

CORE QUESTIONNAIRE TEMPLATE

INFORMATION ABOUT THE TEMPLATE

GUIDANCE ON QUESTION TEXT

TEXT IN CAPS	Any other text in the questionnaire not to be seen by respondents, i.e.: headings
TEXT IN BLUE	Scripting/ programming instructions
Text in black bold	is question text or highlights, will be seen by respondents.
<i>Text in italics</i>	<i>Respondent instructions</i>
Text black (not bold)	Answer text, will be seen by respondents
Text in blue shade	Will be updated depending on the project

QUESTIONNAIRE DEFAULTS/ INSTRUCTIONS

Single choice/ multi choice	By default, all single-choice questions will include an instruction to select only one option and multi-choice questions will include an instruction to select more than one option if relevant
Answer code order	Unless there is a clear order, answer options will usually be randomised.
Status bar	Included unless specified.
Text inserts	Use [] around text/instructions where there is a word substitution
Type	Question – for all types of questions including open ends
Text only	For pages that do not have questions
Open numeric	Where a number is provided by the respondent, please include the range for this number
Open text	Where the response is typed in by the respondent, please include the length of the box/ how much text it can capture
Routing	Who should be asked the question? Assumed to be 'all' unless specified
Grid questions	Ideally as carousels or whatever looks best on mobile
Scales	5 point semantic scales (with points described) or numeric If using a different scale – for example, frequency, check question bank.
Exclusive	Code can only be selected on its own even in a multi-choice question, used for 'none of these' or 'don't know' etc.
Fix/ fixed	Where the order of the code is fixed, for example at the end of a list for 'none of these' or where you want codes to be next to each other even where the list is randomised
Logos/ pictures/ images	Specify where these are needed in questions
Don't know	Include on all questions
Prefer not to say	Consider if needed – always include questions that are more sensitive such as personal characteristics

SURVEY QUESTIONS

SECTION A: TO RECRUIT POTENTIAL RESPONDENTS TO TAKE PART IN THE SURVEY

WALR INVITATION

Hello X/ Dear [FIRST NAME],

We have a survey for one of our clients that we thought you might find interesting. If you wish to participate in the study which will last for around 10 minutes, you can click on the link to see if you qualify for the survey. You will not be asked for any information that personally identifies you and should only answer questions that you are comfortable answering. You can click on our privacy policy for more information on how your data is treated. Note that once you start the survey you can stop at any time and your data will not be counted in our final sample, however if you do drop out of the survey you will not be able to go back in where you left off, so it will need to be completed in one sitting.

If you have any questions about the survey prior to participating or afterwards you can email [research agency email address] If do not want to receive any more invitations, please click here.

<https://walr.com/privacy-policy/>

SECTION B TO IDENTIFY OUR TARGET AUDIENCE IN THE SAMPLE THAT IS SENT THE INVITATION

B1 (CORE)	ASK ALL SINGLE CODE		
QUESTION	What is your preferred gender identity?		
	Man	1	
	Woman	2	
	Non-binary	3	
	Prefer to use another term	4	
	Prefer not to say	5	

B2 (CORE)	ASK ALL. NUMERIC		
OPEN NUMERIC	Please enter your age in the box below:		
	Min 18, Max 84	1	CLOSE IF AGED UNDER 18

B3 (CORE)	ASK ALL
QUESTION	SINGLE CHOICE
Do you have any children (under the age of 18) that you are the parent or guardian of?	
<i>Single Select</i>	
<ol style="list-style-type: none"> 1. No, none [SCREENOUT] 2. 1 3. 2 4. 3 5. 4 6. 5 or more 	

Question break

B4/5 (CORE)	ASK ALL	
OPEN NUMERIC	SINGLE CHOICE	
Can we please ask the age and gender of those aged under 18 in the household for whom you are a parent/carer? <i>PLEASE CHOOSE FIVE OF YOUR CHILDREN, PRIORITISING ANY THAT COULD ANSWER SOME QUESTIONS FOR US LATER IN THE SURVEY</i>		ONLY SHOW INSTRUCTION FOR THOSE WHO HAVE MORE THAN 5 CHILDREN AT B3

SHOW BASED ON S1

1. Child 1
2. Child 2
3. Child 3
4. Child 4
5. Child 5

S2 ASK ALL COLUMN 1

1. 1 or under
2. 2
4. 3
5. 4
6. 5
7. 6
7. 7
9. 8
10. 9
11. 10
12. 11
13. 12
14. 13 **TARGET**
14. 14 **TARGET**
15. 15 **TARGET**
16. 16 **TARGET**
17. 17 **TARGET**
18. Prefer not to say

**S3 ASK ALL
COLUMN 2**

1. Male
2. Female
3. They identify in another way
4. Prefer not to say

SCREENER: MUST SELECT ONE OF TARGET AGES ABOVE, IF NOT TERMINATE

Question break

B6A	SHOW TO THOSE WITH MULTIPLE CHILDREN IN TARGET RANGE AT B4
<p>Later, we will need to speak to one of your children. Are any of the children below available to answer some questions shortly?</p> <p>Please select all that are available. If none are available, you may wish to close the survey, and re-access it later, through the original survey link.</p> <ul style="list-style-type: none"> • SHOW ANY SON/DAUGHTER/CHILD AGED 13-17 SELECTED AT B4/5 • None of these (SCREENOUT) 	

Question break

SECTION C – TO GET CONSENT FOR COLLECTING DATA, FOR THEIR CHILDREN TO TAKE PART, AND TO INTRODUCE THE SURVEY, INCLUDING PRIVACY NOTICES

C1 (CORE)	NOT SHOWN TO RESPONDENTS
BACKGROUND	
<p>AGE OF CHILD TAKING PART = GENDER OF CHILD TAKING PART =</p> <p>IF MORE THAN ONE CHILD IN TARGET AGE/AVAILABLE, ALLOCATE BASED ON LEAST FILL CODED BASED ON B4/5/6A</p> <p>E.G.</p> <p>SON AGED 13 SON AGED 14 ...</p> <p>DAUGHTER AGED 13 DAUGHTER AGED 14</p>	

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Question break

C2 (CORE) TEXT ONLY	SHOW TO ALL PRESENT AS CAROUSEL TO HELP WITH ENGAGEMENT WITH ICONS (SEE PPT)
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Page 1 :
Beano Brain is conducting research with Walr for our client **Ofcom**, the regulator for online safety in the UK.

The survey's findings will contribute to Ofcom's understanding of children's usage of online communities.

By "online communities" we mean groups of people who have a shared interest or purpose, sharing information on a digital platform. The members might know each other "in real life" (and may meet up, for example to share a sport or hobby), or they might not. Online communities may include forums, online discussion boards and/or community pages.

In the survey we want to hear from children themselves and these questions are designed to be appropriate for children aged 13-17.

Page 2:

The survey could take around 10 minutes depending on your child's answers. If you or your child close the survey, you can access it again by clicking on the original link, however it will start from the beginning. Either of you can also stop filling in the survey at any point without giving a reason.

All information in this survey will be used for research and analysis purposes only. Information gathered from your child's responses will be analysed and grouped together with responses from other children across the UK. The findings will then be published as data tables and written up in a report published on the Ofcom website and presented to Ofcom stakeholders. The information shared may also be used in other Ofcom publications including other reports or blogs. **There will be no data used or shared that could identify you or your child.**

The information each child shares with us in the survey will be treated as strictly confidential unless they write anything suggesting a risk of harm to them or another person, in which case we may contact you and/or the relevant authorities.

Page 3:

*You and your child can withdraw consent to take part **during** the research by exiting the survey, and data will be deleted and not be included in the results shared with Ofcom, however once the survey is completed, it will not be possible to withdraw the response because responses will be anonymous and will not be easily identifiable.*

We hope children will find the survey useful and interesting. However, thinking about things online that might have upset them may make them want to talk to someone or seek support. They can stop filling in the survey without giving a reason. If they feel concerned or upset after taking part, we encourage them to talk to someone they trust such as a parent, a friend, or a teacher. We will also highlight support services if they want to talk to someone professional or from a charity.

