

November 2025

Ofcom – Understanding Online Communications Among Children

Final Questionnaire

PROGRAMMING GUIDELINES	
SURVEY NAME TO APPEAR ON URL	Opinion survey
SAMPLE SOURCE	Savanta panels
BRANDING	Standard Savanta branding
BACK BUTTON	No (disabled)
PROGRESS BAR	Yes
LANGUAGES	English
QUOTAS	Children age 11-17
ESTIMATED TOTAL COMPLETES	N= 4,000 Nat rep
IN-SURVEY REDIRECTS	None
FLATLINER	All Scales and Carousels
OPEN END CHECKS	All OEs
SPEEDER CHECK	Yes
TRAP QUESTIONS	Yes
LOGIC FLAGS	
SCREEN OUT REDIRECT	Panel links
END REDIRECT	Savanta website

ASK ALL_TRAP

T2. Which of the following is a colour?

Please select all that apply

SINGLE CODE, RANDOMISE

Car	1	SCREEN OUT
Triangle	2	SCREEN OUT
Horse	3	SCREEN OUT
Paper	4	SCREEN OUT
Green	5	
Don't know	97	SCREEN OUT, FIX

Survey introductions

ASK ALL

AGE. How old are you?

Please move the slider until it shows your age in the box on the left.

SLIDER

Min 0 ---- || ---- Max 100

Terminate if < 16

DUMMY VARIABLE

dAGE.

Dummy Age Bands

RECODE AGE INTO...

SINGLE CODE

16-17	1	
18-24	2	
25-34	3	
35-44	4	
45-54	5	
55-64	6	
65+	7	

ASK dAGE 2-7

So3. Are you the parent or guardian of any young people who live in your household?

MULTI CODE

Please select all that apply

Yes, aged 0-4	1	SCREENOUT UNLESS CODE 4 OR 5 OR 6 ALSO SELECTED
Yes, aged 5-8	2	SCREENOUT UNLESS CODE 4 OR 5 OR 6 ALSO SELECTED

Yes, aged 9-10	3	SCREENOUT UNLESS CODE 4 OR 5 OR 6 ALSO SELECTED
Yes, aged 11-13	4	PROCEED IF SELECTED
Yes, aged 14-15	5	PROCEED IF SELECTED
Yes, aged 16 or over	7	SCREENOUT UNLESS CODE 4 OR 5 ALSO SELECTED
None of the above	99	EXCLUSIVE, SCREENOUT
Prefer not to say	96	EXCLUSIVE, SCREENOUT

ASK dAGE 2-7

So4. Are any of the young people in your household **aged 11-15** available to **complete this survey now?**

If the young person is not available at the moment but will be available shortly, please feel free to leave the survey open to complete at a later time.

If you have more than one young person in your household aged 11-15 available to complete this survey, please choose the young person whose birthday was most recent to complete the survey.

SINGLE CODE

Please select one answer

Yes	1	
No	2	SCREENOUT

INFO SCREEN, ONLY ALLOW TO PROCEED IF TICK BOX TICKED

We are conducting a survey on behalf of Ofcom (the communications regulator for the UK) about young people's online interactions and experiences.

This is a survey for young people aged 11-17. This information will be used to support policies and guidance around online interactions for young people.

[SHOW IF dAGE 2-7] Please continue if you are a parent or guardian of a young person in the household and a young person is available to take part in the survey.

[SHOW IF dAGE 2-7] You will have to hand your device over to them after completing initial questions. We want to hear from young people themselves and these questions are designed to be appropriate for those aged 11-17. The survey will take around **20 minutes to complete, depending on their answers.**

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Your responses will be treated in the strictest confidence. Savanta abides by the Market Research Society Code of Conduct and data protection laws at all times.

For more information on how your information will be processed and protected, please read Savanta's privacy policy which is available at: <https://savanta.com/privacy-policy/>.

Please **tick the box below** to begin the survey. By ticking the box, you consent to participate in the survey.

[ADD TICK BOX]

Screening & Profiling (Section S)

[SHOW IF dAGE 2-7]

The first few questions are for you (the parent/guardian) to complete.

We will ask you to handover the survey to the young person aged 11 to 17 in the household later. Please do not hand the survey over until we ask you to do so.

[ASK IF DAGE 2-7] – FORCE ON SCREEN FOR 5 SECONDS

S01_A. We're looking to speak with young people across the UK aged 11-17 about their experiences around communicating online. This survey involves us asking some questions that may be perceived as **very sensitive**, around how young people are communicating online and expanding their online networks.

This includes questions about whether young people have experienced **inappropriate / unwanted messaging (including sexualised messages)** and if they have, the factors that influenced **their reaction** to these. It is possible this topic could be uncomfortable or upsetting. If the young person does not wish to answer any question they do not need to, and they can withdraw from the survey at any point.

Answering these questions is entirely voluntary and you or the young person may withdraw consent at any time. You and the young person in your household will be able to exit the survey at any time and any information you or the young person have given will not be stored or used in analysis. Prefer not to say options are available for each question.

It is important that Ofcom understands young people's experiences online in order to design policy that helps keep them safe. The answers provided will be used only for research purposes and will be presented to Ofcom with all answers anonymised. Information gathered from the young person in your household will be analysed and grouped together with responses from other young people 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. ***There will be no data used or shared that could identify you or the young person answering this survey.***

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Are you happy for the young person in your household to take part?

SINGLE CODE

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Please select one answer

Yes	1	
No	2	SCREEN OUT

[SHOW IF dAGE = 2-7]

INFO SCREEN: FORCE ON SCREEN FOR 5 SECONDS

We understand the questions we ask or the answers you provide may cause some distress due to the sensitive and personal nature of the survey.

If you or the young person in the household is in need of specialist support, please see below a list of resources (we will also highlight these support services to the young person as they complete the survey). If you are in need of more urgent support, please contact 111.

If you are in need of specialist support, please see below a list of resources (we will also highlight these support services to the young person as they complete the survey). If you are in need of more urgent support, please contact 111.

Where you can get support	Website	Telephone number	Purpose of service
Childline	www.childline.org.uk	0800 1111	Free, confidential support for anyone under 19 on any issue.
Young Minds	https://www.youngminds.org.uk/	020 7089 5050	Free advice and resources for young people's mental health.
The Mix	https://www.themix.org.uk/	0800 068 4141	Free support and information for under-25s on any life challenge.

ASK ALL

So1_B. This survey requires your full postcode.

This information will only be used for statistical purposes to analyse the results by specific areas, such as Local Authority, Constituency and Government areas. Asking for your postcode saves you time and helps us to report more accurate information.

All answers will be treated as confidential unless we have serious safeguarding concerns i.e. if we think you or the young person in your household are at a serious risk of physical or mental harm. In these cases, we may ask the panel provider to contact you or provide postcode information to a relevant authority.

Are you happy to proceed and provide your full postcode?

SINGLE CODE

Please select one answer

Yes	1	
No	2	SCREENOUT

ASK ALL

SO2. Could you please provide your full UK postcode? Please ensure to **include a space** where applicable, E.G. AB1 2CD.

Please type your postcode in the box below

[OPEN RESPONSE, POSTCODE FORMATTING & VALIDATION APPLIED, QUESTION USED FOR QUOTAS]

OPEN TEXT	
PREFER NOT TO SAY	99

USE POSTCODE TO DERIVE IMD, URBAN-RURAL, REGION

ASK ALL (TRAP QUESTION)

T1. Which day of the week comes after Tuesday?

Please select one only

SINGLE CODE

Sunday	1	SCREEN OUT
Monday	2	SCREEN OUT
Tuesday	3	SCREEN OUT
Wednesday	4	
Thursday	5	SCREEN OUT
Don't know	97	SCREEN OUT

SHOW ALL

INFO SCREEN:

[SHOW IF dAGE = 2-7] Before we ask you to hand the survey over to the young person in your household, we would just like to ask you a few questions about your household.

[SHOW IF dAGE = 1] We would just like to ask you a few questions about your household.

We want to make sure we hear from lots of different types of people to understand if there are any issues that particularly affect specific groups. Your answers will be combined with responses from others across the UK, so we can understand patterns among groups. Your responses are completely confidential.

ASK ALL

REGION. Which of the following regions do you currently live in?

Please select one option

SINGLE CODE

North West	1	
------------	---	--

North East	2	
Yorkshire & Humberside	3	
West Midland	4	
East Midlands	5	
East of England	6	
South East	7	
London	8	
South West	9	
Wales	10	
Scotland	11	
Northern Ireland	12	
I live outside of the UK	13	SCREEN OUT

RIC to quality check region against postcode regions

ASK ALL

OCCUPATION. Which of the following options best describes the occupation of the **main income earner** in your household?

If you/they are retired and have an occupational pension, or if you/they are not in employment and have been out of work for less than 6 months, please answer for your/their most recent occupation.

