

## Introduction

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

This survey is being conducted for research purposes for Ofcom, the regulator for the UK communications industry.

[POSTAL RESPONDENTS] The **Parent Media Views** survey among parents of children aged 3-17 aims to learn more about media use among children and young people and parents' attitudes towards the different media available. Ofcom is keen to understand how parents and children across the UK are using and thinking about media. [ONLINE PANEL RESPONDENTS] The survey aims to learn more about media use and attitudes towards the different media available. Ofcom is keen to understand how people across the UK are using and thinking about media.

Critical Research is an independent market research agency established in 1991. Each year we conduct in the region of 300,000 interviews for a variety of client organisations. You can verify we are a bona fide market research agency by calling the MRS (Market Research Society) on Freephone 0500 396 999.

You can refuse to participate or stop the survey at any point. To comply with the GDPR legislation we need to draw your attention to our Respondent Information Sheet at the bottom right of the screen which explains your rights.

Please be assured this is genuine research being conducted for Ofcom about different sorts of media in the home. We are not trying to sell you anything and there will be no sales follow-up as a result of taking part. We want to stress to you that your responses are treated in the strictest of confidence and will be reported in an anonymised format, so your answers will not be traced back to you. Additionally, Critical Research will not transfer data outside of the UK at any point. The survey will take around 20 minutes to complete in total.

Could you please confirm you are happy to proceed?"

*Please select one option*

Yes	1	CONTINUE
No	2	CLOSE

## Section 1: Screening questions

### ASK ALL

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

*Please type in below*

**IF ONE PERSON – CLOSE**

### ASK ALL

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

*Please type in below*

**IF ZERO PEOPLE AGED UNDER 18 – CLOSE**

**ASK ALL**

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

*Please select all that apply*

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

**ASK ALL PARENTS OF 3-17s – OTHER RESPONDENTS SCREENED OUT HERE**

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

*Please select one option*

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

**ASK ALL PARENTS OF 3-17s**

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

	Male	Female
Aged under 1	0	0
Aged 1	0	0
Aged 2	0	0
Aged 3	0	0
Aged 4	0	0
Aged 5	0	0
Aged 6	0	0
Aged 7	0	0
Aged 8	0	0
Aged 9	0	0
Aged 10	0	0
Aged 11	0	0
Aged 12	0	0
Aged 13	0	0
Aged 14	0	0
Aged 15	0	0
Aged 16	0	0
Aged 17	0	0

**The purpose of this survey:**

We are carrying out research on behalf of Ofcom about the different sorts of media that children use and what parents and guardians think.

**ASK ALL PARENTS OF 3-17s [PANEL ONLY]**

**QD1** Where do you normally live? By this we mean the place that you live for most of the year.

*Please select one option*

England	1
Wales	2
Scotland	3
Northern Ireland	4

**ASK ALL PARENTS OF 3-17s**

**QE** What is your postcode?

This will not be used to contact you or identify you – it will simply be used to classify where you live as in an urban or rural area.

*Please type in below*

Allow tick box for Prefer not to say

**ASK ALL THAT LIVE IN ENGLAND AT QD1 (CODE 1) [PANEL ONLY]**

**QD2** What region of England do you live in?

*Please select one option*

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

**ASK ALL PARENTS OF 3-17s [PANEL ONLY]**

**QF** Which one of these options best describes where you live?

*Please select one option*

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

**ASK ALL PARENTS OF 3-17s**

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

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

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

*Please select one option*

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

**ASK ALL PARENTS OF 3-17s**

**QJ** Thinking just about your child <AGED 3/4/5/6/7/8/9/10/11/12/13/14/15/16/17>...

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

*Please select one option*

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

**SHOWSCREEN 1 -SHOW ALL PARENTS**

**START SURVEY**

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

The questions in the survey will relate to one particular child in your home and we are interested in your views as a parent in relation to that child. All the questions are for you to answer, we don't need your child to answer any questions.

Please think about your [boy/ girl aged 3/4/5/6/7/8/9/10/11/12/13/14/15/16/17] when answering.

