



Ofcom Children and Parents Media Literacy Tracker 2025/26

Questionnaire



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Survey introductions

ONLINE INTRO

We are conducting a survey on behalf of Ofcom, the regulator for the UK communications industry. This survey aims to learn more about children's media use and attitudes. Ofcom is keen to understand how children across the UK are using and thinking about media, and also about wellbeing and potentially upsetting things people see online.

We are looking to speak to parents or guardians of children aged 6 months to 17 years old as well as to children aged 8 to 17 years olds.

This survey is being conducted for research purposes only and we rely on your consent to take part. You can refuse to participate or stop the survey at any point.

The survey will take around 20-25 minutes to complete.

Just to confirm, your responses will be treated in the strictest confidence. BMG Research abides by the Market Research Society Code of Conduct and data protection laws at all times.

You can find out more information about our surveys and what we do with the information we collect in our Privacy Notice which is here <http://www.bmgresearch.com/privacy>

Please be assured this is genuine research being conducted for Ofcom. We are not trying to sell you anything and there will be no sales follow-up as a result of taking part.

For more information on this survey in particular, you can visit Ofcom's website using this link: <https://www.ofcom.org.uk/about-ofcom/our-research/about-our-research-surveys>

In addition, you can check that BMG Research is a genuine market research agency by calling the Market Research Society freephone on 0800 975 9596 (MRS reference number: 050039 69 69).

Click NEXT to begin the survey

By clicking the NEXT button, you agree to participate in the survey.

CASI INTRO

Good morning/ afternoon. We are conducting a survey on behalf of Ofcom, the regulator for the UK communications industry. This survey aims to learn more about children's media use and attitudes. Ofcom is keen to understand how children across the UK are using and thinking about media, and also about wellbeing and potentially upsetting things people see online.

We are looking to speak to parents or guardians of children aged 6 months to 17 years as well as to children aged 8 to 17 years old.

This survey is being conducted for research purposes only and we rely on your consent to take part. You can refuse to participate or stop the survey at any point.

The survey will take around 25-30 minutes to complete.

Just to confirm, your responses will be treated in the strictest confidence. BMG Research abides by the Market Research Society Code of Conduct and data protection laws at all times. Please note consent is audio recorded.

You can find out more information about our surveys and what we do with the information we collect in our Privacy Notice which is on our website.

I can give you the website address (<https://www.bmgresearch.com/privacy>).

Please be assured this is genuine research being conducted for Ofcom. We are not trying to sell you anything and there will be no sales follow-up as a result of taking part.

For more information on this survey in particular, you can visit Ofcom's website using this link: <https://www.ofcom.org.uk/about-ofcom/our-research/about-our-research-surveys>

Ensure calling card provided if request more detail about BMG including about privacy notice

INTERVIEWER: Confirm respondent happy to proceed with the survey

✓ Informed consent provided [TICK BOX, DO NOT ALLOW TO PROCEED WITHOUT TICKED]

Base: All respondents

DISPLAY TEXT 1

The survey involves us asking some questions that may be perceived as sensitive, around how children are using online tools, how they are communicating online and what they like to do online.

- If you have a child aged 6 months to 7 years old, we will be asking you (as a parent or guardian) to answer questions with your child in mind. We will not ask children aged 7 or younger to answer any questions in the survey themselves.
- If you have a child aged 8 to 17 years old, we may want to talk to them too. This is so we can hear their views on questions around what they like to do online, how they interact with people online and how they feel about being online.

If you do not want your child to answer, or if your child does not wish to answer any question they do not need to, and they can withdraw from the survey at any point. Before the child answers any questions themselves, we will give them the opportunity to withdraw their consent.

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

This survey contains some questions that may be perceived as sensitive. Providing information in response to these questions is entirely voluntary and you may withdraw your consent at any time. Prefer not to say options are available for each question

Base: All parents

SINGLE RESPONSE

S01A. Could you please confirm that you are happy to proceed based on what you have just [CAWI: read][CAPI: heard]?¹

Please select one only

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No	SCREENOUT	

¹ Consent captured for parents to proceed based on the information provided in the display text.

Screening & Profiling (Section S)

INTRO TEXT 1

Firstly, some questions about you and your household ...

Base: All parents

OPEN RESPONSE, FORCE NUMERIC - 2 CHARACTER LIMIT, DO NOT ALLOW 0 [SHOW ERROR MESSAGE IF 0]

S02. What is the total number of people in the household (please include yourself in this total)?

Please type your response in the box below

SCREENOUT IF = ONE OR LESS

Base: All parents

OPEN RESPONSE, FORCE NUMERIC

S03. And what is the total number of people aged under 18 in the household? If you are aged under 18, please include yourself in this total.

Please type your response in the box below

SCREENOUT IF RESPONSE = 0

Base: All parents

MULTI RESPONSE, OPEN TEXT - type in each answer to enable a number response. 2 CHARACTER LIMIT, DO NOT EXCEED 8 PER ROW

S04. How many children aged under 18 are there in your household?

Please type the number of children of that age in the boxes below.

If there are no children of that age in the household, please leave it blank.

CASI ONLY: Do not read out

CASI ONLY: SHOW SHOWCARD S04

Fixed codes	Answer list	Scripting notes	Routing
1	Aged under 6 months	SCREENOUT IF SINGLE CODED	
2	Aged 6 - 12 months		
3	Aged 1		
4	Aged 2		
5	Aged 3		
6	Aged 4		
7	Aged 5		
8	Aged 6		

9	Aged 7		
10	Aged 8		
11	Aged 9		
12	Aged 10		
13	Aged 11		
14	Aged 12		
15	Aged 13		
16	Aged 14		
17	Aged 15		
18	Aged 16		
19	Aged 17		
98	Prefer not to say	EXCLUSIVE, SCREENOUT	

Base: All parents

SINGLE RESPONSE

S05. And are you a parent or guardian to any of those aged under 18 in the household?

Please select one only

CASI ONLY: Do not read out

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
98	Prefer not to say	SCREENOUT	

Base: All parents

SINGLE RESPONSE, RANDOMISE, SCREENER

ACTIONQC. What are you doing right now?

Please select one only

Fixed codes	Answer list	Scripting notes	Routing
1	Taking part in a survey		
2	Running a marathon	SCREENOUT	
3	Sleeping	SCREENOUT	
4	Voting in the General Election	SCREENOUT	

Base: All parents

SINGLE RESPONSE

S07. The next question will ask about the under 18s in your household who may or may not be in a care arrangement.

Do we have your permission to ask you these questions?²

Please select one only

CASI ONLY: Do not read out

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No	SCREEN OUT IF NOT PARENT OR GUARDIAN S05 = 2	

² Consent captured to ask question on whether children in their household are or are not in care.

Base: All that gave permission (S07 = 1)

MULTI RESPONSE

S17. Which, if any, of the following apply to you and your relationship with at least one child under 18 in your household, including any relevant care or legal arrangements?

Please select all that apply

CASI ONLY: SHOW SHOWCARD

Code	Answer list	Scripting notes	Routing
1	I am a parent or legal guardian	SCREEN OUT IF S05 = 2	
2	I am a step-parent	SCREEN OUT IF S05 = 2	
3	I am a grandparent	SCREEN OUT IF S05 = 2 AND S17 ≠ 6-8	
4	I am an uncle or aunt	SCREEN OUT IF S05 = 2 AND S17 ≠ 6-8	
5	I am an older sibling	SCREEN OUT IF S05 = 2 AND S17 ≠ 6-8	
6	I am a foster carer	CURRENTLY LOOKED AFTER	
7	I am an extended friend or family member providing kinship care	CURRENTLY LOOKED AFTER	
8	I am responsible for a child that has previously been in a care arrangement (e.g. special guardianship order, child arrangements order)	PREVIOUSLY LOOKED AFTER	
99	None of these apply to me	EXCLUSIVE, SCREEN OUT IF NOT PARENT OR GUARDIAN S05 = 2	
98	Prefer not to say	EXCLUSIVE, SCREEN OUT IF NOT PARENT OR GUARDIAN S05 = 2	

Base: All with a previously looked after child (S17 = 8)

MULTI RESPONSE, RANDOMISE

S18. You said that you are responsible for at least one child who has previously been in a care arrangement. Which of the following best describes that arrangement.

Please select all that apply

CASI ONLY: SHOW SHOWCARD X

Code	Answer list	Scripting notes	Routing
1	At least one child in my household has been adopted after previously being in care		
2	At least one child in my household has left care through a special guardianship order (SGO)		
3	At least one child in my household has left care through a child arrangements order		
4	At least one child in my household has been looked after by a local authority (e.g., foster care, residential care) but has since returned to live in my household		
95	Other (please type in)	FIX, OPEN END TEXT	
99	None of the above	FIX EXCLUSIVE, SCREEN OUT IF NOT PARENT OR GUARDIAN (S05 = 2) AND NOT A CARER (S17 ≠ 6-7)	
98	Prefer not to say	FIX EXCLUSIVE, SCREEN OUT IF NOT PARENT OR GUARDIAN (S05 = 2) AND NOT A CARER (S17 ≠ 6-7)	

Base: All who look after/looked after children (S17 = 6-8)

SINGLE RESPONSE

S19. You said that [IF S17 = 6-7 AND S17 ≠ 8 you are currently a foster carer or kinship carer for at least one child in your household]/[IF S17 = 8 AND ≠ S17 = 6-7 at least one child in your household has previously been adopted or left care]/[IF S17 = 6-7 AND S17=8 you are currently a foster carer or kinship carer for at least one child in your household and at least one child in your household has previously been adopted or left care].

Please select 'yes' if this information is correct.

If it is not correct, please select 'no' – don't worry, you will still be able to answer the rest of the survey.

Please select one only

CASI ONLY: Do not read out

Code	Answer list	Scripting notes	Routing
2	No	SCREEN OUT IF NOT PARENT OR GUARDIAN S05 = 2 FIX TO TOP	
1	Yes		

Base: All with previously looked after children in household (S17 = 8) AND (S18 = 1-4, 95) AND (S19 = 1)

SINGLE RESPONSE

S20. You said that at least one child in your household has previously left a care arrangement. How long ago did they leave this care arrangement?

If there is more than one child in your household who has previously left a care arrangement, please indicate the child who has left care most recently.

Please select one only

CASI ONLY: SHOW SHOWCARD S20

Code	Answer list	Scripting notes	Routing
1	Less than 2 years ago		
2	2 to 5 years ago		
3	More than 5 years ago		
97	Don't know		
98	Prefer not to say		

Base: All parents

MULTI RESPONSE, GRID - IF MORE THAN ONE CHILD OF SAME AGE, REPEAT AGE ROW TO MATCH NUMBER OF CHILDREN OF THAT AGE ENTERED AT S04

S06. Can we please ask the gender of the children aged under 18 in your household?

Please select the gender of the child for each age group.

Please enter a response for each row.

CASI ONLY: Do not read out

Row Code	Row list	Scripting notes	Routing
1	Aged under 6 months	SHOW IF SELECTED AT S04	
2	Aged 6 - 12 months	SHOW IF SELECTED AT S04	
3	Aged 1	SHOW IF SELECTED AT S04	
4	Aged 2	SHOW IF SELECTED AT S04	
5	Aged 3	SHOW IF SELECTED AT S04	
6	Aged 4	SHOW IF SELECTED AT S04	
7	Aged 5	SHOW IF SELECTED AT S04	
8	Aged 6	SHOW IF SELECTED AT S04	
9	Aged 7	SHOW IF SELECTED AT S04	
10	Aged 8	SHOW IF SELECTED AT S04	
11	Aged 9	SHOW IF SELECTED AT S04	
12	Aged 10	SHOW IF SELECTED AT S04	
13	Aged 11	SHOW IF SELECTED AT S04	
14	Aged 12	SHOW IF SELECTED AT S04	
15	Aged 13	SHOW IF SELECTED AT S04	
16	Aged 14	SHOW IF SELECTED AT S04	

17	Aged 15	SHOW IF SELECTED AT S04	
18	Aged 16	SHOW IF SELECTED AT S04	
19	Aged 17	SHOW IF SELECTED AT S04	

Column code	Column list	Scripting notes	Routing
1	Girl		
2	Boy		

Base: All who look after/looked after children (S19 = 1)

MULTI RESPONSE

S07B.

[IF S17 = 6-7 AND S17 ≠ 8 and s19 = 1] You said that you are currently a foster carer or kinship carer to at least one child in your household. Please indicate which child or children in your household you are currently a foster or kinship carer for.

[IF S17 = 8 AND ≠ S17 = 6-7 and s19 = 1] You said that at least one child in your household has previously been adopted or left care. Please indicate which child or children in your household has previously been adopted from care or left care.

[IF S17 = 6-8 and s19 = 1] You said that you are currently a foster carer or kinship carer for at least one child in your household and at least one child in your household has previously been adopted or left care. Please indicate which child or children in your household that this applies to.

Please select all that apply.

CASI ONLY: Do not read out

Code	Answer list	Scripting notes
1	Girl aged 6 - 12 months	SHOW IF S06_2=1
2	Boy aged 6 – 12 months	SHOW IF S06_2=2
3	Girl aged 1	SHOW IF S06_3=1
4	Boy aged 1	SHOW IF S06_3=2
5	Girl aged 2	SHOW IF S06_4=1
6	Boy aged 2	SHOW IF S06_4=2
7	Girl aged 3	SHOW IF S06_5=1
8	Boy aged 3	SHOW IF S06_5=2
9	Girl aged 4	SHOW IF S06_6=1
10	Boy aged 4	SHOW IF S06_6=2
11	Girl aged 5	SHOW IF S06_7=1

12	Boy aged 5	SHOW IF S06_7=2
13	Girl aged 6	SHOW IF S06_8=1
14	Boy aged 6	SHOW IF S06_8=2
15	Girl age 7	SHOW IF S06_9=1
16	Boy aged 7	SHOW IF S06_9=2
17	Girl aged 8	SHOW IF S06_10=1
18	Boy aged 8	SHOW IF S06_10=2
19	Girl aged 9	SHOW IF S06_11=1
20	Boy aged 9	SHOW IF S06_11=2
21	Girl aged 10	SHOW IF S06_12=1
22	Boy aged 10	SHOW IF S06_12= 2
23	Girl aged 11	SHOW IF S06_13=1
24	Boy aged 11	SHOW IF S06_13=2
25	Girl aged 12	SHOW IF S06_14=1
26	Boy aged 12	SHOW IF S06_14=2
27	Girl aged 13	SHOW IF S06_15=1
28	Boy aged 13	SHOW IF S06_15=2
29	Girl aged 14	SHOW IF S06_16=1
30	Boy aged 14	SHOW IF S06_16=2
31	Girl aged 15	SHOW IF S06_17=1
32	Boy aged 15	SHOW IF S06_17=2
33	Girl aged 16	SHOW IF S06_18=1
34	Boy aged 16	SHOW IF S06_18=2
35	Girl aged 17	SHOW IF S06_19=1
36	Boy aged 17	SHOW IF S06_19=2
99	I am not currently a foster or kinship carer for any of my children, nor have any of my children been adopted from care or left care	FIX, EXCLUSIVE SCREEN OUT IF NOT PARENT OR GUARDIAN S05 = 2

dummy variable: LOOKEDAFTERCHILD

IF only one SELECTED (1-36) AT S07B, CODE AS LOOKEDAFTERCHILD

if multiple selected (1-36) at s07b, select ONE ON LEAST FILL BASIS at allocatedchild

CASI HANDOVER SCREEN – SHOW TO CASI ONLY

Interviewers to hand over tablet to parent/guardian now.

