



Survey Questions

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

INVITATION

Hello X/ Dear [FIRST NAME],

We have a survey for one of our clients that we thought you might find interesting. If you wish to participate in the study which will last for around 15 minutes, you can click on the link to see if you qualify for the survey. You will not be asked for any information that personally identifies you and should only answer questions that you are comfortable answering. You can click on our privacy policy for more information on how your data is treated. Note that once you start the survey you can stop at any time and your data will not be counted in our final sample, however if you do drop out of the survey you will not be able to go back in so it will need to be completed in one sitting.

If you have any questions about the survey prior to participating or afterwards you can email X using reference X. If do not want to receive any more invitations, please click here.

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

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

B1 (CORE)	ASK ALL SINGLE CODE		
QUESTION	Are you a...?		
	Man	1	
	Woman	2	
	Non-binary	3	
	Prefer to use another term	4	
	Prefer not to say	5	

B2 (CORE)	ASK ALL. NUMERIC		
OPEN NUMERIC	Please enter your age in the box below:		

Min 18, Max 84	1	CLOSE IF AGED UNDER 18
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B3 (CORE)	Ask all
Question	Single choice
What is the total number of children (people aged under 18) in your household for whom you are a parent or a carer? <i>Please type in below</i>	

X

RANGE 1-20
IF ZERO – CLOSE,

Question break

B4/5 (CORE)	Ask all		
OPEN NUMERIC	Single choice		
Can we please ask the age and gender of those aged under 18 in the household for whom you are a parent/carers? <i>Please choose five of your children, prioritising any that could answer some questions for us later in the survey</i>			
	Male	Female	ONLY SHOW INSTRUCTION FOR THOSE WHO HAVE MORE THAN 5 CHILDREN AT B3 They identify in another way
Aged under 1	0	0	0
Aged 1	0	0	0
Aged 2	0	0	0
Aged 3	0	0	0
Aged 4	0	0	0
Aged 5	0	0	0
Aged 6	0	0	0
Aged 7	0	0	0
Aged 8	0	0	0

Aged 9	0	0	0
Aged 10	0	0	0
Aged 11	0	0	0
Aged 12	0	0	0
Aged 13	0	0	0
Aged 14	0	0	0
Aged 15	0	0	0
Aged 16	0	0	0
Aged 17	0		0
0			
CLOSE IF AGES 8-17 ALL 0			
EACH OPEN NUMERIC : MIN 0 MAX 10			

B6	SHOW TO PARENTS WITH MORE THAN ONE CHILD IN TARGET AGE RANGE 8-17
BACKGROUND	
<p>Which of your children are available to answer some questions later in the survey?</p> <p>SHOW CHILDREN AGED 8-17, BASED ON B4/5</p> <p>e.g.</p> <p>Son aged 8 Son aged 9 ...</p> <p>Daughter aged 8 Daughter aged 9</p>	

Question break

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

C1 (CORE)	NOT SHOWN TO RESPONDENTS
BACKGROUND	
<p>AGE OF CHILD TAKING PART =</p> <p>GENDER OF CHILD TAKING PART =</p>	

IF MORE THAN ONE CHILD IN TARGET AGE/AVAILABLE, ALLOCATE BASED ON LEAST FILL

CODED BASED ON B4/5/6

e.g.

Son aged 8

Son aged 9

...

Daughter aged 8

Daughter aged 9

Question break

C2 (CORE)

Text Only

Show all. PRESENTED AS CAROUSEL TO HELP WITH ENGAGEMENT

Beano Brain is conducting research with Walr for our client **Ofcom**, the regulator for online safety in the UK, about children's experiences of spending money online and the features that lead them to spend more on a range of services including gaming and social media.

The survey's findings will contribute to Ofcom's understanding of children's spending behaviour online, for example within online games or after seeing a product through social media. In the survey we want to hear from children themselves and these questions are designed to be appropriate for children aged 8-17.

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

The survey will take approximately 15 minutes, depending on your child's answers. If you or your child need to take a break, you can close the survey and return to where you left off by clicking on the original survey link.

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

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

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

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

You and your child can withdraw their consent to process information **during** the research by exiting the survey, and data will be deleted and not be included in the results shared with Ofcom.

You and your child can also withdraw their consent to participate in the research by closing the survey before they reach the end. Once your child completes the survey and their answers are submitted, it will not be possible to withdraw their survey data after this point. This is because their responses will be anonymous and will not be easily identifiable. To read about how data is handled by the agency who host the survey ([Walr](https://walr.com/privacy-policy/)), please refer to their privacy notice at <https://walr.com/privacy-policy/>

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

If you have any questions or want to talk to us about your information, you can contact us by emailing ofcom.research@beano.com

Question break

C3 (CORE)	Ask all
Question	Single Code
Please confirm you are happy for you and your [FROM C1 child aged x] to proceed with the survey. Please select one option	

Yes	1	CONTINUE
No	2	CLOSE

Question break

C4 (CORE)	Ask all parents with children taking part who are aged 8 -17 at B6
Question	Single Code
Thank you for agreeing for your child to participate in this important survey. At the end of the survey, we will be asking your child for the following information to ensure we are capturing the views of a broad and diverse range of young people. This will include: <ul style="list-style-type: none">• Their ethnicity• If they have any special educational needs or limiting or impacting conditions• If English is an additional language	

Of course, they will also have the option to skip these questions if they wish. Are you happy for your child to answer these questions?