SINGLE CODE

Please select one option

Higher managerial/ professional/ administrative (e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees), top level civil servant/public service employee)	1
Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principle officer in civil service/local government)	2
Supervisory or clerical/ junior managerial/ professional/administrative (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc.)	3
Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc.)	4
Semi or unskilled manual work (e.g. Manual workers, all apprentices to be skilled trades, caretaker, Park keeper, non-HGV driver, shop assistant)	5
Houseperson / Homemaker	6
Unemployed or not working due to long-term sickness	7
Student	8
Casual worker – not in permanent employment	9
Retired and living on state pension ONLY (If retired but not only on state pension, please indicate the occupation just before retirement)	10
Full-time carer of another household member	11
Don't know	97
Prefer not to say	96

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DUMMY VARIABLE

dSEG DUMMY SEG
RECODE OCCUPATION INTO
SINGLE CODE

A	1	OCCUPATION = 1
B	2	OCCUPATION = 2
C1	3	OCCUPATION = 3,8
C2	4	OCCUPATION = 4
D	5	OCCUPATION = 5
E	6	OCCUPATION = 6,7,9,10,11

ASK ALL

So6. What is the total number of people in the household (**including yourself** and any children/young adults)?

OPEN TEXT

Please type your answer in the box below

OPEN TEXT	FORCE NUMERIC, CAP AT 20, DO NOT PERMIT 0 OR 1
-----------	--

ASK ALL

So7. What is the total number of young people aged 17 or below in the household?

OPEN TEXT

Please type your answer in the box below

OPEN TEXT	FORCE NUMERIC, CAP AT 20, SHOW ERROR MESSAGE NUMBER EXCEEDS NUMBER GIVEN AT So6
-----------	---

SHOW dAGE 2-7

INFO SCREEN:

We would now like to ask you a few questions about the young person aged 11-15 **who is taking part.**

If you are the parent or guardian of more than one young person aged 11-15, please keep only the young person who will be responding to the survey in mind when answering the next questions.

*If you have more than one young person in the house aged between 11 and 15 who is available to take part, **please choose the young person whose birthday was most recent to complete the survey.***

ASK IF dAGE 2-7

So8. How old are they?

SINGLE CODE

Please select one answer

10 or under	1	SCREENOUT
11	2	QUALITY FAIL IF So3 ≠ 4
12	3	
13	4	
14	5	QUALITY FAIL IF So3 ≠ 5
15	6	
16	7	SCREENOUT
17	8	SCREENOUT
18	9	SCREENOUT
19+	10	SCREENOUT
Prefer not to say	96	SCREENOUT

ASK IF dAGE 2-7

NEWQ. During this survey we will be asking the young person in your household for the following information to ensure that we are capturing the views of a broad and diverse range of young people. This will include:

- Their ethnicity
- Their sexual orientation (SHOW IF So8= 4-9)

They will have the option to skip these questions if they wish.

Are you happy for them to answer these questions?

Yes	1	
No	2	

ASK IF dAGE 2-7

So9. Do we have your permission to ask you about any health issues that impact the young person's daily activities?

SINGLE CODE

Please select one answer

Yes	1	
No	2	

ASK IF S09 = 1 (if they have given permission)

S10. Which of these, if any, impact or limit the young person in your household's daily activities or the work they can do?

MULTI CODE

Please select all that apply

Nothing – no impairments or conditions impact or limit their daily activities or the work they can do	99	FIX EXCLUSIVE
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	
Difficulty with words or numbers - They have diagnosed/ suspected dyslexia/ dyscalculia	9	
Neurodiversity - They are diagnosed with or are likely to have a form of neurodiversity, such as Autism and/ or ADHD	10	
Mental health - They have difficulties with mental health, such as anxiety, depression, OCD, or something else	11	
Another condition that impacts their daily activities (e.g. diabetes, epilepsy, cancer, heart condition, auto-immune conditions)	12	
Don't know	97	FIX EXCLUSIVE
Prefer not to say	96	FIX EXCLUSIVE

SHOW IF dAGE 2-7

INFO SCREEN: ADD TIMER TO PAGE, LARGER TEXT SIZE SO MORE OBVIOUS

Thank you for your answers.

Please **pass the survey over to the young person in your household** so that they can complete the rest of the survey for themselves now.

It is very important that the young person is able to respond to the next sections by themselves.

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[APPEAR AFTER 5 SECONDS] You should have been passed our survey by your parent or guardian. Please tick the below box once you're ready to start.

[TICK BOX – ONLY ALLOW TO PROCEED ONCE TICKED]

SHOW INTRO. AFTER 10 SECONDS, SHOW POP-UP WITH SOURCES OF SUPPORT, ONLY ALLOW TO PROCEED IF TICK BOX TICKED

SHOW ALL

YOUNG PERSON INFO SCREEN:

We are conducting a survey on behalf of Ofcom about young people and their communications with other people online. Ofcom 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 young people safe online.

To help with this, we would like to ask you some questions about what it's like to add friends, accept friend requests, and chat with people online. We will also ask about how you connect, and interact with people online, including situations which may have made you feel uncomfortable or upset. This may include direct messaging, pictures or videos across any online platform, and messaging of a **sexual nature**. In addition, we will ask about any experiences you may have had with illegal or harmful behaviour online.

The survey will take around **20 minutes to complete**.

Please remember that:

- **You can leave at any time:** If you don't want to keep answering questions, just close the window and tell your parent or carer. Your answers will be deleted.
- **Your answers are private:** When you finish the survey, your answers are mixed in with lots of other people's answers. No one will know which ones are yours.
- **You won't be contacted because of your answers,** unless you say something that means you or someone else might not be safe. If that happens, we may need to tell your parent, carer, or another adult who helps keep young people safe.
- **It's up to you:** You don't have to answer any question you don't want to. You can always choose "prefer not to say."
- **You can change your mind:** If you want us to delete your answers at any point, just ask, and we'll do it.
- **Your information is for research only:** Your answers are only used for research, and when results are shared with Ofcom, they are anonymous - which means no one can tell which answers came from you.

If you want to know more about how we keep your information safe, you can ask an adult to help you read Savanta's privacy policy at: <https://savanta.com/privacy-policy/>.

Please **tick the box below** to start the survey. Ticking the box means you agree to take part.

[ADD TICK BOX]

[INFO SCREEN]

Some of the questions we ask or the answers you provide may cause some distress due to the sensitive and personal nature of the survey.

If you are in need of specialist support, please see below for a list of resources. Please contact your local police station if you want to report any inappropriate / unwanted situations you have experienced online. If you are in need of more urgent support, please contact 111.

If any of the questions make you feel upset, worried, or uncomfortable, you can stop filling in the survey at any time without giving a reason. If you feel concerned or upset after taking part, please talk to someone you trust, like a parent, carer, teacher, or friend. You can also find support from the resources listed below.

If you want to report something serious that happened online, you can speak to your local police station. If you need urgent help, please call 111.

Where you can get support	Website	Telephone number	Purpose of service
Childline	www.childline.org.uk	0800 1111	Support for anyone under 19 in the UK with any issue they are going through.
Young Minds	https://www.youngminds.org.uk/	020 7089 5050	Provides information and support for those struggling with mental health.
The Mix	https://www.themix.org.uk/	0800 068 4141	Support service for young people for any challenges they are facing.

ASK IF dAGE 2-7

S11. How old are you?

SINGLE CODE

Please select one answer

SCREEN OUT IF NOT CONSISTENT WITH So8

Fixed codes	Answer list	Scripting notes	Routing
1	10 or under	SCREENOUT	
2	11	SCREENOUT IF So8 ≠ 2	
3	12	SCREENOUT IF So8 ≠ 3	
4	13	SCREENOUT IF So8 ≠ 4	
5	14	SCREENOUT IF So8 ≠ 5	
6	15	SCREENOUT IF So8 ≠ 6	

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7	16		
8	17		
9	18	SCREENOUT	
10	19+	SCREENOUT	
98	Prefer not to say	SCREENOUT	

ASK ALL

GENDER. Which of the following describes how you think of yourself?

Please select one option

SINGLE CODE

Female	2	
Male	1	
In another way	3	FIX
Prefer not to say	96	FIX

ASK ALL

S13. Is your gender now, the same as when you were born?

SINGLE CODE

Please select one answer

Yes	1	
No	2	
Don't know	97	
Prefer not to say	96	

ASK IF (NEWQ = 1) and S11 = 4-8 (All respondents aged 13+)

S14. Which of the following you consider yourself to be?

SINGLE CODE

Please select one answer

Heterosexual or straight	1	
Gay or lesbian	2	
Bisexual	3	
Pansexual	4	
Queer	6	
I don't know	6	
Prefer to use another term (please specify)	98	OE
Prefer not to say	96	

ASK IF (NEWQ = 1)

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S15. Which one of these groups best describes your ethnic group or background?

SINGLE CODE

Please select one answer

White		HEADING NOT CODE
British/English/Welsh/Scottish/Northern Irish	1	
Irish	2	
Gypsy, Roma, Traveller or Irish Traveller	3	
Any other white background	4	
Mixed		HEADING NOT CODE
White and Black Caribbean	5	
White and Black African	6	
White and Asian	7	
Any other Mixed/ Multiple ethnic background	8	
Asian and British Asian		HEADING NOT CODE
Indian	9	
Pakistani	10	
Bangladeshi	11	
Chinese	12	
Any other Asian background	13	
Black and Black British		HEADING NOT CODE
African	14	
Caribbean	15	
Any other Black/ African/ Caribbean background	16	
Other ethnic group		HEADING NOT CODE
Arab	17	
Other	98	
I don't know	97	
Prefer not to say	96	

DUMMY VARIABLE

dETHNICITY DUMMY ETHNICITY

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RECODE ETHNICITY INTO
SINGLE CODE

NET: White (inc. white minorities)	1-4
Black & Black British	14-16
Asian	9-13
Mixed	5-8
Other	17, 98

ASK IF dAGE 1

16-17_S10. Which of these, if any, impact or limit your daily activities or the work you can do?

