer (so a laptop, netbook, desktop) or tablet, 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 1-9) – 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 1-9) 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?

READ OUT - 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 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 1-9) 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?

READ OUT - 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.....	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 1-9) 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?

READ OUT - 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	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 already knows about this 10
- Other reasons 11
- Don't know 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 1-11

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 1-11) – OTHERS SKIP TO QP43 MULTICODE FOR CODES 1-11

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 1-2) BUT DO NOT USE AT QP32 (CODES 1-2) – OTHERS SKIP TO QP34 MULTICODE FOR CODES 1-2

QP33 SHOWCARD P33

IF ONLY ONE ELIGIBLE (so code 1 or code 2): Have you stopped using this type of technical tool or control to manage your child's access to online content? READ OUT TOOL SHOWN BELOW

IF BOTH (so code 1 and 2): Have you stopped using either or both of these types of technical tools or controls to manage your child's access to online content? (READ OUT TOOL(S) SHOWN BELOW)

Which?

ASK QP34 THEN QP35 THEN QP36 IN TURN FOR EACH CONTROL USED AT QP32(CODES 1-2) OR STOPPED USING AT QP33 (CODES 1-2)

**ASK ALL WHO USE ANY AT QP32 (CODES 1-2) OR STOPPED USING AT QP33 (CODES 1-2) – OTHERS SKIP TO QP42A
SINGLE CODE**

QP34 Do you/ Did you find this tool useful?

**ASK ALL WHO USE ANY AT QP32 (CODES 1-2) OR STOPPED USING AT QP33 (CODES 1-2) – OTHERS SKIP TO QP42A
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 1-2) OR STOPPED USING AT QP33 (CODES 1-2) OTHERS SKIP TO QP42A
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				
PIN/ Password required to enter websites unless already approved	4	4				
Safe search enabled on search engine websites – e.g. Google	5	5				
YouTube safety mode enabled to filter inappropriate content	6	6				
Software that can limit the amount of time spent online	7	7				
Software to protect against junk email/ spam or computer viruses	8	8				
Change the settings on your child's phone or tablet to stop	9	9				

any apps being downloaded			
Change the settings on your child's phone or tablet to stop any in-app purchases	10	10	
Parental control software to restrict app installation/ use	11	11	
None of these	12	12	3
Don't know	13	13	4

QP37-QP41 – deliberately left blank

ASK IF AWARE AT QP31 (CODES 1 OR 2) BUT DO NOT USE AT QP32 (CODES 1 OR 2) – OTHERS SKIP TO QP42B MULTICODE OK FOR CODES 1-10

QP42A **SHOWCARD P42**

You said earlier you were aware of but don't use

- | |
|---|
| 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) |
| 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. |

Note to scripter: Wording if only 1 or 2 is read out to respondent

Here are some reasons that other people have given for not using this particular technical tool or control, do any of these apply?

Note to scripter: Wording if both 1 and 2 read out to respondent

Here are some reasons that other people have given for not using these particular technical tools or controls, do any of these apply?

READ OUT - Please choose as many as apply

- 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
- They don't block enough..... 8
- They block too much/ get in the way..... 9
- Other reasons..... 10
- Don't know 11

Scripting instruction : OTHER SPECIFY TEXT QP42A (CODE 10)

Please specify other reasons for not using technical tool or control

ASK IF AWARE AT QP31 (CODE 11) BUT DO NOT USE AT QP32 (SO CODE 11 not checked) – OTHERS SKIP TO QP43 MULTICODE OK FOR CODES 1-10

QP42B SHOWCARD P42

You said earlier you were aware of but don't use parental control software to restrict app installation or use

Here are some reasons that other people have given for not using this control, do any of these apply?

READ OUT - Please choose as many as apply

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
They don't block enough.....	8
They block too much/ get in the way.....	9
Other reasons.....	10
Don't know.....	11

Scripting instruction : OTHER SPECIFY TEXT QP42 (CODE 10)

Please specify other reasons for not using technical tool or control

ASK ALL PARENTS OF 3-15S IF CHILD USES INTERNET AT QP23 (CODES 1-9) – OTHERS SKIP TO QP57A SINGLE CODE

QP43 I'd now like to ask you some questions about your child's use of social media – so websites or apps like Facebook, Twitter, Instagram, Tumblr, Snapchat, What's App and some activities on YouTube

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

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

**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 QP48
MULTICODE OK FOR CODES 1-21**

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

DO NOT READ OUT

PROBE: - Any others?