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

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

D1 (CORE)	Ask all 18+
Question	Single choice
Which area of the UK do you live in? <i>Please select one option</i>	

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

Question break

D2 (CORE)	Ask all
Question	Single Code
Which of the following best describes the area you live in? <i>Please select one option</i>	

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

Question break

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

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

Other	12	
Do not know	13	

Question break

D4 INCOME (COBA 2024)	Ask all
Question	Single Code
<p>Which one of these bands describes your total household income before tax or any other deductions are made?</p> <p>Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment?</p> <p><i>Please select one option</i></p>	

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

Question break

D5 WORKING STATUS (COBA 2024)	Ask all
Question	Single Code
<p>What is your working status?</p> <p><i>Please select one option</i></p>	

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

Question break

D6 BENEFITS (COBA 2024)	Ask all
Question	Multi Choice
<p>Could you please tell us whether you or anyone in your household currently receives the following benefits?</p> <p><i>Please select one option</i></p>	

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

Don't know	13	
Prefer not to say	14	

Question break

D7 FINANCIAL WELLBEING (COBA 2024)	Ask all
Question	Single Code
How well would you say your household is managing financially at the moment? Would you say you are....? <i>Please select one option</i>	

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

D8 EDUCATION	Ask all
Question	Single Code
What is the highest level of education you have completed? <i>Please select one option</i>	

Primary School	1	
Secondary School	2	
Higher or further education (A-levels, BTEC, T-level, or equivalent)	3	
Undergraduate Degree	4	
Post-graduate degree	5	
Doctorate	6	
Prefer not to say	7	Fix at End

SECTION E – SURVEY QUESTIONS TO PARENTS

E1 (CORE)	Show all
Text Only	
Thank you very much for your answers so far. You and your [FROM C1 child aged x] qualify for the main survey. We have some questions for you before you hand over to your child...	

When we ask about *your child*, please think about your *[FROM C1 child aged x]*

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.

P1	Ask all
Question	Multi choice
<p>In the last month, has your child spent any money on a social media site or app, a website or app where you can watch videos, or whilst gaming? This could be using either their own money, your money or someone else's.</p>	

Yes – using their own money	1	
Yes – using my money or someone else's	2	
No	3	[Exclusive][Fixed]
Can't remember	4	[Exclusive][Fixed]
Don't know	5	[Exclusive][Fixed]

P2	Ask P1 code 1-2
Question	Multi choice
<p>How did your child make that purchase(s)?</p>	

With their own debit card	1	
With a gift card or voucher provided to them	2	
Using my/ my partner's credit/ debit card	3	
Using someone else's credit/ debit card	4	
With their own pre-payment card	5	
Can't remember	6	[Exclusive][Fixed]
Don't know	7	[Exclusive][Fixed]

P3	Ask P2 code 1-5
Question	Multi choice
<p>Do you do anything to limit or monitor your child's spending online? (e.g. Do you have any supervision measures or restrictions in place with?)</p> <p>Please select as many answers below as you would like if they apply.</p>	

Yes - I have parental controls enabled on my child's bank card/ account	1	
Yes - I have parental controls enabled on devices my child uses	2	
Yes - I have parental controls enabled on the platforms, websites and apps that my child uses	3	
Yes – I have a password/passcode set up on my child's bank card/account	4	
Yes – I have a password/passcode set up on devices my child uses	5	
Yes – I have a password/passcode set up on the platforms, websites and apps that my child uses	6	
Yes – I receive a notification or email when my child attempts to buy something online	7	
Yes – They have been told not to spend money online/ have been told what they can or can't buy online	8	
Yes – They have been told that they have a limit on spending each month	9	
Yes – I have bought them a gift card or voucher to limit their spending	10	
No - I have no restrictions or controls in place	11	[Exclusive][Fixed]
Can't remember	12	[Exclusive][Fixed]
Don't know	13	[Exclusive][Fixed]

P4	Ask P2 code 1-5
Question	Single choice
<p>How concerned are you about your child's spending online?</p>	

Not at all concerned	1	[Fixed]
A little bit concerned	2	[Fixed]
Moderately concerned	3	[Fixed]
Very concerned	4	[Fixed]
Don't know	5	[Fixed]

P5	Ask P2 code 1-5
Question	Multi choice
<p>Please tell us whether any of the following have occurred with your child as a result of spending money online:</p>	

An argument or friction about spending money online	1	
Being grounded or not allowed to attend/ do something as a result of child's online spending	2	
I felt negatively financially impacted as a result of your child's online spending	3	
My child is now more careful about spending money	4	
My child spent more than they should have	5	
My child purchased or subscribed to something they shouldn't have	6	
My child regretted or was negatively affected by spending money online	7	
None of these	8	

SECTION F- TRANSITION

F1 (CORE)	Show all
Text only	
<p><i>The following questions are for your [FROM C1: child aged 8/9/10/11/12/13/14/15/16/17] to complete, and are designed to be appropriate for a child aged [8-17]. As a reminder, the survey is being run on behalf of Ofcom, and the results will help them to understand children's experiences of spending money online and the features that lead them to spend more on a range of services including gaming and social media.</i></p>	

As a reminder, if you have any questions about the survey, you can contact hello@beanobrain.com. We won't be asking for any personal information from your child, and as with your answers, we only report these in an anonymous and aggregated form.