Beano Brain fully abides by the Market Research Society Code of Conduct. If you have any questions or want to talk to us about your information, you can contact us by emailing [research agency email address]

If you want to check the validity of the survey, you can use this link [Ofcom research surveys: a message for participants - Ofcom](#)

If you are happy to continue on the basis described above, please give your consent for **YOUR [FROM C1 CHILD AGED X]** to take part by selecting the 'next' button below to proceed to the survey. Your **[FROM C1 CHILD AGED X]** will be given the opportunity to provide their own consent when they start the survey.

Question break

C3 (CORE)	ASK ALL
QUESTION	SINGLE CODE
<p>We have some questions for you first, and will let you know when it is time to pass the device to your child.</p> <p>Please confirm you are happy for you and your [FROM C1 CHILD AGED X] to proceed with the survey. Please select one option</p>	

Yes	1	CONTINUE
No	2	CLOSE

Question break

C4 (CORE)	ASK ALL
QUESTION	SINGLE CODE
<p>Thank you for agreeing for your child to participate in this important survey. At the end of the survey, we will be asking your child for the following information to ensure we are capturing the views of a broad and diverse range of young people. This will include:</p> <ul style="list-style-type: none"> • Their ethnicity • If they have any special educational needs or limiting or impacting conditions <p>Of course, they will also have the option to skip these questions if they wish. Are you happy for your child to answer these questions?</p>	

Yes	1	CONTINUE
No	2	CONTINUE BUT DO NOT ASK SECTION K

SECTION D TO ENSURE A GOOD DEMOGRAPHIC MIX AND REPRESENTATIVE SAMPLE
(QUOTAS)

D1 (CORE)	ASK ALL 18+
QUESTION	SINGLE CHOICE
Which area of the UK do you live in? <i>Please select one option</i>	

Scotland	1
North East	2
North West	3
Yorkshire and the Humber	4
West Midlands	5
East Midlands	6
Wales	7
East of England	8
London	9
South East	10
South West	11
Northern Ireland	12

Question break

D2 (CORE)	ASK ALL 18+
QUESTION	SINGLE CODE
Which of the following best describes the area you live in? <i>Please select one option</i>	

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

Question break

D3 (CORE)	ASK ALL 18+
QUESTION	SINGLE CODE
What is the occupation of the main income earner in your household? <i>Think about the person who has the highest income. This could come from working, a pension, state benefits, investments, or any other source. If the main income earner is retired, think about the occupation for which they're receiving a private pension.</i> <i>Please select one option</i>	

Semi or unskilled manual worker (for example manual workers, all apprentices to be skilled trades, caretaker, park keeper, non-HGV driver, shop assistant)	1	D
Skilled manual worker (for example skilled bricklayer, carpenter, plumber, painter, bus or ambulance driver, HGV driver, AA patrolman, pub or bar worker)	2	C2
Supervisory, clerical, junior managerial, professional or administrative worker (for example office worker, student doctor, foreman with over 25 employees, salesperson)	3	C1
Intermediate managerial, professional or administrative worker (for example a doctor with less than 3 years' experience, solicitor, board director or a small organisation, middle manager in a large organisation, principal officer in civil service or local government)	4	B
Higher managerial, professional or administrative worker (for example established doctor, solicitor, board director in an organisation with over 200 employees, top level civil servant or public service employee)	5	A
Student	6	C1
Casual worker - not in permanent employment	7	E
Housewife or homemaker	8	E
Retired and living on State Pension	9	E
Unemployed or not working due to long-term sickness	10	E
Full-time carer of other household member	11	E
Other	12	
Do not know	13	

Question break

D4 INCOME (COBA 2024)	ASK ALL 18+
QUESTION	SINGLE CODE
<p>Which one of these bands describes your total household income before tax or any other deductions are made?</p> <p>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?</p> <p><i>Please select one option</i></p>	

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	10	

Question break

D5 WORKING STATUS (COBA 2024)	ASK ALL 18+
QUESTION	SINGLE CODE
What is your working status?	
<i>Please select one option</i>	

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

Question break

Question break

D7 FINANCIAL WELLBEING (COBA 2024)	ASK ALL 18+
QUESTION	SINGLE CODE

How well would you say your household is managing financially at the moment? Would you say you are....?
Please select one option

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

SECTION E – SURVEY QUESTIONS TO PARENTS

SECTION E1 – PARENT INTRO QUESTIONS TO PARENTS

Text only	ASK TO ALL PARENTS
INFO	
<i>When answering the following questions, please think about your [FROM C1].</i>	

QUESTION BREAK

Overall device and platform usage questions

E1	ASK TO ALL PARENTS
QUESTION	MULTI CODE RANDOMISE
<p>Which of the following devices does your child use to go online? – this could be to play games, send messages, use social media, watch videos etc? <i>These can be devices they own or that are for their use only as well as any that they share with others or use (such as a parent's device) Select as many as are relevant</i></p>	

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	
Smart watch or fitness tracker (e.g. Apple Watch, FitBit, Garmin)	5	
A games console or handheld games player (e.g. PlayStation, Xbox, Nintendo Switch, etc.)	6	
VR or virtual reality headsets (e.g. Meta Quest, PS VR/PS VR2 or HTC Vive etc)	7	

Other (Please specify)	97	FIXED, SPECIFY
None of the above/ does not go online	98	FIXED, EXCLUSIVE SCREENOUT
Don't know	99	FIXED, EXCLUSIVE

QUESTION BREAK

E2	ASK ALL PARENTS WHOSE CHILD GOES ONLINE AT E1
QUESTION	SINGLE CODE
<p>Are you aware of your child having ever used or visited an online community?</p> <p>As a reminder...</p> <p>By "online communities" we mean groups of people who have a shared interest or purpose, interacting on a digital platform.</p> <p><i>This could include:</i></p> <ul style="list-style-type: none"> • <i>Forums, fan pages, gaming servers, social groups, and support networks</i> • <i>Communities with external 'rules' or norms (formal or informal)</i> • <i>Platforms where interaction with people you don't know in real life is possible</i> • <i>Groups larger than a small friend circle (minimum of 10 participants)</i> 	

Yes – they have used or visited at least one online community in the last 12 months	1	
No – they have never used or visited an online community	2	
They used to use or visit an/a number of online communities but have not done so in the last 12 months	3	
I don't know	4	

E3	ASK ALL PARENTS WHOSE CHILD USES ONLINE COMMUNITY (E2=1)
QUESTION	MULTI RANDOMISE
<p>Which of the following types of online communities have they visited in the last 12 months?</p> <p>Please select all that apply</p>	

Gaming communities <i>E.g. Minecraft advice forums, Twitch streaming groups, Discord servers, Steam community groups</i>	1	
Sports and fitness communities <i>E.g. Football fan groups, gym/workout forums, fantasy leagues, team sports pages</i>	2	
Lifestyle, food, travel and hobbies communities <i>E.g. travel blogs, photography forums, gardening groups, recipe sharing</i>	3	
Entertainment/Fandom communities <i>E.g. Online groups or fan pages about TV shows, anime, music artists, YouTubers</i>	4	
Creative communities <i>E.g. Art sharing platforms, writing groups, meme pages, video/short film editing forums</i>	5	
Fashion and beauty communities <i>E.g. Makeup tutorials, skincare forums, fashion inspiration boards</i>	6	
Social or political discussion groups <i>E.g. Activism networks, current events forums, debate communities</i>	7	
Advice and support communities <i>E.g. Mental health support, relationship advice, school stress,</i>	8	
Communities for people with shared identities <i>E.g. Groups specifically based on things like gender, sexuality, religion</i>	9	
Other (please specify)	10	FIXED, SPECIFY
None of these	97	FIXED, EXCLUSIVE
I don't know	98	FIXED, EXCLUSIVE
Prefer not to say	99	FIXED, EXCLUSIVE

E4	ASK ALL PARENTS WHOSE CHILD USES AN ONLINE COMMUNITY (E2=1)
QUESTION	MULTI CODE RANDOMISE
What do you think your child gains, if anything, from being part of online communities? <i>Please select all that apply</i>	

