

SURVEY NAME: CHILDREN'S ONLINE USER AGE 2024

METHODOLOGY: ONLINE

SURVEY LENGTH: 10 MINS

SAMPLE: RESPONDENTS AGED 8-17 – AIM TO ACHIEVE 50 PER SITE/APP PER AGE GROUP (8-12, 13-15, 16-17)

[profile_GOR]

- <1> North East
- <2> North West
- <3> Yorkshire and the Humber
- <4> East Midlands
- <5> West Midlands
- <6> East of England
- <7> London
- <8> South East
- <9> South West
- <10> Wales
- <11> Scotland
- <12> Northern Ireland
- <13 if 0> Non UK & Invalid

P1. Do you have any children aged 8-17 in your household? If so, how many?

OPEN END – MIN = 1 MAX =10

No children aged 8-17 [THANK AND CLOSE]

[ASK IF PARENT/CARER OF 8-17 YEAR OLD]

P2. Today we are looking for children and teenagers aged 8-17 to take part in a survey asking about their online 'user age'. The survey should take around 10 minutes to complete and **you will be credited 50 points if your child completes the survey**. It contains some questions asking what apps and sites they use, if they have their own profiles on these, the age at which they set up these profiles, and their current age on these profiles. Please note that all of their answers will be anonymous and will not be attributed to them in any way. There will be no consequences if they answer honestly, for example, if their 'user age' does not match their real age. We will also store the data in accordance with our data privacy policy.

Participation is voluntary and your child does not need to take part. However, their participation would be greatly appreciated as we try to gain further insight into the use of social media by children.

Are you happy for your child/children aged 8-17 years to take part in this survey?

1. Yes

2. No

[IF P2= 2]

No problem! Thank you for your participation. [SCREEN OUT]

[IF P2 = 1]

That's great! We would like to start by asking you a few questions about your child/children. We collect this information to make sure we are adequately representing all groups in the population, and this will not impact the way their responses are analysed.

P3

Age:

[IF PARENTS ONLY HAVE ONE CHILD AGED BETWEEN 8-17 ASK]:

Please enter the date of birth for your child aged 8-17:

[IF PARENTS HAVE MORE THAN ONE CHILD AGED BETWEEN 8-17, ASK]:

Please enter the date of birth for each child aged 8-17:

Gender:

What is their gender?

[AGE SHOULD BE MIN 8, MAX 17 – ADD VALIDATION]

[PULL THROUGH NUMBER OF CHILDREN FROM P1]

| Child | Age | Gender |
|-----------|---|---|
| [CHILD 1] | Drop-down BIRTH YEAR: BIRTH MONTH: BIRTH DAY: | Drop-down, Male / Female / Prefer to self-describe |
| [CHILD 2] | | |
| [CHILD 3] | | |
| [CHILD 4] | | |
| [CHILD 5] | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

[IF MORE THAN ONE CHILD AT P3, PIPE IN THE CHILD LEAST FILLED WITHIN AGE QUOTAS]

Great. For the rest of the survey we would like to speak to your [ENTER GENDER + AGE OF CHILD FROM SAMPLE E.G. BOY AGED 15]. Please pass the survey over to them and ask them to click the next button when ready. If they are not available currently, please close the survey and re-open once they are available.

Important note – we are after the child’s responses. However please do help them if they need assistance understanding the questions.

As a reminder, all answers will be anonymous and will not be attributed to them in any way. There will be no consequences if they answer honestly, for example, if their ‘user age’ does not match their real age. We will also store the data in accordance with our data privacy policy [["https://account.yougov.com/gb-en/account/privacy-policy"](https://account.yougov.com/gb-en/account/privacy-policy)].

Now please pass your device to your child to complete the rest of the survey.

[ASK IF CHILD 8-17 YEARS]

C1. Hi! Today we would like to ask you some questions about what apps and sites you use, and any profiles you have on these. We would like you to answer as honestly as possible, and would like to assure you that your answers will remain anonymous and you will not get into trouble for answering honestly. Your answers will help us understand how children are using the internet and how our client Ofcom can make it a safer place for them.

Your parent/carer has said it’s okay for you to take part. Can we just confirm you are a [ENTER GENDER + AGE OF CHILD FROM SAMPLE E.G. BOY AGED 15][IF GENDER PREFER NOT TO DESCRIBE USE ‘CHILD’] and are happy to take part in this survey?

1. Yes
2. No

[IF C1 = 2, END SURVEY]

[ASK ALL 8-17s]

Q1. Which of the following apps and sites do you use?