SPLIT SCREEN

Please pass the device to your **[FROM C1 child aged 8/9/10/11/12/13/14/15/16/17]** to complete them. Where possible, please let your child give their own responses, although younger children might need help with answering some of the questions.

[if child is 13 or under or if parent has not given permission:]

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

SECTION G – CHILD'S CONSENT

G1 (CORE)	Show all children
Text only	

Hi!

The following questions are for you.

They will ask you about how you use the internet and some of the things you do online. For this research, we (Beano Brain) are partnering with Ofcom, who are the UK's online regulator. This means it is like a referee for the internet in the UK. It sets rules about how websites and apps should keep children safe online.

This is your chance to give us **your** opinions, but you might need some help from your parents, so do ask them if you have any questions or don't understand something.

The questions are not a test, and it is really important for Ofcom that you give us your honest opinion. 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, please your parent to help you.

Question break

G2 (CORE)	Show all children
Text only	

PRIVACY NOTICE

Beano Brain is an insights agency, and we help people learn more about what kids like you think and feel. Your privacy is super important to us, and because we are in the UK, we

follow the UK data protection rules to keep your information safe. Here's what you need to know about what we do with the information you share with us in this survey.

The survey will not ask you for personal information such as your name, date of birth, address, or email address.

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

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

If you finish the survey, we will keep the data from the answers you give securely. It will be shared with Ofcom, but there will be nothing that means anyone from Ofcom will know who you are.

*If you have any questions or want to talk to us about your information, you can ask a parent or guardian to contact us by **ofcom.research@beano.com**. We're here to help!*

Question break


G2b TAKEN FROM COST

[Show all children](#)

[Text only](#)

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

[SHOW TABLE 1 FOR CHILDREN AGED 8-11](#)

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

[SHOW TABLE 2 FOR CHILDREN AGED 12-17](#)

Support service	Link and Helplines	Purpose of service
Childline	https://www.childline.org.uk/ or ☎ 0800 1111 (24/7 support)	Support for anyone under 19 with any issue they are going through
The Mix	https://www.themix.org.uk/crime-and-safety/personal-safety/how-to-stay-safe-online-29437.html or ☎ 0800 808 4994 or 💬 THEMIX to 85258 (24/7 support)	Support service for young people for any challenges they are facing
Young Minds	https://www.youngminds.org.uk/young-person/ (Various helplines within link)	Information and support for those struggling with mental health
BigDeal	https://bigdeal.org.uk/ or ☎ 0808 8020 133	Gambling information, advice and support for young people

Question break

G3 (CORE)	Ask all	
Question	Single Code	
Are you happy to start answering questions? Please select one option		
Yes	1	CONTINUE
No	2	SCREENOUT

SECTION H– STANDARDIZED SURVEY QUESTIONS

H1A(CORE)	Ask all	
Question	Single Code	
Which of the following describes how you think of yourself? Please select one option		
Male	1	
Female	2	
In another way (please type in)	3	OPEN BOX
Prefer not to say	4	

H1B	Ask all
Question	Numeric Single Code
How old are you?	

Please select one option		
7	7	[Check, see below]
8	8	
9	9	
10	10	
11	11	
12	12	
13	13	
14	14	
15	15	
16	16	
17	17	
18	18	[Check, see below]
Other	99	[Check, see below]

[Survey to flag if gender and age do not match least fill from C1, but proceed]

H1C Your parent / carer told us you were a **X AGED X (FROM C1)**, which doesn't match what you've told us. Don't worry if this isn't you, if you qualify you can still complete the survey. To continue, please confirm your age and gender:

1. Answer from C1
2. Answer from H1B

[IF CODES 7, 18 AND 99 ARE SELECTED AT H1B, AND CODE 2 SELECTED AT H1C] The rest of this survey is for children aged 8-17. It appears that you are not eligible for the survey. Please hand the survey back to your parent.

SKIP TO END AND FLAG FOR DATA QUALITY FAIL

H1 (CORE)	Show all children
Text only	
<p><i>Thank you, for this survey when we talk about apps and websites, we mean social media, gaming, messaging, and other apps/websites where you can interact with other people, e.g.</i></p>	

by sharing content such as pictures, videos, thoughts, and comments, or chatting to others.

Question break

H2	Ask all	
Question	Multi Choice	
<p><i>Please think about any reason you may have to go online – maybe watching videos on sites or apps like YouTube or TikTok, playing games online, for social media, or to do school or homework.</i></p> <p>Do you use any of these to go online at home or somewhere else?</p> <p><i>You can choose as many as you like, as long as they apply to you. If you go online on another device that is not on the list, please type in your answer at 'Other type of device' below.</i></p>		
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	1	
Tablet (like an iPad or Amazon Fire)	2	
Laptop or netbook	3	
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	4	
Games console or handheld games player	5	
Other type of device - (please type in your answer below)	6	
None of these/ I do not go online	7	[Exclusive][Skip to J1a][Fixed]
Don't know	8	[Exclusive][fixed]

H3	Ask if aged 12-17
Question	Single Choice
<p>When you see or read things online, are you confident at recognising what is advertising and what is not?</p> <p>Please choose one answer.</p>	

Yes	1	[Fixed]
No	2	[Fixed]
Don't know	3	[Fixed]

H4	Ask if aged 12-17
Question	Single Choice
<p>Are you confident at judging whether what you see online is real or fake?</p> <p><i>Please choose one answer</i></p>	

Yes	1	[Fixed]
No	2	[Fixed]
Don't know	3	[Fixed]