**ASK ALL PARENTS**

**QM** QUESTION TO COLLECT THE NAME OF THE CHILD WHO WILL BE THE FOCUS OF THE SURVEY QUESTIONS FOR THEIR PARENT/ GUARDIAN, WITH AN OPTION FOR 'PREFER NOT TO SAY'

**ASK ALL PARENTS**

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

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

*Please select all that apply*

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

**ASK ALL PARENTS**

**QP3F** Does [your child] have their own mobile phone of any type?

If so – is it a smartphone?

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, and Android phones such as the Samsung Galaxy.

*Please select one option*

Yes – it’s a smartphone	1
Yes – but it’s not a smartphone	2
No – my child does not have a mobile phone	3
Don’t know	4

**ASK ALL PARENTS**

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

Popular brands include Amazon Echo, Google Nest and Apple HomePod mini.

*Please select one option*

Yes	1
No	2
Don’t know	3

**ASK ALL PARENTS**

**QP4A.** Do you have access to a broadband internet service at home – perhaps using Wi-Fi to go online?

*Please select one option*

Yes	1
No	2
Don’t know	3

**ASK ALL PARENTS WHO DO NOT HAVE BROADBAND AT HOME AT QP4A (CODE 2-3) – OTHERS SKIP TO SHOWSCREEN 2**

**QP4B.** Does your child go online at home using a mobile network connection – so 3G, 4G or 5G?

*Please select one option*

Yes	1
No	2
Don’t know	3

**SHOWSCREEN 2 – SHOW ALL PARENTS**

Now some questions about television.

**ASK ALL PARENTS**

**QP5** 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** (such as BBC iPlayer or ITVX) or other **on-demand content** (such as Netflix or Amazon Prime Video).

*Please select all that apply*

A television set	1
A tablet (like an iPad or Amazon Fire)	2
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	3
A desktop computer/ laptop/ netbook	4
A games console or handheld games player (like a PlayStation/ Xbox/ Nintendo Switch)	5
Other type of device	6
None of these/ Child does not watch TV programmes or films	7
Don't know	8

**ASK ALL PARENTS**

**QP6** Which, if any, of these ways does [your child] ever watch TV programmes and films?

*Please select all that apply*

As they are broadcast on <b>scheduled TV</b>	1
TV that has been <b>recorded</b> by someone in the household	2
<b>Online or catch-up</b> services like BBC iPlayer, ITVX or Channel 4	3
<b>Paid-for on-demand</b> services like Netflix, Amazon Prime Video or Disney+	4
<b>Rented or bought</b> from online stores like Google Play Store, Sky Store or Apple TV+	5
On <b>other websites or apps</b> like YouTube or Vimeo	6
Blu rays/ DVDs/ videos	7
None of these	8
Don't know	9



**SHOWSCREEN 3 -SHOW ALL PARENTS WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1 (CODES 1-6) – OTHERS SKIP TO QP31**

Now some questions about your child’s online activities.

**ASK ALL PARENTS WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1**

**QP25** Thinking about all the sorts of things your child may do online – including searching for information, online shopping, watching things online, communicating with others, and so on...

How much do you feel you know about what [your child] is doing online?

*Please select one option*

A lot	1
Some	2
Not very much	3
Nothing	4
Don't know	5

**ASK ALL PARENTS WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1**

**QP26** **Still** thinking about all the sorts of things your child may do online – including searching for information, online shopping, watching things online, communicating with others, and so on...

Do you have any of these rules about what [your child] does online?

*Please select all that apply*

Rules about the types of websites or apps they can use	1
Rules about the video content they watch online	2
Rules about who they can contact online	3
Rules about the information they can share online	4
Rules about spending money online	5
Rules about how much time they spend online	6
Rules about when they can go online	7
Other rules – please say	8
No, do not have any rules	9

**ASK ALL PARENTS WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1**

**QP27** When [your child] goes online, on any devices, would you usually supervise them in any of these ways?

*Please select all that apply*

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

**ASK ALL PARENTS WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1**

**QP28** Have you ever talked to [your child] about how to stay safe online?

For example, have you ever discussed with them the potential dangers of things like content on sites or apps that might be unsuitable for their age, sharing too much information online, contact with people they don't know personally, and so on?