Base: All parents

OPEN RESPONSE, POSTCODE FORMATTING & VALIDATION APPLIED

S08. What is your postcode?

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

Please answer in the box below

[]

Fixed codes	Answer list	Scripting notes	Routing
98	Prefer not to say		GO TO S08A

Base: Refused to give postcode (S08 = 98)

SINGLE RESPONSE

s08a. Where do you normally live? By this, we mean the place that you live for all or most of the year.

Please select one only.

Code	Answer list	Scripting notes	Routing
1	England		
2	Wales		
3	Scotland		
4	Northern Ireland		
96	None of these	SCREEN OUT	
98	Prefer not to say	SCREEN OUT	

DUMMYVARIABLE NAME: REGION

Code	Dummy variable list	Definition	
1	England	TAKEN FROM POSTCODE (S08) OR S08A = 1	
2	Wales	TAKEN FROM POSTCODE (S08) OR S08A = 2	
3	Scotland	TAKEN FROM POSTCODE (S08) OR S08A = 3	
4	Northern Ireland	TAKEN FROM POSTCODE (S08) OR OR S08A = 4	

Base: Refused to give postcode (S08 = 98) and lives in England (S08A = 1)

SINGLE RESPONSE

S08b. Please can you tell us which region you live in?

Please select only one

Fixed codes	Answer list	Scripting notes	Routing
1	East of England		
2	East Midlands		
3	London		
4	North East		
5	North West		
6	South East		
7	South West		
8	West Midlands		
9	Yorkshire and the Humber		
98	None of these	screenout	

Base: Refused to give postcode (S08 = 98)

SINGLE RESPONSE

S08c. And what type of area do you live in?

Please select only one

Fixed codes	Answer list	Scripting notes	Routing
1	An urban area Urban areas are within cities or towns. Lots of people live there, and there are lots of different kinds of buildings that are close together.		
2	A suburban area These areas are just outside of cities or towns. There are lots of houses and may be some apartments there, but not as many other buildings as in urban areas – there may be a few small shops.		
3	A rural area Fewer people live here compared to urban or suburban areas, and homes tend to be spaced further apart. There will be lots of nature and open spaces.		
97	Unsure		
98	Prefer not to say		

Base: All parents

SINGLE RESPONSE

S09. Which of these best describes the main income earner in your household?

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

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

Please select one only

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

DUMMY VARIABLE NAME: ALLOCATEDCHILD

IF LOOKEDAFTERCHILD IS ALREADY CODED, PUNCH AGE AND GENDER OF LOOKEDAFTERCHILD FROM S07B. IF RESPONDENT HAS MORE THAN ONE CHILD, THE CHILD INDICATED AS LOOKEDAFTERCHILD IS PRIORITISED.

IF RESPONDENT HAS ONE CHILD ONLY AT S03, PUNCH AGE FROM S04 AND GENDER FROM S06

IF RESPONDENT HAS MORE THAN ONE CHILD AT S03, SELECT CHILD FROM LIST BELOW ON LEAST FILL BASIS FOR AGE AND GENDER

Code	Dummy variable list	Definition	
1	Girl aged 6 - 12 months	S06_2=1	LEAST FILL BASED ON QUOTAS AND THOSE SELECTED AT S04 AND S06
2	Boy aged 6 – 12 months	S06_2=2	
3	Girl aged 1	S06_3=1	
4	Boy aged 1	S06_3=2	
5	Girl aged 2	S06_4=1	
6	Boy aged 2	S06_4=2	
7	Girl aged 3	S06_5=1	
8	Boy aged 3	S06_5=2	
9	Girl aged 4	S06_6=1	
10	Boy aged 4	S06_6=2	
11	Girl aged 5	S06_7=1	
12	Boy aged 5	S06_7=2	
13	Girl aged 6	S06_8=1	
14	Boy aged 6	S06_8=2	
15	Girl age 7	S06_9=1	
16	Boy aged 7	S06_9=2	
17	Girl aged 8	S06_10=1	
18	Boy aged 8	S06_10=2	
19	Girl aged 9	S06_11=1	
20	Boy aged 9	S06_11=2	
21	Girl aged 10	S06_12=1	
22	Boy aged 10	S06_12=2	
23	Girl aged 11	S06_13=1	
24	Boy aged 11	S06_13=2	
25	Girl aged 12	S06_14=1	
26	Boy aged 12	S06_14=2	
27	Girl aged 13	S06_15=1	
28	Boy aged 13	S06_15=2	

29	Girl aged 14	S06_16=1	
30	Boy aged 14	S06_16=2	
31	Girl aged 15	S06_17=1	
32	Boy aged 15	S06_17=2	
33	Girl aged 16	S06_18=1	
34	Boy aged 16	S06_18=2	
35	Girl aged 17	S06_19=1	
36	Boy aged 17	S06_19=2	

Base: All parents

OPEN RESPONSE

S10. What is the first name of your [CODE SELECTED AT ALLOCATED CHILD]? You will be answering the survey with this child in mind.

If your [CODE SELECTED AT ALLOCATED CHILD] is a twin/triplet/quad etc., please choose one to answer the survey about.

Your child's name will be kept anonymous, this is only for the purpose of helping you complete the survey.

Please type your response in the box below.

[_____]

Base: All whose child is 8-17 (ALLOCATEDCHILD = 17-36)

SINGLE RESPONSE

S12. Is [S10] present at this moment? They will need to answer some questions later on in the survey.

Please select one only.

Code	Answer list	Scripting notes	Routing
1	Yes		GO TO S11
2	No	SCREENOUT ONLY IF ONE CODE CHOSEN AT S04	IF MULTIPLE CHILDREN OVER AGE 8, GO TO S13

Base: Parents whose 8-17 year old child is present (S12 = 1) OR Parents whose ALLOCATEDCHILD is 7 or under = 1-16

SINGLE RESPONSE

S11. And which of these terms best describes your relationship to [S10]?

Please select one only

Code	Answer list	Scripting notes	Routing
1	Parent		
2	Guardian		
3	Something else	SCREEN OUT	

4	I do not have parental responsibility for this child	SCREEN OUT	
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Base: IF ALLOCATEDCHILD OVER 8 YEARS OLD NOT PRESENT (S12 = 2) AND MORE THAN ONE CHILD AGED 8-17 (S06 = 10-19 FOR TWO OR MORE)

SINGLE CODE

S13. You mentioned that you have another child or other children aged between 8 and 17 years old in your household. Please select another child to complete the survey.

This is because children aged between 8 and 17 years old will need to be present as they will be answering the survey for themselves.

If you have multiple children available, please select one at random from the list provided below.

Please select one only.

Code	Answer list	Scripting notes
1	Girl aged 8	SHOW IF S06_10=1 AND ≠ ALLOCATEDCHILD
2	Boy aged 8	SHOW IF S06_10=2 AND ≠ ALLOCATEDCHILD
3	Girl aged 9	SHOW IF S06_11=1 AND ≠ ALLOCATEDCHILD
4	Boy aged 9	SHOW IF S06_11=2 AND ≠ ALLOCATEDCHILD
5	Girl aged 10	SHOW IF S06_12=1 AND ≠ ALLOCATEDCHILD
6	Boy aged 10	SHOW IF S06_12= 2 AND ≠ ALLOCATEDCHILD
7	Girl aged 11	SHOW IF S06_13=1 AND ≠ ALLOCATEDCHILD
8	Boy aged 11	SHOW IF S06_13=2 AND ≠ ALLOCATEDCHILD
9	Girl aged 12	SHOW IF S06_14=1 AND ≠ ALLOCATEDCHILD
10	Boy aged 12	SHOW IF S06_14=2 AND ≠ ALLOCATEDCHILD
11	Girl aged 13	SHOW IF S06_15=1 AND ≠ ALLOCATEDCHILD
12	Boy aged 13	SHOW IF S06_15=2 AND ≠ ALLOCATEDCHILD
13	Girl aged 14	SHOW IF S06_16=1 AND ≠ ALLOCATEDCHILD
14	Boy aged 14	SHOW IF S06_16=2 AND ≠ ALLOCATEDCHILD

15	Girl aged 15	SHOW IF S06_17=1 AND ≠ ALLOCATEDCHILD
16	Boy aged 15	SHOW IF S06_17=2 AND ≠ ALLOCATEDCHILD
17	Girl aged 16	SHOW IF S06_18=1 AND ≠ ALLOCATEDCHILD
18	Boy aged 16	SHOW IF S06_18=2 AND ≠ ALLOCATEDCHILD
19	Girl aged 17	SHOW IF S06_19=1 AND ≠ ALLOCATEDCHILD
20	Boy aged 17	SHOW IF S06_19=2 AND ≠ ALLOCATEDCHILD
96	None of my children aged 8 to 17 are available	SCREENOUT

PUNCH CODE SELECTED AT S13 AS aALLOCATEDCHILD

Base: IF ALLOCATEDCHILD OVER 8 YEARS OLD NOT PRESENT (S12 = 2) AND MORE THAN ONE CHILD AGED 8-17 (S06 = 10-19 FOR TWO OR MORE)

SINGLE RESPONSE

S14. What is the first name of your [CODE SELECTED AT S13]? You will be answering the survey with this child in mind.

Your child's name will be kept anonymous, this is only for the purpose of helping you complete the survey.

Please type your response in the box below.

[_____]

Base: IF ALLOCATEDCHILD OVER 8 YEARS OLD NOT PRESENT (S12 = 2) AND MORE THAN ONE CHILD AGED 8-17 (S06 = 10-19 FOR TWO OR MORE)

SINGLE RESPONSE

S15. And which of these terms best describes your relationship to [S14]?

Please select one only

Code	Answer list	Scripting notes	Routing
1	Parent		
2	Guardian		
3	Something else	SCREENOUT	
4	I do not have parental responsibility for this child	SCREENOUT	

DUMMY VARIABLE NAME: NAME

punch open end text entered at S10 OR S14 as name of child

Base: All parents whose ALLOCATEDCHILD = 8-17 years old, SHOW SCREEN FOR 5 SECONDS BEFORE ALLOWING NEXT

S16 INFO. Later on in the survey, we would like [NAME] to answer some questions themselves. This is so we can hear their views on questions around what they like to do online, how they interact with people online and how they feel about being online and its correlation to some personal aspects such as health and ethnic origin.

If you do not want your child to answer, or if you or your child does not wish to answer any question then you do not need to, and you can withdraw from the survey at any point. Before you provide any personal data or special category data relating to your child during the survey, we will ask for your consent.

Answering these questions is entirely voluntary and you may withdraw consent at any time. You will be able to exit the survey at any time and any information you have given will not be stored or used in analysis. Prefer not to say options are available for each question if you wish to continue with the survey but do not wish to provide that specific piece of personal data.

For more information, please refer to our privacy policy.

Base: All parents whose ALLOCATEDCHILD = 8-17 years old, SHOW SCREEN FOR 5 SECONDS BEFORE ALLOWING NEXT

SINGLE RESPONSE

S16. Before [NAME] answers any questions themselves we will give them the opportunity to withdraw their consent.³

Could you please confirm that you are happy to proceed based on what you have just read and that you give us consent to process and use the personal data of your child which has been collected for the purposes of this survey?

Please select one only

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No	SCREENOUT	

Base: All parents of 3-15s

SINGLE RESPONSE

T1A. Which school year is [NAME] in?

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

Please select one only

Code	Answer list	Scripting notes	Routing
1	[REGION = 1-2, 4] Not started school [REGION=3] Nursery	SHOW ONLY IF AGE 3 OR 4	
2	[REGION=1-2] Reception [REGION=3] P1 [REGION=4] Year 1	SHOW ONLY IF AGE 4 OR 5	

³ Consent asked to parents of 8-12s to ask their child questions later on in the survey.

3	[REGION=1-2] Year 1 [REGION=3] P2 [REGION=4] Year 2	SHOW ONLY IF AGE 5 OR 6	
4	[REGION=1-2] Year 2 [REGION=3] P3 [REGION=4] Year 3	SHOW ONLY IF AGE 6 OR 7	
5	[REGION=1-2] Year 3 [REGION=3] P4 [REGION=4] Year 4	SHOW ONLY IF AGE 7 OR 8	
6	[REGION=1-2] Year 4 [REGION=3] P5 [REGION=4] Year 5	SHOW ONLY IF AGE 8 OR 9	
7	[REGION=1-2] Year 5 [REGION=3] P6 [REGION=4] Year 6	SHOW ONLY IF AGE 9 OR 10	
8	[REGION=1-2] Year 6 [REGION=3] P7 [REGION=4] Year 7	SHOW ONLY IF AGE 10 OR 11	
9	[REGION=1-2] Year 7 [REGION=3] S1 [REGION=4] Year 8	SHOW ONLY IF AGE 11 OR 12	
10	[REGION=1-2] Year 8 [REGION=3] S2 [REGION=4] Year 9	SHOW ONLY IF AGE 12 OR 13	
11	[REGION=1-2] Year 9 [REGION=3] S3 [REGION=4] Year 10	SHOW ONLY IF AGE 13 OR 14	
12	[REGION=1-2] Year 10 [REGION=3] S4 [REGION=4] Year 11	SHOW ONLY IF AGE 14 OR 15	
13	[REGION=1-2] Year 11 [REGION=3] S5 [REGION=4] Year 12	SHOW ONLY IF AGE 15	
98	Prefer not to say	SHOW FOR ALL	

Base: Parents of 16–17s

SINGLE RESPONSE

T1B. Is [NAME] in full time education?

Please select one option

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
97	Don't know		
98	Prefer not to say		

Base: Parents of 16–17s that are in full time education (T1B = 1)

SINGLE RESPONSE

T1C. Which school year is [NAME] in?

Please select one option

Code	Answer list	Scripting notes	Routing
1	[REGION=1-2] Year 11 [REGION=3] S5 [REGION=4] Year 12	SHOW ONLY IF AGE 16	
2	[REGION=1-2] Year 12 [REGION=3] S6 [REGION=4] Year 13	SHOW ONLY IF AGE 16 OR 17	
3	[REGION=1-2] Year 13 [REGION=3] S6 [REGION=4] Year 14	SHOW ONLY IF AGE 17	
98	Prefer not to say	SHOW FOR ALL	

Section A: Parents core

SECTION A TO BE SHOWN TO ALL RESPONDENTS

INTRO TEXT 3 – SHOW TO AGE 6 MONTHS TO 2 YEARS ONLY

In this survey we will ask you questions about [NAME] and what they do, if anything, online or when watching a screen. We understand that at their age, they are unlikely to be doing these things independently. When answering the questions, please consider things that they do regardless of if you help them when doing it.

Base: All parents of children 0.5 – 17 years old

MULTI RESPONSE, RANDOMISE

QP1. We're interested in the devices your child uses to go online.

Please think about any reason [NAME] may have for going online – maybe to look up information on a website, play games, watch TV programmes or videos on apps like YouTube, listen to something like a podcast, use social media sites like Instagram, Snapchat or TikTok or messaging apps like WhatsApp, or to do school or homework.

Does [NAME] use any of the following to go online at home or somewhere else?