Expanding their social network	1	
Connecting with people with a range of different views and perspectives	2	
Developing new skills or knowledge	3	
Sharing creative content	4	
Job opportunities / professional skills development	5	
Improving mental health and wellbeing	6	
Getting advice and support	7	
Motivation to achieve their goals	8	
Having a safe space to share their thoughts, views and/or ideas	9	
Meeting people from other regions and countries	10	
A space that feels separate from their offline life	11	
Greater enjoyment of passions or interests	12	
Helped them feel part of something	13	
Improved their confidence	14	
Other (please specify)	15	FIXED, SPECIFY
None of these	97	FIXED, EXCLUSIVE
I don't know	98	FIXED, EXCLUSIVE
Prefer not to say	99	FIXED, EXCLUSIVE

E5	ASK ALL PARENTS WHOSE CHILD USES AN ONLINE COMMUNITY (E2=1)
QUESTION	MULTI CODE RANDOMISE
Do you have concerns, if any, about the following in relation to your child's involvement in online communities?	
<i>Please select all that apply</i>	

A narrow range of perspectives	1	
Poor behaviour of other members	2	

Cost of membership	3	
Fear of being judged by other members	4	
Fear of being judged by those outside the community	5	
Other members may not be truthful about who they are	6	
Pressure to behave or respond in a certain way	7	
Difficulty in understanding “in-jokes”, abbreviations or language	8	
Too many notifications	9	
Exposure to inappropriate language	10	
Exposure to inappropriate content	11	
Takes up too much time / participating in less offline activities	12	
Anxiety around continuing to check for activity/be active in community	13	
Exposure to views they don't agree with	14	
Other (please specify)	15	FIXED, SPECIFY
None of these	97	FIXED, EXCLUSIVE
I don't know	98	FIXED, EXCLUSIVE
Prefer not to say	99	FIXED, EXCLUSIVE

SECTION F– TRANSITION

F1 (CORE)	ASK ALL (CHILDREN AGED 13-17)
TEXT ONLY	
<p>Page 1: The following questions are for your [FROM C1: child aged 13/14/15/16/17] to complete, and are designed to be appropriate for a child aged 13-17. As a reminder, the survey is being run on behalf of Ofcom, and the results will help them to understand children's usage of various technology and online features.</p> <p>As a reminder, if you have any questions about the survey, you can contact [research agency email address]</p>	

We won't be asking for any personally identifiable information from your child, and as with your answers, we only report these in an anonymous and aggregated form.

Page 2:

Please pass the device to your **[FROM C1 child aged 13/14/15/16/17]** to complete them. Where possible, please let your child give their own responses, although younger children might need help with answering some of the questions.

[IF CHILD IS 13 OR UNDER OR IF PARENT HAS NOT GIVEN PERMISSION:]

Once they have completed those, we have some more questions for you.

SECTION G – CHILD'S CONSENT

G1 (CORE) TEXT ONLY	SHOW CHILDREN AGED 13-17 TEXT IN BOLD IN THIS DOCUMENT IS TEXT THAT WE SUGGEST IS HIGHLIGHTED IN THE SURVEY, PROBABLY IN BLUE TEXT AS THE MAIN TEXT IS ALREADY BOLD.
<p>PAGE 1: Hi!</p> <p>The following questions are for you.</p> <p>They will ask you about how you use technology and some of the things you do online. For this research, we (Beano Brain) are partnering with Ofcom, who are the UK's online regulator. This means it is like a referee for the internet in the UK. It sets rules about how websites and apps should keep children safe online. ICON 1</p> <p>PAGE 1: This is your chance to give us your honest opinions ICON 2</p> <p>The questions are not a test. If you don't know, or can't answer a question, that's fine, there is usually an option that says, "don't know". ICON 3</p> <p>If you do need help or don't understand something, please ask your parent or carer. ICON 4</p>	

Question break

G2 (CORE) TEXT ONLY	SHOW CHILDREN AGED 13-17
<p>PRIVACY NOTICE Page 1: Some important information about your personal information...</p> <p>Beano Brain is an insights agency, and we help people learn more about what kids like you think and feel. Your privacy is super important to us, and because we are in the UK, we follow the UK data protection rules to keep your information safe. Here's what you need to know about what we do with the information you share with us in this survey:</p> <p><i>The survey will not ask you for personal information such as your name, date of birth, address, or email address.</i> ICON 5</p>	

You won't be contacted because of any of your answers, unless something you say in the survey could mean that there is a risk of harm to you or someone else. If this happens, we may contact your parent, carer, or another adult who works to keep children safe. **ICON 6**

Page 2:

If you don't want to carry on with the survey, just stop, close the browser window, and tell your parent. Any answers you have provided will be deleted. **ICON 7**

If you finish the survey, the data you provide will be combined with other people who do the survey, and you won't be able to be identified. **ICON 8**

If you have any questions or want to talk to us about your information, you can ask a parent or guardian to **contact us by [research agency email address]**. We're here to help! **ICON 9**

Question break

G2b	SHOW CHILDREN AGED 13-17	
TEXT ONLY		
<p>If anything we ask about makes you feel upset or want to talk to someone or seek support, you can stop filling in the survey without giving a reason. If you feel concerned or upset after taking part, please talk to someone you trust such as a parent, a friend, or a teacher. There is also support available from</p>		
Support service	Link and Helplines	Purpose of service
Childline	https://www.childline.org.uk/ or ☎ 0800 1111 (24/7 support)	Support for anyone under 19 with any issue they are going through
The Mix	https://www.themix.org.uk/crime-and-safety/personal-safety/how-to-stay-safe-online-29437.html or ☎ 0800 808 4994 or 💬 THEMIX to 85258 (24/7 support)	Support service for young people for any challenges they are facing
Young Minds	https://www.youngminds.org.uk/young-person/ (Various helplines within link)	Information and support for those struggling with mental health

Question break

G3 (CORE)	ASK ALL (CHILDREN AGED 13-17)	
QUESTION	SINGLE CODE	
Are you happy to start answering questions?		
<i>Please select one option</i>		
Yes	1	CONTINUE
No	2	SCREENOUT

		OR SKIP TO SECTION K IF PARENTS/ CARERS ONLY IS REQUIRED
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SECTION H- STANDARDIZED SURVEY QUESTIONS

H1A(CORE)	ASK ALL (CHILDREN AGED 13-17)		
QUESTION	SINGLE CODE		
Which of the following describes how you think of yourself?			
<i>Please select one option</i>			
	Male	1	
	Female	2	
	In another way (please type in)	3	OPEN BOX
	Prefer not to say	4	

H1B	ASK ALL (CHILDREN AGED 13-17)		
QUESTION	NUMERIC SINGLE CODE		
How old are you?			
<i>Please select one option</i>			
7	7		[CHECK, SEE BELOW]
8	8		
9	9		
10	10		
11	11		
12	12		
13	13		
14	14		
15	15		
16	16		
17	17		
18	18		[CHECK, SEE BELOW]
Other	99		[CHECK, SEE BELOW]

[SURVEY TO FLAG IF GENDER AND AGE DO NOT MATCH LEAST FILL FROM C1, BUT PROCEED]

H1C	ASK IF C1 DOESN'T MATCH H1B
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QUESTION	
<p>H1C Your parent / carer told us you were a X AGED X (FROM C1), which doesn't match what you've told us. Don't worry if this isn't you, if you qualify you can still complete the survey. To continue, please confirm your age and gender:</p> <p>1. Answer from C1</p> <p>2. Answer from H1B</p> <p>[IF CODES 7, 18 AND 99 ARE SELECTED AT H1B, AND CODE 2 SELECTED AT H1C] The rest of this survey is for children aged 13-17. It appears that you are not eligible for the survey. Please hand the survey back to your parent.</p> <p>SKIP TO END AND FLAG FOR DATA QUALITY FAIL</p>	

Question break

H2	ASK ALL
QUESTION	MULTI CHOICE
<p><i>Please think about any reason you may have to go online at home – maybe watching videos on websites or apps like YouTube or TikTok, playing games online, for social media, or to do school or homework.</i></p> <p>Which of these devices do you use to go online?</p> <p><i>You can choose as many as you like, as long as they apply to you. If you go online on another device that is not on the list, please type in your answer at 'Other type of device' below.</i></p>	