MULTI CODE

Please select all that apply

Nothing – no impairments or conditions impact or limit my daily activities or the work I can do	99	FIX EXCLUSIVE
Hearing – I use aids/ adaptations to be able to hear	1	
Eyesight – I have issues with their eyesight (other than needing glasses)	2	
Mobility – I use aids or adaptations to be able to get about like a wheelchair or mobility scooter	3	
Dexterity – I often need support for tasks using their hands or coordination due to a condition such as dyspraxia.	4	
Breathing – I have breathlessness or chest pains which can impact my day-to-day activities	5	
Learning difficulties - I am significantly behind children of a similar age due to difficulty learning, understanding or remembering things	6	
Speech - I use aids and adaptations to be able to communicate such as cards, gestures, or assistive technology	7	
Difficulty with words or numbers - I have diagnosed/ suspected dyslexia/ dyscalculia	8	
Difficulty with words or numbers - I have diagnosed/ suspected dyslexia/ dyscalculia	9	
Neurodiversity - I am diagnosed with or are likely to have a form of neurodiversity, such as Autism and/ or ADHD	10	
Mental health - I have difficulties with mental health, such as anxiety, depression, OCD, or something else	11	
Another condition that impacts my daily activities (e.g. diabetes, epilepsy, cancer, heart condition, auto-immune conditions)	12	
Don't know	97	FIX EXCLUSIVE
Prefer not to say	96	FIX EXCLUSIVE

ASK IF dAGE 1

S16. Which of the following best describes what you are doing at the moment?

MULTI CODE

Please select all that apply

Studying at school or college	1	
Taking part in a training programme e.g. traineeship or apprenticeship	3	
Full time paid job (31+ hours)	4	
Part time paid job (<31 hours)	5	
Doing paid work on a self-employed basis or within your own business	6	
Out of work and not studying	7	
Looking after home / Homemaker	9	
Not in work due to ill health or disability	11	
Unpaid work for a business, community or voluntary organisation	12	
Prefer not to say	98	EXCLUSIVE

ASK ALL

S17. How confident or shy are you when communicating...?

CAROUSEL, SINGLE CODE PER CAROUSEL OPTION

RANDOMISE STATEMENTS

Please select one answer for each statement

STATEMENTS, RANDOMISE

Online (e.g. when communicating with others on social media)	1	
In person (i.e. not online)	2	

ANSWER OPTIONS

Very outgoing / confident	1	
Fairly outgoing / confident	2	
Fairly shy / reserved	4	
Very shy / reserved	5	
Don't know	97	
Prefer not to say	96	

ASK ALL

QCYEAR. What are you currently doing at this very moment? If you don't answer correctly, you will not be able to proceed.

SINGLE CODE, RANDOMISE

Please select one answer

Taking an online survey	1	
Flying to outer space	2	GO TO QC YEAR2

Running a marathon backwards	3	GO TO QC YEAR ₂
Climbing to the top of Mount Everest	4	GO TO QC YEAR ₂

ASK IF QCYEAR = 2-4

QCYEAR₂. You said you are currently [PIPE TEXT FROM QCYEAR]. Are you sure this is correct?

SINGLE CODE, RANDOMISE

Please select one answer

Yes – my answer is correct	1	SCREEN OUT
No – my answer was not correct	2	

Section A: Understanding how young people are connecting online (proactive / reactive)

INFO SCREEN:

We would like to ask you some questions about the following topics:

- Which apps or social media platforms you are using
- How you make new friends online
- The way you talk to others online
- The types of conversations you are having with them

ASK ALL

A1. Which of the following apps or platforms do you use?

Please do not include gaming platforms or websites like YouTube, Roblox, Xbox, etc. We're only asking about apps or platforms where you can connect with people, interact and add friends.

MULTI CODE

Please select all that apply

RANDOMISE

Facebook / Facebook messenger	1	SHOW LOGO	
Instagram	2	SHOW LOGO	
WhatsApp	3	SHOW LOGO	
TikTok	4	SHOW LOGO	
Snapchat	5	SHOW LOGO	
X (Formerly Twitter)	6	SHOW LOGO	
Reddit	7	SHOW LOGO	
Discord	8	SHOW LOGO	

Kik	9	SHOW LOGO	
Twitch / Live.me	10	SHOW LOGO	
Threads	11	SHOW LOGO	
Pinterest	12	SHOW LOGO	
Telegram	13	SHOW LOGO	
Text/iMessage/Google Messages	14	USE RELEVANT INFOGRAPHIC	
Tumblr	16	SHOW LOGO	
Dating sites/apps	15	FIX LAST – USE LOVE HEART INFOGRAPHIC	ONLY SHOW AGE 14+ THIS
Other (please specify)	98	OE, FIX	SKIP TO QUESTION A300 AND THEN SURVEY CLOSE IF CODE 98 <u>ONLY</u> SELECTED.
None of these – I do not use any apps or social media platforms	99	FIX, EXCLUSIVE	SKIP TO QUESTION A300 AND THEN SURVEY CLOSE.

[INSERT DUMMY]

dCOMMS (All who use platforms/apps where the primary purpose is to connect with others)

UTILISE COMMS/CONNECTION PLATFORMS/APPS	1	A1 = 1, 2, 5, 6, 7, 8, 9, 10, 11, 12, 13, 16
---	---	--

ASK IF A1 DOES NOT = 99 OR A1 DOES NOT = 98 ONLY

A2. How often do you use the following apps or platforms?
SINGLE CODE, CAROUSEL

Please select one option for each statement

STATEMENTS, RANDOMISE

[PIPE THROUGH ALL ANSWERS CHOSEN AT A1 EXCEPT 98]	1	SHOW LOGOS	
---	---	------------	--

ANSWER OPTIONS

Several times a day	1	
---------------------	---	--

About once a day	2	HAVE TO SELECT 1-4 TO BE ASKED about IN LATER QUESTIONS	
Once every few days	3		
Around once a week	4		
Around once a month or less often	5		
I used to use this platform but no longer do	6		
Prefer not to say	7		

[INSERT DUMMY]

dWEEKLYUSER (All who use platform or app at least weekly)

Facebook / Facebook messenger	1	A2 = 1-4
Instagram	2	A2 = 1-4
WhatsApp	3	A2 = 1-4
TikTok	4	A2 = 1-4
Snapchat	5	A2 = 1-4
X (Formerly Twitter)	6	A2 = 1-4
Reddit	7	A2 = 1-4
Discord	8	A2 = 1-4
Kik	9	A2 = 1-4
Twitch / Live.me	10	A2 = 1-4
Threads	11	A2 = 1-4
Pinterest	12	A2 = 1-4
Telegram	13	A2 = 1-4
Text/iMessage/Google Messages	14	A2 = 1-4
Dating sites/apps	15	A2 = 1-4
Tumblr	16	A2 = 1-4

ASK IF A1 DOES NOT = 99 OR A1 DOES NOT = 98 ONLY

A3A. Thinking about why you communicate and talk to others online, which of the following do you typically do?

MULTI CODE, RANDOMISE

Please select all that apply

Follow friends or connections; like, react to or comment on their posts	1	
Share or discuss current content (e.g. trending topics, news stories, memes) with others	2	
Post my own livestreams	3	
Post my own videos	4	
Watch videos or livestreams	5	
Meet new people / connect with people with common interests	6	
Chat / interact with people I already know	7	
Share updates, stories, or express myself	8	
Date, flirt or find someone I fancy	9	
Video call (one-to-one or group)	10	
Other (please specify)	95	OPEN RESPONSE BOX, FIX
None of the above	96	EXCLUSIVE, FIX
Prefer not to say	98	EXCLUSIVE, FIX

ASK IF A1 DOES NOT = 99 OR A1 DOES NOT = 98 ONLY

A4. Generally, how do you communicate with others online?

MULTI CODE, RANDOMISE

Please select all that apply

Video call – with one person	1	
Video call – in a group	2	
Direct messages – with one person	3	
Direct messages – in a group	4	
Sending and receiving content (i.e., videos, photographs, memes)	5	
Sending and receiving voice notes	6	
Voice chat / audio calling (without video)	7	
Through a comment section	8	
Other (please specify)	98	OPEN RESPONSE BOX, FIX
None of the above	99	EXCLUSIVE, FIX
Prefer not to say	96	EXCLUSIVE, FIX

INFO SCREEN: SHOW ONLY IF: IF DCOMMS = 1

November 2025

Thank you. Now thinking about the social media apps that you use, we'd like to ask you a few questions about how you use these apps to talk to friends or share things online.

ASK IF dCOMMS = 1

A2A. Across the social media apps/platforms that you use, how would you describe who you are connected with (i.e., friends, people who follow you, contacts)?