*Please select one option*

Yes	1
No	2
Don't know	3

**ASK ALL PARENTS WHO HAVE TALKED TO THEIR CHILD ABOUT STAYING SAFE ONLINE AT QP28 (CODE 1) – OTHERS SKIP TO QP31**

**QP29** Which of these best describes how often you talk to [your child] about how to stay safe online?

*Please select one option*

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 ALL PARENTS**

**QP31** Before today, were you **aware of** any of these types of technical tools or controls – whether or not you use them?

*Please select all that apply*

<b>Content filters provided by your broadband internet service provider</b> (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to <b>ALL the devices</b> using your home broadband service (also known as home network filtering)	1
<b>Parental control software</b> set up on a <b>particular device</b> used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	2
<b>Parental controls built into the device</b> by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	3
Restrict access to inappropriate online content - through things like <b>Google SafeSearch, YouTube Restricted mode or TikTok Restricted Mode</b>	4
Apps that can be installed on a child’s phone to <b>monitor which apps they use and for how long</b>	5
Change the settings on your child’s phone or tablet to <b>stop apps being downloaded or stop in-app purchases</b>	6
Parental control software, settings or apps that can be used on your child’s phone or tablet to <b>restrict access to content or manage their use of the device</b>	7
None of these	8
Don’t know	9

**ASK ALL PARENTS IF AWARE OF ANY TOOLS OR CONTROLS AT QP31 (CODES 1-7) – OTHERS SKIP TO SHOWSCREEN 4**

**QP32** Do you **use** any of these types of technical tools or controls to manage your child’s access to online content?

*Please select all that apply*

<b>Content filters provided by your broadband internet service provider</b> (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to <b>ALL the devices</b> using your home broadband service (also known as home network filtering)	1
<b>Parental control software</b> set up on a <b>particular device</b> used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	2
<b>Parental controls built into the device</b> by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	3
Restrict access to inappropriate online content - through things like <b>Google SafeSearch, YouTube Restricted mode or TikTok Restricted Mode</b>	4
Apps that can be installed on a child’s phone to <b>monitor which apps they use and for how long</b>	5
Change the settings on your child’s phone or tablet to <b>stop apps being downloaded or stop in-app purchases</b>	6
Parental control software, settings or apps that can be used on your child’s phone or tablet to <b>restrict access to content or manage their use of the device</b>	7
None of these	8
Don’t know	9

**ASK ALL PARENTS WHO ARE AWARE OF CONTENT FILTERS AT QP31 (CODE 1) – OTHERS SKIP TO SHOWSCREEN 4**

**QP42A** You said earlier you were aware of:

**Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)**

Here are some things that other people have said about this type of technical tool or control. Do any of these apply to your household?

*Please select all that apply*

Content filters are complicated to use	1
My child can find a way around content filters	2
Content filters don't block enough	3
Content filters block too much/ get in the way	4
I prefer to supervise my child's online use by talking to them and setting rules	5
I can trust my child to be sensible/ responsible	6
My child is too young/ don't need to worry about this yet	7
None of these apply	8
Don't know	9

**SHOWSCREEN 4 -SHOW ALL PARENTS WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1 (CODES 1-6) – OTHERS SKIP TO SHOWSCREEN 5**

At the next few screens you will see a series of statements. Please show the extent to which you agree with each one in relation to [your child] and their online activities.

Please also think about how you would feel about any activities that your child doesn't currently do online.

**ASK ALL PARENTS WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1**

**QP48AB** To what extent do you agree with this statement in relation to [your child]:

**The benefits to my child of using social media, messaging and video sharing outweigh the risks.**

This could be on apps or sites like TikTok, YouTube, Instagram, Snapchat and WhatsApp.

