Technical report – Online Experiences Tracker (Wave 6, May-June 2024)

Preface

Wave 6 of the Online Experiences Tracker (2024) was undertaken by YouGov on behalf of Ofcom.

The objectives of this quantitative tracking study, as with previous waves of the research, were to gain a deeper understanding of internet users' attitudes towards and use of the internet, and their experiences of potential harms online, and to monitor these over time.

The insights collected from this tracking data over time have served to shape Ofcom's preparations for their duties under The Online Safety Act 2023. The data from the tracker continues to inform policymakers about items covered by the Act.

This report refers to the sixth wave completed in May-June 2024. Further information about the study is summarised in the sections below. More information on the previous wave's approach and methodology is available here.

Summary of Approach

- The **Online Experiences Tracker (Wave 6)** survey was conducted amongst a nationally representative sample of UK internet users aged 13-84 and addresses their attitudes towards and use of the internet, and their experiences of potentially harmful behaviour or content online.

- The **Online Experiences Tracker** is a multi-wave study with research taking place in November 2021, May 2022, July 2023, January 2024 and most recently May/June 2024. It builds on previous work of similar focus ('Pilot Online Harms Survey') which was commissioned by Ofcom in 2020 to explore internet usage and behaviours, attitudes towards online safety regulation, and experiences of potential online harms. The pilot study informed preparations for the Online Safety regime.

- Respondents were recruited to be nationally representative of the UK internet user population, with quotas set on gender, age, socio-economic group and region. Boosts were applied to low incidence groups such as younger respondents, those living in specific UK nations, those belonging to specific religions and minority ethnic groups to allow for base sizes robust enough for analysis.

- A total of 7,837 interviews (including boosts) were conducted for Wave 6, with the sample reflecting similar sizes to Waves 1, 2, & 5. All fieldwork was conducted between 23rd May and 8th June 2024

- The average length of the interviews in Wave 5 was 16 minutes, 7 seconds, and in Wave 6 it was 16 minutes, 21 seconds.

Significance Testing

Significance testing is applied at the **95%** confidence level for comparisons within Wave 6. In Wave 6 tables, significance testing is carried out between subgroups, while each subgroup is additionally tested against the total.

For comparisons between Wave 6 and other Waves we carry out significance testing at the **99%** confidence level due to the larger sample size.

Financial vulnerability

We have included in each set of data tables a measure for household financial vulnerability, ranging from most to least vulnerable. This definition was provided by Ofcom and is based on household income and household composition (i.e., size of household and number of children) and can only be run on data where respondents have given a response at each of these questions. The definition of each group has been remained in line with Wave 2 specifications.

The following breakdown shows the detailed definitions for each group:

MOST financially vulnerable	POTENTIALLY financially vulnerable	LEAST financially vulnerable
Household income under £10,399	**Earning between £10,400 - £25,999**	**Earning between £26,600 - £36,399**
All respondents	1-2 adult, 0-1 child	1 adult, 0 children
	3 adults, no children	
Earning between £10,400 - £25,999	**Earning between £26,000 - £36,399**	**Earning between £36,400 - £51,999**
1-2 adults, 2+ children	1 adult, 1 to 3 children	1 adult, 0-1 child
3+ adults, 1+ children	2 adults, 0 to 3 children	2 adults, 0 children
4+ adults	3 adults, 0 to 1 child	
	4 adults, no children	
Earning between £26,000 - £36,399	**Earning between £36,400 - £51,999**	**Household income £52,000+**
1 adult, 4+ children	1 adult, 2-3 children	All households
2 adults,4+ children	2 adults, 1-2 children	
3 adults, 2+ children	3 adults, 0-2 children	
4 adults, 1+ children	4 adults, 0-1 child	
5+ adults	5 adults, 0 children	
Earning between £36,400 - £51,999		
1 adults, >3 children		
2 adults, 3+ children		
3 adults, 3+ children		
4 adults, 2+ children		
5 adults, 1+ children		
6+ adults		

Sample and Fieldwork Design

All respondents who took part in the research were drawn solely from the YouGov panel of over 3.3m people who live in the UK. The approach taken was to survey a nationally representative sample of UK internet users. The YouGov panel is large enough to enable the selection of nationally representative samples that reflect the actual breakdown of the population across the key demographics of age, gender, region and social grade.