Q1	Ask all (8-17s)
Question	Single Choice
<p>How much time do you think you spend online on a <u>normal school day</u>? This can be across a smartphone, tablet, computer or games console.</p> <p><i>If you want to check the screentime on your device(s), feel free to do so or ask your parent/guardian for help.</i></p>	

0-2hrs	1	[Fixed]
3-4hrs	2	[Fixed]
5-6hrs	3	[Fixed]
6+hrs	4	[Fixed]
Don't know	5	[Fixed]

Q2	Ask all (8-17s)
Question	Single Choice
<p>How much time do you think you spend online on a normal day <u>at the weekend</u>? This can be across a smartphone, tablet, computer or games console.</p> <p><i>If you want to check the screentime on your device(s), feel free to do so or ask your parent/guardian for help.</i></p>	

0-2hrs	1	[Fixed]
3-4hrs	2	[Fixed]
5-6hrs	3	[Fixed]
6+hrs	4	[Fixed]
Don't know	5	[Fixed]

[RANDOMISE ORDER OF SOCIAL MEDIA MODULE (STARTING AT SM1A) AND GAMING MODULE (STARTING AT G1)]

SECTION I – SURVEY SPECIFIC QUESTIONS

Social media module

SM1a	Ask all (8-17s)
Question	Multi Choice. Show logos along with name of brand
<p>We're now interested in your use of sites/apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc).</p> <p>Which, if any, of these social media sites/ apps do you use?</p> <p>You can choose as many as you like, as long as they apply to you. If you don't use any, click "I don't use any of these".</p>	

Amino	1	
BeReal	2	
Facebook	3	

HiPal	4	
Instagram	5	
Pinterest	6	
Reddit	7	
Snapchat	8	
Threads	9	
TikTok	10	
Tumblr	11	
X/Twitter	12	
Wink	13	
Yubo	14	
I use other social media sites/apps	15	[Fixed]
I do not use any of these	16	[Exclusive][Fixed]
Don't know	17	[Exclusive][Fixed]

SM2a	Ask SM1a codes 1-15
Question	Single Choice Grid. Multi Choice. Show logos along with name of brand
<p>How often do you go on the social media sites/ apps that you said you use?</p> <p><i>Please choose one answer per site/app.</i></p>	

Rows

[SHOW CODES 1-15 SELECTED AT SM1A]

Columns

Several times a day	1	[Fixed]
At least once a day	2	[Fixed]

At least once a week	3	[Fixed]
At least once a month	4	[Fixed]
Less than once a month	5	[Fixed]
Never	6	[Fixed]
Don't know	7	[Fixed]

SM1b	Ask all (8-17s)
Question	Multi Choice
<p>We're also interested in sites and apps that you use to watch videos on.</p> <p>Which, if any, of these video sites/ apps do you use?</p> <p>You can choose as many as you like, as long as they apply to you. If you don't use any, click "I don't use any of these".</p>	

Dailymotion	1	
Facebook (inc. Facebook Gaming)	2	
Fruitlab	3	
GoNoodle	4	
GROM social	5	
Imgur	6	
Instagram	7	
Pinterest	8	
Snapchat	9	
TikTok	10	
Triller	11	
Twitch	12	

Vimeo	13	
YouTube	14	
YouTube Kids	15	
I watch videos on other sites/apps	16	[Fixed]
I do not use any of these	17	[Exclusive][Fixed]
Don't know	18	[Exclusive][Fixed]

SM2b	Ask SM1b codes 1-16
Question	Single Choice Grid
<p>How often do you go on the video sites/apps that you said you use?</p> <p><i>Please choose one answer per site/app.</i></p>	

Rows

[Show codes 1-16 selected at SM1b]

Columns

Several times a day	1	[Fixed]
At least once a day	2	[Fixed]
At least once a week	3	[Fixed]
At least once a month	4	[Fixed]
Less than once a month	5	[Fixed]
Never	6	[Fixed]
Don't know	7	[Fixed]

SM3	Ask SM2a or b codes 1-4
Question	Single choice
<p>In the last month have you spent any money on something you saw on social media or video sites/ apps you use?</p>	

This could have been using your own money or someone else's. Just a reminder that we will not share these answers with anyone.

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

Yes – I bought something directly on the site I was on	1	
Yes – I bought something that was linked to or shown on the site I was on (e.g. an advert or a link on the page)	2	
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the site I was on	3	
No	4	[Fixed][Exclusive]
Don't know	5	[Fixed][Exclusive]

SM4	Ask SM3 code 1-3
Question	Multi choice
<p>What did you buy in the last month on these social media and/ or video sites or apps?</p> <p><i>You can choose as many as you like, as long as they apply to you. Don't worry, it's fine to click 'don't know'.</i></p>	

A product (e.g. clothes, make-up, toys, jewellery)	1	
An activity (e.g. cinema, restaurants, theme parks)	2	
A subscription or upgraded/ premium account (e.g. Snapchat+)	3	
I donated to/ gifted another account real money	4	
I donated to/ gifted another account items (e.g. in-app jewels or coins during a live stream)	5	
Something else – Please type in below	6	[Fixed]
Don't know	7	[Exclusive][Fixed]

SM4B&C	Ask SM4 code 1-6
Question	Single choice drop downs
<p>Please complete the following sentence about when you buy things from social media or video sites/ apps.</p> <p><i>Please choose an answer from the drop down list. Don't worry, it's fine to click 'don't know'.</i></p>	

When I buy things online, I usually buy them [\[Show SM4B codes\]](#) and spend [\[Show SM4C codes\]](#).