Please select all that apply

Code	Answer list	Scripting notes	Routing
1	Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)		
2	Tablet (like an iPad or Amazon Fire)		
3	Laptop or netbook		
4	Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)		
5	Games console or handheld games player		
7	Smart speaker (including Alexa)		
8	Smart watch		
9	Smart TV		
10	VR headset		
6	Other type of device - (please type in)	FIX, ADD OPEN TEXT BOX	
96	None of these/ Child does not go online	FIX, EXCLUSIVE	

Base: All parents of 0.5-2y

SINGLE RESPONSE

QP1A. Does [NAME] ever look at a screen (e.g. TV, tablet, smartphone, computer)? This includes time watching a screen that you provided or set up for them.

Please select one only

Code	Answer list	Scripting notes	Routing
------	-------------	-----------------	---------

1	Yes		
2	No		
97	Don't know		

Base: All parents of 0.5-2y who ever uses a screen (QP1A = 1)

MULTI RESPONSE, RANDOMISE

QP1B. What type of screen activities does [NAME] do?

This includes any screen activities set up for them in particular, as well as anything they might see in the background.

Please select all that apply

Code	Answer list	Scripting notes	Routing
1	Watching TV shows or films (including videos with stories)		
2	Playing games		
3	Video calling with family or friends		
4	Listening to music or stories		
5	Looking at photos or videos		
6	Being creative, such as making digital art		
7	Reading from an e-book or tablet		
95	Other – (please type in)	FIX	
97	Don't know	FIX, EXCLUSIVE	

Base: All parents of 0.5-2y who ever uses a screen (QP1A = 1)

MULTI RESPONSE, RANDOMISE

QP1C. Which of the following, if any, are reasons why [NAME] looks at a screen?

Please select all that apply

Code	Answer list	Scripting notes	Routing
1	To entertain them		
2	To help them learn		
3	To calm or soothe them		
4	To occupy them while I do other tasks		
5	To connect with family or friends		
6	Because they enjoy it		
95	Other – (please type in)	FIX	
97	Don't know	FIX, EXCLUSIVE	

Base: All parents

SINGLE RESPONSE

QP3F. Does [NAME] have their own mobile phone of any type?

Please select one only

Code	Answer list	Scripting notes	Routing
5	Yes – my child has their own mobile phone		
3	No – my child does not have their own mobile phone, but has access to a shared mobile phone within the household		
4	No – my child does not have access to a mobile phone	DO NOT SHOW IF QP1 = 1	
97	Don't know		

Base: All parents whose child has access to a mobile phone (QP3F = 5, 3)

SINGLE RESPONSE

QP3FA. You said that [NAME] has [QP3F = 5 their own/ QP3F = 3 access to a] mobile phone. Is it a smartphone?

A smartphone is a phone on which you can easily access emails, download apps/ applications and other files, as well as view websites and generally surf the internet/ go online. Popular brands of smartphone include iPhone, and Android phones such as the Samsung Galaxy.

Please select one only

Code	Answer list	Scripting notes	Routing
1	Yes - it's a smartphone		
2	No - it's not a smartphone		
97	Don't know		

Base: All parents

MULTI RESPONSE. RANDOMISE

QP2. Does [NAME] listen to any of the following?

This includes any audio played for them specifically, as well as anything they might hear in the background.

Please select all that apply

Code	Answer list	Scripting notes	Routing
1	Radio stations which mainly plays music	FIX WITH CODE 2	
2	Radio stations that is mainly speech-based	FIX WITH CODE 1	
3	Online music services (e.g. Spotify)		
4	Personal music stored on a device or via a physical collection (e.g. CD)		
5	Podcasts		
6	Audiobooks (e.g. Yoto)		

7	Meditation or mindfulness audio		
95	Other - (please type in)	FIX, ADD OPEN TEXT BOX	
99	No – they don't listen to any of the above	FIX, EXCLUSIVE	
97	Don't know	FIX, EXCLUSIVE	

Base: All parents

SINGLE RESPONSE

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

Please select one only

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
97	Don't know		

Base: All parents of 3-7s AND their child goes online (QP1 = 1 - 10)

MULTI RESPONSE, RANDOMISE

QP3. Thinking about the different devices that [NAME] uses (e.g. computers, tablets, or mobile phones) do they use these devices to do any of the following?

This could include any time spent learning about this when they are at school.

Please select all that apply

Code	Answer list	Scripting notes	Routing
1	Add filters or make changes to photos and/or videos		
2	Make drawings, pictures or use colouring apps		
3	Find and use images online for tasks, such as for homework		
4	Make memes or gifs		
10	Make animations (e.g. using stop-motion)		
11	Follow online tutorials or learn how to do something online		
96	None of these	FIX, EXCLUSIVE	
97	Don't know	FIX, EXCLUSIVE	

Base: All parents where child uses devices for activities at QP3 (QP3 = 1-12)

SINGLE RESPONSE

QP3B. Does [NAME] use Artificial Intelligence (AI) tools when doing these activities online?

By AI tools we mean things like ChatGPT or image/video generators.

Please select one only

Code	Answer list	Scripting notes	Routing
1	Yes - often		
2	Yes - sometimes		
3	No – never		
97	Not sure		

Base: All parents of 3-7s

MULTI RESPONSE, RANDOMISE

QPNEW1. Which, if any, of these apps or sites does [NAME] use?

This could include to send messages or make video/voice calls, watch videos, upload videos online that they have made themselves, watch live stream videos or for general social media use.

Please select all that apply

Code	Answer list	Scripting notes	Routing
1	Amino		
2	BeReal		
3	Dailymotion		
4	Discord		
5	Facebook (including Facebook Gaming, Facebook Live, Facebook Messenger)		
6	FaceTime		
8	GoNoodle		
11	Imgur		
12	Instagram (including Instagram Direct and Instagram Live)		
13	Kik		
14	Microsoft Teams		
15	Phone message apps (e.g. Apple iMessage/ Samsung Messages)		
16	Pinterest		
17	Reddit		
18	Signal		
19	Skype		
20	Snapchat (including Snapchat Live)		

21	Telegram (including Telegram Live)		
22	Threads		
23	TikTok (including TikTok Direct messaging and TikTok Live)		
24	Triller		
25	Tumblr		
26	Twitch		
27	Viber		
28	Vimeo		
29	WhatsApp		
30	Wink		
31	X/ Twitter		
32	YouNow		
33	YouTube (including YouTube Live)	FIX WITH CODE 36	
36	YouTube Kids	FIX WITH CODE 33	
34	Yubo		
35	Zoom		
95	Child uses other apps/ sites - (please type in one app/site per box)	FIX, OPEN END TEXT BOX, PROVIDE UP TO THREE OPEN END BOXES	
96	Child does not use ANY apps/sites	FIX, EXCLUSIVE	
97	Don't know	FIX, EXCLUSIVE	

Base: All parents of 3-7s AND their child uses sites/apps (QPNEW1 = 1-95)

CAROUSEL, MULTI RESPONSE PER CAROUSEL OPTION, RANDOMISE ROWS

QPNEW2. You said that [NAME] uses the following apps or sites. What does [NAME] use each site or app for?

Please select all that apply

Carousel Code	Carousel list	Scripting notes	Routing
1	Amino	SHOW IF QPNEW1=1	
2	BeReal	SHOW IF QPNEW1=2	
3	Dailymotion	SHOW IF QPNEW1=3	
4	Discord	SHOW IF QPNEW1=4	
5	Facebook (including Facebook Gaming, Facebook Live, Facebook Messenger)	SHOW IF QPNEW1=5	
6	FaceTime	SHOW IF QPNEW1=6	
8	GoNoodle	SHOW IF QPNEW1=8	
11	Imgur	SHOW IF QPNEW1=11	

12	Instagram (including Instagram Direct and Instagram Live)	SHOW IF QPNEW1=12	
13	Kik	SHOW IF QPNEW1=13	
14	Microsoft Teams	SHOW IF QPNEW1=14	
15	Phone message apps (e.g. Apple iMessage/ Samsung Messages)	SHOW IF QPNEW1=15	
16	Pinterest	SHOW IF QPNEW1=16	
17	Reddit	SHOW IF QPNEW1=17	
18	Signal	SHOW IF QPNEW1=18	
19	Skype	SHOW IF QPNEW1=19	
20	Snapchat (including Snapchat Live)	SHOW IF QPNEW1=20	
21	Telegram (including Telegram Live)	SHOW IF QPNEW1=21	
22	Threads	SHOW IF QPNEW1=22	
23	TikTok (including TikTok Direct messaging and TikTok Live)	SHOW IF QPNEW1=23	
24	Triller	SHOW IF QPNEW1=24	
25	Tumblr	SHOW IF QPNEW1=25	
26	Twitch	SHOW IF QPNEW1=26	
27	Viber	SHOW IF QPNEW1=27	
28	Vimeo	SHOW IF QPNEW1=28	
29	WhatsApp	SHOW IF QPNEW1=29	
30	Wink	SHOW IF QPNEW1=30	
31	X/ Twitter	SHOW IF QPNEW1=31	
32	YouNow	SHOW IF QPNEW1=32	
33	YouTube (including YouTube Live)	SHOW IF QPNEW1=33	
36	YouTube Kids	SHOW IF QPNEW1=36	
34	Yubo	SHOW IF QPNEW1=34	
35	Zoom	SHOW IF QPNEW1=35	
951	Other	SHOW IF QPNEW1=95, PIPE THROUGH TEXT	
952	Other	SHOW IF QPNEW1=95, PIPE THROUGH TEXT	
953	Other	SHOW IF QPNEW1=95, PIPE THROUGH TEXT	

Column code	Column list	Scripting notes	Routing
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1	To send messages or make video or voice calls	ONLY SHOW FOR CODES: 1, 4, 5, 6, 12, 13, 14, 15, 18, 19, 20, 21, 23, 26, 27, 29, 31, 34, 35	
2	To watch videos on	ONLY SHOW FOR CODES: 3, 5, 8, 11, 12, 16, 17, 20, 23, 24, 25, 26, 28, 33, 36	
3	To upload videos online that they have made themselves	ONLY SHOW FOR CODES: 3, 5, 8, 11, 12, 16, 17, 20, 23, 24, 26, 28, 33, 36	
4	To watch live stream videos (watching videos 'live' at exactly the same time as they are being made)	ONLY SHOW FOR CODES: 5, 12, 20, 21, 23, 26, 32, 33, 34 FIX BELOW CODE 2	
6	To live stream their own videos (live streaming or 'going live' is the broadcasting of video or audio content online in real-time).	ONLY SHOW FOR CODES: 5, 12, 20, 21, 23, 24, 26, 32, 33, 34 FIX WITH CODE 4	
5	For general social media use (so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things)	ONLY SHOW FOR CODES: 1, 2, 4, 5, 12, 16, 17, 20, 22, 23, 24, 25, 26, 30, 31, 33, 34, 36	
7	To search or to look up things or information	SHOW FOR ALL	
95	Another reason – (please type in)	SHOW FOR ALL	
97	Don't know	SHOW FOR ALL, EXCLUSIVE	

Base: All parents of 3-7s AND child watches videos online (QPNEW2 = 2 for any)

MULTI RESPONSE, RANDOMISE

QP8. Below is a list of the sorts of videos that [NAME] may have watched on these video sites or apps.

Which, if any, of these do they watch?

Please select all that apply

Code	Answer list	Scripting notes	Routing
1	Funny videos/ jokes/ pranks/ challenges		
2	Music videos		
3	Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Mr Beast)		
4	'How-to' videos or tutorials about hobbies/ things you are interested in		
5	Game tutorials/ walk-throughs/ watching other people play games		
6	Sports clips or interviews (e.g. football or gymnastics)		
7	Film trailers, clips of programmes, 'best-bits' or programme highlights		
8	Whole programmes or films		
9	Cartoons/ animations		
10	Videos that help you learn new things or help you with your schoolwork or homework		
11	Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled		
12	The news		
13	ASMR videos – e.g. satisfying sounds or relaxing visuals		
14	Self-improvement content – e.g. advice on mental and physical health, goal setting		
95	Other types of video – (please type in)	FIX, ADD OPEN TEXT BOX	
97	Don't know	FIX, EXCLUSIVE	

Base: All parents of 3-7s AND their child uses social media (QPNEW2 = 5 for any)

SINGLE RESPONSE

QP13A. Which of these best applies to [NAME] and how they use social media apps or sites most of the time?

Please select one only

Code	Answer list	Scripting notes	Routing
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1	My child uses these social media apps/ sites independently		
2	I use these social media apps/ sites on behalf of my child		
3	We use these social media apps/ sites together		
97	Don't know		

Base: Parents of 0.5-17s whose child goes online (QP1 = 1 – 10)

CAROUSEL, SINGLE RESPONSE PER CAROUSEL OPTION, RANDOMISE ROWS

QP48AD/AE/B. To what extent do you agree with this statement in relation to **[NAME]**:

For each statement below, please select one answer.

Carousel Code	Carousel list	Scripting notes	Routing
1	The benefits to my child of playing games outweigh the risks. This could be on a games console, mobile phone, tablet or laptop.		
2	The benefits to my child of using the internet to gather information outweigh the risks. This could be from search engines like Google or Bing, Wikipedia, social media platforms like TikTok and Instagram, or news websites.		
3	I feel I know enough to help my child to stay safe online.		
4	For my child, the benefits of using social media sites or apps like Instagram, Snapchat, Facebook or TikTok outweigh the risks.	ONLY SHOW IF their child use social media (QPNEW2 = 5 for any) to now show for all like others	

Column Code	Column list	Scripting notes	Routing
1	Strongly disagree		
2	Slightly disagree		
3	Neither agree nor disagree		
4	Slightly agree		
5	Strongly agree		
97	Don't know		

Base: All parents

SINGLE RESPONSE

QP14. As far as you are aware, is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites?

For example on sites or apps like Instagram, Snapchat, Facebook or TikTok.

Please select one only

Code	Answer list	Scripting notes	Routing
1	Yes – there is a minimum age requirement		
2	No – there is not a minimum age requirement		
97	Don't know		

Base: All parents AND they are aware of a minimum age requirement for social media (QP14 = 1)

OPEN RESPONSE, FORCE NUMERIC, ALLOW FROM 1 TO 18

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)?

Please answer in the box below.

[_____]

Fixed codes	Answer list	Scripting notes	Routing
97	Don't know	FIX, EXCLUSIVE	

Base: All parents

SINGLE RESPONSE

QP16. Most social media sites or apps have a minimum age requirement of 13.

To what extent do you agree or disagree with the following statement?

I would allow my child to have a profile on a social media site or app before they had reached the minimum age required

Please select one only

Code	Answer list	Scripting notes	Routing
1	Strongly disagree		
2	Slightly disagree		
3	Neither agree nor disagree		
4	Slightly agree		
5	Strongly agree		
97	Don't know		

Base: All parents of 3-7s and use ANY OF THE APPS OR SITES BELOW (SEE SCRIPTING NOTES) AT QPNEW1

MULTI RESPONSE, RANDOMISE

QP20. Below is a list of some of the apps/ sites that you said earlier that [NAME] uses.

Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile.

Please click on those where you have set up a profile for [NAME].