Children between 13-17 were recruited through their parents or guardians. The survey was passed to the children after obtaining parents' or guardians' consent. Children then gave their own consent and had the opportunity to decline to participate in the research if they wanted. If there was more than one child in the household aged 13-17 years, the parent or guardian was asked to select one child to take part in this survey.

During this recruitment parents are asked to give consent as to whether they were happy for their children to take part in question C1, of which 436 parents, which equals 37% of invited parents, said 'No' to their children taking part in the survey. Subsequently, at question C7, the children of parents who responded positively were requested to provide their own consent to participate in the survey. Of these children, 4 did not provide consent and hence didn't take part in the survey.

Boost

After the main fieldwork was completed, sample boosts were applied to achieve a minimum of n=100 interviews among all ethnic minority groups, low incidence religious minority groups (Judaism, Hinduism, Sikhism, and Buddhism), and each age group between 13 and 17 years old. Regarding the UK nations, an additional boost was applied to attain n=350 in Wales and n=350 in Northern Ireland.

Due to the significantly low incidence rate seen among some specific ethnic groups, a boost is implemented to encourage best efforts, however it is not necessary to attain a maximum of 100 completes (e.g. Gypsy or Irish travellers or Arab).

There was an overlap observed among certain groups, such as Irish (ethnicity) and Northern Ireland (UK nation) Hindus (religion), and Indians (ethnicity), which consequently led to certain groups having a higher number of completions compared to others.

The table below shows the unweighted and weighted numbers of completes for each boosted group:

Demographic	Category	Total achieved	Nat rep achieved	Boost achieved	Total achieved	Nat rep achieved	Boost achieved
		Unweighted			Weighted		
Children's age	13	111	89	22	110	89	22
	14	111	111	0	110	110	0
	15	116	101	15	113	98	15
	16	108	75	33	106	73	33
	17	111	65	46	110	64	46
Ethnicity	Irish	284	65	219	276	57	219
	Gypsy or Irish Traveller	63	3	60	63	3	60
	White and Black Caribbean	115	67	48	117	69	48

	White and Black African	116	96	20	120	100	20
	White and Asian	113	54	59	112	53	59
	Any other Mixed / Multiple ethnic background	137	44	93	136	44	93
	Indian	268	74	194	268	74	194
	Pakistani	102	35	67	102	35	67
	Bangladeshi	102	14	88	102	14	88
	Chinese	139	29	110	139	29	110
	Any other Asian background	125	34	91	126	35	91
	African	163	130	33	166	133	33
	Caribbean	103	16	87	104	17	87
	Any other Black / African / Caribbean background	104	15	89	104	15	89
	Arab	89	11	78	89	11	78
	Any other ethnic group	146	26	120	146	26	120
Religion	Judaism	112	24	88	112	25	88
	Hinduism	125	30	95	125	30	95
	Sikhism	105	11	94	105	11	94
	Buddhism	106	22	84	106	22	84
UK nations	Wales	399	311	88	398	310	88
	Northern Ireland	365	178	187	311	124	187

Quotas

Interview quotas were applied so that the final sample was representative of UK internet users by age, gender, region and socio-economic group (SEG).