SM4B

a few times a year	1	
every month	2	
every week	3	
more than once a week	4	

SM4C

a little bit of money	1	
a medium amount of money	2	
a lot of money	3	

Don't know	99	[Exclusive] [Fixed] [Applies to SM4B&C]
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SM4D	Ask SM4 code 1-6
Question	Single grid
<p>Roughly how much do you think you spent on these things in the last month?</p> <p><i>Please give your best estimate, but you can always click 'don't know'.</i></p>	

Rows

A product (e.g. clothes, make-up, toys, jewellery)	1	[Show if SM4=1]
An activity (e.g. cinema, restaurants, theme parks)	2	[Show if SM4=2]
A subscription or upgraded/premium account (e.g. Snapchat+)	3	[Show if SM4=3]
I donated to/gifted another account real money	4	[Show if SM4=4]
I donated to/gifted another account items (e.g. in-app jewels or coins)	5	[Show if SM4=5]
Other items	6	[Show if SM4=6]

Columns

£1-10	1	[Fixed]
£11-25	2	[Fixed]
£26-50	3	[Fixed]
£51-100	4	[Fixed]
£101-£200	5	[Fixed]
£201+ [please specify in separate box]	6	[Fixed] Add open box next to option
Don't know	7	[Exclusive][Fixed]

SM5	Ask SM4 codes 1-6
Question	Multi choice grid
<p>How did you last buy these things?</p> <p><i>You can choose as many as you like, as long as they apply to you.</i></p>	

Rows

A product (e.g. clothes, make-up, toys, jewellery)	1	[Show if SM4=1]
An activity (e.g. cinema, restaurants, theme parks)	2	[Show if SM4=2]
A subscription or upgraded/premium account (e.g. Snapchat+)	3	[Show if SM4=3]

I donated to/gifted another account real money	4	[Show if SM4=4]
I donated to/gifted another account items (e.g. in-app jewels or coins)	5	[Show if SM4=5]
Other items	6	[Show if SM4=6]

Columns

Using my debit card/ prepay card (I entered my card details)	1	
Using my debit card/ prepay card (my card details were saved on the device already)	2	[Always show below code 1]
My parent(s) bought these for me / I used my parent's card (I/ they entered their card details)	3	
My parent(s) bought these for me / I used my parent's card (their card details were saved on the device already)	4	[Always show below code 3]
My brother/ sister/ friend(s) bought these for me/ I used my brother/ sister/ friend's card (I/ they entered their card details)	5	
My brother/ sister/ friend(s) bought these for me/ I used my brother/ sister/ friend's card (their card details were saved on the device already)	6	[Always show below code 5]
Using a gift card or voucher	7	
Someone else bought these for me	8	[Fixed]
Don't know	9	[Exclusive][fixed]

SM5b	Ask SM5 codes 3-6,8
Question	Single choice
<p>You said someone else bought the items for you. Did that person know about these purchases?</p> <p>Please remember we will not share your answers and you will not be in trouble for answering honestly.</p>	

Yes	1	[Fixed]
Some of them	2	[Fixed]
No	3	[Fixed]
Don't know	4	[Fixed]

SM5c	Ask SM5 codes 3,4,5,6,8
Question	Single choice
<p>You said that someone else bought the items for you, which of these best describes whether you need to pay them back or not?</p> <p><i>Please choose one answer.</i></p>	

They paid for it and I don't need to pay them back	1	[Fixed]
They paid for it and I needed to pay them back	2	[Fixed]
Don't know	3	[Fixed]

SM6	Ask SM4 codes 1-6
Question	Multi choice
<p>Which of these do you think has influenced you to buy something from social media and/ or video in the last month?</p> <p><i>You can choose as many as you like, as long as they apply to you.</i></p>	

I liked the look of something	1	
I bought something on the site's/ app's marketplace because I thought it might go to another buyer and didn't want to miss out	2	
There was a special offer/ discount/ bundle for a limited amount of time	3	
My family or friends recommended something to me	4	

I saw an account post, use or talk about it (e.g. an influencer)	5	
I saw an advert showing it	6	
I would have lost something if I didn't buy it (e.g. Snapchat Streaks)	7	
There was a link to the shop the items/ activities were available on	8	
I saw something when I was searching for something on the site/ app I was using	9	
Another reason – Please type in below	10	[Fixed]
Don't know	11	[Fixed][Exclusive]

SM7	Ask SM4 codes 1-6
Question	Single choice grid
<p>Thinking about spending money after seeing something on the social media and video sites/ apps you use, how much do you agree or disagree with the following statements?</p> <p><i>Please choose one answer.</i></p>	

Rows

I often regret the things I buy online from social media/ video sites and apps	1	
The things I buy online from social media/ video sites and apps are good value	2	
I often spend more money than I should on the things I buy online from social media/ video sites and apps	3	
I like the feeling of buying things online from social media/ video sites and apps	4	

Columns

Strongly agree	1	[Fixed]
Agree	2	[Fixed]
Neither agree nor disagree	3	[Fixed]

Disagree	4	[Fixed]
Strongly disagree	5	[Fixed]
Don't know	6	[Fixed]

[IF SOCIAL MEDIA MODULE DONE FIRST, CONTINUE TO GAMING MODULE (G1). IF SOCIAL MEDIA MODULE DONE SECOND, PROCEED TO J1A] [SHOW TEXT AFTER FIRST MODULE: You're doing really well. We have some similar questions now, about different things you might do online. You'll do great, I'm sure!]