Please think about specific apps/platforms you use such as:

[PIPE THROUGH RELEVANT APPS SELECTED AT A1 (A1 = 1, 2, 5, 6, 7, 8, 9, 10, 11, 12, 13)]

*By connected with we **don't** mean someone you follow who doesn't follow you back (i.e. celebrities, influencers, public figures).*

SINGLE CODE, RANDOMISE 1-3

Please select answer

Mainly people I know personally	1	
A mixture of people I know and don't know personally	2	
Mainly people I don't know personally	3	
I don't know	97	EXCLUSIVE, FIX
Prefer not to say	98	EXCLUSIVE, FIX

ASK IF A2A = 2 or 3

A2C. Approximately how many of your friends / contacts / followers do you interact with at least weekly across the social media apps/platforms you regularly use?

Please think about specific apps/platforms you use such as:

[PIPE THROUGH RELEVANT APPS SELECTED AT A1 (A1 = 1, 2, 5, 6, 7, 8, 9, 10, 11, 12, 13)]

By interact with, we mean talking to, messaging or sharing content with directly.

SINGLE CODE

Please select answer

Most	1	
Some	2	
Not many	3	
None	4	
I don't know	97	
Prefer not to say	98	

ASK IF dCOMMS = 1

November 2025

A5O. For the following question, by making new connections, we mean sending or accepting friend requests, following people, or messaging people directly.

When answering this question, please think about specific apps/platforms you use such as:
[PIPE THROUGH RELEVANT APPS SELECTED AT A1 (A1 = 1, 2, 5, 6, 7, 8, 9, 10, 11, 12, 13)]

How often do you make **new** connections on social media apps/platforms with people because...

CAROUSEL, SINGLE CODE

Please select one answer per option

STATEMENTS, RANDOMISE

...they have similar interests to you	1	
...they are friends with someone you know in real life	2	
...you want to get to know them better/you fancy them	3	
...they are friends with someone you know online (but you don't know in real life)	4	
...you want more friends/followers	5	

ANSWER OPTIONS

At least once a day	1	
Once every few days	2	
Around once a week	3	
Around once a month or less often	4	
Never	5	
Prefer not to say	96	

ASK IF dCOMMS = 1

A6O. In the last year (so thinking back to the start of 2025), how have you typically added or connected with people on social media apps/platforms?

When answering this question, please think about just the social media apps/platforms you use, such as:

[PIPE THROUGH RELEVANT APPS SELECTED AT A1 (A1 = 1, 2, 5, 6, 7, 8, 9, 10, 11, 12, 13)]

MULTI CODE, RANDOMISE

Please select all that apply

I added someone using "Friend suggestions" or "Quick Add"	1	
I accepted a friend request, follow request, or invite from someone	2	
I sent a friend request, follow request, or invite to someone	3	
I added someone using my phone contacts	4	

I added or followed someone after seeing them in “Recommended for you” or “Discover”	5	
I looked up someone using their username, Snapcode, or phone number	6	
I added someone I found through another friend	7	
I added someone who appeared on my 'For You' page or feed	8	
Other (please specify)	98	OPEN RESPONSE BOX, FIX
None of the above	99	EXCLUSIVE, FIX
Prefer not to say	96	EXCLUSIVE, FIX

INFO SCREEN: SHOW ONLY IF: IF DCOMMS = 1

The following questions are about **new** connections on online social platforms. In other words, **people you haven't messaged or spoken to before.**

ASK IF dCOMMS = 1

A70. How often do you receive friend / follow requests from **someone you haven't messaged or spoken to before?**

When answering this question, please think about just the social media apps/platforms you use such as:

[PIPE THROUGH RELEVANT APPS SELECTED AT A1 (A1 = 1, 2, 5, 6, 7, 8, 9, 10, 11, 12, 13)]

SINGLE CODE

Please select one answer

At least once a day	1	
Once every few days	2	
Around once a week	3	
Around once a month	4	
This has happened once or twice before but not regularly	5	
This has never happened	6	
Prefer not to say	96	

ASK IF A70 = 1-5 (If have ever received follow request on platform)

A80. And when on social media apps/platforms , which of the following ways has **someone you haven't messaged or spoken to before** used to connect with you?

When answering this question, please think about just the social media apps/platforms you use such as:

[PIPE THROUGH RELEVANT APPS SELECTED AT A1 (A1 = 1, 2, 5, 6, 7, 8, 9, 10, 11, 12, 13)]

MULTI CODE, RANDOMISE

Please select all that apply

Friend request / Quick add / Connection request	1	
Follow / Follow request	2	
Message request / Direct message	3	
Other (write in)	95	OPEN RESPONSE BOX, FIX
None of the above	97	EXCLUSIVE, FIX
Don't know	96	EXCLUSIVE, FIX
Prefer not to say	98	EXCLUSIVE, FIX

ASK IF A70 = 1-5 (If have ever received follow request on platform)

A90. Which, if any, of these things do you think about when deciding **whether to accept a friend request** from someone on a social media app/ platform, who you haven't messaged or spoken to before?

When answering this question, please think about just the social media apps/platforms you use such as:

[PIPE THROUGH RELEVANT APPS SELECTED AT A1 (A1 = 1, 2, 5, 6, 7, 8, 9, 10, 11, 12, 13)]

MULTI CODE, RANDOMISE

Please select all that apply

We have any mutual friends or contacts online	1	
We have mutual close friends	2	
I know them in real life	3	
We like the same things / they seem similar to me	4	
My friends or family know them / have talked about them	5	
I want more followers	6	
The way they look / their appearance	7	
Their age	8	
How many friends or followers they have	9	
We live in the same area	10	
The kind of things they post	11	
Whether they go to the same school / college / university as me	12	
Other (write in)	98	OPEN RESPONSE BOX, FIX

I don't consider any of the above, I just accept	13	EXCLUSIVE, FIX
I don't consider any of the above, I just don't accept	14	EXCLUSIVE, FIX
Don't know	97	EXCLUSIVE, FIX
Prefer not to say	96	EXCLUSIVE, FIX

ASK IF DCOMMS = 1

A100. Thinking about how you use social media apps/platforms, how likely or unlikely would you be to **reply to a message** from...?

When answering this question, please think about just the social media apps/platforms you use such as:

[PIPE THROUGH RELEVANT APPS SELECTED AT A1 (A1 = 1, 2, 5, 6, 7, 8, 9, 10, 11, 12, 13)]

CAROUSEL, SINGLE CODE, RANDOMISE STATEMENTS

Please select one answer for each statement

STATEMENTS, RANDOMISE

Someone you added	1	
Someone who added you who you don't know personally	2	
Someone who added you who you do know personally	3	

ANSWER OPTIONS

Very unlikely	1	
Fairly unlikely	2	
Fairly likely	3	
Very likely	4	
Don't know	97	
Prefer not to say	96	

ASK IF DCOMMS = 1

A200. Which, if any, of these things would you think about when deciding **whether to reply** to a message from someone you haven't messaged or spoken to before?

When answering this question, please think about just the social media apps/platforms you use such as:

[PIPE THROUGH RELEVANT APPS SELECTED AT A1 (A1 = 1, 2, 5, 6, 7, 8, 9, 10, 11, 12, 13)]

MULTI CODE, RANDOMISE

Please select all that apply

We have any mutual friends or contacts online	1	
We have mutual close friends	2	
I know them in real life	3	
We like the same things / they seem similar to me	4	
My friends or family know them / have talked about them	5	
I want more followers	6	
The way they look / their appearance	7	
Their age	8	
How many friends or followers they have	9	
We live in the same area	10	
The kind of things they post	11	
Other (write in)	95	OPEN RESPONSE BOX, FIX
I don't consider any of the above, I just reply	12	EXCLUSIVE, FIX
I don't consider any of the above, I just don't reply	13	EXCLUSIVE, FIX
Don't know	97	EXCLUSIVE, FIX
Prefer not to say	98	EXCLUSIVE, FIX

ASK ALL

A300. If someone who you didn't know messaged you, is there anything that would make you decide **not** to reply to them?

OPEN END

Please answer in the box below.

[OPEN TEXT]	1	OE
Don't know	97	FIX, EXCLUSIVE
Prefer not to say	96	FIX, EXCLUSIVE
No, nothing	99	FIX, EXCLUSIVE

Section B: Responding to inappropriate / unsolicited messages

November 2025

INFO SCREEN: ASK IF A1 DOES NOT = 99 OR A1 DOES NOT = 98 ONLY

Now we'll move onto some questions about your reactions to people talking to you online.

The next section of the survey asks about some experiences that might have been uncomfortable or upsetting. If you want to stop the survey you can do this at any time by closing the survey. You can also talk to an adult in your home at any point.

Some of the questions we ask or the answers you provide may cause some distress due to the sensitive and personal nature of the survey.

If you are in need of specialist support, please see below for a list of resources. Please contact your local police station if you want to report any inappropriate / unwanted situations you have experienced online. If you are in need of more urgent support, please contact 111.

Where you can get support	Website	Telephone number	Purpose of service
Childline	www.childline.org.uk	0800 1111	Free, confidential support for anyone under 19 on any issue.
Young Minds	https://www.youngminds.org.uk/	020 7089 5050	Free advice and resources for young people's mental health.
The Mix	https://www.themix.org.uk/	0800 068 4141	Free support and information for under-25s on any life challenge.

ASK IF A1 DOES NOT = 99 OR A1 DOES NOT = 98 ONLY

B1. The following are types of messages or contact that you may have received and which may have **made you feel uncomfortable**.

Which of these have you **ever experienced** online?