Targets for quotas were derived from Ofcom. Quotas were set on the following variables:

- Age (13-17, 18-24, 25-34, 35-44, 45-54, 55-64, 64-74, 75-84)
- Gender
- Region
- Socio-economic group (SEG)

The table below details the specific quotas used for this study:

Demographic group	Category	Quota
Gender	Male	49%
	Female	51%
Age	13-17	7%
	18-24	11%

	25-34	17%
	35-44	16%
	45-54	18%
	55-64	14%
	65-74	11%
	75-84	6%
Region	Scotland	8%
	North East	4%
	North West	11%
	Yorkshire & Humberside	8%
	West Midlands	9%
	East Midlands	7%
	Wales	5%
	Eastern	9%
	London	14%
	South East	14%
	South West	9%
	Northern Ireland	3%
Social Grade	AB	27%
	C1	30%
	C2	21%
	DE	22%

YouGov considers a 'complete' response if a respondent has answered all sections of the questionnaire. Those that choose not to answer specific section within the script were removed from the final dataset.

Below is a comparison of the final sample for Wave 5 against the final data in Wave 6 across key demographics:

Demographic group	Category	Wave 5	Wave 6
Total sample		7,611	7,837
Gender	Male	48%	47%
	Female	51%	51%
Age	13-17	7%	7%
	18-24	10%	11%
	25-34	18%	19%
	35-44	17%	17%
	45-54	18%	17%
	55-64	14%	13%
	65-74	11%	10%
	75-84	5%	5%
Region	Scotland	7%	7%

	North East	4%	4%	
	North West	10%	10%	
	Yorkshire & Humberside	7%	7%	
	West Midlands	9%	9%	
	East Midlands	6%	7%	
	Wales	5%	5%	
	East of England	9%	9%	
	London	17%	17%	
	South East	13%	13%	
	South West	8%	8%	
	Northern Ireland	4%	4%	
Social Grade	ABC1	59%	60%	
	C2DE	41%	40%	
Ethnicity	English/Welsh/Scottish/Northern Irish/British	67%	64%	
	Irish	3%	4%	
	Gypsy or Irish Traveller	1%	1%	
	Any other White background	3%	3%	
	White and Black Caribbean	1%	1%	
	White and Black African	1%	2%	
	White and Asian	1%	1%	
	Indian	4%	3%	
	Pakistani	1%	1%	
	Bangladeshi	1%	1%	
	Chinese	1%	2%	
	Caribbean	1%	1%	
	African	2%	2%	
	Arab	1%	1%	
Religion	No religion	50%	50%	
	Catholic	9%	11%	
	Church of England/Scotland/Ireland	18%	17%	
	Muslim	4%	4%	
	Hindu	2%	2%	
	Jewish	1%	1%	
	Sikh	2%	1%	
	Buddhist	2%	1%	
	Other religion	2%	2%	
	Prefer not to say	4%	5%	

Weighting

The data (excluding boosts) has been weighted to be representative of the UK internet user population on age within gender, and overall, to regional and SEG profiles. The boosts' samples are not weighted.

Fieldwork

All interviews were conducted over a 16-day period between 23rd May - 8th June 2024. Nat rep fieldwork was conducted between 23rd May and 28th May 2024, with boosts conducted over 29th May and 8th June 2024.

Due to the highly sensitive nature of some of the research topics (e.g. experiences of potentially harmful behaviour or content online), respondents were given the option to end the survey at three points. They were also forewarned of the sensitive nature of the research topic and asked to give their consent to participate, in line with MRS guidelines.

Participants who opted out (and also those who completed the survey) were provided with a list of resources if further support was needed.

The questionnaire also included questions designed to obtain consent to be contacted for participation in further qualtitative research into online habits, attitudes and behaviours, as well as experience of potential online harms. This data is managed and stored in line with GDPR commitments.

YouGov carried out the following standard checks during and post-fieldwork:

- Manual checks post-fieldwork to remove anyone who responded in unreasonable ways.
- Manual 'flatlining' checks post-fieldwork to check grid questions and ensure respondents did not answer the same codes across an unreasonable range of grid / scale questions.
- Open-end checks to ensure respondents answered thoughtfully and were not 'spamming' answers.
- The participants removed from the survey through the QA checks were excluded from final demographic quotas as well as from the dataset.