*Please select one option*

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

**ASK ALL PARENTS WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1**

**QP48AD** To what extent do you agree with this statement in relation to [your child]:

**The benefits to my child of playing games outweigh the risks.**

This could be on a games console, mobile phone, tablet or laptop.

*Please select one option*

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

**ASK ALL PARENTS WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1**

**QP48AE** To what extent do you agree with this statement in relation to [your child]:

**The benefits to my child of using the internet to gather information outweigh the risks.**

This could be from search engines like Google or Bing, Wikipedia or news websites.

*Please select one option*

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

**ASK ALL PARENTS WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1**

**QP48B** To what extent do you agree with this statement in relation to [your child]:

**I feel I know enough to help my child to stay safe online.**

*Please select one option*

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

**SHOWSCREEN 5 -SHOW ALL PARENTS WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1 (CODES 1-6) – OTHERS SKIP TO SHOWSCREEN 6**

At the next few screens you will see a series of questions to understand the extent to which you are concerned about these aspects of [your child] online use.

**ASK ALL PARENTS WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1  
RANDOMISE QP51D-QP51J. ASK QP51L THEN QP51K AS THE LAST TWO QUESTIONS**

**QP51D To what extent are you concerned about these aspects of your child’s online use:**

Them giving out their personal details to inappropriate people

*Please select one option*

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 WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1**

**QP51E To what extent are you concerned about these aspects of your child’s online use:**

Them being bullied online/ cyberbullying

*Please select one option*

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 WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1**

**QP51F To what extent are you concerned about these aspects of your child’s online use:**

Damaging their reputation either now or in the future

*Please select one option*

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 WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1**

**QP51G To what extent are you concerned about these aspects of your child’s online use:**

Seeing content which encourages them to hurt or harm themselves

*Please select one option*

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 WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1**

**QP51H To what extent are you concerned about these aspects of your child’s online use:**

The pressure on them to spend money online

*Please select one option*

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 WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1**

**QP51I To what extent are you concerned about these aspects of your child’s online use:**

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

*Please select one option*

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 WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1**

**QP51J To what extent are you concerned about these aspects of your child’s online use:**

The possibility of them being influenced by extreme views online - whether political, social or religious

*Please select one option*

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 WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1**

**QP51L To what extent are you concerned about these aspects of your child’s online use:**

Seeing ‘Adult’ or sexual content

*Please select one option*

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 WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1**

**QP51K To what extent are you concerned about these aspects of your child’s online use:**

Seeing any other type of content which is not appropriate for their age group - for example, in terms of violence, bad language, disturbing content, and so on (other than ‘Adult’ or sexual content)

*Please select one option*

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 WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1**

**QP51M To what extent are you concerned about these aspects of your child’s online use:**

Them not knowing how to tell if something is real or fake online

*Please select one option*

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 WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1**

**QP52A In the past 12 months, has [your child] told you about anything they have seen online that has scared or upset them?**

*Please select one option*

Yes	1
No	2
Don’t know	3

**ASK ALL PARENTS WHOSE CHILD HAS TOLD THEM ABOUT SOMETHING AT QP52A (CODE 1) – OTHERS SKIP TO QP53**

**QP52B** What – if anything – did you do when your child told you about something they had seen online that had scared or upset them?

*Please select all that apply*

Talked to my child about what had happened	1
Sought advice on how to handle the situation	2
Advised/ told my child to block certain people/ types of content	3
Advised/ told my child to stop using certain apps/ sites	4
Reported the content to the website/ app it appeared on	5
Reported the content another way	6
Set up filters/ parental controls	7
Anything else – please say	8
No particular action taken	9
Prefer not to say	10

**ASK ALL PARENTS WHOSE CHILD GOES ONLINE USING ANY TYPE OF DEVICE AT QP1 (CODES 1-6) – OTHERS SKIP TO SHOWSCREEN 6**

**QP53** Thinking about what [your child] does online, which – if any – of these applies to them?

**Being online helps them...**

*Please select all that apply*

To learn a new skill	1
To develop creative skills	2
To build or maintain friendships	3
With their schoolwork/ homework	4
To find useful information about any problems or issues they may have	5
To understand what other people think and feel about things	6
To find out about or to support causes or organisations	7
To find out about news	8
To develop skills with reading and numbers	9
None of these	10
Don't know	11

**SHOWSCREEN 6 – SHOW ALL PARENTS WHOSE CHILD HAS THEIR OWN MOBILE PHONE AT QP3F (CODES 1-2) – OTHERS SKIP TO SHOWSCREEN 7**

Now some questions about your child's use of their mobile phone.