[MULTICODE, RANDOMIZE]

[INSERT LOGOS WITH PLATFORM NAMES]

1. Facebook
2. YouTube (not including YouTube Kids)
3. Snapchat
4. Instagram
5. TikTok
6. X/Twitter
7. Discord
8. Pinterest
9. Twitch
10. Vimeo
11. Other (please specify) - FIX
12. None of these – FIX, EXCLUSIVE, CLOSE

[IF NOT CODING 1-11, THANK AND CLOSE]

[ASK ALL 8-17s, IF Q1=1-11] [SINGLE GRID, RANDOMIZE]

[INSERT LOGOS WITH PLATFORM NAMES]

Q2. Below are the apps and sites you said you use. Some need a profile or account to be set up first. This may involve choosing a user name, password and a picture for the profile. Do you have your own profile on these or do you use a profile that belongs to someone else?

Please select one answer. [IF SELECTED MORE THAN 1 PLATFORM 'for each app/site']

DOWNBREAK

Platforms used at Q1

[SINGLE]

TOPBREAK

1. Have my own profile
2. Use parent/carer's profile
3. Use someone else's profile
4. Don't have a profile
5. Don't know

[IF CODE 1 NOT SELECTED FOR ANY PLATFORMS AT Q2, PLEASE SCREEN OUT]

[ASK FOR SITE/APP HAVE OWN PROFILE Q2=CODE 1] [SINGLE GRID, RANDOMIZE]

[INSERT LOGOS WITH PLATFORM NAMES]

Q3. How long have you had your own profile on each of these platforms? [IF ONLY ONE PLATFORM SELECTED AT Q2 ASK: **How long have you had your own profile on this platform?**]

Please select one answer. [IF SELECTED MORE THAN 1 PLATFORM ADD 'for each app/site']

TOPBREAK

[SHOW ALL PLATFORMS CODED=1 AT Q2]

[SINGLE CODE]

DOWNBREAK

9. 0-5 months [NOTE TO THE SCRIPTER;WE SPLIT CODE 1 'LESS THAN A YEAR' INTO 2 CODES]
10. 6 -11 months
2. 1 year
3. 2 years
4. 3 years
5. 4 years
6. 5 years
7. More than 5 years
8. Don't know

[ASK FOR SITE/APP HAVE OWN PROFILE Q2=CODE 1] [SINGLE GRID]

[INSERT LOGOS WITH PLATFORM NAMES]

Q4. Have you ever changed your date of birth on your profile since setting it up?

Please select one answer. [IF SELECTED MORE THAN 1 PLATFORM ADD 'for each app/site']

TOPBREAK

[SHOW ALL PLATFORMS CODED=1 AT Q2]

[SINGLE CODE]

DOWNBREAK

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

[ASK Q4 CODE 1]

[ASK EACH PLATFORM CODE=1 AT Q4 ON ONE PAGE]

[SINGLE CODE]

Q5. You said you changed your date of birth on your [INSERT EACH PLATFORM CODE =1 AT Q4] profile since setting it up. Why was this?

Please select one answer. [IF SELECTED MORE THAN 1 PLATFORM ADD 'for each app/site']

1. I was asked to prove my age
2. Other (open end)
3. Don't know / can't remember

[ASK Q4 CODE 1]

[INSERT LOGOS WITH PLATFORM NAMES] [SINGLE GRID, RANDOMIZE]

Q6. What date of birth does your profile have now? Please remember you won't get in trouble for answering truthfully.

Please select one answer. [IF SELECTED MORE THAN 1 PLATFORM ADD 'for each app/site']

TOPBREAK

[ASK ALL PLATFORMS CODE=1 AT Q4]

[SINGLE CODE]

DOWNBREAK

1. My actual date of birth
2. A different date of birth to make me older than the previous date of birth entered
3. A different date of birth to make me younger than the previous date of birth entered
4. Don't remember
5. Prefer not to say

[ASK ALL WHO ANSWERED Q6 CODES 2-4]

[INSERT LOGOS WITH PLATFORM NAMES] [SINGLE GRID, RANDOMIZE]

Q7. How old does this new date of birth make you now on the app/site? It makes me...

Please select one answer. [IF SELECTED MORE THAN 1 PLATFORM ADD 'for each app/site']

[SINGLE CODE]

TOPBREAK

[SHOW ALL PLATFORMS CODE=2/3 AT Q6]

DOWNBREAK

1. 10
2. 11
3. 12
4. 13
5. 14
6. 15
7. 16
8. 17
9. 18+
10. Don't remember / Don't know

ONLY SHOW IF ANSWERED Q5-7 AND SELECTED ANY OTHER PLATFORMS BUT NOT CHANGED DOB
[Q2=CODE 1 AND Q4=CODE 2 OR 3]

Separate screen: *For the next question please answer about the other apps and sites you said you have your own profile on.*

[ASK FOR SITE/APP HAVE OWN PROFILE Q2=CODE 1 AND Q4=CODE 2 OR 3] [SINGLE GRID, RANDOMIZE]

[INSERT LOGOS WITH PLATFORM NAMES]

Q8 What date of birth was used when your profile was set up? This is the date of birth you used when you first created your profile. **Please remember you won't get in trouble for answering truthfully.**
Please select one answer. [IF SELECTED MORE THAN 1 PLATFORM ADD 'for each app/site']

TOPBREAK

[SHOW ALL PLATFORMS CODED=1 AT Q2. PLEASE SHOW THEM IN THE SAME ORDER AS Q3]
[SINGLE CODE]

DOWNBREAK

1. My actual date of birth
2. My birthday but a different year (making me older)
3. A random birthday (making me older)
4. Someone else's date of birth who is older than me/ my parent/carer's date of birth
5. Other date of birth to make me older
6. Don't remember

[ASK ALL WHO ANSWERED Q8 CODES 2-5]

[INSERT LOGOS WITH PLATFORM NAMES]

Q8a. Do you know how old this date of birth would have made you on the app/site when the profile was set up? It made me...