Sample Representativeness

The following table shows both the initial unweighted sample and the final weighted sample profiles:

Demographic group	Unweighted counts	Unweighted %	Weighted counts	Weighted %
Male 13-17	290	4	285	4
Male 18-34	1084	14	1085	14
Male 35-54	1312	17	1293	17
Male 55+	1046	13	1055	14
Female 13-17	261	3	258	3
Female 18-34	1168	15	1160	15
Female 35-54	1381	18	1364	17
Female 55+	1168	15	1195	15
Scotland	581	7	569	7
North East	287	4	277	4
North West	823	11	807	10
Yorkshire and the Humber	568	7	568	7
West Midlands	718	9	702	9

East Midlands	521	7	510	7
Wales	399	5	398	5
East of England	688	9	682	9
London	1313	17	1349	17
South East	960	12	1033	13
South West	614	8	631	8
Northern Ireland	365	5	311	4
AB	2321	32	2222	31
C1	2129	29	2128	29
C2	1288	18	1389	19
DE	1542	21	1548	21

Guide to Statistical Reliability

The variation between the sample results and the "true" values (the findings that would have been obtained if everyone had been interviewed) can be predicted from the sample sizes on which the results are based, and on the number of times that a particular answer is given. The confidence with which we can make this prediction is calculated at the 99% level: that is, the chances are 99 in 100 that the "true" values will fall within a specified range. However, as the sample is weighted, we need to use the effective sample size (ESS) rather than actual sample size to judge the accuracy of results. The following table compares ESS and actual samples for some of the main groups within the sample.

KEY DEMOGRAPHIC GROUPS	ACTUAL BASE	ESS
TOTAL	7,837	7,788
GENDER: Male	3,732	3,710
GENDER: Female	3,978	3,953
AGE: 13-17	557	554
AGE: 18-24	837	832
AGE: 25-34	1,490	1,481
AGE: 35-44	1,357	1,349
AGE: 45-54	1,370	1,361
AGE: 55-64	1,023	1,017
AGE: 65-74	794	790
AGE: 75+	409	407
SEG: AB	2,321	2,311
SEG: C1	2,129	2,120
SEG: C2	1,288	1,281
SEG: DE	1,542	1,534

The table below illustrates the required ranges for different sample sizes and percentage results at the "99% confidence interval":

Variables	Actual Sample	Effective Sample	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%

Variable	Actual Sample	Effective Sample	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Total	7,837	7,788	0.88	1.17	1.34	1.43	1.46
Female	3,978	3,953	1.23	1.64	1.88	2.01	2.05
Male	3,732	3,710	1.27	1.69	1.94	2.07	2.12
13-17	557	554	3.30	4.40	5.04	5.39	5.50
18-24	837	832	2.69	3.58	4.10	4.39	4.48
25-34	1,490	1,481	2.01	2.68	3.07	3.28	3.35
35-44	1,357	1,349	2.11	2.81	3.22	3.44	3.51
45-54	1,370	1,361	2.10	2.80	3.21	3.43	3.50
55-64	1,023	1,017	2.43	3.24	3.71	3.97	4.05
65-74	794	790	2.76	3.68	4.21	4.50	4.60
75+	409	407	3.85	5.14	5.89	6.29	6.42
AB	2,321	2,311	1.61	2.15	2.46	2.63	2.68
C1	2,129	2,120	1.68	2.24	2.57	2.74	2.80
C2	1,288	1,281	2.16	2.88	3.30	3.53	3.61
DE	1,542	1,534	1.98	2.63	3.02	3.23	3.29
Ethnic Minorities	1,822	1,818	1.81	2.42	2.77	2.96	3.02
White	5,591	5,549	1.04	1.38	1.59	1.69	1.73

For example, if 30% or 70% of a sample of 7,837 gives a particular answer, the chances are 99 in 100 that the "true" value will fall within the range of +/- 1.34 percentage points from the sample results.