NOTE TO INTERVIEWER: If parent mentions Facebook then code 4. Only code 5 if they spontaneously mention Facebook Messenger

Ask.FM	1
Bebo	2
Blogger	3
Facebook.....	4
Facebook Messenger.....	5
Flickr.....	6
Google+ (inc. Google Hangouts).....	7
hi5.....	8
Instagram	9
Jabble.....	10
MySpace	11
Piczo.....	12
Pinterest	13
SnapChat	14
Tumblr	15
Twitter.....	16
Vimeo	17
Vine	18
WhatsApp.....	19
YouTube.....	20
Other	21
Don't know.....	22

Scripting instruction : OTHER SPECIFY TEXT QP44 (CODE 21)

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 QP48 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
Facebook Messenger.....	5
Flickr.....	6
Google+ (inc. Google Hangouts).....	7
hi5.....	8
Instagram	9
Jabble.....	10
MySpace	11
Piczo.....	12
Pinterest.....	13
SnapChat	14
Tumblr	15
Twitter.....	16
Vimeo	17
Vine	18
WhatsApp.....	19
YouTube.....	20
Other	21
Don't know	22

Scripting instruction : OTHER SPECIFY TEXT QP45 (CODE 21)

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

QP46-47 deliberately left blank

ASK IF CHILD USES INTERNET AT QP23 (CODES 1-9) ROTATE ORDER OF STATEMENTS A- E OTHERS SKIP TO QP57A SINGLE CODE

QP48 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 like an iPad, a mobile phone, a games console or a media player like an iPod Touch.

NEW SCREEN

SHOWCARD P48

QP48A READ OUT: The benefits of the internet for my child outweigh any risks

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

QP48B SHOWCARD P48

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

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

QP48C SHOWCARD P48

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**

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**

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

QP49 and QP50 DELIBERATELY LEFT BLANK

ASK IF CHILD USES INTERNET AT QP23 (CODES 1-9) - OTHERS SKIP TO QP57A ROTATE ORDER OF STATEMENTS A-D THEN ASK STATEMENTS E TO J IN ORDER SHOWN SINGLE CODE

QP51 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 like an iPad, a mobile phone or smartphone, a games console or a media player like an iPod Touch.

NEW SCREEN

QP51A 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 1-9) - OTHERS SKIP TO QP57A ROTATE ORDER OF STATEMENTS A-D THEN ASK STATEMENTS E TO J IN ORDER SHOWN SINGLE CODE

QP51B SHOWCARD P51

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 1-9) - OTHERS SKIP TO QP57A ROTATE ORDER OF STATEMENTS A-D THEN ASK STATEMENTS E TO J IN ORDER SHOWN SINGLE CODE

QP51C SHOWCARD P51

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 1-9) - OTHERS SKIP TO QP57A ROTATE ORDER OF STATEMENTS A-D THEN ASK STATEMENTS E TO J IN ORDER SHOWN SINGLE CODE

QP51D **SHOWCARD P51**

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 1-9) - OTHERS SKIP TO QP57A DO NOT ROTATE SINGLE CODE

QP51E **SHOWCARD P51**

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 1-9) - OTHERS SKIP TO QP57A DO NOT ROTATE SINGLE CODE

QP51F **SHOWCARD P51**

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 1-9) - OTHERS SKIP TO QP57A DO NOT ROTATE SINGLE CODE

QP51G **SHOWCARD P51**

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 1-9) - OTHERS SKIP TO QP57A DO NOT ROTATE SINGLE CODE

QP51H **SHOWCARD P51**

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 1-9) - OTHERS SKIP TO QP57A DO NOT ROTATE SINGLE CODE

QP51I **SHOWCARD P51**

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 1-9) - OTHERS SKIP TO QP57A DO NOT ROTATE SINGLE CODE

QP51J SHOWCARD P51

READ OUT: The possibility of my child being radicalised, e.g. influenced by extreme views online whether political, social or religious

- 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 1-9) - OTHERS SKIP TO QP57A DO NOT ROTATE SINGLE CODE

SHOWCARD P51K

QP51K In the past 12 months, has your child asked you to buy them something because they've seen it advertised online?

IF NO – code 1

IF YES - Which of these best describes how frequently in the past 12 months your child has asked you to do this?

- Never 1
- Every day 2
- Every week 3
- Every month 4
- Every couple of months 5
- Less frequently 6
- Don't know 7

ASK IF CHILD USES INTERNET AT QP23 (CODES 1-9) OTHERS SKIP TO QP57A MULTICODE FOR CODES 1 -10

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?

READ OUT - 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
- BBC 5
- Manufacturers or retailers selling the product 6
- Internet service providers/ ISPs 7
- TV, radio, newspapers or magazines 8
- Other websites with information about how to stay safe online 9
- Other sources 10
- No, have not looked for or received any information or advice 11
- Don't know 12

Scripting instruction : OTHER SPECIFY TEXT QP52 (CODE 10)

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 1-9) OTHERS SKIP TO QP57A 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 year4
- Don't know whether seen any of these things5

SKIP IF CHILD AGED 8-11 or 12-15 ASK IF CHILD EVER GOES ONLINE AT QP23 (CODES 1 -9) – MULTICODE OK FOR CODES 1-14- OTHERS SKIP TO QP57A

SHOWCARD P54

QP54 Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following?