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	
A games console or handheld games player (e.g. PlayStation, Xbox, Nintendo Switch, etc.)	5	
Smart watch or fitness tracker (e.g. Apple Watch, Fitbit, Garmin)	6	
VR or virtual reality headsets (e.g. Meta Quest, PS VR/PS VR2 or HTC Vive etc)	7	
Other type of device	8	FIXED

None of these/ I do not go online	98	[EXCLUSIVE] [SKIP TO J1A] [FIXED]
Don't know	99	[EXCLUSIVE][FIXED]

SECTION I – SURVEY SPECIFIC QUESTIONS – 13-17-year-olds

DEF	ASK ALL WHO GO ONLINE (H2 = 1-8)
QUESTION	SINGLE CODE – PLACE 10 SECOND DELAY ON ANSWER OPTION/NEXT BUTTON APPEARING
<p>This survey is about online communities. It is important that you understand what we mean when we talk about these, so please read the below definition carefully,</p> <p><i>By "online communities" we mean groups of people who have a shared interest or purpose, sharing information or chatting on a digital platform. The members might know each other 'in real life' (and may meet up, for example to share a sport or hobby), or they might not.</i></p> <p><i>Online communities have shared 'rules' about how people in the group should behave - these might be formal or informal.</i></p> <p><i>This could include:</i></p> <ul style="list-style-type: none"> • <i>Forums, fan pages, gaming servers, social groups, and support networks</i> • <i>Communities with external rules or norms (formal or informal)</i> • <i>Platforms where interaction with people you don't know in real life is possible</i> • <i>Groups larger than a small friend circle (minimum of 10 participants)</i> <p><i>Please only proceed when you have read and understood the definition.</i></p>	

I have read and understood the definition	1	
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Q1	ASK ALL WHO GO ONLINE (H2 = 1-8)
QUESTION	SINGLE CODE
<p>Have you used or visited an online community or online communities?</p> <p>As a reminder...</p> <p><i>By "online communities" we mean groups of people who have a shared interest or purpose, sharing information or chatting on a digital platform. The members might know each other 'in real life' (and may meet up, for example to share a sport or hobby), or they might not.</i></p> <p><i>Online communities have shared 'rules' about how people in the group should behave - these might be formal or informal.</i></p> <p><i>This could include:</i></p>	

- *Forums, fan pages, gaming servers, social groups, and support networks*
- *Communities with external rules or norms (formal or informal)*
- *Platforms where interaction with people you don't know in real life is possible*
- *Groups larger than a small friend circle (minimum of 10 participants)*

Yes – I have used or visited at least one online community in the last 12 months	1	
No – I have never used or visited an online community	2	
I used to use or visit an/a number of online communities but have not done so in the last 12 months	3	
I don't know	4	

Q2	ASK ALL Q1=1
QUESTION	MULTI CODE RANDOMISE
Which of the following types of online communities have you used or visited in the last 12 months?	
Please select all that apply	

Gaming communities <i>E.g. Minecraft advice forums, Twitch streaming groups/chats, Discord servers, Steam community groups</i>	1	
Sports and fitness communities <i>E.g. Football fan groups, gym/workout forums, fantasy leagues, team sports pages</i>	2	
Lifestyle, food, travel and hobbies communities <i>E.g. travel blogs, photography forums, gardening groups, recipe sharing</i>	3	
Entertainment/Fandom communities <i>E.g. Online groups or fan pages about TV shows, anime, music artists, YouTubers</i>	4	
Creative communities <i>E.g. Art sharing platforms, writing groups, meme pages, video/short film editing forums</i>	5	
Fashion and beauty communities <i>E.g. Makeup advice groups, skincare forums, fashion inspiration boards</i>	6	

Social or political discussion groups E.g. Activism networks, current events forums, debate communities	8	
Advice and support communities E.g. Mental health support, relationship advice, school stress,	9	
Communities for people with shared identities E.g. Groups specifically based on things like gender, sexuality, religion	10	
Other (please specify)	11	FIXED, SPECIFY
None of these	97	FIXED, EXCLUSIVE
I don't know	98	FIXED, EXCLUSIVE
Prefer not to say	99	FIXED, EXCLUSIVE

Q3	ASK IF Q1=2 OR 3
QUESTION	MULTI CODE RANDOMISE
IF Q1=2: Why do you not use or visit these communities? IF Q1=3: Why do you no longer use or visit these communities? Please select any reason that is true for any of the communities you no longer use/visit.	

I have never found a community relevant to my hobbies or interests	1	ONLY SHOW IF NEVER USED ONLINE COMMUNITY: Q1=2
I prefer to connect with people offline	2	
I find online communities to be distracting or a waste of my time / it didn't leave me enough time for my offline commitments	3	
I don't feel safe or comfortable sharing online	4	
I previously used online communities but stopped due to negative experiences	5	ONLY SHOW IF STOPPED USING ONLINE

		COMMUNITY: Q1=3
I'm not interested / I've never really thought about joining one	6	
I grew out of that interest/ community	7	STOPPED USING ONLINE COMMUNITY: Q1=3
I stopped using the platform the community was hosted on	8	STOPPED USING ONLINE COMMUNITY: Q1=3
I did not want to pay for access / it became too expensive	9	
I am not allowed/ my parents don't let me	10	
Something else	11	FIXED
None of these	97	FIXED, EXCLUSIVE
I don't know	98	FIXED, EXCLUSIVE
Prefer not to say	99	FIXED, EXCLUSIVE

Q4A	ASK IF Q1=1 OR Q1=3
QUESTION:	MULTI CODE RANDOMISED
<p>[IF Q1=1] You mentioned that you have engaged/ currently engage with one or more online communities. Which, if any, of the following platforms have you used to visit these communities in the last 12 months?</p> <p>[IF Q1=3] You mentioned that you have previously engaged with one or more online communities. Which, if any, of the following platforms have you used to visit these communities?</p> <p><i>As a reminder, we mean online spaces or groups which you share with other people who have a shared interest, or the group has a specific purpose. You may post, message or interact with other members and/or read their submissions. You may know the members 'in real life', or you might not.</i></p>	

An online community might look like a careers advice subreddit on Reddit, a Discord server for a gaming group, or a Facebook group for a local swimming club. It does not include general browsing of content like watching YouTube or simply looking at posts on X. It also does not include using platforms like Snapchat solely for private messaging or group chats with less than 10 people.

Please select all that apply

Discord	1	
Reddit	2	
YouTube	3	
TikTok	4	
Instagram	5	
Snapchat	6	
WhatsApp	7	
Facebook	8	
Tumblr	9	
Twitch	10	
Steam	11	
Deviant Art	12	
Bluesky	13	
SoundCloud	14	
Community's own platform (i.e. if it has its own website)	15	FIXED
Other	16	FIXED
None of these	98	FIXED, EXCLUSIVE
Don't know	99	FIXED, EXCLUSIVE

Q4B	ASK IF Q1=1 OR Q1=3
QUESTION: CAROUSEL	SINGLE CODE. RANDOMISE COLUMNS ONLY
For the following platforms, please select how many online communities you have engaged with on each one.	

As a reminder, we mean online spaces or groups which you share with other people who have a shared interest, or the group has a specific purpose. You may post, message or interact with other members and/or read their submissions. You may know the members 'in real life', or you might not.

An online community might look like a career's advice subreddit on Reddit, a Discord server for a gaming group, or a Facebook group for a local swimming club. It does not include general browsing of content like watching YouTube or simply looking at posts on X. It also does not include using platforms like Snapchat solely for private messaging or group chats with less than 10 people.

COLUMNS Show selected at Q4A	1-15	
Community's own platform (i.e. if it has its own website)	15	PN: ONLY SHOW IF Q4A=15
Other platforms	16	FIXED AT END

ROWS

0 – I have not engaged with online communities on this platform	1	FIXED
1	2	FIXED
2-3	3	FIXED
4-5	4	FIXED
6+	5	FIXED
I don't know	98	FIXED

Question break

Q5	ASK IF Q1=1 AND Q2=1-11
QUESTION	SINGLE CODE RANDOMISE
We are now going to ask you some questions about the online community you have used most often in the last 12 months, rather than your experience of online communities in general.	
Which category best fits the online community you have used most often in the last 12 months?	