When results are compared between separate groups within a sample, different results may be obtained. The difference may be "real", or it may occur by chance (because not everyone has been interviewed). To test if the difference is a real one – i.e. if it is "statistically significant" – we again have to know the size of the samples, the percentages giving a certain answer and the degree of confidence chosen. If we assume "99% confidence interval", the difference between two sample results must be greater than the values given in the table below to be significant.

Differences required for significance at or near these percentages.

Variable	Actual Sample	Effective Sample	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%

Gender	Female	3,978	3,953	1.77	2.36	2.70	2.89	2.94
	Male	3,732	3,710					
Age	13-17	557	554	5.06	6.74	7.72	8.26	8.43
	75+	409	407					
Social Grade	ABC1	4,450	4,431	1.86	2.49	2.85	3.04	3.11
	C2DE	2,830	2,815					
Ethnicity	Minorities	1,822	1,818	2.09	2.79	3.19	3.41	3.48
	White	5,591	5,549					

Prioritisation of codes for summary tables:

Regarding the Q7_any named harm summary tables, where respondents' concern levels were asked for listed potential harms, codes are prioritised in the following order: Code 5 (Very concerned_ >4>3>2> 1(Mildly Concerned). If a respondent answered code 6 (Not concerned at all) or code 7 (Don't know), then code 6 was kept.

Prioritisation was also applied to Q46 combined summary tables, where respondents were asked confidence in the Online Safety Bill in keeping adults and children safe, codes are prioritised in the following order: (Very Confident 1>2>3>4>5 Not at all confident).

Changes to the questionnaire between waves

Multiple additions and amendments were made to the questionnaire for Wave 6 as either improvements or revisions, in line with the shifting policy focus. A summary of changes has been included below [1].

Category	Question/Net	Wave	Definition
Break 1 - Experience of Harms			
New codes added to Q8/Q9	Q8/Q9	Wave 5	Content that shames or stigmatizes certain body types e.g. body size, shape or features
			Receiving unrequested gifts or in-game gifts from someone you've had brief, or no communication with, online or offline
	Q8/9 - Any Named Harm		Q8/Q9 any named harm codes 1-47
Q21			
Text change	Q21	Wave 4	Gaming website or app e.g. PlayStation Network, Nintendo Online

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[1] For reference, copies of questionnaires have been published alongside this report: https://www.ofcom.org.uk/research-and-data/online-research/internet-users-experience-of-harm-online

		Wave 5	Gaming platform website or app e.g. PlayStation Network, Nintendo Online, Roblox
New code added to Q21		Wave 5	File sharing service e.g. Google Drive, Apple iCloud
Text change		Wave 6	Social media website or app e.g. Facebook, X (formerly Twitter), Instagram
			Online gaming website or app, but not including in-game chat e.g. Fortnite, EA Sports FC 24, Roblox
			A Q&A website or app e.g. Quora
			Video on demand website or app e.g. Netflix, Now
			Generative AI e.g. ChatGPT, Snapchat MyAI
			File sharing service e.g. Apple AirDrop, Google Drive, Apple iCloud
Codes removed		Wave 6	Shopping website or app e.g. Amazon, eBay, Depop
New codes added		Wave 6	User to user marketplaces e.g. Facebook Marketplace, eBay, Vinted
			Retail shopping e.g. Amazon, Tesco, Temu
Q21a			
New code added to Q21a	Q21a	Wave 5	In an advertisement
Q23			
New codes added to Q23	Q23	Wave 5	Google Bard
			Bing AI
			Ekoru
			Ocean Hero

			Search HQ
		Wave 6	Tineye
			Baidu
Code wording updated		Wave 6	Google Gemini
Q24			
Code wording updated		Wave 4	Twitter
		Wave 5	Twitter/X
		Wave 6	X (formerly Twitter)
New codes added to Q24	Q24	Wave 5	DeviantArt
			Threads
		Wave 6	Mastodon
			XPro (formerly Tweetdeck)
			Bluesky
			Tusky
			Twidere
			Fedilab
			Tooot