Gaming module

G1	Ask all (8-17s)
Question	Multi Choice
<p>Now we have some questions about gaming.</p> <p>Do you play games at home or elsewhere in any of these ways?</p> <p><i>You can choose as many as you like, as long as they apply to you.</i></p>	

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

G2	Ask G1 codes 1-7
Question	Multi Choice

Which of the following types of games do you play?

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

Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1	
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	2	
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	3	
Playing against one other person (e.g. Words with Friends, Online chess)	4	
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	5	
Creative and building games (e.g. Roblox, Minecraft)	6	
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	7	
Simulation experience (e.g. flying a plane)	8	
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	9	
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	10	
Interactive stories (e.g. Episode, Chapters)	11	
Makeovers (e.g. Glamm'd, Homescapes)	12	
Other type of games – Please type in below	13	[Fixed]
Don't know	14	[Exclusive][Fixed]

G3	Ask G2 codes 1-13
Question	Single Choice
How often do you play games? <i>Please choose one answer.</i>	

Several times a day	1	[Fixed]
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At least once a day	2	[Fixed]
At least once a week	3	[Fixed]
At least once a month	4	[Fixed]
Less than once a month	5	[Fixed]
Never	6	[Fixed]
Don't know	7	[Fixed]

G3b	Ask G3 codes 1-4
Question	Multi choice
<p>In the last month have you spent any money on something whilst gaming?</p> <p>This could have been using your own money or someone else's. Just a reminder that we will not share these answers with anyone.</p> <p><i>You can choose as many as you like, as long as they apply to you.</i></p>	

Yes – I bought something directly on the game I was playing	1	
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	2	
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	3	
Yes – I bought something on a website/app (e.g. Xbox or Nintendo's websites)	4	
No	5	[Fixed][Exclusive]
Don't know	6	[Fixed][Exclusive]

G4	Ask G3b codes 1-4
Question	Multi choice

In the last month, have you spent any money on any of the following below whilst gaming?

This could have been using your own money or someone else's. Just a reminder that we will not share these answers with anyone.

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

A new character	1	
Cosmetic skins or outfits	2	
Other weapons, armour or tools	3	
Loot boxes/ packs/ chests/ bundles	4	
In-game money (e.g. Robux, Vbux, Minecoins)	5	
A new or different map, downloadable content or level	6	
A standard version of the game	7	
A special version of the game (e.g. ultimate edition)	8	
A subscription (e.g. PlayStation Plus, Xbox Live)	9	
Early access to a game	10	
I donated to/ gifted another player items (e.g. in-game money or accessories)	11	
Premium battle pass	12	
Something else – Please type in below	13	[Fixed]
Nothing	14	[Exclusive][Fixed]
Don't know	15	[Exclusive][Fixed]

G4B&C	Ask G4 codes 1-13
Question	Single choice drop downs
Please complete the following sentence about when you buy things whilst gaming	

Please choose an answer from the drop down list. Don't worry, it's fine to click 'don't know'.

When I buy things whilst gaming, I usually buy them [\[SHOW G4B CODES\]](#) and spend [\[SHOW G4C CODES\]](#).

G4B

a few times a year	1	
every month	2	
every week	3	
more than once a week	4	

G4C

a little bit of money	1	
a medium about of money	2	
a lot of money	3	

Don't know	99	[Exclusive] [Fixed] [Applies to G4B&C]
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G5	Ask G4 code 1-13
Question	Single choice
Roughly how much do you think you have spent on gaming in the last month?	

£1-10	1	[Fixed]
£11-25	2	[Fixed]
£26-50	3	[Fixed]
£50-100	4	[Fixed]

£101-£200	6	[Fixed]
£200+ [please specify in separate box]	8	[FIXED] ADD OPEN BOX NEXT TO OPTION
Don't know	9	[Exclusive][Fixed]

G6	Ask G4 codes 1-13
Question	Multi choice
<p>How did you last pay for your spending whilst gaming?</p> <p><i>You can choose as many as you like, as long as they apply to you.</i></p>	

Using my debit card/ prepay card (I entered my card details)	1	
Using my debit card/ prepay card (my card details were saved on the device already)	2	[Always show below code 1]
My parent(s) bought these for me / I used my parent's card (I/ they entered their card details)	3	
My parent(s) bought these for me / I used my parent's card (their card details were saved on the device already)	4	[Always show below code 3]
My brother/ sister/ friend(s) bought these for me/ I used my brother/ sister/ friend's card (I/ they entered their card details)	5	
My brother/ sister/ friend(s) bought these for me/ I used my brother/ sister/ friend's card (their card details were saved on the device already)	6	[Always show below code 5]
Using a gift card or voucher	7	
Someone else bought these for me	8	[Fixed]
Don't know	9	[Exclusive][fixed]

G6b	Ask G6 codes 3-6,8
Question	Single choice

You said someone else bought the items for you. Did that person know about these purchases?

Please remember we will not share your answers and you will not be in trouble for answering honestly.