A gaming community E.g. Minecraft advice forum, Twitch streaming group/chat, Discord server, Steam community group	1	SHOW IF Q2=1
A sports and fitness community E.g. Football fan groups, gym/workout forums, fantasy leagues, team sports pages	2	SHOW IF Q2=2
A lifestyle, food, travel or hobbies community E.g. travel blogs, photography forums, gardening groups, recipe sharing	3	SHOW IF Q2=3
An entertainment/Fandom community E.g. Online groups or fan pages about TV shows, anime, music artists, YouTubers	4	SHOW IF Q2=4
A creative community E.g. Art sharing platforms, writing groups, meme pages, video/short film editing forums	5	SHOW IF Q2=5
A fashion and beauty community E.g. Makeup advice groups, skincare forums, fashion inspiration boards	6	SHOW IF Q2=6
A Social or political discussion group E.g. Activism networks, current events forums, debate communities	8	SHOW IF Q2=8
An advice and/or support community E.g. Mental health support, relationship advice, school stress,	9	SHOW IF Q2=9
A community for people with shared identities E.g. Groups specifically based on things like gender, sexuality, religion	10	SHOW IF Q2=10
Other (please specify)	11	FIXED, SPECIFY

Q6	ASK IF Q5=1-11
QUESTION	SINGLE CODE
<p>Again, thinking about the online community that you have used most often in the last 12 months, is the community...?</p> <p>As a reminder, you said this was [INSERT ANSWER FROM Q5]</p>	

Local – most members live in a particular region of the UK	1	
National – most members live across the UK	2	
International – members live all over the world	3	
I don't know	98	FIXED
Prefer not to say	99	FIXED

Q7	ASK IF Q5=1-11
QUESTION	SINGLE CODE
Again, thinking about the online community that you use most often, how big is it?	
As a reminder, you said this was [INSERT ANSWER FROM Q5]	

Small – fewer than 100 members	1	
Medium-sized – between 100 and 1000 members	2	
Large – over 1000 members and 10,000 members	3	
Very large – between 10,000 and 100,000 members	4	
Huge – over 100,000 members	5	
I don't know	98	FIXED
Prefer not to say	99	FIXED

Q8	ASK IF Q5=1-11
QUESTION	SINGLE CODE RANDOMISE
Again, thinking about the online community that you use most often...	
From what you have seen, are those in the community...	
As a reminder, you said this was [INSERT ANSWER FROM Q5]	

A mix of genders	1	
Majority men and boys	2	
Majority women and girls	3	
Majority non-binary or gender non-conforming	4	

I don't know	98	FIXED
Prefer not to say	99	FIXED

Q9	ASK IF Q5=1-11
QUESTION	SINGLE CODE RANDOMISE
<p>Again, thinking about the online community that you use most often...</p> <p>How did you first find out about this community?</p> <p>As a reminder, you said this [INSERT ANSWER FROM Q5]</p>	

From a friend / family member	1	
From someone I know on social media	2	
From an influencer / celebrity	3	
At work, school or university	4	
From a TV show (including on Demand or streaming service)	5	
From a radio show	6	
From a podcast	7	
From searching on social media	8	
From my feed on social media	9	
From a search engine e.g. Google, Bing etc	10	
Suggested by AI-generated response	11	
Somewhere else	12	FIXED
I don't know	98	FIXED
Prefer not to say	99	FIXED

Q10	ASK IF Q5=1-11
QUESTION	SINGLE CODE RANDOMISE
<p>Again, thinking about the online community that you use most often...</p> <p>Which one of these statements best describes how people join, view or contribute to content/ discussions?</p> <p>As a reminder, you said this was [INSERT ANSWER FROM Q5]</p>	

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It's accessible to everyone/ the public	1	
You need to be invited by another member	2	
You request to join, and an admin/ moderator approves your request	3	
You pay to be a member	4	
None of these	97	FIXED
I don't know	99	FIXED
I don't understand the question	98	FIXED
Prefer not to say	99	FIXED

Q11A	ASK IF Q5=1-11
QUESTION	MULTI CODE RANDOMISE
<p>Again, thinking about the online community that you use most often...</p> <p>Why did you decide to join this community?</p> <p>As a reminder, you said this was -[INSERT ANSWER FROM Q5] Please select all that apply</p>	

I was curious and wanted to see what it was like	1	
I wanted to engage with other people who like the same things as me, share my ideas, and /or share my identity	2	
I wanted to share my own ideas, creations and/or opinions	3	
I wanted to learn something new or get help with something	4	
I wanted to pursue an interest in something	5	
I wanted to get closer to a YouTuber, gamer, or influencer I follow	6	
I had a specific question or problem I wanted help with	7	
Other	8	FIXED
None of these	97	FIXED, EXCLUSIVE
I don't know	98	FIXED, EXCLUSIVE

Prefer not to say	99	FIXED, EXCLUSIVE
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Q11B	ASK IF Q1=3
QUESTION	MULTI CODE RANDOMISE
<p>Thinking about the online community that you used to engage with the most, why did you decide to join this community?</p> <p>Please select all that apply</p>	

I was curious and wanted to see what it was like	1	
I wanted to engage with other people who like the same things as me, share my ideas, and/or share my identity	2	
I wanted to share my own ideas, creations and/or opinions	3	
I wanted to learn something new or get help with something	4	
I wanted to pursue an interest in something	5	
I wanted to get closer to a YouTuber, gamer, or influencer I follow	6	
I had a specific question or problem I wanted help with	7	
Other	8	FIXED
None of these	97	FIXED, EXCLUSIVE
I don't know	98	FIXED, EXCLUSIVE
Prefer not to say	99	FIXED, EXCLUSIVE

Q12	ASK IF Q5=1-11
QUESTION: CAROUSEL	SINGLE CODE. RANDOMISE COLUMNS ONLY
<p>Again, thinking about the online community that you use most often...</p> <p>How often do you engage in the following ways?</p> <p>As a reminder, you said this was [INSERT ANSWER FROM Q5]</p> <p><i>Please select all that apply</i></p>	

COLUMNS

Post comments	1	
Join in with debates	2	
Post creative content such as videos and memes	3	
Start new conversations or threads	4	
Moderate content on the forum	5	
Read conversations/threads or view posts made by others	6	
React (e.g. like/share) to conversations/threads	7	

ROWS

Multiple times a day	1	
Once a day	2	
Several times a week	3	
About once a week	4	
About once every 2-3 weeks	5	
About once a month	6	
Less than once a month	7	
Never	8	
I don't know	98	
Prefer not to say	99	

Q13	ASK IF Q5=1-11
QUESTION: CAROUSEL	SINGLE CODE. RANDOMISE COLUMNS ONLY
<p>Again, thinking about the online community that you use most often...</p> <p>To what extent do you agree with the following statements?</p> <p>As a reminder, you said this was [INSERT ANSWER FROM Q5]</p>	

COLUMNS

I feel safe sharing my thoughts in this community	1	
I feel like my opinions and views are respected in this community	2	
I feel like I have people I can go to for support if I need it in this community	3	

I feel like this community better understands me than people offline	4	
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ROWS

Always	1	
Most of the time	2	
Sometimes	3	
Rarely	4	
Never	5	
I don't know	98	
Prefer not to say	99	

Q13B	ASK IF Q1=3
QUESTION: CAROUSEL	SINGLE CODE. RANDOMISE COLUMNS ONLY
Thinking about the online community that you used to engage with the most, to what extent do you agree with the following statements?	