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

READ OUT - Please choose as many as apply

- Change or edit a photo 1
- Make a drawing or picture..... 2
- Make a video 3
- Make a meme or gif (an image, video or piece of text that is funny that gets spread around online)..... 4
- Write a blog..... 5
- Make a vlog (video blog)..... 6
- Make a website 7
- Make an app or game..... 8
- Modify or change a game 9
- Make or design a robot 10
- Make their own music 11
- Change or edit somebody else's music (such as cutting, editing or mixing tracks)..... 12
- Make an animation/ moving picture or image 13
- Make a character (avatar) that lives and plays in games or sites like Moshi Monsters, Minecraft etc..... 14
- None of these 15
- Don't know 16

QP55 AND QP56 DELIBERATELY LEFT BLANK

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?

READ OUT - 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 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-C, THEN ASK STATEMENT D SINGLE CODE

QP60 SHOWCARD P60

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

NEW SCREEN

QP60A 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-C, THEN ASK STATEMENT D SINGLE CODE

QP60B **SHOWCARD P60**

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 STATEMENT D SINGLE CODE

QP60C **SHOWCARD P60**

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

QP60D **SHOWCARD P60**

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) 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

QP64 – DELIBERATELY LEFT BLANK

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?

READ OUT - Please choose as many as apply

- On a hand held games console (like a Nintendo DS or 3DS or Sony PS Vita or Wii U) 1
- On a games console connected to a TV (like an Xbox/ PlayStation/ Wii) 2
- On a tablet (like an iPad, Kindle Fire or Google Nexus) 3
- On a desktop computer/ laptop/ netbook 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 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 of 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 or elsewhere 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 1-18

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?

READ OUT - Please choose as many as apply

PROBE – Any others?

No games after a certain time	1
Only allowed to play games for a set period of time.....	2
Only games with appropriate age rating.....	3
No games with violence	4
No games with drug use.....	5
No games with swearing/ bad language	6
No games with nudity/ sexual content.....	7
Regularly check on what they're playing	8
Can only play when supervised/ not on their own	9
Only a game that an adult or parent has played/ tried first.....	10
No online game playing	11
No online game playing with people they don't already know	12
No online chat or messaging.....	13
No multi-player games	14
Only games that are free to play	15
No games with in-app or in game purchasing	16
No games with subscriptions that recur after a set period of time (ie monthly).....	17
Other	18
No, do not have ANY rules or restrictions	19

Scripting instruction : OTHER SPECIFY TEXT QP67 (CODE 18)

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

QP69- DELIBERATELY LEFT BLANK

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?

READ OUT - 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 somewhere else 3
- Playing against or with one or more other people they have not met in person who are playing somewhere else..... 4
- No – child does not play online games 5
- Don't know 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
- No 2
- Don't know 3

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

QP72 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

NEW SCREEN

QP72A **READ OUT:** I am confident that 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

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

QP72B SHOWCARD P72

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 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) OTHERS SKIP TO QP75 ROTATE ORDER OF STATEMENTS A TO F SINGLE CODE

QP74 SHOWCARD P74

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

NEW SCREEN

QP74A READ OUT: The content of the games they are playing

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) OTHERS SKIP TO QP75 ROTATE ORDER OF STATEMENTS A TO F SINGLE CODE

QP74B SHOWCARD P74

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) OTHERS SKIP TO QP74D ROTATE ORDER OF STATEMENTS A TO F SINGLE CODE

NOTE TO SCRIPTER: DIFFERENT FILTER TO OTHER QUESTION ITERATIONS

QP74C SHOWCARD P74

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) OTHERS SKIP TO QP75 ROTATE ORDER OF STATEMENTS A TO F SINGLE CODE

QP74D **SHOWCARD P74**

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) OTHERS SKIP TO QP75 ROTATE ORDER OF STATEMENTS A TO F SINGLE CODE

QP74E **SHOWCARD P74**

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) OTHERS SKIP TO QP75 ROTATE ORDER OF STATEMENTS A TO F SINGLE CODE

QP74F **SHOWCARD P74**

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

ASK ALL PARENTS OF 3-15S – ASK A TO C IN ORDER

SHOWCARD P75

QP75 Moving on, I'd now like to ask you some questions about your child's screen time. By screen time I mean the time your child spends looking at screens on all the different devices they may use, including TV, mobile phones, laptops, tablets and gaming devices.

QP75A **SHOWCARD P75**

Please tell me the extent to which you agree or disagree with the following statements

READ OUT: I find it hard to control my child's screen time

- 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

QP75B **SHOWCARD P75**

READ OUT: I think my child has a good balance between screen time and doing other things

- 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

QP75C **SHOWCARD P75**

READ OUT: My child's screen time gets in the way of family time

- 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

IF PARENT OF CHILD AGED 3-4 – GO TO QP76
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 – Thank you for helping us out with this. We have some questions that we would like to ask you about the things that you do. There are no right or wrong answers to any of these questions as it is not a test. There may be some things you haven't heard of or you don't use but that is fine. If there is any question that you don't understand or you are not sure about it is okay to ask me for help or to answer by saying Don't know.