Please select all that apply

Code	Answer list	Scripting notes SHOW IF:	Routing
1	BeReal	QPNEW1=2	
2	DailyMotion	QPNEW1=3	
3	Discord	QPNEW1=4	
4	Facebook	QPNEW1=5	
6	Imgur	QPNEW1=11	
7	Instagram	QPNEW1=12	
8	Kik	QPNEW1=13	
9	Pinterest	QPNEW1=16	
10	Reddit	QPNEW1=17	
11	Signal	QPNEW1=18	
12	Snapchat	QPNEW1=20	
13	Threads	QPNEW1=22	
14	TikTok	QPNEW1=23	
15	Triller	QPNEW1=24	
16	Tumblr	QPNEW1=25	
17	Twitch	QPNEW1=26	
18	Vimeo	QPNEW1=28	
19	WhatsApp	QPNEW1=29	
20	Wink	QPNEW1=30	
21	X/ Twitter	QPNEW1=31	
22	YouNow	QPNEW1=32	
23	YouTube	QPNEW1=33 FIX WITH CODE 25	
25	YouTube Kids	QPNEW1=36 FIX WITH CODE 23	
24	Yubo	QPNEW1=34	
96	Child does not have a profile on ANY of these	FIX, EXCLUSIVE	
97	Don't know	FIX, EXCLUSIVE	

Base: All parents with children at primary school (T1A = 2-8)

SINGLE RESPONSE

Q09. To what extent do the children in your household who attend primary school have access to appropriate, internet-enabled devices at home (e.g. tablets, laptops) which they use for their schooling needs like online learning or homework?

Please select one only

Code	Answer list	Scripting notes	Routing
1	All of the time		
2	Some of the time		
3	Rarely		
4	Never		
96	Not applicable – my child/children at primary school do not need to do any school work at home online		

Base: All parents with children at secondary school/still in full time education (T1A = 9-13) OR (T1B = 1)

SINGLE RESPONSE

Q010. To what extent do the children in your household who attend secondary school have access to appropriate, internet-enabled devices at home (e.g. tablets, laptops) which they use for their schooling needs like online learning and homework?

Please select one only

Code	Answer list	Scripting notes	Routing
1	All of the time		
2	Some of the time		
3	Rarely		
4	Never		
96	Not applicable – my child/children at secondary school do not need to do any school work at home online		

Base: All parents with children at primary school OR secondary school OR full time education ((T1A = 2-13) OR (T1B = 1)) AND who do not have access to appropriate devices for school all the time ((Q09 = 2-4) OR (Q10 = 2-4))

MULTI RESPONSE, RANDOMISE

Q011 How do you currently manage when the children in your household need access to an internet-enabled device (e.g. tablets, laptops) to do their school work online at home?

Please select all that apply

Code	Answer list	Scripting notes	Routing
------	-------------	-----------------	---------

1	School work is postponed until a device is available		
2	Device access is shared with others in the household		
3	School work/ online learning is not possible/ is not done		
4	A less appropriate device is used		
5	Device is borrowed from school or another organisation		
7	Use a publicly-shared device (e.g. a computer in a library)		
8	Go to a family or friend's house to use their device/ borrow somebody else's device		
95	Some other way (please type in)	FIX, ADD OPEN TEXT BOX	
97	Don't know	FIX, EXCLUSIVE	

INTRO TEXT 4

Thank you for your answers so far. Now we have some questions about your child's screentime.

Base: All parents of 0.5-17s

SINGLE RESPONSE

QPST2. To what extent do you agree or disagree with the following statement?

"In general, I think that [NAME]'s screentime is too high"

Please think about how your child uses screens during their free time. This includes time spent on devices like smartphones, laptops, tablets and TVs when they are at home or when they have free time at school.

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Strongly disagree		
2	Slightly disagree		
3	Neither agree nor disagree		
4	Slightly agree		
5	Strongly agree		
97	Don't know		

Base: All parents of 0.5-17s

CAROUSEL, SINGLE RESPONSE PER CAROUSEL OPTION, RANDOMISE ROWS

QP75A/B. How do you feel about the following statements in relation to [NAME]:

You will see two statements. Please select one answer per statement.

Carousel Code	Carousel list	Scripting notes	Routing
1	I find it hard to control my child's screentime		
2	I think my child has a good balance between screentime and doing other things		

Column code	Column list	Scripting notes	Routing
1	Strongly disagree		
2	Slightly disagree		
3	Neither agree nor disagree		
4	Slightly agree		
5	Strongly agree		
97	Don't know		

INTRO TEXT 5 – SHOW TO 3-17S ONLY

We are now going to ask you some questions about the games [NAME] plays on electronic devices.

Base: All parents of 3-17s

MULTI RESPONSE, RANDOMISE

QP23. Does [NAME] play games at home or elsewhere in any of these ways?

Please select all that apply

Code	Answer list	Scripting notes	Routing
1	On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch/Wii)		
2	On a desktop computer, laptop, or netbook		
3	On a mobile phone or smartphone		
4	On a tablet		
5	Through an app on a smart TV		
6	On a virtual reality gaming headset / device (e.g. Oculus, Samsung Gear VR)		
7	Using wearable technology like a smartwatch (such as an Apple Watch)		
96	No, never plays games in these ways	FIX, EXCLUSIVE	
97	Don't know	FIX, EXCLUSIVE	

Base: Parents of 3-7s AND their child plays games on an electronic device (QP23 = 1 – 7)

SINGLE RESPONSE

QP25. Does [NAME] play games online?

Please select one only

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
97	Don't know		

Base: Parents of 3-7s AND their child plays games online (QP25 = 1)

CAROUSEL, SINGLE RESPONSE PER CAROUSEL OPTION

QP26B. When [NAME] plays games online, how often do they do each of the following?

You will see five statements. Please select one answer per statement.

Carousel Code	Carousel list	Scripting notes	Routing
1	Playing on their own		
2	Playing with friends or family members		
3	Playing with people they have met in person		
4	Playing with people they first met online and later in person		
5	Playing with people they have only met online (i.e. never met in person)		

Column code	Column list	Scripting notes	Routing
1	All the time		
2	Most of the time		
3	Sometimes		
4	Never		
97	Don't know		

SCRIPTING INSTRUCTIONS FOR RANDOMISED MODULE ROUTES for children aged 8-17
(ALLOCATEDCHILD = 17-36)

Module route (Letters indicate sections)	Representative instructions
B, C, D	Each route should be representative for Age x Gender of child
B, C, E	
B, C, F	
C, D, E	
C, D, F	
C, E, F	

Section B: Parents module

SECTION B TO BE SHOWN TO ALL PARENTS OF CHILDREN AGED 0.5-7 (ALLOCATEDCHILD = 1-16)
FOR PARENTS OF CHILDREN AGED 8-17 (ALLOCATEDCHILD = 17-36), SEE RANDOM MODULAR APPROACH

Base: Parents of 3-7s AND their child plays games on an electronic device (QP23 = 1 – 7)

MULTI RESPONSE, RANDOMISE

QP24. Which of the following types of games do they play?

Please select all that apply

Code	Answer list	Scripting notes	Routing
1	Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)		
2	Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild)		
3	Shooters (e.g. Star Wars: Battlefront, Call of Duty)		
6	Creative and building games (e.g. Roblox, Minecraft)		
7	Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)		
8	Simulation experience (e.g. flying a plane)		
9	Fitness and dance (e.g. Wii Fit, Just Dance etc.)		
10	Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)		
11	Interactive stories (e.g. Episode, Chapters)		
12	Makeovers (e.g. Glamm'd, Homescapes)		
95	Other type of games (please type in)	FIX, ADD OPEN TEXT BOX	
97	Don't know	FIX, EXCLUSIVE	

Base: Parents of 3-17s AND their child plays games (QP23 = 1 – 7)

MULTI RESPONSE, RANDOMISE

QP67. Do you have any of these rules about games that [NAME] plays at home or elsewhere?

Please select all that apply

Code	Answer list	Scripting notes	Routing
1	Rules about only playing games with an age appropriate rating		
2	Rules about only playing games with appropriate content (no violence/nudity/ swearing etc.)		

3	Rules about how much time they spend playing games		
4	Rules about when they can play games		
5	Rules about who they can play games with or play against (e.g. only with friends or people they known in real-life)		
6	Rules about whether they can play games online		
7	Rules about purchasing or downloading games or apps/ in-app purchasing		
95	Other rules – (please type in)	FIX, ADD OPEN TEXT BOX	
96	No, do not have any rules	FIX, EXCLUSIVE	

Base: Parents of 3-17s AND their child plays games on electronic devices (QP23 = 1 – 7)

CAROUSEL, SINGLE RESPONSE PER CAROUSEL OPTION, RANDOMISE ROWS

QP74A/D/E/F. To what extent are you concerned about these aspects of [NAME]'s games playing?

You will see four statements. Please select one answer per statement.

Carousel Code	Carousel list	Scripting notes	Routing
1	The content of the games they are playing e.g. violence, bad language or disturbing content		
2	The pressure to make in-game purchases, for things like access to upgrades, skins, loot-boxes, in-game currency or other rewards		
3	The possibility of them being bullied by other players		
4	The possibility of them talking to strangers while gaming, whether within the game or via the chat function		

Column code	Column list	Scripting notes	Routing
1	Very concerned		
2	Fairly concerned		
3	Neither concerned nor unconcerned		
4	Not very concerned		
5	Not at all concerned		
97	Don't know		

Base: Parents of 0.5-17s AND their child goes online (QP1 = 1 – 10)

INTRO TEXT

Thanks for your answers so far! We are now going to ask you some questions about your child's online activity and safety.

Base: Parents of 0.5-17s AND their child goes online (QP1 = 1 – 10)

MULTI RESPONSE, RANDOMISE

QP59/27. Thinking about when [NAME] goes online on any device, which of the following things do you usually do to supervise or manage their online activity?

Please select all that apply

Code	Answer list	Scripting notes	Routing
1	Sit beside them and watching or helping them while they are online	REAL TIME SUPERVISION	
2	Be nearby and regularly checking what they do	ONGOING SUPERVISION	
3	Turn off the Wi-Fi at certain times	DEVICE MANAGEMENT DO NOT SHOW TO 0.5-2S	
4	Take away devices at certain times	DEVICE MANAGEMENT	
5	Check the browser/ device history after they have been online	ONGOING SUPERVISION	
6	Follow their social media account(s)	ONGOING SUPERVISION DO NOT SHOW TO 0.5-2S	
7	Have access/know the login to their account(s)	ONGOING SUPERVISION DO NOT SHOW TO 0.5-2S	
8	Only let them use certain websites/apps (e.g. YouTube Kids)	ONGOING SUPERVISION	
9	Discuss what they have been doing/ watching/ listening to on their phone/online	ONGOING SUPERVISION DO NOT SHOW TO 0.5-2S	
10	Ask them to show you what they are doing on their phone/device	REAL TIME SUPERVISION DO NOT SHOW TO 0.5-2S	
11	Have certain devices/accounts for 'family' use	DEVICE MANAGEMENT	
12	Use parental controls on devices/apps (e.g. technical tools that limit content on streaming)	DEVICE MANAGEMENT DO NOT SHOW TO 0.5-2S	
13	Use website/app settings to limit screen time	DEVICE MANAGEMENT	

14	Have rules about how much time they can spend online	DEVICE MANAGEMENT DO NOT SHOW TO 0.5-2S	
15	Look at apps/websites/games before allowing use to check suitability	DEVICE MANAGEMENT	
95	Other types of supervision (please type in)	FIX, ADD OPEN TEXT BOX	
96	No, I don't supervise or manage their online access/use	FIX, EXCLUSIVE	

Base: Parents of 3-17s who use parental controls on devices/apps (QP59/27 = 12)

SINGLE RESPONSE

QP59A. You said that you use parental controls on certain devices or apps. Do you use any parental controls to stop [NAME] downloading or using virtual private networks (VPNs)?

Please select one only

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
97	Don't know		

SINGLE RESPONSE

Base: Parents of 0.5-17s AND their child goes online (QP1 = 1-10)

QP29. Which of these best describes how often, if at all, you talk to [NAME] about how to stay safe online?

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

Please select one only

Code	Answer list	Scripting notes	Routing
1	At least every few weeks		
2	At least every few months		
3	Less often than every few months, but more than once a year		
4	Have talked to them once, and not since then		
5	I have never talked to them about how to stay safe online		
97	Don't know		

SINGLE RESPONSE

Base: Parents of 0.5-17s AND their child goes online (QP1 = 1-10)

QP42A. In the past month, have you looked up or searched for information about how to supervise [NAME] when they are online?

Please select one only

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No – I have not looked up or searched for information, but I have received information anyway (e.g. tips from other parents, school newsletters)		
3	No – I have not looked up, searched for or seen any information		
97	Don't know		

Base: Parents of 0.5-17s who have seen or searched for information on how to supervise child (QP42A = 1-2)

MULTI RESPONSE, RANDOMISE

QP42B. Which of the following sources have you received information about how to supervise [NAME] when they are online in the past month?

Please select all that apply

Code	Answer list	Scripting notes	Routing
1	Internet articles or blogs		
2	Social media platforms (including 'influencers')		
3	Advice from other parents or peers		
4	Guidance from your child's school		
5	Parenting forums or online communities		
6	Books or printed materials		
7	Government or official websites		
95	Other – (please type in)	FIX, OPEN END TEXT	
97	Don't know	FIX, EXCLUSIVE	

Base: Parents of 0.5-17s AND their child goes online (QP1 = 1 – 10)

CAROUSEL, SINGLE RESPONSE PER CAROUSEL OPTION, RANDOMISE ROWS

QP51. To what extent are you concerned about these aspects of [NAME]'s online use?

Please consider [NAME]'s online use at their current age.

You will see six statements. Please select one answer per statement.

Carousel Code	Carousel list	Scripting notes	Routing
---------------	---------------	-----------------	---------

1	The possibility of them giving out their personal details to inappropriate people	HIDE FOR THIS WAVE	
2	The possibility of them being influenced by extreme views online – whether political, social or religious		
3	Them not knowing how to tell if something is real or fake online		
4	Seeing 'Adult' or sexual content		
5	Seeing other content which is not appropriate for their age group – for example, in terms of violence, bad language, disturbing content, and so on (*i.e. Other than 'Adult' or sexual content)	HIDE FOR THIS WAVE	
6	Them being bullied online/ cyberbullying		
7	Damaging their reputation either now or in the future	HIDE FOR THIS WAVE	
8	Seeing content which encourages them to hurt or harm themselves	HIDE FOR THIS WAVE	
9	The pressure on them to spend money online	HIDE FOR THIS WAVE	
10	Companies collecting information about what they are doing online (e.g. what they have been looking at online/ sites they have visited etc.)		
11	The pressure on them to adopt unrealistic standards of beauty, fitness or physical appearance		

Column code	Column list	Scripting notes	Routing
1	Very concerned		
2	Fairly concerned		
3	Neither concerned nor unconcerned		
4	Not very concerned		
5	Not at all concerned		
97	Don't know		

Base: Parents of 0.5-17s AND their child goes online (QP1 = 1 – 10)

MULTI RESPONSE, RANDOMISE

QP53. Thinking about what [NAME] does online, which – if any – of these applies to them?

Being online helps them...

Please select all that apply

Code	Answer list	Scripting notes	Routing
1	To learn a new skill or skills		
2	To develop creative skills		
3	To build or maintain friendships		
4	With their schoolwork/ homework		
5	To find useful information about any problems or issues they may have		
6	To understand what other people think and feel about things		
7	To find out about, or to support, causes or organisations (this could include donations and/or promoting the cause)		
8	To find out about news		
9	To develop skills with reading and numbers		
96	None of these	FIX, EXCLUSIVE	
97	Don't know	FIX, EXCLUSIVE	

Section C: Children core

SECTION C TO BE SHOWN TO ALL CHILDREN AGED 8-17 (ALLOCATEDCHILD = 17-36)

Base: All parents of 8-17 year olds

HANDOVER TEXT, ADD TIMER TO PAGE, LARGER TEXT SIZE SO MORE OBVIOUS

Thank you very much for your answers so far.