COLUMNS

I felt safe sharing my thoughts	1	
I felt like my opinions and views were respected	2	
I felt like I had people I could go to for support if I needed it in these communities	3	
I felt like these communities better understood me than people offline	4	

ROWS

Always	1	
Most of the time	2	
Sometimes	3	
Rarely	4	
Never	5	
I don't know	98	

Prefer not to say	99	
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Q14	ASK IF Q1=1 OR 3	
QUESTION	SINGLE CODE, RANDOMISE	
<p>IF Q1=1: Still thinking about the online community that you have used most often in the last 12 month, have you experienced any of the following things?</p> <p>IF Q1=3: Still thinking about the online community that you used to engage with the most, have you ever experienced any of the following things?</p> <p>Please select all that apply</p>		
I felt unsafe sharing my thoughts	1	
I felt like my opinions and views were not respected	2	
I did feel like no one in these communities supported me	3	
I felt like these communities did not understand me as well as people offline	4	
None of these	97	FIXED, EXCLUSIVE
I don't know	98	FIXED, EXCLUSIVE
Prefer not to say	99	FIXED, EXCLUSIVE

Q15	ASK IF Q5=1-11	
QUESTION	MULTI CODE RANDOMISE	
<p>Again, thinking about the online community that you use most often...</p> <p>Has being part of this online community helped you with any of the following?</p> <p>As a reminder, you said this was [INSERT ANSWER FROM Q5]</p> <p>Please select all that apply</p>		

Helped me meet more people	1	
Connecting with people with a range of different views and perspectives	2	

Learning new skills or knowledge from the community	3	
Sharing creative content	4	
Job opportunities / professional skills development	5	
Improving mental health and wellbeing	6	
Getting advice and support	7	
Motivation to achieve my goals	8	
Having a safe space to share my thoughts, views and/or ideas	9	
Meeting people from other places and countries	10	
A space that feels separate from my 'real' life	11	
Greater enjoyment of passions or interests	12	
Helped me feel a part of something	13	
Improved my confidence	14	
Other	15	FIXED
None of these	97	FIXED, EXCLUSIVE
I don't know	98	FIXED, EXCLUSIVE
Prefer not to say	99	FIXED, EXCLUSIVE

Q16	ASK IF Q5=1-11
QUESTION	MULTI CODE RANDOMISE
<p>Again, thinking about the online community that you use most often...</p> <p>Are there any downsides to being part of this online community?</p> <p>As a reminder, you said this was [INSERT ANSWER FROM Q5]</p> <p>Please select all that apply</p>	

A narrow range of perspectives	1	
Poor behaviour of other members	2	
Cost of membership	3	

Fear of being judged by other members	4	
Fear of being judged by those outside the community	5	
Other members may not be truthful about who they are	6	
Pressure to behave or respond in a certain way	7	
Difficulty in understanding “in-jokes”, abbreviations or language	8	
Too many notifications	9	
Takes up too much time / Participating in less offline activities	10	
Anxiety around having to be active in the community/ always checking messages	11	
Seeing inappropriate language	12	
Seeing inappropriate content	13	
Seeing views I don't agree with	14	
Other	154	FIXED
None of these	97	FIXED, EXCLUSIVE
I don't know	98	FIXED, EXCLUSIVE
Prefer not to say	99	FIXED, EXCLUSIVE

Q17	ASK IF Q5=1-11
QUESTION	SINGLE
<p>Again, thinking about the online community that you use most often...</p> <p>Does the community have rules or guidelines?</p> <p>As a reminder, you said this was [INSERT ANSWER FROM Q5]</p>	

Yes	1	
No – the community does not have any rules	2	
I am not aware of any rules	3	

I don't understand the question	98	FIXED, EXCLUSIVE
Prefer not to say	99	FIXED, EXCLUSIVE

Q18	ASK IF Q17=1
QUESTION: CAROUSEL	SINGLE. RANDOMISE COLUMNS ONLY
What types of rules or guidelines have you seen on this community? Select the most relevant option for each rule	

COLUMNS

Content rules – Guidelines about what can or cannot be posted (e.g., no hate speech, spam, or off-topic posts).	1	
Behavioural rules – Expectations around respectful interaction, tone, and language.	2	
Posting frequency or format rules – Limits on how often or in what format users can post (e.g., tagging, use of images).	3	
Moderation policies – Information about how moderators enforce rules or handle disputes.	4	
Privacy and data rules – Guidelines on sharing personal information or respecting others' privacy.	5	
Membership rules – Requirements for joining, staying, or being removed from the community.	6	
Commercial or promotional rules – Restrictions on advertising, selling, or self-promotion.	7	
Event or activity rules – Rules specific to community events, challenges, or collaborations.	8	
No rules or guidelines – I haven't seen any specific rules in this community	9	

ROWS

This is a formal rule in the online community that all members are explicitly expected to follow	1	
This is an informal rule in the online community, a norm, or way of acting that people tend to follow	2	
This is not a rule or guideline in the online community	3	

I don't know	98	
Prefer not to say	99	

Q19A	ASK IF Q5=1-11
QUESTION	SINGLE
<p>Just before we end, we have a few questions about your experiences of online communities in general.</p> <p>Thinking about all of the online communities that you use and visit...</p> <p>Have you come across anything, in the last 12 months, on any online community that made you feel uncomfortable, upset or negative in any way?</p>	

Yes	1	
No	2	
I don't know	97	FIXED
I don't understand the question	98	FIXED
Prefer not to say	99	FIXED

Q19B	ASK IF Q1=3
QUESTION	SINGLE
<p>Just before we end, we have a few questions about your experiences of online communities in general.</p> <p>Thinking about any of the online communities that you used to use and visit...</p> <p>Did you ever come across anything on an online community that made you feel uncomfortable, upset or negative in any way?</p>	

Yes	1	
No	2	
I don't know	97	FIXED
I don't understand the question	98	FIXED
Prefer not to say	99	FIXED

Q20	ASK IF Q1=1 OR 3
QUESTION	SINGLE
<p>IF Q1=1: Still thinking about all of the online communities that you use and visit, have you reported someone/something in the last 12 months?</p> <p>IF Q1=3: Still thinking about any of the online communities that you used to use and visit. Did you ever report someone/something on these communities?</p>	

Yes	1	
No	2	
I don't know/ don't remember	97	FIXED, EXCLUSIVE
I don't understand the question	98	FIXED, EXCLUSIVE
Prefer not to say	99	FIXED, EXCLUSIVE

Q21	ASK IF Q20=1
QUESTION	MULTI CODE RANDOMISE
Thinking about the last time you reported something/someone, what happened next?	

The content or post was removed	1	
A warning label was added to the content or post	2	
The person I reported was given a warning	3	
The person I reported was temporarily banned	4	
The person I reported was permanently banned	5	ANCHOR WITH ABOVE
Other community members called out the content/person I reported	6	
I got a notification or other written update	7	
I was asked to provide further information	8	
Something else	9	FIXED
Nothing	10	FIXED

I don't know	97	FIXED, EXCLUSIVE
I don't understand the question	98	FIXED, EXCLUSIVE
Prefer not to say	99	FIXED, EXCLUSIVE

Q22	ASK IF Q21=1-9
QUESTION: CAROUSEL	SINGLE. RANDOMISE COLUMNS ONLY
You said the following happened as a result of the last time you reported something/ someone on this community. How effective were each of the actions taken were in stopping the behaviour/person you reported in the future?	

COLUMNS

Pipe in answers 1-9 from Q21	1-9	
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ROWS

Not at all effective	1	
Slightly effective	2	
Moderately effective	3	
Very effective	4	
Extremely effective	5	
I don't know	97	FIXED, EXCLUSIVE
I don't understand the question	98	FIXED, EXCLUSIVE
Prefer not to say	99	FIXED,

Q23	ASK IF Q1=1 OR 3
QUESTION	MULTI CODE RANDOMISE
IF Q1=1: Now, thinking more widely about all of the online communities that you currently use or visit or used to use or visit in the past...	
IF Q1=3: Still thinking about all of the online communities that you used to use or visit...	

Which tools or options, if any, do you think would improve your experience of using online communities?