So to start, we have some questions about TV. Can you have a look at this list please

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

QC1 SHOWCARD C1

Do you EVER use any of these 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.

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

IF NECESSARY – Not DVDs or video clips.

A television set.....	1
A tablet (like an iPad, Kindle Fire, Google Nexus).....	2
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry).....	3
A computer/ laptop/ netbook	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 PS Vita).....	7
Other type of device.....	8
NONE OF THESE/ Do not watch TV programmes.....	9
Don't know	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 one of these do you use most often....

IF NECESSARY – At home or elsewhere.

IF NECESSARY – Not DVDs or video clips.

A television set.....	1
A tablet (like an iPad, Kindle Fire, Google Nexus).....	2
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry).....	3
A computer/ laptop/ netbook	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 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 as they are broadcast or on-demand content which can be accessed at a time that is convenient

IF NECESSARY – Not time watching DVDs

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 as they are broadcast or on-demand content which can be accessed at a time that is convenient

IF NECESSARY – Not time watching DVDs

	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 QC6 MULTICODE OK FOR CODES 1-6

QC4 SHOWCARD C4

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

READ OUT - Please choose as many as apply

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

What was QC5 and QC6 and QC7 and QC8 from 2015 deleted

SKIP IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD WATCHES TV AT QC1 (CODES 1-8) – OTHERS SKIP TO QC6 SINGLE CODE

QC5 SHOWCARD C5

Where do you think the BBC mainly gets its money from?

From the government/ council.....	1
From everyone that uses the BBC.....	2
From companies that advertise with the BBC.....	3
Don't know	4

YOUTUBE

SKIP IF CHILD AGED 5-7 ASK ALL 8-15S – OTHERS SKIP TO QC10 SINGLE CODE

QC6 Do you ever use the YouTube website or app?

IF NECESSARY: On anything you use to go online at home or elsewhere

- Yes, use the YouTube website app 1
- No, do not use the YouTube website or app 2
- Don't know 3

ASK IF CHILD ANSWERS YES AT QC6 (CODE 1) – OTHERS SKIP TO QC10 – MULTICODE OK FOR CODES 1-9

SHOWCARD C7A

QC7A Here is a list of the sorts of things that you might have watched on YouTube. Which of these, if any, do you watch on YouTube?

READ OUT: -Please choose as many as you like, as long as they apply to you

THEN READ OUT: What other sorts of things do you watch on YouTube that are not included here?

- Funny videos/ jokes/ pranks/ challenges 1
- Music videos 2
- Vloggers or YouTube personalities (such as Zoella or PewDiePie)..... 3
- 'How-to' videos or tutorials about hobbies/ sports/ things you are interested in 4
- Game tutorials/ walk-throughs/ watching other people play games 5
- 'Unboxing' videos – e.g where toys are unwrapped or assembled 6
- Film trailers, clips of programmes, 'best-bits' or programme highlights 7
- Whole programmes, films, cartoons, mini-movies, animations, songs 8
- Other – please specify 9
- Don't know 10

Scripting instruction : OTHER SPECIFY TEXT QC7A (CODE 9)

Please specify other things watched on YouTube

ASK IF CHILD ANSWERS YES AT QC6 (CODE 1) – OTHERS SKIP TO QC10 – SINGLE CODE ONE RESPONSE GIVEN AT QC7A

Note to scripiter: Only allow responses from QC7A– IF ONLY ONE RESPONSE GIVEN AT QC7A AUTOPUNCH

SHOWCARD C7A AGAIN

QC7B And which one of these things that you watch is your favourite thing to watch on YouTube?

- Funny videos/ jokes/ pranks/ challenges 1
- Music videos 2
- Vloggers or YouTube personalities (such as Zoella or PewDiePie)..... 3
- 'How-to' videos or tutorials about hobbies/ sports/ things you are interested in 4
- Game tutorials/ walk-throughs/ watching other people play games 5
- 'Unboxing' videos – e.g where toys are unwrapped or assembled 6
- Film trailers, clips of programmes, 'best-bits' or programme highlights 7
- Whole programmes, films, cartoons, mini-movies, animations, songs 8
- Other – please specify 9
- Don't know 10

Scripting instruction : OTHER SPECIFY TEXT QC7B (CODE 9)

Please specify favourite thing to do on YouTube

ASK IF CHILD ANSWERS YES AT QC6 (CODE 1) – OTHERS SKIP TO QC10 SINGLE CODE

QC7C Do you prefer to watch YouTube videos, TV programmes on a TV set, or do you like both the same?

- Prefer to watch YouTube videos 1
- Prefer to watch TV programmes on a TV set..... 2
- Like both the same 3
- Don't know 4

ASK IF CHILD ANSWERS YES AT QC6 (CODE 1) – OTHERS SKIP TO QC10 SINGLE CODE

SHOWCARD C8

QC8 You may use some of these to watch things on the YouTube website or app. Which one of these do you use most often to watch things on YouTube?