**ASK ALL PARENTS WHOSE CHILD HAS THEIR OWN MOBILE PHONE**

**QP59** Do you have any of these rules about the use that [your child] makes of their mobile phone?

*Please select all that apply*

Rules about how much time they spend using their phone	1
Rules about how much money they can spend on their phone	2
Rules about downloading apps onto their phone	3
Rules about who they are in contact with on their phone	4
Rules about when they can use their phone	5
Rules about not taking their phone to bed	6
Rules about putting their phone into a mobile phone cage	7
Other rules – please say	8
No, do not have any rules	9

**ASK ALL PARENTS WHOSE CHILD HAS THEIR OWN MOBILE PHONE**

**QP60B To what extent are you concerned about these aspects of your child’s mobile phone use:**

Who they are in contact with using their mobile phone

*Please select one option*

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 WHOSE CHILD HAS THEIR OWN MOBILE PHONE**

**QP60D To what extent are you concerned about these aspects of your child’s mobile phone use:**

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

*Please select one option*

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

**SHOWSCREEN 7 - SHOW ALL PARENTS**

Now some questions about playing games.

**ASK ALL PARENTS**

**QP65** Does [your child] play games at home or elsewhere in any of these ways?

**Please select all that apply**

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

**ASK ALL PARENTS WHOSE CHILD PLAYS GAMES AT QP65 (CODES 1-7) – OTHERS SKIP TO SHOWSCREEN 8**

**QP67** Do you have any of these rules about the games that [your child] plays at home or elsewhere?

**Please select all that apply**

Rules about only playing games with an age appropriate rating	1
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc.)	2
Rules about how much time they spend playing games	3
Rules about when they can play games	4
Rules about who they can play games with or play against	5
Rules about whether they can play games online	6
Rules about purchasing or downloading games or apps/ in-app purchasing	7
Other rules – please say	8
No, do not have any rules	9

**ASK ALL PARENTS WHOSE CHILD PLAYS GAMES**

**QP74A To what extent are you concerned about these aspects of your child’s games playing:**

The content of the games they are playing, in terms of violence, bad language, disturbing content, and so on

*Please select one option*

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 WHOSE CHILD PLAYS GAMES**

**QP74D To what extent are you concerned about these aspects of your child’s games playing:**

The pressure to make in-game purchases, for things like access to upgrades, skins, loot-boxes, in-game currency or other rewards

*Please select one option*

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 WHOSE CHILD PLAYS GAMES**

**QP74E To what extent are you concerned about these aspects of your child’s games playing:**

The possibility of them being bullied by other players

*Please select one option*

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 WHOSE CHILD PLAYS GAMES**

**QP74F To what extent are you concerned about these aspects of your child’s games playing:**

The possibility of them talking to strangers while gaming, whether within the game or via the chat function

*Please select one option*

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

**SHOWSCREEN 8 - SHOW ALL PARENTS**

Now some questions about your child’s screen time – so the time your child spends looking at the different screens they may use, including TV, mobile phones, laptops, tablets and gaming devices.

**ASK ALL PARENTS**

**QP75A How do you feel about this statement in relation to [your child]:**

I find it hard to control my child’s screen time

*Please select one option*

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

**ASK ALL PARENTS**

**QP75B** How do you feel about this statement in relation to [your child]:

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

*Please select one option*

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

Now some questions about your own screen time

**ASK ALL PARENTS**

**QP75C** How do you feel about this statement in relation to **your own** screen time:

I find it hard to control my own screen time

*Please select one option*

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

**ASK ALL PARENTS**

**QP75D** How do you feel about this statement in relation to **your own** screen time:

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

*Please select one option*

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



**ASK ALL PARENTS**

**QP76A** Moving on now, there are lots of different ways that parents may approach their child’s online safety. Which **one** of these best describes the approach you tend to rely on the most for your child’s online safety?