Please select all that apply

Tools to mute/ block certain members	1	
Better filters to manage what content I see	2	
The ability to customise my feed or notifications	3	
The option to use an unmoderated and/or neutral space (e.g. direct messaging, external platform without affiliate community moderators)	4	
Stronger moderation of harmful or disruptive behaviour	5	
Options to set limits on time spent in the community	6	
Easier ways to report issues or seek help	7	
Something else	8	FIXED
None of these	96	FIXED, EXCLUSIVE
I don't know	97	FIXED, EXCLUSIVE
I don't understand the question	98	FIXED, EXCLUSIVE
Prefer not to say	99	FIXED, EXCLUSIVE

SECTION J – POSITIVE CLOSURE, DIRECTIONS TO ADVICE AND INFO (8-12S/ 13+ NOT COMPLETING SPECIAL CHARACTERISTICS SECTION)

J1a (CORE)	ASK ALL
TEXT ONLY	MULTI-CODES
<p>Thanks for all your answers so far! It might have felt like we've been asking you lots of similar questions, but you're really doing well!</p> <p>ICON 12</p> <p>We are nearly done, but we've got some questions to ask you about yourself and things that you enjoy doing. But first, something a bit random...</p>	

Question break

Z1	ASK ALL
QUESTION	SINGLE GRID. FLAG HOW MANY WERE INCORRECT.
<p>Please match the following items correctly.</p> <p><i>Please select one option.</i></p>	

COLUMNS RANDOMISE ORDER

A triangle is...	1
Blue is...	2
A dog is...	3
A bus is...	4

ROWS RANDOMISE ORDER

...A shape	1
...A colour	2
...An animal	3
...A mode of transport	4

FLAG: ASSIGN ONE POINT PER ANY CASE WHERE A triangle is NOT A Shape, Blue is NOT A colour, A dog is NOT An animal, A bus is NOT A mode of transport

Question break

J1 (CORE)	ASK ALL
QUESTION	MULTI-CODES, MAX 3
<p>Thanks. That last one was just a bit of fun. Now, a slightly more serious question...</p> <p>What are your three favourite things to do in your free time?</p> <p><i>Select 1, 2 or 3 activities from the list below</i></p>	

Reading comics or books	1	
Gaming	2	
Sports	3	
Sleeping / napping	4	
Playing or hanging out with friends in person	5	
Cooking	6	
Dance	7	
Playing or listening to music	8	
Being creative	9	
Being with pets / animals	10	
Being with family	11	
Watching TV or films	12	
Nature/ being outside	13	
Chatting with friends on calls or video games	14	
Browsing social media	15	

Something else	16	[FIXED]
None of these	17	[EXCLUSIVE][FIXED]
Don't know	18	[EXCLUSIVE][FIXED]

Question break

J2 (CORE)	ASK ALL
QUESTION	SINGLE GRID
Do the below statements describe you?	

If I'm worried about something I will always talk to my friends or family	1	
I prefer to be alone most of the time	2	
I worry what other people think of me	3	
I am really interested in the latest trends and things that go viral	4	
I spend more time online than others my age	5	
I'm not really that close with my family	6	
I like trying new things online, even if I'm not sure they're safe.	7	
I'm super careful about what I do online	8	
I enjoy feeling like I'm part of something online, such as a group or team	9	
I love exploring new apps, games, or websites.	10	

COLUMNS

Is me	1	[FIXED]
Maybe me / maybe not	2	[FIXED]
Is not me	3	[FIXED]
Don't know	4	[FIXED]

Question break

J3 (CORE)	ASK ALL
QUESTION	MULTI
Which, if any, of the words below describe you?	

Confident	1	
A risk-taker	2	
Nervous	3	
Popular	4	
Clever	5	
Trend-setter	6	
Quiet	7	
None of these		[EXCLUSIVE]

Question break

J4 (CORE) (COBA, 2024 – slightly changed)	ASK ALL
QUESTION	SINGLE CODE
[ALL AGED 8-15] What school year are you in? [ALL AGED 16-17] What school year are you in?	
If you are not in school, are you in college, doing an apprenticeship, or something else?	
<i>Please select one option</i>	

AGE OF SELECTED CHILD FROM C1	IF ENGLAND & WALES (D1=2-7, 8-11)	IF SCOTLAND (D1=1)	IF NORTHERN IRELAND (D1=12)	CODE
7-8	Year 3	P3	P4	3
8-9	Year 4	P4	P5	4
9-10	Year 5	P5	P6	5
10-11	Year 6	P6	P7	6
11-12	Year 7	P7	Year 8	7
12-13	Year 8	S1	Year 9	8
13-14	Year 9	S2	Year 10	9

14-15	Year 10	S3	Year 11	10
15-16	Year 11	S4	Year 12	11
16-17	Year 12	S5	Year 13	12
17	Year 13	S6	Year 14	13
16-17	College	College	College	14
16-17	Apprenticeship	Apprenticeship	Apprenticeship	15
16-17	Other	Other	Other	16
17	College	College	College	17
17	Apprenticeship	Apprenticeship	Apprenticeship	18
17	Other	Other	Other	19

Question break	
J5 (CORE) USER AGE, SLIGHTLY CHANGED QUESTION	ASK ALL SINGLE CODE
How did you complete this survey today? <i>Please select one option.</i>	

Giving all my own views and experiences, without any help from an adult, parent or caregiver	1	
Giving all my own views and experiences, with help from an adult or parent	2	
An adult or parent gave their opinion of my views and experiences	3	
Don't know	5	

Question break

J6	SHOW ALL CHILDREN
TEXT ONLY	
AGE 12 AND UNDER, OR 13+ AND NOT GIVEN PERMISSION TO COMPLETE SPECIAL CHARACTERISTICS QUESTIONS:	
<p>Phew, that's nearly everything! Thanks very much for your help!</p> <p>If this survey has raised any concerns or worries for you today, there are lots of places that are able to offer help and advice. Some of them are listed below:</p> <p>Help and support available at: (SEE TABLE FROM SECTION G)</p>	

J7	SHOW TO AGE 12 AND UNDER, OR 13+ AND NOT GIVEN PERMISSION TO COMPLETE SPECIAL CHARACTERISTICS QUESTIONS:
TEXT ONLY	
That's everything we need from you. Please pass the device back to your parent or carer	

SECTION K – SPECIAL CATEGORY INFORMATION (13+, PARENTS)

K1	PARENT: SHOW ALL PARENTS/CARERS OF 8-12S AND 13+ WHOSE PARENTS WHO ANSWERED NO AT C4.
TEXT ONLY	CHILD: SHOW TO CHILDREN AGED 13+, WHOSE PARENTS ANSWERED YES AT C4.
<p>Thanks very much again for [IF PARENT: letting your child answer, IF CHILD: answering] those questions.</p> <p>[IF PARENT: Your child's, IF CHILD: ANSWERING] Your survey answers will be combined with those of all the other people who have taken part.</p> <p>As well as looking at the answers for everyone who has taken part, Ofcom want to be able to understand if there are differences or patterns in survey responses for children from different backgrounds, ethnicities, or other circumstances, such as having a condition or special educational need.</p> <p>To do this there are some questions we'd like to ask about [IF PARENT: your child, IF CHILD: ANSWERING] yourself.</p> <p>These questions are:</p> <ul style="list-style-type: none">• Ethnicity,	

- Any special educational needs or limiting or impacting conditions,
- If living with someone who has an impacting condition.

For each question, there is an option of ‘prefer not to say’ if you decide you don’t want to answer it.

Are you happy to see these questions?

Yes	1	CONTINUE
No	2	GO TO SECTION L

K2	ASK ALL PARENTS OF CHILDREN 8+
QUESTION	MULTIPLE CHOICE
Do any of the following apply to your child?	
<i>Please select all that apply.</i>	

Hearing: They use aids/ adaptations to be able to hear	1
Eyesight: They have issues with their eyesight (other than needing glasses)	2
Mobility: They use aids or adaptations to be able to get about like a wheelchair or mobility scooter	3
Dexterity: They often need support for tasks using their hands or coordination due to a condition such as dyspraxia.	4
Breathing: They have breathlessness or chest pains which can impact their day-to-day activities	5
Learning difficulties: They are significantly behind children of a similar age due to difficulty learning, understanding or remembering things	6
Speech: They use aids and adaptations to be able to communicate such as cards, gestures, or assistive technology	7
Difficulty with words or numbers: They have diagnosed/ suspected dyslexia/ dyscalculia	8
Neurodiversity: They are diagnosed with or are likely to have a form of neurodiversity, such as Autism and/ or ADHD	9
Mental health: They have difficulties with mental health, such as anxiety, depression, OCD, or something else	10
Another condition that impacts their daily activities (e.g. diabetes, epilepsy, cancer, heart condition, auto-immune conditions)	11
Nothing – no condition that impact their daily activities	12 [EXCLUSIVE][FIXED]
Prefer not to say	13 [EXCLUSIVE][FIXED]
Don't know	14 [EXCLUSIVE][FIXED]

K3	ASK ALL CHILDREN 13+ WHOSE PARENTS ANSWERED ‘YES’ TO C4
QUESTION	MULTIPLE CHOICE
Do any of the following apply to you?	