- A TV set 1
- A tablet (like an iPad, Kindle Fire, Google Nexus) 2
- A mobile phone / Smartphone (like an iPhone/ Samsung Galaxy/Blackberry) 3
- A computer/ laptop/ netbook 4
- A portable Media Player (like an iPod Touch) 5
- A games console or player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita)..... 6
- Some other device – Please say..... 7
- Don't know 8

Scripting instruction : OTHER SPECIFY TEXT QC8(CODE 7)

What other thing do you use most often to watch things on YouTube

SKIP IF CHILD AGED 5-7 OR 8-11 ASK 12-15S WHO USE YOUTUBE AT QC6 (CODE 1) – OTHERS SKIP TO QC10 SINGLE CODE

QC9 SHOWCARD C9

Where do you think YouTube mainly gets its money from?

- From the government/ council..... 1
- From everyone that uses YouTube..... 2
- From companies that advertise with YouTube..... 3
- Don't know 4

INTERNET

Now we're going to talk about the internet and going online. There are lots of different things you might do when you are online: going to websites or apps like Google, Wikipedia or YouTube, playing games online, watching TV programmes or clips online, or using social media sites like Facebook, Instagram, Snapchat or WhatsApp. Please think about all the things you might do online at home or elsewhere.

SKIP IF CHILD AGED 5-7 ASK ALL 8-15S MULTICODE OK FOR CODES 1-9

QC10 SHOWCARD C10

We'd like to ask you some questions now about what you might use to access the internet or go online.

Do you ever use any of these to go online at home or elsewhere?

READ OUT - Please choose as many as apply

A tablet (like an iPad, Kindle Fire or Google Nexus).....	1
A laptop/ netbook	2
A desktop computer (PC or Mac).....	3
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry).....	4
A portable media player (like an iPod Touch)	5
A games console or games player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita).....	6
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).....	7
E-reader/ e-book readers (like a standard Kindle or a Kobo eReader or Nook eReader)	8
Other type of device	9
NONE OF THESE/ Do not go online.....	10
Don't know	11

Scripting instruction : OTHER SPECIFY TEXT QC10 (CODE 9)

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 1-9)– 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 do you use most often?

- A tablet (like an iPad, Kindle Fire or Google Nexus)..... 1
- A laptop/ netbook2
- A desktop computer (PC or Mac).....3
- A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry).....4
- A portable media player (like an iPod Touch)5
- A games console or games player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita).....6
- 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)7
- E-reader/ e-book readers (like a standard Kindle or a Kobo eReader or Nook eReader)8
- Other type of device9
- Don't know10

Scripting instruction : OTHER SPECIFY TEXT QC11 (CODE 9)

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 1-9) – OTHERS SKIP TO QC37

QC12A Please think about the time you spend going online at home or elsewhere on a typical school day. We're interested in the time spent on all the things you may use to go online.

IF NECESSARY: Such as using any type of computer (so a laptop, netbook, desktop) or tablet, 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 1-9) -OTHERS SKIP TO QC37

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

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD GOES ONLINE AT QC10 (CODES 1-9)- MULTICODE OK FOR CODES 1 TO 14 - OTHERS SKIP TO QC37

SHOWCARD C13

QC13 When you use things like computers, tablets, or mobile phones, have you ever done any of these things?

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

READ OUT - Please choose as many as apply

Change or edit a photo	1
Make a drawing or picture.....	2
Make a video	3
Make a meme or gif (an image, video or piece of text that is funny that gets spread around online).....	4
Write a blog.....	5
Make a vlog (video blog).....	6
Make a website	7
Make an app or game.....	8
Modify or change a game	9
Make or design a robot	10
Make your own music	11
Change or edit somebody else’s music (such as cutting, editing or mixing tracks).....	12
Make an animation/ moving picture or image	13
Make a character (avatar) that lives and plays in games or sites like Moshi Monsters, Minecraft etc.....	14
None of these	15
Don’t know	16

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD GOES ONLINE AT QC10 (CODES 1-9)- SINGLE CODE

QC14 When you go online do you ever do things like sign petitions, share news stories on sites like Facebook or Twitter or write comments or talk online about the news?

Yes	1
No	2
Don’t know.....	3

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-9) SINGLE CODE

QC15A SHOWCARD C15

When you go online do you visit social media sites or apps like Facebook, Instagram, SnapChat, Twitter, or You Tube?

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 1-9) SINGLE CODE

QC15B SHOWCARD C15

When you go online do you visit sites or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers?

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 1-9) SINGLE CODE

QC15C SHOWCARD C15

When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian, or news apps or sites like Buzzfeed?