Yes	1	[Fixed]
Some of them	2	[Fixed]
No	3	[Fixed]
Don't know	4	[Fixed]

G6c	Ask G6 codes 3-6, 8
Question	Single choice
<p>You said someone else bought the items for you, which of these best describes whether you need to pay them back or not?</p> <p><i>Please choose one answer.</i></p>	

They paid for it and I don't need to pay them back	1	
They paid for it and I needed to pay them back	2	
Don't know	3	

G7	Ask G4 codes 1-13
Question	Multi choice
<p>Which of these do you think has influenced your spending whilst gaming in the last month?</p> <p><i>You can choose as many as you like, as long as they apply to you.</i></p>	

To have more fun	1	
To get more rewards than the free ones	2	
To make more/ quicker progress in the game	3	
I was close to finishing the game or a level of the game	4	
If I didn't pay I would have lost something in the game	5	
To skip the level I was on	6	
I was asked to pay to complete the game or the level I was on	7	
To have access to a new map or level	8	
There was a special offer/ discount	9	
Something was only available for a limited amount of time	10	
My friends or family had also bought something and I wanted it too	11	
To customise my character/ avatar/ equipment/ weapons or personalise the game	12	
I wanted to look good in the game/ didn't want to look like a noob	13	
Another reason – Please type in below	14	[Fixed][Exclusive]
Don't know	15	[Fixed][Exclusive]

G8	Ask G4 codes 1-13
Question	Single choice grid
<p>Thinking about spending money whilst gaming, how much do you agree or disagree with the following statements?</p>	

Please choose one answer.

Rows

I often regret making purchases whilst gaming	1	
The purchases I make whilst gaming are good value	2	
I often spend more money than I should whilst gaming	3	
I like the feeling of making purchases whilst gaming	4	
I think it's unfair that people who spend more, get further in games like these	5	
It's not always clear what I'm going to get for my money in games	6	

Columns

Strongly agree	1	[Fixed]
Agree	2	[Fixed]
Neither agree nor disagree	3	[Fixed]
Disagree	4	[Fixed]
Strongly disagree	5	[Fixed]
Don't know	6	[Fixed]

[IF GAMING MODULE DONE FIRST, PROCEED TO SOCIAL MEDIA MODULE (SM1A). IF GAMING MODULE DONE SECOND, CONTINUE TO J1A] [SHOW TEXT AFTER FIRST MODULE: You're doing really well. We have some similar questions now, about different things you might do online. You'll do great, I'm sure!]

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

J1a (CORE)	Ask all
TEXT ONLY	Multi-codes

Thanks for all your answers so far! It might have felt a bit repetitive, but you're really doing well!

We are nearly done, but we've got some questions to ask you about your yourself and things that you enjoy doing. But first, something a bit random...

Question break

Z1	Ask all
Question	Single grid. Flag how many were incorrect.
Please match the following items correctly.	
<i>Please select one option.</i>	

Columns Randomise Order

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

Rows Randomise Order

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

Flag: Assign one point per any case where A triangle is NOT A Shape, Blue is NOT A colour, A dog is NOT An animal, A bus is NOT A mode of transport

Question break

J1 (CORE)	Ask all
Question	Multi-codes, max 3
Thanks. That last one was just a bit of fun. Now, a slightly more serious question...	
What are your three favourite things to do in your free time?	
<i>Select 1, 2 or 3 activities from the list below</i>	

Reading comics or books	1	
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Gaming	2	
Sports	3	
Sleeping/ napping	4	
Playing or hanging out with friends in person	5	
Cooking	6	
Dance	7	
Playing or listening to music	8	
Being creative	9	
Being with pets/ animals	10	
Being with family	11	
Watching TV or films	12	
Nature/ being outside	13	
Chatting with friends on calls or video games	14	
Browsing social media	15	
Something else	16	[Fixed]
None of these	17	[Exclusive][Fixed]
Don't know	18	[Exclusive][fixed]

Question break

J2 (CORE) (COBA, 2024 – slightly changed)	Ask all
Question	Single Code
[ALL AGED 8-15] What school year are you in? [ALL AGED 16-17] What school year are you in? If you are not in school, are you in college, doing an apprenticeship, or something else? <i>Please select one option</i>	

AGE OF SELECTED CHILD FROM C1	IF ENGLAND & WALES (D1=2-7, 8-11)	IF SCOTLAND (D1=1)	IF NORTHERN IRELAND (D1=12)	CODE
6	Year 1	P1	P2	1
6-7	Year 2	P2	P3	2
7-8	Year 3	P3	P4	3
8-9	Year 4	P4	P5	4
9-10	Year 5	P5	P6	5
10-11	Year 6	P6	P7	6
11-12	Year 7	P7	Year 8	7
12-13	Year 8	S1	Year 9	8
13-14	Year 9	S2	Year 10	9

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

Question break

J3 (CORE) USER AGE, SLIGHTLY CHANGED		Ask all	
Question		Single code	
How did you complete this survey today?			
<i>Please select one option.</i>			

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

Question break

J4	Show all children
Text Only	

AGE 12 AND UNDER, OR 13+ AND NOT GIVEN PERMISSION TO COMPLETE SPECIAL CHARACTERISTICS QUESTIONS:

Phew, that's nearly everything! Thanks very much for your help!

If this survey has raised any concerns or worries for you today, there are lots of places that are able to offer help and advice. Some of them are listed below:

Help and support available at: (SEE TABLE FROM SECTION G)

J5 Text Only

Show to AGE 12 AND UNDER, OR 13+ AND NOT GIVEN PERMISSION TO COMPLETE SPECIAL CHARACTERISTICS QUESTIONS:

That's everything we need from you. Please pass the device back to your parent or carer

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

K1

Text Only

PARENT: Show all parents/carers of 8-12s and 13+ whose parents who answered No at C4.