The next part of the survey is for children aged 8 to 17 years old and is about use, knowledge and understanding of media among children and young people.

We want to stress to you that all responses are treated in the strictest confidence and will be reported in an anonymised format, so no-one will be identified at any stage within this research.

Please pass the survey over to [NAME] so we can ask them directly if they give permission to answer these questions.

Please only help [S10] if they are stuck or they can't move to the next question as we are keen to hear directly from them.



[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]

Base: All children aged 8-17

QC0.

Hi,

The following questions are for you and it should take you around 15 minutes to complete.

The questions will ask you about how you use technology and some of the things you do online.

For this research, we (BMG) 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.

This is your chance to give us your honest opinions.

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".

If you do need help or don't understand something, please ask your parent or carer.

Base: All children aged 8-17

QC01.

Here is some important information about the answers you give us:

BMG 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:

- Your answers will only be used for research purposes and will be anonymised so no one will be able to tell it was you who answered.
- You will be able to exit the survey at any time and any information you have given will not be stored or used in analysis.
- Prefer not to say options are available for each question if you wish to continue with the survey but do not wish to provide that specific piece of personal data.

For more information, please refer to our privacy policy.

Please click next when you're ready to go to the next page.

Base: All children aged 13-17

SINGLE RESPONSE

Could you please confirm that you are happy to proceed based on what you have just read and that you give us consent to process and use your personal data collected for the purposes of this survey?⁴

Please choose one answer only

Code	Answer list	Scripting notes	Routing
1	Yes	TICK	
2	No	CROSS SCREENOUT	

⁴ Consent asked to children aged 13-17 who are able to give consent on their own. Parental consent for 8-12s provided earlier in the survey at question S16.

Base: All children aged 8-17

NUMERIC, SCREEN OUT IF ANSWER IS NOT WITHIN ONE YEAR OF AGE AT ALLOCATED CHILD

QCAGE. How old are you?

Please answer in the box below.

Base: All 8-17s

SINGLE RESPONSE, GRID, RANDOMISE ROWS

E1. Before we get onto the main part of the survey and ask some question about your devices and what you like to do online, we first have a few questions about you.

Please select where you think you fall on the scales below, thinking about which statements are true for you

Please select one per row

Codes	Answer list					Scripting notes	Routing
1	I struggle to sleep at night	A mix of both	I sleep well at night	Don't know	Prefer not to say	CODE DON'T KNOW AS 97 CODE PREFER NOT TO SAY AS 98	
2	I never feel lonely	A mix of both	I always feel lonely	Don't know	Prefer not to say		
3	I find it hard to make new friends	A mix of both	I find it easy to make new friends	Don't know	Prefer not to say		
4	Not many things make me nervous	A mix of both	I get nervous about many things	Don't know	Prefer not to say		
5	Not many things make me angry	A mix of both	I get angry easily	Don't know	Prefer not to say		
6	I do not cry	A mix of both	I cry a lot	Don't know	Prefer not to say		
7	I don't worry about what other people think of me	A mix of both	I worry about what other people think of me	Don't know	Prefer not to say		

Base: All children aged 8-17

MULTI RESPONSE, RANDOMISE

QC1. We're interested in the devices you use to go online.

Please think about any reason you may have to go online at home or somewhere else – maybe watching videos on websites or apps like YouTube or TikTok, listening to a podcast, playing games online, for social media, or to do school or homework

Which of these devices do you use to go online?

Please choose all the devices you use yourself. If you go online on another device that is not in the list, please type in your answer at 'Other type of device' below

Code	Answer list	Scripting notes	Routing
1	Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)		
2	Tablet (like an iPad or Amazon Fire)		
3	Laptop or netbook		
4	Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)		
5	Games console or handheld games player		
7	Smart speaker (including Alexa)		
8	Smart watch		
9	Smart TV		
10	VR headset		
6	Other type of device – (please type in)	FIX, ADD OPEN TEXT BOX	
96	None of these/ I do not go online	FIX, EXCLUSIVE	
97	Don't know	FIX, EXCLUSIVE	
98	Prefer not to say	FIX, EXCLUSIVE	

Base: All children aged 8-17

MULT RESPONSE UP TO THREE, RANDOMISE

J1. From the list below, what are your three favourite things to do in your free time?

Please select up to three answers

Fixed codes	Answer list	Scripting notes	Routing
1	Reading comics or books		
2	Gaming		
3	Sports		
4	Sleeping/ napping		

5	Playing or hanging out with friends in person		
6	Cooking		
7	Dance		
8	Playing or listening to music, radio or podcasts		
9	Being creative in person e.g. making art, inventing games or stories, building models or sculptures	FIX WITH 16	
16	Being creative online, such as making digital art or online content	FIX WITH 9	
10	Being with pets/ animals		
11	Being with family		
12	Watching TV or films		
13	Nature/ being outside		
14	Chatting with friends on calls or video games		
15	Browsing social media		
95	Something else – (please write in)	FIX, ADD OPEN TEXT BOX	
96	None of these	FIX, EXCLUSIVE	
97	Don't know	FIX, EXCLUSIVE	
98	Prefer not to say	FIX, EXCLUSIVE	

Base: All children aged 8-17

MULTI RESPONSE, RANDOMISE

QCNEW1. Which, if any, of these apps or sites do you use?

This could include to send messages or make video/voice calls, watch videos, upload videos online that you have made yourself, watch live stream videos or for general social media use.

Please select all that apply

Code	Answer list	Scripting notes	Routing
1	Amino		
2	BeReal		
3	Dailymotion		
4	Discord		
5	Facebook (including Facebook Gaming, Facebook Live, Facebook Messenger)		
6	FaceTime		
8	GoNoodle		
11	Imgur		

12	Instagram (including Instagram Direct and Instagram Live)		
13	Kik		
14	Microsoft Teams		
15	Phone message apps (e.g. Apple iMessage/ Samsung Messages)		
16	Pinterest		
17	Reddit		
18	Signal		
19	Skype		
20	Snapchat (including Snapchat Live)		
21	Telegram (including Telegram Live)		
22	Threads		
23	TikTok (including TikTok Direct messaging and TikTok Live)		
24	Triller		
25	Tumblr		
26	Twitch		
27	Viber		
28	Vimeo		
29	WhatsApp		
30	Wink		
31	X/ Twitter		
32	YouNow		
33	YouTube (including YouTube Live)	FIX WITH CODE 36	
36	YouTube Kids	FIX WITH CODE 33	
34	Yubo		
35	Zoom		
95	I use other apps or sites – (please type in one app/site per box)	FIX, OPEN END TEXT BOX, PROVIDE UP TO THREE OPEN END BOXES	
96	I do not use any of these sites	FIX, EXCLUSIVE	
97	Don't know	FIX, EXCLUSIVE	

Base: All children aged 8-17 that use sites/apps (QCNEW1 = 1-95)

CAROUSEL, MULTI RESPONSE PER CAROUSEL OPTION, RANDOMISE ROWS

QCNEW2. You said that you use the following apps or sites. What do you use each site or app for?

Please select all that apply

Carousel Code	Carousel list	Scripting notes	Routing
1	Amino	SHOW IF QCNEW1=1	
2	BeReal	SHOW IF QCNEW1=2	36
3	Dailymotion	SHOW IF QCNEW1=3	37
4	Discord	SHOW IF QCNEW1=4	38
5	Facebook (including Facebook Gaming, Facebook Live, Facebook Messenger)	SHOW IF QCNEW1=5	39
6	FaceTime	SHOW IF QCNEW1=6	40
8	GoNoodle	SHOW IF QCNEW1=8	41
11	Imgur	SHOW IF QCNEW1=11	42
12	Instagram (including Instagram Direct and Instagram Live)	SHOW IF QCNEW1=12	43
13	Kik	SHOW IF QCNEW1=13	44
14	Microsoft Teams	SHOW IF QCNEW1=14	45
15	Phone message apps (e.g. Apple iMessage/ Samsung Messages)	SHOW IF QCNEW1=15	46
16	Pinterest	SHOW IF QCNEW1=16	47
17	Reddit	SHOW IF QCNEW1=17	48
18	Signal	SHOW IF QCNEW1=18	49
19	Skype	SHOW IF QCNEW1=19	50
20	Snapchat (including Snapchat Live)	SHOW IF QCNEW1=20	51
21	Telegram (including Telegram Live)	SHOW IF QCNEW1=21	52
22	Threads	SHOW IF QCNEW1=22	53
23	TikTok (including TikTok Direct messaging and TikTok Live)	SHOW IF QCNEW1=23	54
24	Triller	SHOW IF QCNEW1=24	55
25	Tumblr	SHOW IF QCNEW1=25	56
26	Twitch	SHOW IF QCNEW1=26	57
27	Viber	SHOW IF QCNEW1=27	58
28	Vimeo	SHOW IF QCNEW1=28	59
29	WhatsApp	SHOW IF QCNEW1=29	60
30	Wink	SHOW IF QCNEW1=30	61
31	X/ Twitter	SHOW IF QCNEW1=31	62
32	YouNow	SHOW IF QCNEW1=32	63
33	YouTube (including YouTube Live)	SHOW IF QCNEW1=33	64
36	YouTube Kids	SHOW IF QCNEW1=36	65
34	Yubo	SHOW IF QCNEW1=34	66
35	Zoom	SHOW IF QCNEW1=35	67

951	Other	SHOW IF QCNEW1=95, PIPE THROUGH TEXT	
952	Other	SHOW IF QCNEW1=95, PIPE THROUGH TEXT	
953	Other	SHOW IF QCNEW1=95, PIPE THROUGH TEXT	

Column code	Column list	Scripting notes	Routing
1	To send messages or make video or voice calls	ONLY SHOW FOR CODES: 1, 4, 5, 6, 12, 13, 14, 15, 18, 19, 20, 21, 23, 26, 27, 29, 31, 34, 35	
2	To watch videos	ONLY SHOW FOR CODES: 3, 5, 8, 11, 12, 16, 17, 20, 23, 24, 25, 26, 28, 33, 36	
3	To upload videos online that you have made yourself	ONLY SHOW FOR CODES: 3, 5, 8, 11, 12, 16, 17, 20, 23, 24, 26, 28, 33, 36	
4	To watch live stream videos (you watch videos 'live' at exactly the same time as they are being made)	ONLY SHOW FOR CODES: 5, 12, 20, 21, 23, 26, 32, 33, 34 FIX BELOW CODE 2	
6	To live stream your own videos (live streaming or 'going live' is the broadcasting of video or audio content online in real-time (similar to live TV).	ONLY SHOW FOR CODES: 5, 12, 20, 21, 23, 24, 26, 32, 33, 34 FIX WITH CODE 4	
5	For general social media use (so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things)	ONLY SHOW FOR CODES: 1, 2, 4, 5, 12, 16, 17, 20, 22, 23, 24, 25, 26, 30, 31, 33, 34, 36	
7	To search or to look up things or information	SHOW FOR ALL	
95	Another reason – (please type in)	SHOW FOR ALL	
97	Don't know	SHOW FOR ALL	

Base: All 8–17s who use sites or apps for social media use or messaging/voice or video calls (QCNEW2 = 5 for any OR QCNEW2 = 1 for any)

CAROUSEL, SINGLE RESPONSE PER CAROUSEL OPTION, RANDOMISE ROWS

QC17D/F/C. You're now going to see some things that other people have said about social media, messaging or video calling apps or sites.

For each of the statements, which one of the answers best describes how often you feel this way when you use these sorts of apps or sites?

Remember we're talking about social media, messaging or video calling apps or sites like Snapchat, Instagram, WhatsApp or TikTok.

You will see three statements. Please choose one answer per statement.

Carousel Code	Carousel list	Scripting notes	Routing
1	Using these sorts of apps or sites makes me feel happy		
2	I feel safe using these sorts of apps or sites		
3	There is pressure to be popular on these sorts of apps or sites		

Column code	Column list	Scripting notes	Routing
1	All the time		
2	Most of the time		
3	Sometimes		
4	Never		
97	Don't know	FIX	
98	Prefer not to say	FIX	

Base: All 8-17s that use ANY OF THE APPS OR SITES BELOW (SEE SCRIPTING NOTES) AT QCNEW2

MULTI RESPONSE, RANDOMISE

QC20. Below is a list of some of the apps/ sites that you said earlier that you use.

Some can be used by anyone, but others need you to set up a profile first. This may involve choosing a username, password and a picture for your profile. You might have done this on your own or someone might have helped you do it.

Please click on those where you have your own profile.

Please choose all the apps / sites that you have a profile on

Code	Answer list	Scripting notes	Routing
------	-------------	-----------------	---------

		SHOW IF:	
1	BeReal	QCNEW1=2	
2	DailyMotion	QCNEW1=3	
3	Discord	QCNEW1=4	
4	Facebook	QCNEW1=5	
6	Imgur	QCNEW1=11	
7	Instagram	QCNEW1=12	
8	Kik	QCNEW1=13	
9	Pinterest	QCNEW1=16	
10	Reddit	QCNEW1=17	
11	Signal	QCNEW1=18	
12	Snapchat	QCNEW1=20	
13	Threads	QCNEW1=22	
14	TikTok	QCNEW1=23	
15	Triller	QCNEW1=24	
16	Tumblr	QCNEW1=25	
17	Twitch	QCNEW1=26	
18	Vimeo	QCNEW1=28	
19	WhatsApp	QCNEW1=29	
20	Wink	QCNEW1=30	
21	X/ Twitter	QCNEW1=31	
22	YouNow	QCNEW1=32	
23	YouTube	QCNEW1=33 FIX WITH CODE 25	
25	YouTube Kids	QCNEW1=36 FIX WITH CODE 23	
24	Yubo	QCNEW1=34	
96	I do not have a profile on ANY of these	FIX, EXCLUSIVE	
97	Don't know	FIX, EXCLUSIVE	

Base: 8-17s that go online (QC1 = 1-10)

SINGLE RESPONSE

QC15A. Do you use social media apps or sites – like Instagram, TikTok, Snapchat, Facebook, or YouTube, etc.?

If you do, do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true?

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	All is true		
2	Most is true		
3	Some is true		
94	No – I don't use those types of apps or sites		
97	Don't know		

Base: 8-17s that go online (QC1 = 1-10)

SINGLE RESPONSE

QC15B. Do you use apps or sites for school work or homework – like BBC Bitesize or apps or sites suggested by your teachers?

If you do, do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true?

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	All is true		
2	Most is true		
3	Some is true		
96	No – I don't use those types of apps or sites		
97	Don't know		

Base: 8-17s that go online (QC1 = 1-10)

SINGLE RESPONSE

QC15C. Do you use apps or sites about news and what is going on in the world – like BBC News, CBBC Newsround, newspaper apps or sites like the Daily Mail or Guardian, or news apps or sites like BuzzFeed?

If you do, you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true?

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	All is true		
2	Most is true		
3	Some is true		
96	No – I don't use those types of apps or sites		
97	Don't know		

Base: 13–17s who go online (QC1 = 1 – 10)

SINGLE RESPONSE

QC38A. To what extent do you agree or disagree with this statement?