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 1-9) MULTICODE OK FOR CODES 1-10

QC16 SHOWCARD C16

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

READ OUT - 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
Sometimes spending too much time online	7
Strangers might find out information about me	8
Someone might pretend to be my age and try to get to know me or try to trick me.....	9
Something else	10
These things don’t worry me/ None of these.....	11

Scripting instruction : OTHER SPECIFY TEXT QC16 (CODE 10)

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 1-9) SINGLE CODE

SHOWCARD C17

QC17 Thinking about all the things you use to go online, in a normal week, would you say that you

- Only use websites or apps that you've used before 1
- Use **one or two** websites or apps that you've not used before 2
- Use **lots** of websites or apps that you've not used before 3
- Don't know 4

QC18 DELIBERATELY BLANK

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-9) SINGLE CODE

QC19 I'd like to ask you some questions about **social media** – sites or apps like Facebook, Twitter, Instagram, Tumblr, Snapchat, What's App and some activities on YouTube.

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 1-21

QC20 Which social media sites or apps do you use?

DO NOT READ OUT

PROBE: - Any others?

NOTE TO INTERVIEWER : If child mentions Facebook then code 4. Only code 5 if they spontaneously mention Facebook Messenger

- Ask.FM 1
- Bebo 2
- Blogger 3
- Facebook 4
- Facebook Messenger 5
- Flickr 6
- Google+ (inc. Google Hangouts) 7
- hi5 8
- Instagram 9
- Jabble 10
- MySpace 11
- Piczo 12
- Pinterest 13
- SnapChat 14
- Tumblr 15
- Twitter 16
- Vimeo 17
- Vine 18
- WhatsApp 19
- YouTube 20
- Other 21
- Don't know 22

Scripting instruction : OTHER SPECIFY TEXT QC20 (CODE 21)

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
Facebook Messenger.....	5
Flickr.....	6
Google+ (inc. Google Hangouts).....	7
hi5.....	8
Instagram	9
Jabble.....	10
MySpace	11
Piczo.....	12
Pinterest.....	13
SnapChat	14
Tumblr	15
Twitter.....	16
Vimeo	17
Vine	18
WhatsApp.....	19
YouTube.....	20
Other	21
Don't know.....	22

Scripting instruction : OTHER SPECIFY TEXT QC21 (CODE 21)

Please specify main social media site or app they use

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

QC21A How often do you visit your main social media site or app?

NOTE TO INTERVIEWER : IF RESPONDENT SAYS 'EVERY DAY' – PROBE TO PRECODES 1 TO 3
READ OUT IF NECESSARY

More than 10 times a day.....	1
2-10 times a day.....	2
Once a day	3
Every other day	4
A couple of times a week	5
Once a week	6
Less often.....	7
Don't know.....	8

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

SHOWCARD C21B

QC21B You may use some of these to visit social media sites or apps. Which one of these do you use most often for social media?

- A tablet (like an iPad, Kindle Fire, Google Nexus) 1
- A mobile phone / Smartphone (like an iPhone/ Samsung Galaxy/Blackberry) 2
- A computer/ laptop/ netbook 3
- A portable Media Player (like an iPod Touch)..... 4
- A games console or player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita)..... 5
- Some other device – Please say..... 6
- Don't know 7

Scripting instruction : OTHER SPECIFY TEXT QC21B (CODE 6)

What other thing do you use most often for social media

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 1-10

QC22 SHOWCARD C22

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

READ OUT - Please choose as many as apply

- I sometimes spend too much time on them 1
- Too many adverts 2
- Seeing things that make me feel sad, frightened or embarrassed 3
- People being nasty, mean or unkind to me 4
- People being nasty, mean or unkind to others 5
- People spreading gossip or rumours 6
- Feeling under pressure to appear popular or attractive..... 7
- Strangers might find out information about me..... 8
- People pretending to be me/ hacking into my account..... 9
- People like teachers or future bosses might see something bad about me 10
- These things don't worry me/ None of these 11

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK ALL WITH CURRENT SOCIAL MEDIA PROFILE AT QC19 (CODE 1) - OTHERS SKIP TO QC23 SINGLE CODE

SHOWCARD C22A

QC22A I'm going to read out some things about social media sites and apps, for each one please say which of the options on the card applies to you

READ OUT: Getting lots of likes and nice comments on social media is important to me

- Disagree..... 1
- Neither agree nor disagree 2
- Agree 3
- Don't know 4

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK ALL WITH CURRENT SOCIAL MEDIA PROFILE AT QC19 (CODE 1) - OTHERS SKIP TO QC23 SINGLE CODE

SHOWCARD C22A

QC22B **READ OUT:** Getting more followers is more important to me than keeping my information private

- Disagree..... 1
- Neither agree nor disagree 2
- Agree 3
- Don't know 4

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-9) SINGLE CODE

QC23 Do you ever use Google, or similar sites like Bing or Yahoo to look for or find out things online?

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

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

QC24 **SHOWCARD C24**

When you use Google to look for something online, you are given a list of websites in the Google results page.

Which one of these sentences about these results do you agree with most?

- I think that if they have been listed by Google these websites can be trusted 1
- I think that some of these websites can be trusted and some can't..... 2
- I don't really think about whether the websites can be trusted..... 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**

Where do you think Google mainly gets its money from?

- From the government/ council..... 1
- From everyone that uses Google 2
- From companies that advertise with Google 3
- Don't know 4

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

This is a picture from a Google search for 'children's trainers' (SHOWCARD C26).