Please select all that apply.

I use aids/ adaptations to be able to hear	1
I have issues with my eyesight (other than needing glasses)	2
I use a wheelchair, mobility scooter or other equipment to be able to get about	3
I regularly need help, or use something to help me, for tasks using my hands.	4
I sometimes have issues with breathing or have chest pains	5
I regularly receive extra help from an adult in school because I have difficulty learning, understanding, or remembering things.	6
I use picture cards, my hands, or computers to help me talk	7
I have or may have dyslexia/ dyscalculia	8
I am neurodiverse (Autistic/ADHD) and I have a diagnosis or am waiting for one	9
I have difficulties with my mental health which regularly impact my life, such as anxiety, depression, OCD, or something else	10
Another condition that impacts my daily activities	11 [FIXED]
Nothing – no condition that impacts my daily activities	12 [EXCLUSIVE][FIXED]
Prefer not to say	13 [EXCLUSIVE][FIXED]
Don't know	14 [EXCLUSIVE][FIXED]

K3b	ASK ALL	
QUESTION	MULTIPLE CHOICE	
Do any of the following apply to [IF CHILD=you / IF PARENT =/ your child]?		
Please select all that apply.		
[IF CHILD= I / [IF PARENTS= They] have an EHCP (Education, Health and Care Plan)	1	
[IF CHILD= I / [IF PARENTS= They live with a parent or sibling who has a disability or long-term health issue. This would include difficulties with mental health	2	
None of the above	5	[EXCLUSIVE][FIXED]
Prefer not to say	6	[EXCLUSIVE][FIXED]
Don't know	7	[EXCLUSIVE][FIXED]

K5	ASK ALL
QUESTION	SINGLE CODE
Which of these broad groups best describes [IF CHILD=your / IF PARENT =/ your child's]? ethnic background?	
Please select one option.	

White	1
Asian / Asian British	2
Black / African / Caribbean / Black British	3

Mixed	4
Other	5
Don't know	6
Prefer not to say	7

K5a	ASK ONLINE & IN-SCHOOL (IF K5 = 1)
QUESTION	SINGLE CODE
<p>You describe [IF CHILD=your / IF PARENT =/ your child's] ethnic background as 'White'. Which of the following best describes [IF CHILD=you / IF PARENT =/ your child]?</p> <p><i>Please select one option.</i></p>	

English / Welsh / Scottish / Northern Irish / British	1
Irish	2
Gypsy or Irish Traveller	3
Any other White background	4
Don't know	5

K5b	ASK ONLINE & IN-SCHOOL (IF K5 = 2)
QUESTION	SINGLE CODE
<p>You describe [IF CHILD=your / IF PARENT =/ your child's] ethnic background as 'Asian / Asian British'. Which of the following best describes [IF CHILD=you / IF PARENT =/ your child]?</p> <p><i>Please select one option.</i></p>	

Bangladeshi	1
Indian	2
Pakistani	3
Chinese	4
Any other Asian background	5
Don't know	6

K5c	ASK ONLINE & IN-SCHOOL (IF K5 = 3)
QUESTION	SINGLE CODE
<p>You describe [if CHILD=your / if PARENT =/ your child's] ethnic background as 'Black / African / Caribbean / Black British'. Which of the following best describes [if CHILD=you / if PARENT =/ your child]?</p>	

Please select one option.

African	1
Caribbean	2
Any other Black background	3
Don't know	4

K5d	ASK ONLINE & IN-SCHOOL (IF K5 = 4)
QUESTION	SINGLE CODE

You describe [if CHILD=your / if PARENT =/ your child's] ethnic background as 'Mixed'. Which of the following best describes [if CHILD=you / if PARENT =/ your child]?

Please select one option.

White and Asian	1
White and Black African	2
White and Black Caribbean	3
Any other Mixed background	4
Don't know	5

K5e	ASK ONLINE & IN-SCHOOL (IF K5 = 5)
QUESTION	SINGLE CODE

You describe [if CHILD=your / if PARENT =/ your child's] ethnic background as 'Other'. Please use the text box to describe that.

Please select one option.

Please type in	1	OPEN
Don't know	2	

SECTION L – 13+ CLOSE

L1	SHOW ALL AGE 13+ AND GIVEN PERMISSION TO COMPLETE SPECIAL CHARACTERISTICS QUESTIONS:
TEXT ONLY	

Thanks very much for your help!

You've finished the survey.

If anything we ask about makes you feel upset or want to talk to someone or seek support, you can stop filling in the survey without giving a reason. If you feel concerned or upset after taking part, please talk to someone you trust such as a parent, a friend, or a teacher. There is also support available from :

SHOW TABLE FOR ALL CHILDREN

Support service	Link and Helplines	Purpose of service
Childline	https://www.childline.org.uk/ or ☎0800 1111 (24/7 support)	Support for anyone under 19 with any issue they are going through
The Mix	https://www.themix.org.uk/crime-and-safety/personal-safety/how-to-stay-safe-online-29437.html or ☎0800 808 4994 or 💬 THEMIX to 85258 (24/7 support)	Support service for young people for any challenges they are facing
Young Minds	https://www.youngminds.org.uk/young-person/ (Various helplines within link)	Information and support for those struggling with mental health

L2 TEXT ONLY	SHOW ALL AGE 13+ AND GIVEN PERMISSION TO COMPLETE SPECIAL CHARACTERISTICS QUESTIONS:
Please pass the device back to your parent or carer	

SECTION Y – RECONTACT QUESTION – IF THERE IS AN ISSUE WITH SCRIPT

Y1 QUESTION	ASK ALL SINGLE CODE
<p>If there are any follow-up questions we have for you or your child based on the answers to this survey, are you happy to be contacted again?</p> <p>This would only be one or two additional questions.</p> <p><i>Please select one option.</i></p>	

	Yes	1
	No	2

Y2 TEXT ONLY	SHOW ALL
<p>Thank you for taking part in this survey. <i>Please press the ">>" button below to save your answers</i></p>	

TEXT TO BE HOUSED ON THE BEANO BRAIN WEBSITE

Beano Brain is conducting research for **Ofcom**, the regulator for online safety in the UK.

The research aims to help Ofcom's understanding about the online behaviour of children and teenagers in the UK,

If you want to check the validity of the survey you have been sent, you can use this link [Ofcom research surveys: a message for participants - Ofcom](#).

If you or your child has been affected by anything in the survey

We hope you/ your children will find the survey useful and interesting. However, thinking about things online that might have upset you/ your children may make them want to talk to someone or seek support. You/ they can stop filling in the survey without giving a reason. If you/ they feel concerned or upset after taking part, we encourage you/ them to talk to someone they trust such as a parent, a friend, or a teacher. There are also a number of support services that young people can contact about issues that may relate to the survey content.

Support service	Link and Helplines	Purpose of service
Childline	https://www.childline.org.uk/ or ☎0800 1111 (24/7 support)	Support for anyone under 19 in the UK with any issue they are going through
Young Minds	https://www.youngminds.org.uk/young-person/ (Various helplines within link)	Information and support for those struggling with mental health

Your data

Beano Brain fully abides by the Market Research Society Code of Conduct.

All information in our surveys will be used for research and analysis purposes only. Information gathered from your child's responses will be analysed and grouped together with responses from other children across the UK. The findings will then be published as data tables and written in a report published on the Ofcom website. The information shared may also be used in other Ofcom publications including other reports or blogs, but no data that could identify your child will be used or shared across any medium.

Please note that the information children share with us in the survey will be treated as strictly confidential unless they write anything suggesting a risk of harm to them or another person, in which case we may contact you and/or the relevant authorities.

You and your child can also withdraw their consent to participate in the research by closing the survey before they reach the end. Once your child completes the survey and their answers are submitted, it will not be possible to withdraw their survey data after this point. This is because their responses will be anonymous and will not be easily identifiable.

Our survey is hosted by an agency named Walr. To read about how data is handled by Walr, please refer to their privacy notice at <https://walr.com/privacy-policy/>

*If you have any questions or want to talk to us about your information, you can contact us by emailing
[research agency email address]*