			Toot!
Q25			
Code wording updated		Wave 4	Twitter
		Wave 5	Twitter/X
		Wave 6	X (formerly Twitter)
New codes added to Q25		Wave 5	Clapper
Q26			
Code removed		Wave 5	Threads
			Omegle
New code added to Q26		Wave 5	Clapper
Q27			
Code wording updated		Wave 4	Xbox Live
		Wave 5	Xbox Network (formerly Xbox LIVE)
Code removed		Wave 5	Fruitlab
			Metaverse
		Wave 6	Nintendo Online
			PlayStation Network
			Steam

			Xbox Network (formerly Xbox LIVE)
			Apple Arcade
			VR Chat
			Rec room
			Horizon World
			Metaverse
New codes added		Wave 6	Fortnite
			EA Sports FC 24
			Call of Duty HQ (Modern Warfare III, Modern Warfare II, Warzone)
			Grant Theft Auto V/Online
			Rocket League
			Tom Clancy's Rainbow Six Siege
			F1
			FIFA
			The Legend of Zelda
			Super Mario (Wonder, Mario Kart)

			Candy Crush Saga
			Royal Match
			Pokémon GO
			Among Us
Q28			
Code removed		Wave 6	Yahoo Answers
Q29			
New question added Q29. Which file sharing service were you using when you experienced [insert harm selected at Q9]?		Wave 5	DropBox
			Google Drive
			One Drive
			WeTransfer
			Box
			Apple AirDrop
			Apple iCloud
			Other
			Can't remember
			Prefer not to say
Q32a			

New code added		Wave 6	Someone I don't know online e.g. a stranger on social media
Q32c			
		Waves 5 & 6	You mentioned that you received an unwanted sexual message. Thinking about the most recent experience you had, can you please tell us who this message was from? Please remember that you do not have to answer this question*. [Routed from Q8]*
Question wording/routing change		Wave 6	You mentioned that you received an ***[insert contact harm from Q9]*** Thinking about the most recent experience you had, can you please tell us who this content/message was from? Please remember that you do not have to answer this question. **Contact harms routed from this question:** o Unwelcome friend or follow requests, or message o Stalking, cyberstalking or harassing behaviour o People pretending to be another person, e.g. 'catfishing' o Persistent bullying online o Trolling, i.e. a person who says something to cause intentional upset or provoke a negative reaction o Pressure to send sexual or nude images or videos o People sending unwanted/unsolicited sexual or nude images or videos, e.g. 'cyber flashing' o Private/intimate information made public, e.g. 'doxxing' o Sharing of, or threats to share, intimate images without consent e.g. 'revenge porn' o Intentional harassment during gaming, e.g. 'griefing' o Private conversations shared without consent o Unwanted sexual messages o One-off abusive behaviour or threats o Receiving unrequested gifts or in-game gifts from someone you've had brief, or no communication with, online or offline
Q34			

Code changes		Wave 4	Yes – but I don't understand why it was taken down (removed) and don't think it breached the service's policies
		Wave 5	Yes – but I don't understand why it was taken down (removed)
			Yes – but I don't think it breached the service's policies

		Q33	
Question wording change		Wave 4	Which of the following, if any, do you believe are currently responsible for overseeing and monitoring online safety?
		Wave 5	As far as you are aware, which of the following body or bodies is the regulator for online safety in the UK?