(SHOWCARD C26A) Do you know why the three results at the top of the page have been listed first?

READ OUT - Please choose as many as apply

- These are adverts / they have paid to be here..... 1
- These are the best results..... 2
- These are the most popular results..... 3
- Anything else..... 4
- Don't know 5

Scripting instruction : OTHER SPECIFY TEXT QC26 (CODE 4)

Please specify what else applies to the first three 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 1-9) MULTICODE OK FOR CODES 1-8

QC27 SHOWCARD C27

If you were using a website or app you hadn't visited before to look for information online and you weren't sure whether you could trust the website or app, which of these things, if any might you check?

READ OUT - Please choose as many as apply

- Look at how up to date the information on the website is 1
- Check some types of information across a number of websites to be sure it's correct 2
- Check the general look of the website, for example the layout ,colours or how professional it looks..... 3
- Ask someone else if they have been to the website 4
- See whether it is a company you have heard of 5
- See if there are links to the site from another website you trust 6
- Check which country the website is from..... 7
- See if there are adverts on the website from companies you recognise 8
- None of these..... 9
- Not applicable – never go to websites I haven't used before..... 10
- Don't know 11

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-9) SINGLE CODE

SHOWCARD C27A

QC27A I'm going to read out some things about being online, for each one please say which of the options on the card applies to you.

READ OUT: I will give details about myself to a website or app to be able to get something that I want

- Disagree..... 1
- Neither agree nor disagree 2
- Agree 3
- Don't know 4

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-9) SINGLE CODE

SHOWCARD C27A

QC27B **READ OUT:** I can easily delete information that I have posted about myself online if I don't want people to see it.

Disagree.....	1
Neither agree nor disagree	2
Agree	3
Don't know	4

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-9) MULTICODE OK FOR CODES 2-15

QC28 When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone 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	1
Brother/ sister	2
Friend.....	3
Parent	4
Other relative	5
Teacher.....	6
The websites themselves	7
The internet service providers (e.g. Virgin/ Sky/ 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	16
Don't know if I would let someone know	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 1-9) SINGLE CODE

QC29 And in the last year, have you seen anything online that you found worrying or, nasty in some way that you didn't like?

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

SKIPPED IF CHILD AGED 5-7 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-9) MULTICODE OK FOR CODES 1-7

QC30 Has anyone ever told you about how being online can sometimes be a bit risky or dangerous?

IF NO: CODE 8

IF YES: Who was it that told you about this?

DO NOT READ OUT

PROBE: Who else?

- Yes – from parent 1
- Yes – from other member of family 2
- Yes – from teacher at school 3
- Yes - from friends 4
- Yes - from websites 5
- Yes – from television/ radio programmes 6
- Other 7
- No – not been given information/ advice 8
- Don't know 9

Scripting instruction : OTHER SPECIFY TEXT QC30 (CODE 7)

Please specify who told them about the risks of being online

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-9) 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 1-9) 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 1-9) MULTI CODE OK FOR CODES 1-4

QC33 SHOWCARD C33

On sites like YouTube some vloggers with lots of followers like Zoella, Thatcher Joe or PewDiePie, might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop.

Why do you think they might say good things about these products or brands?

READ OUT - 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 5

Scripting instruction : OTHER SPECIFY TEXT QC33 (CODE 4)

Please ask them 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 1-9) – OTHERS SKIP TO QC35A SINGLE CODE

QC34 Did you know that many websites, apps and online games have a report function so that you can let them know if you see something worrying or nasty?

IF NECESSARY: The report function could be a button, a link, an email address or online form through which you can point out the worrying or nasty content.

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

ASK IF AWARE AT QC34 (CODE 1) – OTHERS SKIP TO QC35A – SINGLE CODE

QC34A Have you ever seen something on a website or app or online game that you thought was worrying or nasty that you could have reported in this way?

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

ASK IF SEEN SOMETHING INAPPROPRIATE AT QC34A (CODE 1) – OTHERS SKIP TO QC35A – SINGLE CODE

QC34B And did you report it?

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

SKIP IF CHILD AGED 5-7 AND 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-9) SINGLE CODE

QC35A SHOWCARD C35

I'm going to read out some things 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..... 1
- Neither agree nor disagree 2
- Agree 3
- Don't know 4

SKIP IF CHILD AGED 5-7 AND 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-9) SINGLE CODE

QC35B SHOWCARD C35

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

- Disagree..... 1
- Neither agree nor disagree 2
- Agree 3
- Don't know 4

QC36 – DELIBERATELY BLANK

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?

READ OUT - Please choose as many as apply

- On a hand held games console (like a Nintendo DS or 3DS or Sony PS Vita or Wii U) 1
- On a games console connected to a TV (like an Xbox/ PlayStation/ Wii) 2
- On a tablet (like an iPad, Kindle Fire or Google Nexus) 3
- On a computer/ laptop/ netbook 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 9

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

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) – OTHERS SKIP TO QC48A

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 things like 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?