*Please select one option*

I talk to my child	1
I directly supervise my child	2
I use technical tools or controls	3
I can trust my child to be sensible	4
Another approach – please say	5
I don’t have an approach	6
Don’t know	7

**SHOWSCREEN 10 – SHOW ALL PARENTS**

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

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

**ASK ALL PARENTS OF 4-15S**

**C1A** Which school year is [your child] in?

We're only interested in grouping children into different school stages, we don't need any more information about their schooling.

*Please select one option*

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

**ASK ALL PARENTS OF 16-17S**

**C1B** Is [your child] in **full time** education?

*Please select one option*

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

**ASK ALL PARENTS OF 16-17s THAT ARE STILL IN FULL TIME EDUCATION AT C1B (CODE 1)**

**C1C** Which school year is [your child] in??

*Please select one option*

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

**ASK ALL PARENTS**

**C11.** Is English [your child]'s first or main language?

*Please select one option*

Yes	1
No	2
Child is bilingual/ trilingual – using English equally with one or more other languages	3
Prefer not to say	4

**ASK ALL PARENTS**

**C2** Which of these groups best describes [your child]’s ethnic group or background

*Please select one option*

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

**ASK ALL PARENTS**

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

*Please select all that apply*

Hearing? Poor hearing, partial hearing, or are d/Deaf	1
Eyesight? Poor vision, colour blindness, partial sight, or are blind	2
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	3
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	4
Breathing? Breathlessness or chest pains	5
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	6
Difficulty with speech? E.g. due to a stroke, stutter or stammer	7
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder etc.	8
Their mental health? Anxiety, depression, or trauma-related conditions, for example	9
Other illnesses/ conditions which impact or limit their daily activities	10
Nothing – no impairments or conditions that impact or limit their daily activities	11
Don’t know	12
Prefer not to say	13

**ASK ALL PARENTS**

**C4** What is your age, please?

Please enter your age in years \_\_\_\_\_

*TYPE IN AND AUTO CODE AS:*

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

**ASK ALL PARENTS**

- C5** Which of the following describes how you think of yourself?  
*Please select one option*

Man	1
Woman	2
Non-binary	3
Prefer to use another term (please specify)	4
Prefer not to say	5

**ASK ALL PARENTS**

- C6** What is **your** working status?  
*Please select one option*

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

**ASK ALL PARENTS**

- C8** Do you or anyone in your household currently receive any of the following benefits?  
*Please select all that apply*

Income Support	1
Income-based Jobseeker's Allowance	2
Pensions Credit (Guaranteed Credit)	3
Pensions Credit (no Guaranteed Credit)	4
Employment and Support Allowance (ESA)	5
Universal Credit (and household has other earnings).	6
Universal Credit (and household has no other earnings).	7
Personal Independence Payment (PIP)	8
Carer's allowance	9
Disability Living Allowance (DLA)	10
Other - (please type in below)	11
None of these - Do not receive any of these benefits	12
Don't know	13
Prefer not to say	14

**ASK ALL PARENTS**

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

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

*Please select one option*

Up to £199 per week / Up to £10,399 per year	1
From £200 to £299 per week / From £10,400 to £15,599 per year	2
From £300 to £499 per week / From £15,600 to £25,999 per year	3
From £500 to £699 per week / From £26,000 to £36,399 per year	4
From £700 to £999 per week / From £36,400 to £51,999 per year	5
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	6
£1,500 and above per week/ £78,000 and above per year	7
Don't know	8
Prefer not to say	9

**ASK ALL PARENTS**

**C10.** How well would you say your household is managing financially at the moment? Would you say you are....?

Doing well	1
Getting by	2
Struggling	3
Don't know	4
Prefer not to say	5