This could be on any online platform including social media, messaging, video sharing, or dating.

MULTI CODE, RANDOMISE

Please select all that apply

Receiving an unwanted friend or follow request	1	
Being asked to share nude or semi-nude pictures or videos	2	MONITOR CODE FOR SAFEGUARDING
Being asked to share personal information (e.g. where I live or how old I am)	3	
Receiving a friend request from someone pretending to be someone else (e.g. catfishing)	4	
Receiving pictures or videos of nude or semi-nude people	5	MONITOR CODE FOR SAFEGUARDING
Receiving abusive, nasty, or rude messages, voice notes or comments	6	

(i.e. as opposed to just viewing these online)		
Being asked to video call / chat with someone you have not spoken to before	7	
Being asked to move your chat to a different app or platform (e.g. to WhatsApp or Snapchat) by someone you don't know well or don't know at all	8	
Being added to a group chat which includes people you don't know well or don't know at all	9	
Being added to a group video call which includes people you don't know well or don't know at all	10	
None of the above	99	EXCLUSIVE, FIX SKIP TO SECTION C
Prefer not to say	96	EXCLUSIVE, FIX MOVE TO SECTION C

ASK IF B1=8

B9. You said that you were asked to move your chat to a different app or platform. Why did the chat move to another app or platform(s)?

MULTI CODE

Please select all that apply, RANDOMISE

They said it would be easier / better on the other platform(s)	1	
I thought it would be easier / better on the other platform(s)	2	
I know/have been told this platform(s) is more private	3	
They said this platform(s) is more private	4	
I prefer the functions or features of the other site(s)	5	
They prefer the functions or features of the other site(s)	6	
Other	98	FIX, OE
I don't remember	96	EXCLUSIVE, FIX
Don't know	97	EXCLUSIVE, FIX

ASK IF B1 = 1-10 (All who have experienced any inappropriate contact online)

B1A. Across all of the online platforms/ apps you use, how often have you experienced these things in the last year (so think back to the start of 2025)?

This could be on any online platform including social media, messaging, video sharing or dating.

November 2025

SINGLE CODE, CAROUSEL

Please select one option for each statement

STATEMENTS, RANDOMISE

Receiving an unwanted friend or follow request	1	ONLY SHOW IF CODED AT B1
Being asked to share nude or semi-nude pictures or videos	2	ONLY SHOW IF CODED AT B1
Being asked to share personal information (e.g. where I live or how old I am)	3	ONLY SHOW IF CODED AT B1
Receiving a friend request from someone pretending to be someone else (e.g. catfishing)	4	ONLY SHOW IF CODED AT B1
Receiving pictures or videos of nude or semi-nude people	5	ONLY SHOW IF CODED AT B1
Receiving abusive, nasty, or rude messages, voice notes or comments (i.e. as opposed to just viewing these online)	6	ONLY SHOW IF CODED AT B1
Being asked to video call / chat with someone you have not spoken to before	7	ONLY SHOW IF CODED AT B1
Being asked to move your chat to a different app or platform (e.g. to WhatsApp or Snapchat) by someone you don't know well or don't know at all	8	ONLY SHOW IF CODED AT B1
Being added to a group chat which includes people you don't know well or don't know at all	9	ONLY SHOW IF CODED AT B1
Being added to a group video call which includes people you don't know well or don't know at all	10	ONLY SHOW IF CODED AT B1

ANSWER OPTIONS

This has happened a lot	1	NEEDS TO BE CODED TO BE ASKED ABOUT IN LATER QUESTIONS
This has happened sometimes	2	
This has happened once or twice	3	
Not happened in the last year / happened longer than a year ago	4	
Don't know / Can't remember	97	EXCLUSIVE, FIX, NOT ASKED ABOUT IN LATER QUESTIONS IF SELECTED
Prefer not to say	96	EXCLUSIVE, FIX, NOT ASKED ABOUT IN LATER QUESTIONS IF SELECTED

ASK IF B1A_1-10 = 1-3 (All who have ever experienced an inappropriate / unwanted contact from recent connection)

B2. And again, in the last year which online platforms have you experienced these things on?

CAROUSEL, MULTI CODE, RANDOMISE STATEMENTS AND ANSWER OPTIONS

Please select all that apply for each statement and then CLICK to move to the next statement

STATEMENTS, RANDOMISE

Receiving an unwanted friend or follow request	1	ONLY SHOW IF CODED 1-3 AT B1A
Being asked to share nude or semi-nude pictures or videos	2	ONLY SHOW IF CODED 1-3 AT B1A
Being asked to share personal information (e.g. where I live or how old I am)	3	ONLY SHOW IF CODED 1-3 AT B1A
Receiving a friend request from someone pretending to be someone else (e.g. catfishing)	4	ONLY SHOW IF CODED 1-3 AT B1A
Receiving pictures or videos of nude or semi-nude people	5	ONLY SHOW IF CODED 1-3 AT B1A
Receiving abusive, nasty, or rude messages, voice notes or comments (i.e. as opposed to just viewing these online)	6	ONLY SHOW IF CODED 1-3 AT B1A
Being asked to video call / chat with someone you have not spoken to before	7	ONLY SHOW IF CODED 1-3 AT B1A
Being asked to move your chat to a different app or platform (e.g. to WhatsApp or Snapchat) by someone you don't know well or don't know at all	8	ONLY SHOW IF CODED 1-3 AT B1A
Being added to a group chat which includes people you don't know well or don't know at all	9	ONLY SHOW IF CODED 1-3 AT B1A
Being added to a group video call which includes people you don't know well or don't know at all	10	ONLY SHOW IF CODED 1-3 AT B1A

ANSWER OPTIONS, RANDOMISE

Facebook / Facebook messenger	1	SHOW LOGO, ONLY SHOW IF CODED 1 AT A1
Instagram	2	SHOW LOGO, ONLY SHOW IF CODED 2 AT A1
WhatsApp	3	SHOW LOGO, ONLY SHOW IF CODED 3 AT A1
TikTok	4	SHOW LOGO, ONLY SHOW IF CODED 4 AT A1
Snapchat	5	SHOW LOGO, ONLY SHOW IF CODED 5 AT A1

X (Formerly Twitter)	6	SHOW LOGO, ONLY SHOW IF CODED 6 AT A1
Reddit	7	SHOW LOGO, ONLY SHOW IF CODED 7 AT A1
Discord	8	SHOW LOGO, ONLY SHOW IF CODED 8 AT A1
Kik	9	SHOW LOGO, ONLY SHOW IF CODED 9 AT A1
Twitch / Live.me	10	SHOW LOGO, ONLY SHOW IF CODED 10 AT A1
Threads	11	SHOW LOGO, ONLY SHOW IF CODED 11 AT A1
Pinterest	12	SHOW LOGO, ONLY SHOW IF CODED 12 AT A1
Telegram	13	SHOW LOGO, ONLY SHOW IF CODED 13 AT A1
Dating sites/apps	14	SHOW LOGO, ONLY SHOW IF CODED 14 AT A1
Text/iMessage/Google Messages	15	USE RELEVANT INFOGRAPHIC, ONLY SHOW IF CODED 15 AT A1
Tumblr	16	SHOW LOGO, ONLY SHOW IF CODED 16 AT A1

ASK IF B1A_1-10 = 1-3 (All who have ever experienced an inappropriate / unwanted contact from recent connection)

B3. Which of these have you experienced in the last month?

MULTI CODE, RANDOMISE

Please select all that apply

Receiving an unwanted friend or follow request	1	ONLY SHOW IF CODED 1-3 AT B1A
Being asked to share nude or semi-nude pictures or videos	2	ONLY SHOW IF CODED 1-3 AT B1A
Being asked to share personal information (e.g. where I live or how old I am)	3	ONLY SHOW IF CODED 1-3 AT B1A
Receiving a friend request from someone pretending to be someone else (e.g. catfishing)	4	ONLY SHOW IF CODED 1-3 AT B1A
Receiving pictures or videos of nude or semi-nude people	5	ONLY SHOW IF CODED 1-3 AT B1A

Receiving abusive, nasty, or rude messages, voice notes or comments (i.e. as opposed to just viewing these online)	6	ONLY SHOW IF CODED 1-3 AT B1A
Being asked to video call / chat with someone you have not spoken to before	7	ONLY SHOW IF CODED 1-3 AT B1A
Being asked to move your chat to a different app or platform (e.g. to WhatsApp or Snapchat) by someone you don't know well or don't know at all	8	ONLY SHOW IF CODED 1-3 AT B1A
Being added to a group chat which includes people you don't know well or don't know at all	9	ONLY SHOW IF CODED 1-3 AT B1A
Being added to a group video call which includes people you don't know well or don't know at all	10	ONLY SHOW IF CODED 1-3 AT B1A
Prefer not to say	96	EXCLUSIVE, FIX
I can't remember	97	EXCLUSIVE, FIX
I have not experienced any of these in the last month	99	EXCLUSIVE, FIX

SCRIPTING INSTRUCTIONS:

Please create the dummy variables below, so each respond can be assigned the following (to be piped into questions):

	Definition	Tag ID
If they have selected that they <i>have</i> experienced more than one behaviour in the last month (we pipe one behaviour through on a least fill basis).	B3 = selects more than one code (codes 1-10)	MULTI_MONTH
If they have <i>only</i> experienced one behaviour in the last month , we ask them about this behaviour.	B3 = selects only one code (codes 1-10)	SINGLE_MONTH
If they have <i>not</i> experienced a behaviour in the last month but have experienced multiple in the last year, we then use the behaviours they have experienced in the last year (we pipe one behaviour through on a least fill basis).	If codes 1-3 at B1A to more than one statement (1-10) AND B3 ≠ code (1-10)	MULTI_YEAR
If they have <i>only</i> experienced one behaviour in the last year , we ask them about this behaviour.	If codes 1-3 at B1A to only one statement (1-10) AND	SINGLE_YEAR

	B3 ≠ code (1-10)	
--	------------------	--

B3 should take priority over B1A.