Please select one answer. [IF SELECTED MORE THAN 1 PLATFORM ADD 'for each app/site']

[SINGLE CODE]

TOPBREAK

[SHOW ALL PLATFORMS CODED=1 AT Q2]

DOWNBREAK

1. 10
2. 11
3. 12
4. 13
5. 14
6. 15
7. 16
8. 17
9. 18+
10. Don't remember / Don't know

[ASK FOR SITE/APP HAVE OWN PROFILE Q2=CODE 1]

[INSERT LOGOS WITH PLATFORM NAMES]

Q9a. Have you ever been asked to prove your date of birth?

Please select one answer. [IF SELECTED MORE THAN 1 PLATFORM ADD 'for each app/site']

TOPBREAK

[SHOW ALL PLATFORMS CODED=1 AT Q2]

[SINGLE CODE]

DOWNBREAK

1. Yes in the past week
2. Yes in the past month

3. Yes 2-3 months ago
4. Yes 4-6 months ago
5. Yes more than 6 months ago
6. No
7. Don't know

[ASK Q9a CODE 1-5]

[INSERT LOGOS WITH PLATFORM NAMES]

Q9b. Which of the following best describes what you did to prove your date of birth?

Please select all that apply. [IF SELECTED MORE THAN 1 PLATFORM ADD 'for each app/site']

TOPBREAK

[SHOW ALL PLATFORMS CODED=1-5 AT Q9a]

[MULTICODE][RANDOMIZE]

DOWNBREAK

1. I sent a photo of myself
2. I sent a photo of myself and an adult holding a note with my date of birth
3. I sent a photo of myself with my passport/other form of identification
4. I sent my bank account information
5. My parents/guardian proved my date of birth for me
6. Someone else proved my date of birth for me
7. I didn't prove my date of birth [EXCLUSIVE]
8. I started a new profile on the same platform
9. Other
10. Don't know[EXCLUSIVE]
11. Prefer not to say[EXCLUSIVE]

[ASK Q9b CODE 9]

[ASK EACH PLATFORM CODE=9 AT Q9b ON ONE PAGE]

Q9c. When asked what best describes what you did when proving your date of birth on your [PIPE IN THE PLATFORM CODED 9 AT Q9B] profile, you said "Other". What was this other thing you did to prove your date of birth? [OPEN ENDED]

[ASK IF Q2=CODE 1] [SINGLE GRID]

[INSERT LOGOS WITH PLATFORM NAMES]

Q2a. Do you personally have more than one profile on any of these sites/apps? Here we are talking about your own profile, not your parents, friends, or somebody else's.

DOWNBREAK

Platforms coded =1 at Q2

[SINGLE]

TOPBREAK

1. I have one profile
2. I have more than one profile

[SINGLE CODE] [ASK ALL 8-17]

Q_complete. Please confirm how you completed this survey.

1. Giving all your own views and experiences, without help from an adult/parent

2. Giving your own views and experiences, with help from an adult/parent
3. Having an adult/parent give their opinion of your views and experiences

Thank you for taking part in this survey. Please pass the device back to your parent/guardian.

[Take to END SCREEN – RESPONDENTS SHOULD SEE]

Thank you to both you and your child for taking part in this research. Our client is Ofcom, the UK's communications regulator responsible for regulating TV, radio, telecoms, postal services, video on demand services and video-sharing platforms.

Your participation will contribute towards Ofcom's work to help keep children safe online. If this survey has raised concerns about your child's internet safety, below are some organisations that can offer help and advice:

NSPCC, <https://www.nspcc.org.uk/keeping-children-safe/online-safety/>

UK Safer Internet Centre, <https://saferinternet.org.uk/>

Parent Zone, <https://parentzone.org.uk/>

Childnet, <https://www.childnet.com/parents-and-carers>

SWGfl, <https://swgfl.org.uk/>

Internet Matters, <https://www.internetmatters.org/>

SEND, Online safety for families and children, <https://www.nspcc.org.uk/keeping-children-safe/online-safety/online-safety-families-children-with-send/>

Childline, <https://www.childline.org.uk/info-advice/bullying-abuse-safety/online-mobile-safety/staying-safe-online/>

[end of survey]