CHILD: Show to children aged 13+, whose parents answered Yes at C4.

Thanks very much again for [IF PARENT: letting your child answer, IF CHILD: answering] those questions.

[IF PARENT: Your child's, IF CHILD: answering] Your] survey answers will be combined with those of all the other people who have taken part.

As well as looking at the answers for everyone who has taken part, Ofcom want to be able to understand if there are differences or patterns in survey responses for children from different backgrounds, ethnicities, or other circumstances, such as having a condition or special educational need.

To do this there are some questions we'd like to ask about [IF PARENT: your child, IF CHILD: answering] yourself].

These questions are:

- Ethnicity,
- Any special educational needs or limiting or impacting conditions,

- If English is an additional language,
- If living with someone who has an impacting condition.

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

Are you happy to see these questions?

Yes	1	CONTINUE
No	2	GO TO SECTION L

K2	Ask all parents of children 8+
Question	Multiple choice
Do any of the following apply to your child?	
<i>Please select all that apply.</i>	

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

K3	Ask all children 13+ whose parents answered 'Yes' to C4
Question	Multiple choice
Do any of the following apply to you?	
<i>Please select all that apply.</i>	

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

K3b	Ask all	
Question	Multiple choice	
Do any of the following apply to [if CHILD=you / if PARENT =/ your child]?		
<i>Please select all that apply.</i>		
[IF CHILD= I / [IF PARENTS= They] have an EHCP (Education, Health and Care Plan)	1	
[IF CHILD= I / [IF PARENTS= They live with a parent or sibling who has a disability or long-term health issue. This would include difficulties with mental health	2	
English is [IF CHILD= my / [IF PARENT =their] first or main language	3	
None of the above	5	[Exclusive][fixed]
Prefer not to say	6	[Exclusive][fixed]

Don't know	7	[Exclusive][fixed]
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K5	Ask All
Question	Single code
<p>Which of these broad groups best describes [if CHILD=you / if PARENT =/ your child's]? ethnic background?</p> <p><i>Please select one option.</i></p>	

White	1
Asian / Asian British	2
Black / African / Caribbean / Black British	3
Mixed	4
Other	5
Don't know	6
Prefer not to say	7

K5a	Ask if K5 = 1
Question	Single code
<p>You describe [if CHILD=your / if PARENT =/ your child's] ethnic background as 'White'. Which of the following best describes [if CHILD=you / if PARENT =/ your child]?</p> <p><i>Please select one option.</i></p>	

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

K5b	Ask if K5 = 2
Question	Single code
<p>You describe [if CHILD=your / if PARENT =/ your child's] ethnic background as 'Asian / Asian British'. Which of the following best describes [if CHILD=you / if PARENT =/ your child]?</p> <p><i>Please select one option.</i></p>	

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

K5c	Ask if K5 = 3
Question	Single code
<p>You describe [IF CHILD=your / IF PARENT =/ your child's] ethnic background as '<i>Black / African / Caribbean / Black British</i>'. Which of the following best describes [if CHILD=you / if PARENT =/ your child]?</p> <p><i>Please select one option.</i></p>	

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

K5d	Ask if K5 = 4
Question	Single code
<p>You describe [if CHILD=your / if PARENT =/ your child's] ethnic background as '<i>Mixed</i>'. Which of the following best describes [if CHILD=you / if PARENT =/ your child]?</p> <p><i>Please select one option.</i></p>	

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

K5e	Ask if K5 = 5
Question	Single code

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

Please select one option.

Please type in	1	OPEN
Don't know	2	

SECTION L – 13+ close

L1	Show all age 13+ and given permission to complete special characteristics questions:
Text Only	

Thanks very much for your help!

You've finished the survey.




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

SHOW TABLE 1 FOR CHILDREN AGED 8-11

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

SHOW TABLE 2 FOR CHILDREN AGED 12-15

Support service	Link and Helplines	Purpose of service
Childline	https://www.childline.org.uk/ or ☎ 0800 1111 (24/7 support)	Support for anyone under 19 with any issue they are going through
The Mix	https://www.themix.org.uk/crime-and-safety/personal-safety/how-to-stay-safe-online-29437.html	Support service for young people for any challenges they are facing

	or  0800 808 4994	
	or  THEMIX to 85258 (24/7 support)	
Young Minds	https://www.youngminds.org.uk/young-person/ (Various helplines within link)	Information and support for those struggling with mental health
BigDeal	https://bigdeal.org.uk/ or  0808 8020 133	Gambling information, advice and support for young people

L2 Text Only	Show all age 13+ and given permission to complete special characteristics questions:
Please pass the device back to your parent or carer	

L3 Text Only	Show where there was a mismatch flag at H1b
Please can we confirm which of your children answered the survey today?	
Show all children named at B4/5	

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

Y1	Ask all
Question	Single code
<p>If there are any follow-up questions we have for you or your child based on the answers to this survey, are you happy to be contacted again?</p> <p>This would only be one or two additional questions.</p> <p>Please select one option.</p>	
Yes	1
No	2

Y2 Text Only	Show all
<p>Thank you for taking part in this survey.</p> <p><i>Please press the ">>" button below to save your answers</i></p>	
NOTE TO OFCOM – SURVEY CLOSE SCREEN RETURNS RESPONDENT TO PANEL WEBSITE	

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