SHOW THOSE TAGGED AS [MULTI_MONTH] [SINGLE_MONTH] [MULTI_YEAR]
[SINGLE_YEAR]

INFO SCREEN, FORCE ON PAGE FOR 5 SECONDS

We would now like to ask you a few more questions about your contact with the person or people that included the following:

[PIPE BEHAVIOUR FROM RELEVANT TAG]

MULTI_MONTH
SINGLE_MONTH
MULTI_YEAR
SINGLE_YEAR

ASK IF TAGGED [MULTI_MONTH] [SINGLE_MONTH] [MULTI_YEAR] [SINGLE_YEAR]

B4. Thinking about your experience of [PIPE BEHAVIOUR FROM RELEVANT TAG], when did this contact or conversation end?

SINGLE CODE

Please select one only

In the last week	1	SAFEGUARDING MONITOR
In the last month	2	
2-3 months ago	3	
More than 3 months ago	4	
We are still communicating	5	SAFEGUARDING MONITOR
Don't know / can't remember	97	
Prefer not to say	96	

ASK IF TAGGED [MULTI_MONTH] [SINGLE_MONTH] [MULTI_YEAR] [SINGLE_YEAR]

B5. Thinking again about your experience of [PIPE BEHAVIOUR FROM RELEVANT TAG], what age(s) did you believe this person or people to be?

MULTI CODE

Please all that apply

18 or over	1	SAFEGUARDING MONITOR
------------	---	-------------------------

16-17	2	
14-15	3	
11-13	4	
Don't know / can't remember	97	
Prefer not to say	96	

ASK IF TAGGED [MULTI_MONTH] [SINGLE_MONTH] [MULTI_YEAR] [SINGLE_YEAR]

B5A. How did you respond to [PIPE RECENT BEHAVIOUR] with this person or people? Think about all the different things you did...

MULTICODE, RANDOMISE ANSWER OPTION ORDER BUT FIX CERTAIN CODES AT TOP – SEE NOTES BELOW. IF MORE THAN ONE CODE FIXED AT TOP, RANDOMISE ORDER FIXED AT TOP

Please select all that apply

--	--	--

ANSWER OPTIONS (INSTRUCTIONS FOR STATEMENT CODES REFER TO CODE NUMBERS AT B1A, B3A)

I didn't do anything	1	EXCLUSIVE
I deleted them	2	
I blocked them	3	
I reported it to the platform	4	
I told my friends about it	5	
I told an adult that I trust	6	
I replied and sent pictures/ videos	7	ONLY SHOW FOR STATEMENT 2, FIX AT TOP
I replied but did not send pictures/ videos	8	ONLY SHOW FOR STATEMENT 2, FIX AT TOP
I replied and sent information	9	ONLY SHOW FOR STATEMENT 3, FIX AT TOP
I replied but did not send information	10	ONLY SHOW FOR STATEMENT 3, FIX AT TOP

I accepted the friend/ follow request	11	ONLY SHOW FOR STATEMENT 1, 4, FIX AT TOP
I replied to them	12	ONLY SHOW FOR STATEMENT 5, 6, FIX AT TOP
I joined the video call	13	ONLY SHOW FOR STATEMENT 7, FIX AT TOP
I continued talking to them on the same platform	14	ONLY SHOW FOR STATEMENT 8, FIX AT TOP
I continued talking to them on a different platform	15	ONLY SHOW FOR STATEMENT 8, FIX AT TOP
I joined in with the group chat	16	ONLY SHOW FOR STATEMENT 9, FIX AT TOP
I left the group chat	17	ONLY SHOW FOR STATEMENT 9, FIX AT TOP
I joined in with the group video call	18	ONLY SHOW FOR STATEMENT 10, FIX AT TOP
I left the group video call	19	ONLY SHOW FOR STATEMENT 10, FIX AT TOP
I ignored it	20	
Other (please write in)	95	OPEN RESPONSE BOX, FIX, FIX AT TOP
I don't remember	97	EXCLUSIVE, FIX
Prefer not to say	98	EXCLUSIVE, FIX

ASK IF TAGGED [MULTI_MONTH] [SINGLE_MONTH] [MULTI_YEAR] [SINGLE_YEAR]

B5B. Thinking again about your experience of [PIPE BEHAVIOUR FROM RELEVANT TAG], how long had you been in contact with the person before you started experienced this?

By being in contact, we mean how long you had been connected with them online.

ANSWER OPTIONS

It was the first contact	1	
A few hours / less than a day	2	
One day	3	
A few days	4	
A week	5	
Up to a month	6	
A few months	7	
A year or more	8	
I don't remember	97	EXCLUSIVE, FIX
Prefer not to say	98	EXCLUSIVE, FIX

ASK IF TAGGED [MULTI_MONTH] [SINGLE_MONTH] [MULTI_YEAR] [SINGLE_YEAR]

B6. When you experienced [PIPE BEHAVIOUR FROM RELEVANT TAG], which app or platform did you **first** come across this person or people?

SINGLE CODE

Please select one answer

Facebook / Facebook messenger	1	SHOW LOGO, ONLY SHOW IF CODED 1 AT A1
Instagram	2	SHOW LOGO, ONLY SHOW IF CODED 2 AT A1
WhatsApp	3	SHOW LOGO, ONLY SHOW IF CODED 3 AT A1
TikTok	4	SHOW LOGO, ONLY SHOW IF CODED 4 AT A1
Snapchat	5	SHOW LOGO, ONLY SHOW IF CODED 5 AT A1
X (Formerly Twitter)	6	SHOW LOGO, ONLY SHOW IF CODED 6 AT A1
Reddit	7	SHOW LOGO, ONLY SHOW IF CODED 7 AT A1
Discord	8	SHOW LOGO, ONLY SHOW IF CODED 8 AT A1
Kik	9	SHOW LOGO, ONLY SHOW IF CODED 9 AT A1
Twitch / Live.me	10	SHOW LOGO, ONLY SHOW IF CODED 10 AT A1

Threads	11	SHOW LOGO, ONLY SHOW IF CODED 11 AT A1
Pinterest	12	SHOW LOGO, ONLY SHOW IF CODED 12 AT A1
Telegram	13	SHOW LOGO, ONLY SHOW IF CODED 13 AT A1
Dating sites/apps	14	SHOW LOGO, ONLY SHOW IF CODED 14 AT A1
Text/iMessage/Google Messages	15	SHOW LOGO, ONLY SHOW IF CODED 15 AT A1
Tumblr	16	SHOW LOGO, ONLY SHOW IF CODED 16 AT A1
I don't remember	97	EXCLUSIVE, FIX
Prefer not to say	96	EXCLUSIVE, FIX

ASK IF B5a = 7-10, 12-16, 18 (All who replied / communicated when receiving inappropriate / unwanted contact)

B10. Still thinking about the experience of [PIPE BEHAVIOUR FROM RELEVANT TAG] how did you mainly communicate?

Please select all that apply

MULTI CODE, RANDOMISE

Video call – with one person	1	FIX WITH CODE 2
Video call – in a group	2	FIX WITH CODE 1
Direct messages – with one person	3	FIX WITH CODE 4
Direct messages – in a group	4	FIX WITH CODE 3
Sending and receiving content (i.e., videos, photographs, memes)	5	
Sending and receiving voice notes	6	
Voice chat / audio calling (without video)	7	
Through a comment section	8	
Other	95	FIX
Don't know / Can't remember	97	EXCLUSIVE, FIX
Prefer not to say	98	EXCLUSIVE, FIX

ASK IF TAGGED [MULTI_MONTH] [SINGLE_MONTH] [MULTI_YEAR] [SINGLE_YEAR]

B11A. You've told us about your experience of the following:
[PIPE BEHAVIOUR FROM RELEVANT TAG]

How did your experience with this person or people make you feel at the time it happened?

SINGLE CODE

Please select one answer

Very comfortable	1	
Fairly comfortable	2	
Fairly uncomfortable	3	
Very uncomfortable	4	
Don't know	97	
Prefer not to say	96	

ASK IF TAGGED [MULTI_MONTH] [SINGLE_MONTH] [MULTI_YEAR] [SINGLE_YEAR]

B11B. And how do you feel about your **experience of** [PIPE BEHAVIOUR FROM RELEVANT TAG] **now**, thinking back on it?

SINGLE CODE

Please select one only

Very comfortable	1	
Fairly comfortable	2	
Fairly uncomfortable	3	
Very uncomfortable	4	
Don't know	97	
Prefer not to say	96	

Section C: Encountering inappropriate behaviour online

INFO SCREEN: ASK IF A1 DOES NOT = 99 OR A1 DOES NOT = 98 ONLY

Now we'll ask you some questions about things you may have encountered or personally experienced online.