“I think it is important that people can say what they want online, even if it upsets or offends other people”

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Strongly disagree	RED CIRCLE	
2	Slightly disagree	ORANGE CIRCLE	
3	Neither agree nor disagree	YELLOW CIRCLE	
4	Slightly agree	LIGHT GREEN CIRCLE	
5	Strongly agree	GREEN CIRCLE	
97	Don't know	DON'T KNOW	
98	Prefer not to say		

Base: 8-17s that go online (QC1 = 1-10)

SINGLE RESPONSE

QC41. Some apps use tools – or algorithms – to decide what to show you when you look at things on social media, search online or look at news. They decide what to show you based on what you have looked at before and information they know about you, like your age.

Did you know that you will see different search results, different news and different stories to someone else because of these online tools/ algorithms?

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Yes	[TICK]	
2	No	[CROSS]	
97	Don't know	[DON'T KNOW]	

Base: All 8-17s

SINGLE RESPONSE

QCST2. You may have heard of the phrase 'screentime'. This relates to the time that people may spend looking at screens on devices like smartphones, laptops, tablets and TVs such when gaming or watching videos.

To what extent do you agree or disagree with the following statement:

"In general, I think my screentime is too high"

Please think about how you use screens during your free time. This includes time spent on devices like smartphones, laptops, tablets and TVs when you are at home or when you have free time at school.

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Strongly disagree		
2	Slightly disagree		
3	Neither agree nor disagree		
4	Slightly agree		
5	Strongly agree		
97	Don't know		
98	Prefer not to say		

Base: 8-17s who go online with a smartphone (QC1 = 1)

MULTI RESPONSE, RANDOMISE

QC47B. Are there any times when you are not allowed to use your phone?

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

Code	Answer list	Scripting notes	Routing
1	Yes – when I am in bed at night time		
2	Yes – at school/ during lessons		
3	Yes – when doing homework		
4	Yes – when having meals		
5	Yes – when spending time with my family		
6	Yes – some other time (please type in)	FIX, ADD OPEN TEXT BOX	
96	No – I can use my phone whenever I want	FIX, EXCLUSIVE	
97	Don't know	FIX, EXCLUSIVE	

INTRO TEXT 6

Thanks for your answers so far! The next questions are about some types of technology you may have heard of.

Base: All 8-17s

SINGLE RESPONSE

A1. Before today, had you heard of Artificial Intelligence or AI such as ChatGPT, CoPilot or Gemini?

These are tools that can answer your question or respond to instructions in a 'human' way, such as having a conversation with you. This can be in the form of text, images, videos or voice.

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Yes	[TICK]	
2	No	[CROSS]	
97	Don't know	[DON'T KNOW]	

Base: All 8-17s aware of AI (A1 = 1)

SINGLE RESPONSE

QC39AI. Have you ever used AI such as ChatGPT, CoPilot or Gemini?

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Yes	[TICK]	

2	No	[CROSS]	
97	Don't know	[DON'T KNOW]	

Base: 8-17s that go online (QC1 = 1-10)

SINGLE RESPONSE

QC34A. Has anyone ever talked to you about how to use the internet safely, sensibly and positively-when you go online and use apps or sites or play games online?

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Yes	[TICK]	
2	No	[CROSS]	
97	Don't know	[DON'T KNOW]	

Base: 8-17s who go online and have had someone talk to them about online safety (QC34A = 1)

MULTI RESPONSE, RANDOMISE

QC34B. Who talked to you or told you about how to use the internet safely, sensibly and positively?

You can choose as many as you like, as long as they apply to you.

If you were told by someone else not in this list please type in your answer at 'Other' below

Code	Answer list	Scripting notes	Routing
1	A parent		
2	Another member of my family		
3	A teacher at school		
4	Friends		
5	Websites or apps		
6	Television/ radio programmes		
7	The police or other external speakers coming in to school to talk to us		
95	Other – (please type in)	FIX, ADD OPEN TEXT BOX	
97	Don't know	FIX, EXCLUSIVE	

Base: 8-17s that go online (QC1 = 1-10)

SINGLE RESPONSE

QC35. Have you had any lessons at school about being online and the possible risks and benefits?

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Yes, I have regular lessons		
2	Yes, I've had more than one lesson		
3	Yes, I've had one lesson		

4	No		
97	Don't know		

Base: 8-17s who go online and have had lessons about being online (QC35 = 1 – 3)

MULTI RESPONSE, RANDOMISE

QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks and benefits?

You can choose as many as you like, as long as they apply to you.

Code	Answer list	Scripting notes	Routing
1	Being kind and respectful of others online		
2	Supporting issues I care about online		
3	Recognising harmful things online e.g. nasty behaviour or language		
4	Where to go for help if I see harmful things online		
5	How to search for accurate and reliable information online		
6	How to identify adverts/ advertising online and on social media (including influencer content)		
7	How to spot misinformation online	FIX WITH 15	
15	How to spot AI-generated or AI-altered articles, pictures or videos	FIX BELOW 8	
8	What to do if I spot misinformation online	FIX BELOW 7	
9	How to change settings on apps or sites to keep some things private		
12	How platforms, games and apps use my personal data		
10	How to keep personal information like my name and age safe when I go online		
11	How to take care of myself and feel good while spending time online		
13	How to block and/or report someone or something online		
14	What to do if someone I don't know contacts me online		
96	None of these	FIX, EXCLUSIVE	
97	Don't know	FIX, EXCLUSIVE	

Base: 8-17s who go online and have had lessons about being online (QC35 = 1 – 3)

SINGLE RESPONSE

QC36. Please think about the lessons you've had at school about being online and the possible risks and benefits.
How useful have these lessons been to you?

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Very useful	GREEN CIRCLE	
2	Fairly useful	LIGHT GREEN CIRCLE	
3	Not very useful	ORANGE CIRCLE	
4	Not at all useful	RED CIRCLE	
97	Don't know	DON'T KNOW	

Base: All children aged 8-17

INTRO TEXT 7

We are now going to ask you some questions about games you may or may not play.

Base: All children aged 8-17

MULTI RESPONSE, RANDOMISE

G1. Do you play games at home or anywhere else in any of these ways?

Please choose all the places you play games

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

Section D: Children's module 1: Online engagement and social time

SECTION D TO BE SHOWN TO CHILDREN AGED 8-17 (ALLOCATEDCHILD = 17-36) BASED ON RANDOM MODULAR APPROACH

Base: 8-17s that play games (G1 = 1 – 7)

MULTI RESPONSE, RANDOMISE

G2. Which of the following types of games do you play?

Please choose all the types of games you play

Code	Answer list	Scripting notes	Routing
1	Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)		
2	Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild)		
3	Shooters (e.g. Star Wars: Battlefront, Call of Duty)		
6	Creative and building games (e.g. Roblox, Minecraft)		
7	Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)		
8	Simulation experience (e.g. flying a plane)		
9	Fitness and dance (e.g. Wii Fit, Just Dance etc.)		
10	Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)		
11	Interactive stories (e.g. Episode, Chapters)		
12	Makeovers (e.g. Glamm'd, Homescapes)		
95	Other type of games – (please type)	FIX, ADD OPEN TEXT BOX	
97	Don't know	FIX, EXCLUSIVE	

Base: 8-17s that play games (G1 = 1 – 7)

SINGLE RESPONSE

G3A. Do you play games online?

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Yes	[TICK]	
2	No	[CROSS]	
97	Don't know	[DON'T KNOW]	

Base: 8-17s that play games online (G3A = 1)

CAROUSEL, SINGLE RESPONSE PER CAROUSEL OPTION

QC44B. Thinking about when you play games online, how often do you do each of the following?

You will see five statements. Please choose one answer per statement.

Carousel Code	Carousel list	Scripting notes	Routing
1	Playing on your own		
2	Playing with friends or family members		
3	Playing with people you have met in person		
4	Playing with people you first met online and later in person		
5	Playing with people you have only met online (i.e. never met in person)		

Column code	Column list	Scripting notes	Routing
1	All the time		
2	Most of the time		
3	Sometimes		
4	Never		
97	Don't know		

Base: 8-17s who have at least one registered profile on any site listed in QC20 (QC20 = 1 – 24)

MULTI RESPONSE, RANDOMISE

QC23. Sometimes you can have more than one profile on a social media app or site – for example, more than one Instagram profile.

If you use more than one profile on any of your social media apps or sites... why is that?

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

Code	Answer list	Scripting notes	Routing
1	I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc.)		
2	I have one account for my closest friends and another for everyone else		
3	I have an account just for my parents/ family to see		
4	I have different accounts to manage how I present myself online (e.g. one for posting my own content and another for following others)		
5	I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos		

95	Something else – (please type in)	FIX, ADD OPEN TEXT BOX	
97	Don't know	FIX, EXCLUSIVE	
94	I don't have more than one profile	FIX, EXCLUSIVE	
98	Prefer not to say	FIX, EXCLUSIVE	

Base: All children aged 8-17

SINGLE RESPONSE

QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites?

For example on sites or apps like Instagram, Snapchat, Facebook or TikTok.

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Yes – there is a minimum age requirement	[TICK]	
2	No – there is not a minimum age requirement	[CROSS]	
97	Don't know	[DON'T KNOW]	

Base: All 8–17s who are aware of a minimum age requirement (QC14 = 1)

OPEN RESPONSE, FORCE NUMERIC, ALLOW FROM 1 TO 18

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)?

Please type in an answer based on what you think is true, not what you think the age should be.

Please type in below

[_____]

Fixed codes	Answer list	Scripting notes	Routing
97	Don't know	FIX, EXCLUSIVE	

Base: All 8–17s with a social media profile (QCNEW2 = 5 for any)

SINGLE RESPONSE

QC19. Still thinking about the social media sites or apps you use. So sites or apps like [PIPE 1 FROM QCNEW2 = 5], [PIPE 2 FROM QCNEW2 = 5] or [PIPE 3 FROM QCNEW2 = 5].

Which one of these statements best describes how you use these? Pick one that applies to you.

Please choose one answer

Code	Answer list	Scripting notes	Routing
------	-------------	-----------------	---------

1	I share, comment on or post things		
2	I 'like' things and follow accounts but don't really share, comment on or post things		
3	I only really read or watch things		
97	Don't know	FIX	
98	Prefer not to say	FIX	

Base: 8-17s that go online (QC1 = 1-10)

MULTI RESPONSE, RANDOMISE

QC2. When you use things like computers, tablets, or mobile phones, do you do any of these things?

This could include any time spent learning about this when you are at school.

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

Code	Answer list	Scripting notes	Routing
1	Add filters or make changes to photos and/or videos		
2	Make drawings, pictures or use colouring apps		
3	Find and use images online for tasks, such as for homework		
4	Make memes or gifs		
10	Make animations (e.g. using stop-motion)		
12	Do coding or programming e.g. to make websites, apps or games		
7	Make or edit music, podcasts or videos (e.g. vlogs)		
8	Write blogs or other types of longer posts		
11	Follow online tutorials or learn how to do something online		
96	None of these	FIX, EXCLUSIVE	
97	Don't know	FIX, EXCLUSIVE	

Base: All 8–17s that watch videos online (QCNEW2 = 2 for any)

MULTI RESPONSE, RANDOMISE

QC7. You previously said you use apps/sites to watch videos. Here is a list of the sorts of things that you might have watched on these video sites or apps.

Which if any of these do you watch?

Please choose all the things you watch yourself

If you watch other types of videos that are not in this list please type in your answer at 'Other types of video' below

Code	Answer list	Scripting notes	Routing
1	Funny videos/ jokes/ pranks/ challenges		
2	Music videos		
3	Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Mr Beast)		
4	'How-to' videos or tutorials about hobbies/ things you are interested in		
5	Game tutorials/ walk-throughs/ watching other people play games		
6	Sports/clips or interviews (e.g. football or gymnastics)		
7	Film trailers, clips of programmes, 'best-bits' or programme highlights		
8	Whole programmes or films		
9	Cartoons/ animations/		
10	Videos that help you learn new things or help you with your schoolwork or homework		
11	Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled		
12	The news		
13	ASMR videos – e.g. satisfying sounds or relaxing visuals		
14	Self-improvement content – e.g. advice on mental and physical health, goal setting		
95	Other types of video – (please type in)	FIX, ADD OPEN TEXT BOX	
97	Don't know	FIX, EXCLUSIVE	
98	Prefer not to say	FIX, EXCLUSIVE	

Base: All 8-17s who have used AI (QC39AI = 1)

MULTI RESPONSE, RANDOMISE

QC40. You previously said you've used Artificial Intelligence (AI). What have you used AI for?

Please choose as many of the options below that apply

Code	Answer list	Scripting notes	Routing
1	For school/for homework		
2	For fun		
3	To try it		
4	To learn		
5	As someone to talk to/ as a friend		
6	To make images or songs		
7	For information e.g. news, weather, general knowledge		
8	For recommendations e.g. for a game or TV show		
95	For other reasons – (please type in)	FIX, ADD OPEN TEXT BOX	
97	Don't know	FIX, EXCLUSIVE	
98	Prefer not to say	FIX, EXCLUSIVE	

Base: All 13-17s that go online (QC1 = 1-10) AND aware of AI (A1 = 1)

SINGLE RESPONSE

A4. Imagine that you read a news story online that says it has been written by Artificial Intelligence (AI). Which one of these best applies?

"I would trust the AI generated news story..."

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	More than one written by a person		
2	The same as I would trust one written by a person		
3	Less than one written by a person		
97	Don't know		

Base: All 13-17s that go online (QC1 = 1-10) AND aware of AI (A1 = 1)

SINGLE RESPONSE

A5. How confident, if at all, are you in recognising whether something you see online, such as a news story or image, is produced by a person or by Artificial Intelligence (AI)?

Please choose one answer

Code	Answer list	Scripting notes	Routing
------	-------------	-----------------	---------

1	Very confident	GREEN CIRCLE	
2	Somewhat confident	LIGHT GREEN CIRCLE	
3	Neither confident nor not confident	YELLOW CIRCLE	
4	Not very confident	ORANGE CIRCLE	
5	Not at all confident	RED CIRCLE	
97	Don't know	DON'T KNOW	

Base: All 8-17s that go online (QC1 = 1-10)

SINGLE RESPONSE

A6. Sometimes, when you search for something online, for example on Google, you will get an AI summary of the search results.

How often, if at all, do you read these AI summaries?

[IMAGE OF AI SUMMARY]

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	I always read them		
2	I often read them		
3	I sometimes read them		
4	I never read them		
5	I have never seen these AI summaries / I don't know what these are		

Base: All 8-17s that have read AI summaries (A6 = 1-3)

SINGLE RESPONSE

A7. To what extent do you agree or disagree with the following statement?

The information in AI summaries is always accurate.

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Strongly disagree	RED CIRCLE	
2	Slightly disagree	ORANGE CIRCLE	
3	Neither agree nor disagree	YELLOW CIRCLE	
4	Slightly agree	LIGHT GREEN CIRCLE	
5	Strongly agree	GREEN CIRCLE	
97	Don't know	DON'T KNOW	

Base: 8-17s that go online

INTRO TEXT 8

The next few questions are about how you feel about your time online.

Base: All 13-17s that go online (QC1 = 1-10)

MULTI RESPONSE, RANDOMISE

QCST1. Which, if any, of these things have you done in the last 12 months?