READ OUT - 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 somewhere else 3
- Playing against or with one or more other people you have not met in person who is playing somewhere else 4
- No - do not play online games 5
- Don't know 6

SKIP IF CHILD AGED 5-7 ASK IF EVER PLAY GAMES ONLINE AT QC39 (CODES 1-4) – OTHERS SKIP TO QC45 SINGLE CODE

QC40 When you play games online do you ever chat through the game to other people who are playing, through instant messaging or using a headset?

- 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 QC45 – MULTICODE OK FOR CODES 1-2

QC41 SHOWCARD C41

And when you chat, who do you chat to?

READ OUT - 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 3

QC42-QC44 DELIBERATELY LEFT BLANK

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?

READ OUT - 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 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 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

QC47 – DELIBERATELY LEFT BLANK

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?

READ OUT - Please choose as many as apply

- TV set 1
- Radio 2
- Tablet (like an iPad)..... 3
- Computer/ laptop/ netbook 4
- Mobile phone/ smartphone 5
- Games console/ player 6
- Books, magazines, comics 7
- DVD/ Blu ray player 8
- MP3 player (like an iPod) 9
- None of these 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 C51

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
- Tablet (like an iPad)..... 3
- Computer/ laptop/ netbook 4
- Mobile phone/ smartphone 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

ASK ALL CHILDREN AGED 12-15 SINGLE CODE – OTHERS SKIP TO QC52

QC51A Moving on, I'd now like to ask you some questions about your screen time. By screen time I mean the time you spend looking at screens on all the different devices you may use, including TV, mobiles, laptops, tablets and games players.

Please have a look at this card, for each thing I read out about screen time please say which of the options on the card applies to you.

NEW SCREEN

QC51B SHOWCARD C51B

READ OUT: I find it hard to control my screen time

- Disagree..... 1
- Neither agree nor disagree 2
- Agree 3
- Don't know 4

QC51C SHOWCARD C51B

READ OUT: I think I have a good balance between screen time and doing other things

- Disagree..... 1
- Neither agree nor disagree 2
- Agree 3
- Don't know 4

QC51D SHOWCARD C51B

READ OUT: My screen time gets in the way of family time

- Disagree..... 1
- Neither agree nor disagree 2
- Agree 3
- Don't know 4

**SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-9) - OTHERS SKIP TO QC53
RANDOMISE ORDER FOR EACH OF A TO C SINGLE CODE**

QC52 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.

NEW SCREEN

QC52A SHOWCARD C52

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 1-9) - OTHERS SKIP TO QC53
RANDOMISE ORDER FOR EACH OF A TO C SINGLE CODE**

QC52B SHOWCARD C52

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 1-9) - OTHERS SKIP TO QC53
RANDOMISE ORDER FOR EACH OF A TO C SINGLE CODE**

QC52C SHOWCARD C52

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 could be in person, by talking about people behind their back, calling people names, leaving them out, threatening to hurt people or actually hurting them. 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 social media sites or other websites or online games. It could be done on purpose to hurt or upset someone or as a joke that goes too far.

In the last year, do you know of anyone this has happened to?

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, has anyone been nasty or hurtful to you in any of those 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**

When somebody was nasty or hurtful to the person you know, did it happen in any of the following ways?

READ OUT - Please choose as many as apply.

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

When somebody was nasty or hurtful to you did it happen in any of the following ways?

READ OUT - Please choose as many as apply.

In person/ face to face.....	1
Through telephone calls.....	2
By photo message or video.....	3
By group chat or group messaging service or by text message	4
On social media sites or apps (like Facebook, Twitter, Instagram, Tumblr, Snapchat)	5
Through other websites or apps.....	6
In online games.....	7
Through some other way	8
Prefer not to say.....	9
Don't know	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 they have happened to anyone you know 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.

READ OUT - 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
Accidentally spending money online that they did not mean to.....	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	8
Prefer not to say	9
Don't know	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 any of these things have happened to you in the last year, either online or on a mobile phone.

READ OUT - 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
Accidentally spending money online that you did not mean to.....	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.....	8
Prefer not to say	9
Don't know	10

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-9) 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.

READ OUT - 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 7
- Prefer not to say 8
- Don't know 9

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-9) 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.

READ OUT - 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 10
- Prefer not to say 11
- Don't know 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 C62**

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

READ OUT - 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 10
- Prefer not to say 11
- Don't know 12

SKIPPED IF CHILD AGED 5-7 OR 8-11 ASK IF CHILD USES THE INTERNET AT QC10 (CODES 1-9) SINGLE CODE

QC63 In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity?

Examples of these sorts of things might be nasty or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube.

IF NO: CODE 1

IF YES: PROBE TO CODE 2 OR 3

- Never see this 1
- Sometimes see this 2
- Often see this 3
- Don't know 4

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

QP76 SHOWCARD P76

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

QP76A 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 QP76A (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
- Refused18

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.....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

- Male1
- 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