This could be on any platform or app including social media, messaging, dating, but NOT gaming platforms.

Some of these questions ask about experiences that might be upsetting or feel personal. Remember, you can stop the survey at any time by closing your browser or the survey window. If you feel uncomfortable, you can always talk to an adult in your home or at school for support.

November 2025

We ask these questions to understand young people's experiences online and help make the internet safer. Some answers or questions may make you feel upset because the topics are sensitive.

If you want to talk to someone or need help, please see below for free and confidential support:

Where you can get support	Website	Telephone number	Purpose of service
Childline	www.childline.org.uk	0800 1111	Free, confidential support for anyone under 19 on any issue.
Young Minds	https://www.youngminds.org.uk/	020 7089 5050	Free advice and resources for young people's mental health.
The Mix	https://www.themix.org.uk/	0800 068 4141	Free support and information for under-25s on any life challenge.

If you need urgent help, please contact **111**.

If you want to report something serious that has happened online, you can talk to your local police station.

ASK IF A1 DOES NOT = 99 OR A1 DOES NOT = 98 ONLY

C1. In the last year, which of the following have **you encountered** online, either about you or about other people?

MULTI CODE, RANDOMISE

Please select all that apply

Someone being followed or bothered online (stalking or harassment)	1	
Pictures or videos that have been changed to show things that aren't really true (deep fakes or fake images)	2	
Someone saying they will share, or sharing, private pictures without the person saying it's okay	3	
Mean or rude messages about girls or women	4	
Unsolicited sexual messages (people mentioning sex without asking)	5	
Posts that make fun of someone's body, like their size, shape, or looks	6	
Someone reporting another person or their posts just to get them in trouble, even though it isn't true	7	
Someone taking over another person's account or deleting things from it without permission	8	
People posting someone's photos with rude or sexual comments	9	
AI-made or AI-edited nude or sexualised image/video of someone	10	
Other (please specify)	98	OPEN RESPONSE BOX, FIX
None of the above	99	EXCLUSIVE, FIX
Prefer not to say	96	EXCLUSIVE, FIX

November 2025

ASK IF C1=10

C1B. Thinking about the AI-made or AI-edited nude or sexualised image or video of someone you encountered online:

Did you believe that the person shown was under 18 years old?

SINGLE CODE

Please select one only

Yes – I believe the person shown was under 18	1	
No – I believe the person shown was 18 or older	2	
I wasn't sure / I couldn't tell	97	
Prefer not to say	96	

ASK IF C1 = AT LEAST 1 CODE (1-9) (All who have ever encountered inappropriate behaviour online)

C2. In the last year, which of the following have you **personally experienced** online?

MULTI CODE, RANDOMISE

Please select all that apply

Someone followed or bothered you online (stalking or harassment)	1	
Pictures or videos of you were changed to show things that aren't really true (deep fakes or fake images)	2	
Someone said they would share, or did share, your private pictures without your permission	3	
Mean or rude messages about you because you're a girl	4	ONLY SHOW IF GENDER = 2
Unsolicited sexual messages sent to you	5	
Posts that made fun of your body, like your size, shape, or looks	6	
Someone reported you or your posts just to get you in trouble, even though it wasn't true	7	
Someone took over your account or deleted things from it without asking	8	
People posted your photos with rude or sexual comments	9	
AI-made or AI-edited nude or sexualised image/video of yourself	10	
None of the above	99	EXCLUSIVE, FIX
Prefer not to say	96	EXCLUSIVE, FIX

ASK IF C2 = 1-9 (All who have experienced inappropriate behaviour online)

C3. In the last year how often did the following happen to you?

CAROUSEL, SINGLE CODE, RANDOMISE STATEMENTS AND ANSWER OPTIONS

Please select all that apply for each statement and then CLICK to move to the next statement

ANSWER OPTIONS

At least once a day	1	SAFEGUARDING CONCERN IF STATEMENT 5
Once every few days	2	
Around once a week	3	
Around once a month	4	
This has happened once or twice before but not regularly	5	
This has never happened	6	
Prefer not to say	96	

STATEMENTS, RANDOMISE

Someone followed or bothered you online (stalking or harassment)	1	ONLY SHOW IF CODED 1 AT C2
Pictures or videos of you were changed to show things that aren't really true (deep fakes or fake images)	2	ONLY SHOW IF CODED 2 AT C2
Someone said they would share, or did share, your private pictures without your permission	3	ONLY SHOW IF CODED 3 AT C2
Mean or rude messages about you because you're a girl	4	ONLY SHOW IF CODED 4 AT C2
Unsolicited sexual messages sent to you	5	ONLY SHOW IF CODED 5 AT C2
Posts that made fun of your body, like your size, shape, or looks	6	ONLY SHOW IF CODED 6 AT C2
Someone reported you or your posts just to get you in trouble, even though it wasn't true	7	ONLY SHOW IF CODED 7 AT C2
Someone took over your account or deleted things from it without asking	8	ONLY SHOW IF CODED 8 AT C2
People posted your photos with rude or sexual comments	9	ONLY SHOW IF CODED 9 AT C2
AI-made or AI-edited nude or sexualised image/video of yourself	10	ONLY SHOW IF CODED 10 AT C2

ASK IF C2 = 1-9 (All who have experienced inappropriate behaviour online)

C4. And again, in the last year which online platforms/ apps have you experienced these things on?

CAROUSEL, MULTI CODE, RANDOMISE STATEMENTS AND ANSWER OPTIONS

Please select all that apply for each statement and then CLICK to move to the next statement

STATEMENTS, RANDOMISE

Someone followed or bothered you online (stalking or harassment)	1	ONLY SHOW IF CODED 1 AT C2
Pictures or videos of you were changed to show things that aren't really true (deep fakes or fake images)	2	ONLY SHOW IF CODED 2 AT C2
Someone said they would share, or did share, your private pictures without your permission	3	ONLY SHOW IF CODED 3 AT C2
Mean or rude messages about you because you're a girl	4	ONLY SHOW IF CODED 4 AT C2
Unsolicited sexual messages sent to you	5	ONLY SHOW IF CODED 5 AT C2
Posts that made fun of your body, like your size, shape, or looks	6	ONLY SHOW IF CODED 6 AT C2
Someone reported you or your posts just to get you in trouble, even though it wasn't true	7	ONLY SHOW IF CODED 7 AT C2
Someone took over your account or deleted things from it without asking	8	ONLY SHOW IF CODED 8 AT C2
People posted your photos with rude or sexual comments	9	ONLY SHOW IF CODED 9 AT C2
AI-made or AI-edited nude or sexualised image/video of yourself	10	ONLY SHOW IF CODED 10 AT C2

ANSWER OPTIONS, RANDOMISE

Facebook / Facebook messenger	1	SHOW LOGO, ONLY SHOW IF CODED 1 AT A1
Instagram	2	SHOW LOGO, ONLY SHOW IF CODED 2 AT A1
WhatsApp	3	SHOW LOGO, ONLY SHOW IF CODED 3 AT A1
TikTok	4	SHOW LOGO, ONLY SHOW IF CODED 4 AT A1
Snapchat	5	SHOW LOGO, ONLY SHOW IF CODED 5 AT A1
X (Formerly Twitter)	6	SHOW LOGO, ONLY SHOW IF CODED 6 AT A1
Reddit	7	SHOW LOGO, ONLY SHOW IF CODED 7 AT A1
Discord	8	SHOW LOGO, ONLY SHOW IF CODED 8 AT A1
Kik	9	SHOW LOGO, ONLY SHOW IF CODED 9 AT A1

Twitch / Live.me	10	SHOW LOGO, ONLY SHOW IF CODED 10 AT A1
Threads	11	SHOW LOGO, ONLY SHOW IF CODED 11 AT A1
Pinterest	12	SHOW LOGO, ONLY SHOW IF CODED 12 AT A1
Telegram	13	SHOW LOGO, ONLY SHOW IF CODED 13 AT A1
Dating sites/apps	14	SHOW LOGO, ONLY SHOW IF CODED 14 AT A1
Text/iMessage/Google Messages	15	SHOW LOGO, ONLY SHOW IF CODED 15 AT A1
Tumblr	16	SHOW LOGO, ONLY SHOW IF CODED 16 AT A1

ASK IF C2 = 1-9 (All who have experienced inappropriate behaviour online)

C5. And when you experienced this behaviour online, what did you do?