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

Code	Answer list	Scripting notes	Routing
1	Deleted apps because you spend too much time on them		
2	Deleted apps because they are bad for your mental health/ self-esteem		
3	Taken a deliberate break from any social media apps		
4	Taken a deliberate break from any other apps	FIX UNDER CODE 3	
5	Set aside time for yourself when you are not online		
6	Used an app to help reduce your 'screentime' / time spent using devices		
7	Disable notifications on devices or used 'Do not Disturb' settings		
8	Chosen not to take devices such as phones or tablets to bed with you		
96	None of these	FIX, EXCLUSIVE	
97	Don't know	FIX, EXCLUSIVE	
98	Prefer not to say	FIX, EXCLUSIVE	

Base: 8-17s that go online (QC1 = 1-10)

MULTI RESPONSE, RANDOMISE

QC48. Do you use websites, apps or other online services to help you with any of these things?

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

Code	Answer list	Scripting notes	Routing
1	Relax/ Unwind		
2	Sleep		
3	Meditate/ Mindfulness		
4	Improve your mood/ feel happy		
5	Feel energised/ motivated		
6	Get support when feeling unhappy/ anxious/ worried		

7	Healthy eating/ nutrition		
8	Follow a fitness programme/ health tracker		
9	Look up health symptoms		
96	None of these	FIX, EXCLUSIVE	
97	Don't know	FIX, EXCLUSIVE	

Section E: Children's module 2 – Being safe and savvy online

SECTION E TO BE SHOWN TO CHILDREN AGED 8-17 (ALLOCATEDCHILD = 17-36) BASED ON RANDOM MODULAR APPROACH

INTRO TEXT 9

Thanks very much for all your answers so far! Now we're going to ask about seeing things you would prefer not to see online.

Base: 8-17s that go online (QC1 = 1-10)

SINGLE RESPONSE

QC30A. If you saw something online that you found worrying or nasty in some way (that you didn't like) would you tell someone about it?

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	I would always tell someone		
2	I would sometimes tell someone		
3	I would not tell anyone		
97	Don't know		
98	Prefer not to say		

Base: 8-17s who would report seeing something worrying or nasty online (QC30A = 1 - 2)

MULTI RESPONSE, RANDOMISE

QC30B. Who would you tell about the worrying or nasty thing that you saw online?

You can choose as many as you like, as long as they apply to you.

If you would tell someone else that is not in this list please type in your answer at 'Would tell someone else' below

Code	Answer list	Scripting notes	Routing
1	My brother/ sister		
2	My friend		
3	A parent		
4	Another member of my family		
5	A teacher		
6	The websites/ app where I saw it		
7	The police		
95	Would tell someone else – (please type in)	FIX, ADD OPEN TEXT BOX	

8	Unsure who I would tell	FIX	
97	Don't know	FIX	
98	Prefer not to say	FIX	

Base: 8 – 17s who go online (QC1 = 1-10)

SINGLE RESPONSE

QC31. And, in the last month, have you seen anything online that you found worrying or nasty in some way that you didn't like?

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Yes	[TICK]	
2	No	[CROSS]	
97	Don't know	[DON'T KNOW]	
98	Prefer not to say		

Base: 8 – 17s who go online and did see something worrying or nasty in the last month (QC31 = 1)

SINGLE RESPONSE

QC31A. And did you tell someone about it?

Don't worry – we won't be asking who you told.

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Yes	[TICK]	
2	No	[CROSS]	
97	Don't know	[DON'T KNOW]	
98	Prefer not to say		

Base: Children aged 8-17

SINGLE RESPONSE

QCON53. The next few questions are about some of the upsetting things that might have happened to you while using a mobile phone or going online.

We would like you to answer them for us, but only if you would like to. If you would rather not, then please say below and you will skip this section.⁵

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Yes, I will answer these questions	TICK	
2	No, I would prefer not to answer these questions	CROSS	GO TO QC52B

Base: 8-17s that have agreed to answer QCCON53 (QCCON53 = 1)

CAROUSEL, SINGLE RESPONSE PER CAROUSEL OPTION

QC53B. Please read the examples of upsetting things that can happen to people and then answer the TWO questions underneath.

People can be nasty or hurtful. It could be behind someone's back, to their face, through calls or texts.

It could be by being nasty through social media, games or other websites.

It could be by calling people names, leaving them out, or through sharing photos or videos that upset them.

It could be threatening to hurt or actually hurting them.

It could be done on purpose or as a joke that goes too far.

Please choose one answer

Carousel Code	Carousel list	Scripting notes	Routing
1	Has this happened to anyone you know in the last 12 months?		
2	And has this happened to you in the last 12 months?		

Column code	Column list	Scripting notes	Routing
1	Yes	[TICK]	
2	No	[CROSS]	
97	Don't know	[DON'T KNOW]	
98	Prefer not to say		

Base: 8-17s who say this has happened to them (QC53B_2 = 1)

MULTI RESPONSE, RANDOMISE

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways?

Please choose as many of the options below that apply

⁵ Consent captured ahead of asking sensitive questions around bullying and harm.

Code	Answer list	Scripting notes	Routing
1	Face to face		
2	By text or messaging apps (like WhatsApp)		
3	On social media sites or apps (like TikTok, Instagram, Snapchat)		
4	Through other websites or apps	FIX ABOVE CODE 8 AND BELOW 1-3, 5-7	
5	Through phone calls		
6	Through video calls (like FaceTime or Zoom or WhatsApp video calling)		
7	In online games		
8	Through some other way – (please type in)	FIX	
97	Don't know	FIX, EXCLUSIVE	
98	Prefer not to say	FIX, EXCLUSIVE	

Base: 8-17s who go online (QC1 = 1-10)

INTRO TEXT

Thanks very much for all your answers so far! Next we're going to ask you about how you might access certain apps or sites online.

Base: 8-17s who go online (QC1 = 1-10)

MULTI RESPONSE, RANDOMISE

QC52B. Have you ever shared any of the below to gain access to an app or site?

Please choose as many of the options below that apply

Code	Answer list	Scripting notes	Routing
1	Your name		
2	Email address		
3	Your phone number		
4	Home phone number/ someone else's phone number (e.g. parent or guardian)	FIX BELOW CODE 3	
5	Home address		
6	Your GPS/ location data		
7	Your photograph		
8	Financial information (e.g. bank card details)		
97	Don't know	FIX, EXCLUSIVE	
98	Prefer not to say	FIX, EXCLUSIVE	

Base: All 8-17s who share personal information (QC52B = 1-8)

SINGLE RESPONSE PER CAROUSEL OPTION, RANDOMISE ROWS

QC52C. How often do you share each of the following types of personal information to gain access to a new app or site?

Please select one answer for each type of personal information

Carousel Code	Carousel list	Scripting notes	Routing
1	Your name	SHOW IF QC52B = 1	
2	Email address	SHOW IF QC52B = 2	
3	Phone number	SHOW IF QC52B = 3	
4	Home phone number/ someone else's phone number (e.g. parent or guardian)	SHOW IF QC52B = 4 FIX AFTER CODE 3	
5	Home address	SHOW IF QC52B = 5	
6	Your GPS/ location data	SHOW IF QC52B = 6	
7	Your photograph	SHOW IF QC52B = 7	
8	Financial information (e.g. bank card details)	SHOW IF QC52B = 8	

Column code	Column list	Scripting notes	Routing
1	Every time		
2	Most of the time		
3	Sometimes		
4	Never		
98	Prefer not to say		

Base: 8-17s that go online (QC1 = 1-10)

SINGLE RESPONSE

QC52A. Have you ever given a fake age online to be able to get access to a new app or to use a new site?

Don't worry, we won't be sharing your answers with anybody – please be as honest as possible.

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Yes	[TICK]	
2	No	[CROSS]	
97	Don't know	[DON'T KNOW]	
98	Prefer not to say		

Base: 13-17s that go online (QC1 = 1-10)

MULTI RESPONSE, RANDOMISE

QC57. Do you know how to do any of these things online?

You may not have heard of all of these things, which is okay. Please select the ones that you know how to do even if you haven't ever done them.

Don't worry, we won't be sharing your answers with anybody – please be as honest as possible.

Please choose as many of the options below that apply

Code	Answer list	Scripting notes	Routing
1	Block people on social media		
2	Block people when you play online games		
3	Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)		
4	Change the settings so fewer people can view your social media profile		
5	Delete the 'history' records of which websites you have visited		
6	Get around parental controls that are there to stop you visiting certain sites or apps or accessing certain content		
9	Get around age checks (e.g. providing credit card details, sharing a photo ID, or scanning your face) that are there to stop you visiting certain sites or apps or accessing certain content		
7	Use a virtual private network (VPN) or similar technology (e.g. proxy server), to access particular sites, apps or content		
8	Use a reporting or flagging function on an app or site to report inappropriate content		
96	Don't know how to do any of these	FIX, EXCLUSIVE	
97	I'm not sure	FIX, EXCLUSIVE	
98	Prefer not to say	FIX, EXCLUSIVE	

Base: 13-17s who go online and know how to action at least one of the measures in QC57 (QC57 = 1 – 9)

MULTI RESPONSE, RANDOMISE

QC58. This list shows the things that you just said you know how to do online.

Which of these have you done in the last 12 months?

Don't worry, we won't be sharing your answers with anybody – please be as honest as possible.

Please choose as many of the options below that apply.

Code	Answer list	Scripting notes	Routing
1	Block people on social media if you don't want to hear from them	SHOW IF QC57_1=1	
2	Block people when you play online games	SHOW IF QC57_2=1	
3	Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	SHOW IF QC57_3=1	
4	Change the settings so fewer people can view your social media profile	SHOW IF QC57_4=1	
5	Delete the 'history' records of which websites you have visited	SHOW IF QC57_5=1	
6	Get around parental controls that are there to stop you visiting certain sites or apps or accessing certain content	SHOW IF QC57_6=1	
9	Get around age checks (e.g. providing credit card details, sharing a photo ID, or scanning your face) that are there to stop you visiting certain sites or apps or accessing certain content	SHOW IF QC57_9=1	
7	Use a virtual private network (VPN) or similar technology (e.g. proxy server), to access particular sites, apps or content	SHOW IF QC57_7=1	
8	Use a reporting or flagging function on an app or site to report inappropriate content	SHOW IF QC57_8=1	
96	I have not done any of these	FIX, EXCLUSIVE	
97	I'm not sure	FIX, EXCLUSIVE	
98	Prefer not to say	FIX, EXCLUSIVE	

Base: 8-17s that go online (QC1 = 1-10)

SINGLE RESPONSE

QC42. To what extent do you agree or disagree with the following statement?

"I'm happy for apps and sites to use information they have collected about me to decide what to show me"

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Strongly disagree	RED CIRCLE	
2	Slightly disagree	ORANGE CIRCLE	
3	Neither agree nor disagree	YELLOW CIRCLE	
4	Slightly agree	LIGHT GREEN CIRCLE	
5	Strongly agree	GREEN CIRCLE	
97	Don't know	DON'T KNOW	

Section F: Children's module 3 - Scenarios

SECTION F TO BE SHOWN TO CHILDREN AGED 8-17 (ALLOCATEDCHILD = 17-36) BASED ON RANDOM MODULAR APPROACH

SCENARIO TEST A – Judging social media profile

Base: 8-17s that go online (QC1 = 1-10)

SINGLE RESPONSE

QC11D. How confident, if at all, are you in judging whether the information you see or read online is true or false?

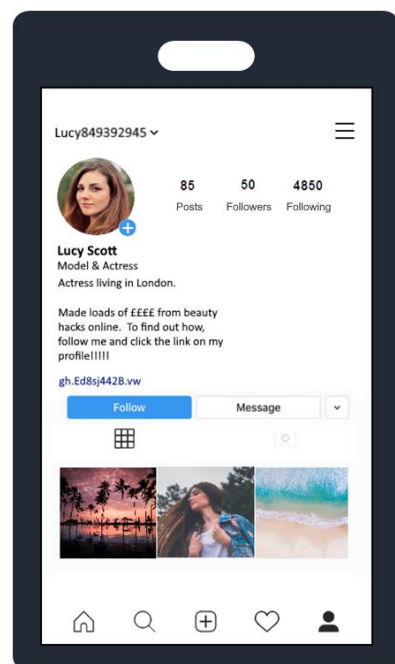
Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Very confident	GREEN CIRCLE	
2	Fairly confident	LIGHT GREEN CIRCLE	
3	Neither confident nor not confident	YELLOW CIRCLE	
4	Not very confident	ORANGE CIRCLE	
5	Not at all confident	RED CIRCLE	
97	Don't know	DON'T KNOW	

Base: 8-17s that go online (QC1 = 1-10)

SINGLE RESPONSE

QC39. Here is a social media profile.



Do you think that this social media profile is genuine?

Please choose one answer

Code	Answer list	Scripting notes	Routing
------	-------------	-----------------	---------

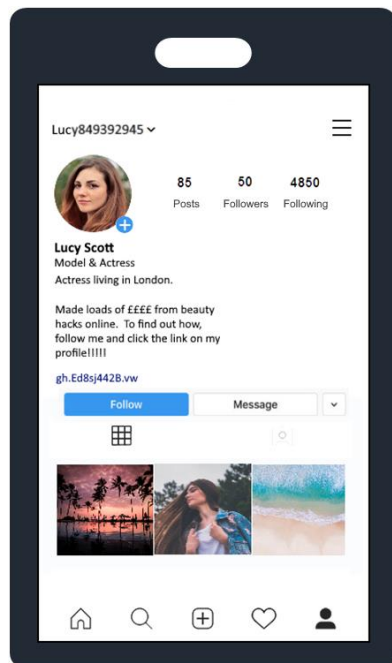
1	Yes	[TICK]	
2	No	[CROSS]	
97	Don't know	[DON'T KNOW]	

Base: All who think social media profile is genuine (QC39 = 1)

CLICK OR TAP EXERCISE

SINGLE RESPONSE

QC39A. Still thinking about this profile.



Please look at this image and click or tap on anything that makes you think that this is a genuine profile.

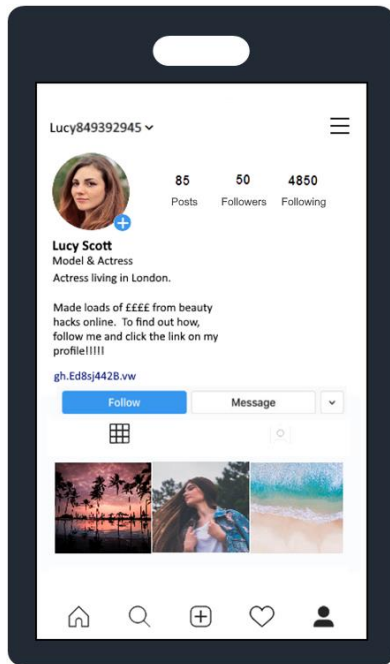
Once you have selected it, it will turn blue. Please click >> when you are finished.

Base: All who don't think social media profile is genuine or don't know (QC39 = 2, 97)

CLICK OR TAP EXERCISE

SINGLE RESPONSE

QC39B. Still thinking about this profile.



Please look at this image and click or tap on anything that makes you think that this is not a genuine profile. Once you have selected it, it will turn blue. Please click >> when you are finished.