CAROUSEL, MULTI CODE, RANDOMISE STATEMENTS AND ANSWER OPTIONS

Please select all that apply for each statement and then CLICK to move to the next statement

ANSWER OPTIONS

I didn't do anything	1	EXCLUSIVE
I reported it on the app or website	2	
I blocked the person	3	
I told a parent or carer	4	
I told a teacher or other adult at school	5	
I told a friend	6	
I changed my privacy settings	7	
I deleted my account or stopped using the platform	8	
I ignored it	9	

STATEMENTS, RANDOMISE

Someone followed or bothered you online (stalking or harassment)	1	ONLY SHOW IF CODED 1 AT C2
Pictures or videos of you were changed to show things that aren't really true (deep fakes or fake images)	2	ONLY SHOW IF CODED 2 AT C2
Someone said they would share, or did share, your private pictures without your permission	3	ONLY SHOW IF CODED 3 AT C2

Mean or rude messages about you because you're a girl	4	ONLY SHOW IF CODED 4 AT C2
Unsolicited sexual messages sent to you	5	ONLY SHOW IF CODED 5 AT C2
Posts that made fun of your body, like your size, shape, or looks	6	ONLY SHOW IF CODED 6 AT C2
Someone reported you or your posts just to get you in trouble, even though it wasn't true	7	ONLY SHOW IF CODED 7 AT C2
Someone took over your account or deleted things from it without asking	8	ONLY SHOW IF CODED 8 AT C2
People posted your photos with rude or sexual comments	9	ONLY SHOW IF CODED 9 AT C2
AI-made or AI-edited nude or sexualised image/video of yourself	10	ONLY SHOW IF CODED 10 AT C2

Section D: Drugs/ weapons/ terrorism

INFO SCREEN: ASK IF A1 DOES NOT = 99 OR A1 DOES NOT = 98 ONLY

Now we'll ask you some questions about things you may have seen or experienced online, especially around illegal drugs or vaping, weapons, and terrorism.

This could be on any platform or app including social media, messaging, dating, but **NOT gaming platforms.**

Some of these questions ask about experiences that might be upsetting or feel personal. Remember, you can stop the survey at any time by closing your browser or the survey window. If you feel uncomfortable, you can always talk to an adult in your home or at school for support.

We ask these questions to understand young people's experiences online and help make the internet safer. Some answers or questions may make you feel upset because the topics are sensitive.

If you want to talk to someone or need help, please see below for free and confidential support:

Where you can get support	Website	Telephone number	Purpose of service
Childline	www.childline.org.uk	0800 1111	Free, confidential support for anyone under 19 on any issue.
Young Minds	https://www.youngminds.org.uk/	020 7089 5050	Free advice and resources for young people's mental health.
The Mix	https://www.themix.org.uk/	0800 068 4141	Free support and information for under-25s on any life challenge.

If you need urgent help, please contact **111**.

If you want to report something serious that has happened online, you can talk to your local police station.

ASK IF A1 DOES NOT = 99 OR A1 DOES NOT = 98 ONLY

D1. Have you **seen or heard** any of the below, online, **in the past year**?

CAROUSEL, SINGLE CODE, RANDOMISE STATEMENTS AND ANSWER OPTIONS

Please select one option for each statement

STATEMENTS, RANDOMISE

Videos, posts, or messages about illegal drugs or vaping things like cannabis/weed, drug vapes, or illegal vapes	1	
Videos, posts, or messages showing knives or weapons used to hurt or threaten someone	2	
Videos, posts, or messages trying to sell knives or other weapons to people online	3	
Videos, posts, or messages about terrorism (for example, people or groups using violence or threats for political or religious reasons, or encouraging others to support violent acts)	4	

ANSWER OPTIONS, RANDOMISE

Yes	1	
No	2	
Prefer not to say	96	

ASK IF A1 DOES NOT = 99 OR A1 DOES NOT = 98 ONLY

D2. Have you **been sent** any content (i.e. videos, posts, or messages) that seemed to offer or promote any of the below online in the past year?

By content we mean videos, comments, posts, pictures etc.

CAROUSEL, SINGLE CODE, RANDOMISE STATEMENTS AND ANSWER OPTIONS

Please select one option for each statement

STATEMENTS, RANDOMISE

Videos, posts, or messages about illegal drugs or vaping things like cannabis/weed, drug vapes, or illegal vapes	1	
Videos, posts, or messages showing knives or weapons used to hurt or threaten someone	2	
Videos, posts, or messages trying to sell knives or other weapons to people online	3	
Videos, posts, or messages talking about terrorism (for example, people or groups using violence or threats	4	

for political or religious reasons, or encouraging others to support violent acts)		
--	--	--

ANSWER OPTIONS, RANDOMISE

Yes	1	
No	2	
Prefer not to say	96	

ASK ONLY IF D1 OR D2 = 1 AND ASK IF A1 DOES NOT = 99 OR A1 DOES NOT = 98 ONLY

D4. How often do you see the following online?

CAROUSEL, SINGLE CODE, RANDOMISE STATEMENTS AND ANSWER OPTIONS
STATEMENTS

Videos, posts, or messages about illegal drugs or vaping things like cannabis/weed, drug vapes, or illegal vapes	1	SHOW IF CODED D1_1 = 1 OR D2_1 = 1
Videos, posts, or messages showing knives or weapons used to hurt or threaten someone	2	SHOW IF CODED D1_2 = 1 OR D2_2 = 1
Videos, posts, or messages trying to sell knives or other weapons to people online	3	SHOW IF CODED D1_3 = 1 OR D2_3 = 1
Videos, posts, or messages talking about terrorism (for example, people or groups using violence or threats for political or religious reasons, or encouraging others to support violent acts)	4	SHOW IF CODED D1_4 = 1 OR D2_4 = 1

ANSWER OPTIONS

Several times a day	1	
About once a day	2	SAGE GUARDING FLAG
Once every few days	3	
Around once a week	4	
Around once a month	5	
This has happened once or twice before but not regularly	7	
This has never happened	6	
Prefer not to say	96	

ASK ONLY IF D1 OR D2 = 1 AND IF A1 DOES NOT = 99 OR A1 DOES NOT = 98 ONLY

D5. When you saw this content online, what did you do?

CAROUSEL, MULTI CODE, RANDOMISE STATEMENTS AND ANSWER OPTIONS

STATEMENTS

Videos, posts, or messages about illegal drugs or vaping things like cannabis/weed, drug vapes, or illegal vapes	1	SHOW IF CODED D1_1 = 1 /OR D2_1 = 1
Videos, posts, or messages showing knives or weapons used to hurt or threaten someone	2	SHOW IF CODED D1_2 = 1 OR D2_2 = 1
Videos, posts, or messages trying to sell knives or other weapons to people online	3	SHOW IF CODED D1_3 = 1 OR D2_3 = 1
Videos, posts, or messages talking about terrorism (for example, people or groups using violence or threats for political or religious reasons, or encouraging others to support violent acts)	4	SHOW IF CODED D1_4 = 1 OR D2_4 = 1

ANSWER OPTIONS, RANDOMISE

I reported it on the app, website or game	1	
I told a grown up like a parent or teacher	2	
I clicked the 'not interested', 'dislike', 'hide' or 'show me less' button	3	
I shared it online with others	4	
I told the person who put it up to take it down	5	
I deleted the message	6	
I muted the person who put it up/ or the person who sent it to me	7	
I blocked the person who put it up / or the person who sent it to me	8	
I unfollowed the person who put it up / or the person who sent it to m	9	
I ignored it	10	
I didn't want to see it, so I scrolled past it	11	
I looked for help online	12	
I left the group chat	13	
I left the livestream	14	
I left the game	15	
I stopped using the app, website or game	13	
I don't know / can't remember	97	
Prefer not to say	97	

ASK ONLY IF D1 OR D2 = 1 AND IF A1 DOES NOT = 99 OR A1 DOES NOT = 98 ONLY

D6. After seeing this kind of content (about knives and other weapons), did you feel less safe at school or in your neighbourhood?

SINGLE CODE

Please select one answer

A lot less safe	1	
A bit less safe	2	
No difference	3	
I felt safer	4	
Don't know	97	
Prefer not to say	96	

ASK IF A1 DOES NOT = 99 OR A1 DOES NOT = 98 ONLY

D7. If you saw something online about knives or other weapons that made you uncomfortable or worried, how likely are you to know what to do or who to tell?

SINGLE CODE

Please select one answer

Very unlikely	1	
Fairly unlikely	2	
Fairly likely	3	
Very likely	4	
Don't know	97	
Prefer not to say	96	

CLOSING TEXT

You have reached the end of the survey. Thank you for taking the time to answer our questions. Your input is really appreciated.

Some of the questions we asked or the answers you provided may have made you feel some distress due to their sensitive and personal nature.

If you think you need some help or would like to talk to someone, please see below for a list of people who can help you. Please contact your local police station if you want to report any inappropriate / unwanted situations you have experienced online. 999 calls should be used for serious illnesses and injuries and/or risk to life, or if you are reporting a crime that is in progress or someone is in danger.

Where you can get support	Website	Telephone number	Purpose of service
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Childline	www.childline.org.uk	0800 1111	Free, confidential support for anyone under 19 on any issue.
Young Minds	https://www.youngminds.org.uk/	020 7089 5050	Free advice and resources for young people's mental health.
The Mix	https://www.themix.org.uk/	0800 068 4141	Free support and information for under-25s on any life challenge.

Re-contacting participants

ASK ALL

MRS_RECONTACT. Would it be okay for Savanta to contact you again if we had any follow-up questions?

Please select one option

SINGLE CODE

Yes	1	
No	2	

Thank & Close

It's good practice to always include a thank you statement at the end of a survey, regardless of methodology. And reassurance participants of data privacy. For example:

Thank you for your time. This survey was conducted in line with the MRS Code of Conduct and relevant data protection laws. Your answers will not be passed on to any third parties and no one will try to sell you anything as a result of taking part.

Where relevant, you should include:

- Client contact details
- Savanta and/or Client privacy statement