SCENARIO TEST B – AI

Base: 8-17s that go online (QC1 = 1-10)

SINGLE RESPONSE, FLIP SCALE RANDOMLY

QC59A. Here is an image. How confident do you feel that it is a real image or is AI generated?

[IMAGE 1]

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Very confident it's AI generated		
2	Somewhat confident it's AI generated		
3	I'm not sure		
4	Somewhat confident it's real		
5	Very confident it's real		

Base: All who think the image is AI generated (QC59A = 1-2)

CLICK OR TAP EXERCISE

SINGLE RESPONSE

QC59B. Why do you think this image is AI generated?

[Add image]

Please look at this image and click or tap on anything that makes you think that this is AI generated.

Once you have selected it, it will turn blue. Please click >> when you are finished.

Base: All who think the image is real (QC59A = 4-5)

CLICK OR TAP EXERCISE

SINGLE RESPONSE

QC59B2. Why do you think this image is real?

[Add image]

Please look at this image and click or tap on anything that makes you think that this image is real.

Once you have selected it, it will turn blue. Please click >> when you are finished.

Base: 8-17s that go online (QC1 = 1-10)

SINGLE RESPONSE, FLIP SCALE RANDOMLY

QC59C. Here is another image. How confident do you feel that it is a real image or is AI generated?

[IMAGE 2]

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Very confident it's AI generated		
2	Somewhat confident it's AI generated		
3	I'm not sure		
4	Somewhat confident it's real		
5	Very confident it's real		

Base: All who think the image is AI generated (QC59C = 1-2)

CLICK OR TAP EXERCISE

SINGLE RESPONSE

QC59D. Why do you think this image is AI generated?

[Add image]

Please look at this image and click or tap on anything that makes you think that this is AI generated.

Once you have selected it, it will turn blue. Please click >> when you are finished.

Base: All who think the image is real (QC59C = 4-5)

CLICK OR TAP EXERCISE

SINGLE RESPONSE

QC59D2. Why do you think this image is real?

[Add image]

Please look at this image and click or tap on anything that makes you think that this image is real.

Once you have selected it, it will turn blue. Please click >> when you are finished.

SCENARIO TEST C – Recognising search engine advertising

Base: 8-17s that go online (QC1 = 1-10)

SINGLE RESPONSE

QC25. Do you ever use sites or apps like Google (including Kiddle), Bing or Yahoo! to look for things online?

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Yes	[TICK]	
2	No	[CROSS]	
97	Don't know	[DON'T KNOW]	

Base: 8-17s who use search engines (QC25 = 1)

SINGLE RESPONSE

QC26. When you use Google, Bing or other search websites to look for something online, you are given a list of websites in the results page.

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

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	I think that if they have been listed in the search results these websites can be trusted		
2	I think that some of these websites can be trusted and some can't		
3	I don't really think about whether the website can be trusted		
97	Don't know		

Base: 8-17s who use search engines (QC25 = 1)

MULTI RESPONSE, RANDOMISE

QC28. [A boy/ girl aged n called Eddie/ Ellie] used Google to search for 'children's trainers' – the search results looked like this:

[Stimulus]

Look at the top four results, do you know why these appear first?

Please choose all that apply

Code	Answer list	Scripting notes	Routing
1	These are adverts/ sponsored links/ they have paid to appear here		

2	These are the best results/ the most relevant results		
3	These are the most popular results used by other people		
95	Something else – (please type in)	FIX	
97	Don't know	FIX	

SCENARIO TEST D – Recognising influencer advertising on social media

Base: 8-17s that go online (QC1 = 1-10)

SINGLE RESPONSE

QC11B. How confident, if at all, are you in recognising what is advertising and what is not, when you see or read things online?

Please choose one answer

Code	Answer list	Scripting notes	Routing
1	Very confident	GREEN CIRCLE	
2	Fairly confident	LIGHT GREEN CIRCLE	
3	Neither confident nor not confident	YELLOW CIRCLE	
4	Not very confident	ORANGE CIRCLE	
5	Not at all confident	RED CIRCLE	
97	Don't know	DON'T KNOW	

Base: 8-17s that go online (QC1 = 1-10)

MULTI RESPONSE, RANDOMISE

QC37. Here is a recent post from [name of influencer].

Which of these are reasons why [name of influencer] might share a post about the product/ brand shown?

[SHOW STIMULUS. RANDOMISE WHETHER STIM 1 OR STIM 2 IS SHOWN]

Please choose all that apply

Code	Answer list	Scripting notes	Routing
1	[She/he] is being paid with money or being given gifts by the company or brand to share this		
2	[She/he] wants to share this information with [her/his] followers		
3	[She/he] thinks the product or brand is cool/ good to use		
95	Something else – (please type in)	FIX, ADD OPEN TEXT BOX	
97	Don't know	FIX, EXCLUSIVE	

SINGLE RESPONSE PER CAROUSEL OPTION, RANDOMISE ROWS AND COLUMNS

QC5A/B/E/F. Below is a list of companies that provide entertainment, information and help you to communicate with your friends and others. For each one, please say what you think is their main source of money or income.

You will see five types of companies. Please choose one answer for each type of company.

Carousel Code	Carousel list	Scripting notes	Routing
1	The BBC		
2	ITV (including STV, UTV and ITV Cymru Wales), Channel 4, Channel 5, S4C		
3	Streaming platforms e.g. Netflix, Disney+, Amazon Prime		
4	Social media companies e.g. Instagram, Facebook		
5	Search engine companies e.g. Google, Bing, Yahoo		

Column code	Column list	Scripting notes	Routing
1	TV licence fee		
2	Advertising		
3	Subscriptions		
4	From selling the data of their users to advertisers		
5	Donations from companies or individuals		
6	Other – please type in	FIX, OPEN END TEXT BOX	
97	Don't know	FIX, EXCLUSIVE	

Section T: Closing demographics

SECTION T TO BE SHOWN TO ALL RESPONDENTS

HANDOVER TEXT – KEEP ON SCREEN FOR 10 SECONDS

Base: All children aged 8-17

You did it! Thanks very much for your help!

If thinking about these questions has made you feel a bit worried, you can have a look at these sites for some help.

NOTE FOR CASI: Show paper copy of websites below

SHOW SHOWCARD: CLOSING DEMOGRAPHICS

Help and support available at:

- Childline <http://www.childline.org.uk/> Tel: 0800 1111. Childline can help anyone under 19 in the UK with any issue they're going through. You can talk about anything. Whether it's something big or small, Childline's trained counsellors are here to support you. Childline is free, confidential and available any time, day or night.
- Childnet International <http://www.childnet.com/young-people> This has information for primary and secondary school children on how to use the internet safely.
- The UK Safer Internet Centre <https://saferinternet.org.uk/guide-and-resource/young-people> They provide games, quizzes, films and advice to help young people get the most out of the internet while staying safe online.
- The Full Fact Toolkit <http://fullfact.org/toolkit/> This helps you to identify bad or misleading information, and helps you find information you can trust on the internet.
- Think U Know website: <http://www.thinkuknow.co.uk/>. They provide age specific advice about staying safe online whether on a phone, tablet or computer.
- Bullying UK <https://www.familylives.org.uk/advice/bullying/cyberbullying> Tel: 0808 800 2222. This has help on what to do if you are being bullied online, via a social network, or on a smartphone.

Can you please ask your parent or guardian to complete the rest of the questions that we have? Thank you – you've finished your part of the survey.

handover screen

Base: All children aged 8-17

If you haven't already done so, please pass the survey to your parent or guardian.



INTRO TEXT 10

Base: All parents 0.5-7s

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

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

INTRO TEXT 11

Base: All parents 8-17s

Thanks very much again for letting [NAME] answer those questions.

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

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

Base: All parents

SINGLE RESPONSE

T11. Is English [NAME]'s first and/or main language?

Please select one option

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
3	Child is bilingual/ trilingual – using English equally with one or more other languages		

98	Prefer not to say		
----	-------------------	--	--

Base: All parents

SINGLE RESPONSE

T2A. Do we have your permission to ask you about your child's ethnicity for research purposes?

This information enables us to provide a more detailed analysis. Your response will remain anonymous and is treated in the strictest of confidence.⁶

Please select one option

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		GO TO T3A

⁶ Consent of parents captured to ask about child's ethnicity

Base: All parents who gave permission to answer ethnicity question (T2A = 1)

T2. Which of these groups best describes [NAME]'s ethnic group or background

Please select one option

Fixed codes	Answer list	Scripting notes	Routing
	Asian and British Asian	HEADING NOT CODE	
1	Indian		
2	Pakistani		
3	Bangladeshi		
4	Chinese		
5	Any other Asian background		
	Black and Black British	HEADING NOT CODE	
6	Caribbean		
7	African		
8	Any other Black/ African/ Caribbean background		
	Mixed/ Multiple ethnic groups	HEADING NOT CODE	
9	White and Black Caribbean		
10	White and Black African		
11	White and Asian		
12	Any other mixed/ multiple ethnic background		
	White	HEADING NOT CODE	
13	English/ Welsh/ Scottish/ Northern Irish/ British		
14	Irish		
15	Gypsy, Traveller or Irish Traveller		
16	Any other white background		
	Other ethnic group	HEADING NOT CODE	
17	Arab		
95	Any other ethnic background		
98	Prefer not to say		

Base: All parents

SINGLE RESPONSE

T3A. Do we have your permission to ask you about anything that impacts or limits [NAME]'s daily activities?

This information enables us to provide a more detailed analysis. Your response will remain anonymous and is treated in the strictest of confidence.⁷

Please select one option

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		GO TO T4

Base: All parents who gave permission to answer question (T3A = 1)

MULTI RESPONSE

T3. Which of these – if any – impact or limit [NAME]'s daily activities?

Please select all that apply

Fixed codes	Answer list	Scripting notes	Routing
1	Hearing: Partial hearing, having tinnitus or are D/deaf		
2	Eyesight: Colour blindness, partial sight, or are blind		
3	Speech: Difficulty with speech for example due to a stroke, stutter or stammer		
4	Mobility: Cannot walk at all, use a wheelchair or mobility scooter, cannot walk very far or manage stairs or can only do so with difficulty		
5	Dexterity: Limited ability to reach, difficulty opening things with your hands, difficulty using a telephone handset, television remote control or computer keyboard		
6	Breathing: Breathlessness or chest pains		
7	Other physical condition – (please type in - optional)	OPEN TEXT BOX, DO NOT FORCE ANSWER	
8	Memory/cognitive: learning, understanding, concentration, memory, communicating, cognitive loss or deterioration		
9	Neurodiversity: such as autism, attention deficit hyperactivity disorder (ADHD), dyslexia		
10	Their mental health: such as anxiety, depression, trauma-related conditions		

⁷ Consent of parents captured to ask about any limiting conditions of the child

95	Other long-term conditions which impact or limit their daily activities such as diabetes, epilepsy, cancer, heart condition, auto-immune conditions – (please type in - optional)	OPEN TEXT BOX, DO NOT FORCE ANSWER	
96	Nothing – no conditions that impact or limit your child's daily activities	FIX, EXCLUSIVE	
98	Prefer not to say	FIX, EXCLUSIVE	

Base: All parents

SINGLE RESPONSE

T4. What is your age, please?

Please select one option

Fixed codes	Answer list	Scripting notes	Routing
1	16-17 years		
2	18-24 years		
3	25-34 years		
4	35-44 years		
5	45-54 years		
6	55-64 years		
7	65 years or over		
98	Prefer not to say		

Base: All parents

SINGLE RESPONSE

T5. Which of the following are you?

Please select one option

Fixed codes	Answer list	Scripting notes	Routing
1	Man		
2	Woman		
3	Non-binary		
95	Prefer to use another term (please specify - optional)	ADD OPEN TEXT BOX	
98	Prefer not to say		

Base: All parents

SINGLE RESPONSE

T6. Which of these best describes your current situation?

Please select one option

Fixed codes	Answer list	Scripting notes	Routing
1	In full time employment		
2	In part time employment		
3	Unemployed		
4	A student		
5	Full time responsibility for home/ family		
6	Retired		
95	Other		
98	Prefer not to say		

Base: All parents

MULTI RESPONSE

T8. Do you or anyone in your household currently receive any of the following benefits?

Please select all that apply

Fixed codes	Answer list	Scripting notes	Routing
1	Income Support		
2	Income-based Jobseeker's Allowance		
3	Pensions Credit (Guaranteed Credit)		
4	Pensions Credit (no Guaranteed Credit)		
5	Employment and Support Allowance (ESA)		
6	Universal Credit (and household has other earnings).		
7	Universal Credit (and household has no other earnings).		
8	Personal Independence Payment (PIP)		
9	Carer's allowance		
10	Disability Living Allowance (DLA)		
95	Other – (please type in - optional)	ADD OPEN TEXT BOX, DO NOT FORCE ANSWER	
96	None of these - Do not receive any of these benefits	FIX, EXCLUSIVE	
97	Don't know	FIX, EXCLUSIVE	
98	Prefer not to say	FIX, EXCLUSIVE	

Base: All parents

SINGLE RESPONSE

T9. Which one of these bands describes your total household income before tax or any other deductions are made?

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

Please select one option

Fixed codes	Answer list	Scripting notes	Routing
1	Up to £199 per week / Up to £10,399 per year		
2	From £200 to £299 per week / From £10,400 to £15,599 per year		
3	From £300 to £499 per week / From £15,600 to £25,999 per year		
4	From £500 to £699 per week / From £26,000 to £36,399 per year		
5	From £700 to £999 per week / From £36,400 to £51,999 per year		
6	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year		
7	£1,500 and above per week/ £78,000 and above per year		
97	Don't know	FIX, EXCLUSIVE	
98	Prefer not to say	FIX, EXCLUSIVE	

Base: All parents

SINGLE RESPONSE, RANDOMISE

T12. From the list below, please select the highest qualification that you have achieved?

Please select one answer

Code	Answer list	Scripting notes	Routing
1	GCSEs/ National 5's (Scotland only) or equivalent		
2	A-Levels/ Scottish Highers/ advanced Highers/ SVQ's (Scotland only) or equivalent		
3	Vocational qualification (e.g., NVQ, BTEC)		
4	Apprenticeship		
5	Higher National Certificate (HNC) / Higher National Diploma (HND)		
6	Bachelor's degree or equivalent		
7	Postgraduate qualification (e.g., Master's degree, PhD)		
8	Professional qualification (e.g., Chartered Accountant, Solicitor)		
9	No formal qualifications	fix	
95	Other (please specify)	FIX, add open text box	
98	Prefer not to say	FIX	

Base: All parents

SINGLE RESPONSE

T10. How well would you say your household is managing financially at the moment?

Would you say you are....?

Please select one option

Fixed codes	Answer list	Scripting notes	Routing
1	Doing well		
2	Getting by		
3	Struggling		
97	Don't know		
98	Prefer not to say		

CLOSING TEXT

Thank you for completing the survey.

That is the end of the survey now, thank you so much for helping us out and for your time and patience. We hope you found it interesting and enjoyable.



Produced by BMG Research

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www.bmgresearch.co.uk

Registered in England No. 2841970

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UK VAT Registration No. 580 6606 32

Birmingham Chamber of Commerce Member No. B4626

Market Research Society Company Partner

The provision of Market Research Services in accordance with ISO 20252:2019

The provision of Market Research Services in accordance with ISO 9001:2015

The International Standard for Information Security Management ISO 27001:2013

Interviewer Quality Control Scheme (IQCS) Member Company

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