		Q45	
New question added: Which of the following best describes your knowledge of the Online Safety Act?		Wave 5	I have heard of the Online Safety Act and know a lot about
			I have heard of the Online Safety Act and know a fair amount about it
			I have heard of the Online Safety Act but don't know much about it
			I have never heard of the Online Safety Act
			Don't know

		Q46	

New question added: The UK Online Safety Act 2023 makes companies that operate a wide range of online services legally responsible for keeping people in the UK, especially children, safe online when using services such as social media, chat and instant messaging services, gaming, search services etc. How confident are you, if at all, that the Online Safety Act will keep each of the following safe online? -Children (under 18s) -Adults		Wave 5	Very confident
			Fairly confident
			Not very confident
			Not at all confident
			Don't know

Where appropriate YouGov used 'PDLs' which are information identifiers assigned to panel members based on their previous responses. PDLs used in Waves 5 & 6:

- Region
- Ethnicity
- Religion

NET definitions featured in the published tables

Certain subgroups within the sample were grouped together to aid analysis and are featured alongside this report in the published data tables. The definitions of these so-called 'NETs' are in the table below.

Changes to some 'NET' definitions were made between the different waves of the research. Wherever present, these have been noted in the 'Wave' column in the table below:

Category	NET	Wave	Definition
Demographics			
Ethnicity	White	Waves 5 & 6	English/ Welsh/ Scottish/ Northern Irish/ British
			Irish
			Gypsy, Traveller or Irish Traveller
			Any other white background
	Mixed/ Multiple ethnic groups		White and Black Caribbean

				White and Black African
				White and Asian
				Any other mixed/ multiple ethnic background
	Asian and British Asian			Indian
				Pakistani
				Bangladeshi
				Chinese
				Any other Asian background
	Black and black British			Caribbean
				African
				Any other black/ African/ Caribbean background
	Other ethnic group			Arab
				Any other ethnic background
Limiting/Impacting Conditions* Adults and Children	Any	Waves 5 & 6		Any reported limiting/impacting condition
	Mental Health Condition	Waves 5 & 6		Your mental health? Anxiety, depression, or trauma-related conditions, for example
	No disability	Waves 5 & 6		Nothing – no impairments or conditions impact or limit your daily activities or the work you can do
Q2: Internet Usage				
		Low usage	Waves 5 & 6	None
				Less than 6 hours
		Medium usage		6 to 11 hours
				12 to 22 hours
		High usage		23 to 30 hours
				Over 30 hours
Q3: Attitudes				
Platform vs individual responsibility	It is the responsibility of the website or app to	Onus on platform	Waves 5 & 6	If score 0-3

	control what is posted on their site vs. It is the responsibility of the individual to ensure what they are posting is appropriate for other users	The neutrals		If score 4-6
		Onus on the individual		If score 7-10
Search engine vs individual responsibility	It is the responsibility of the search engine to control what is presented in search results vs. It is the responsibility of the individual to ensure they have the correct settings in place to only be presented with content appropriate for them	Onus on the search engine	Waves 5 & 6	If score 0-3
		The neutrals		If score 4-6
		Onus on the individual		If score 7-10
Confidence in staying safe online	I feel confident in my ability to stay safe online vs. I do not feel confident in my ability to stay safe online	Safety confident	Waves 5 & 6	If score 0-3
		The neutrals		If score 4-6
		Not confident		If score 7-10
Benefits vs risks of going online	The benefits of going online outweigh the risks vs. The risks of going online	Benefits outweigh risks	Waves 5 & 6	If score 0-3
		Neutral		If score 4-6
		Risk outweigh benefits		If score 7-10

	outweigh the benefits			
Sufficiency of common sense to protect from exposure to potential harms	Using a bit of common sense when you're online usually prevents you from seeing harmful or offensive photos and videos vs. It is impossible to avoid seeing harmful or offensive photos and videos if you go online	Common sense is sufficient	Waves 5 & 6	If score 0-3
		Neutral		If score 4-6
		Resigned to potential harms		If score 7-10
Free speech vs content monitoring	The Internet has an important role in supporting free speech, even when some users might find the content offensive vs. It is important for sites to monitor and delete offensive views to protect other users	Free speech advocates	Waves 5 & 6	If score 0-3
		The neutrals		If score 4-6
		Protection prioritisers		If score 7-10
Support for more online safety measures	There are enough online safety measures in place vs there should be more online safety measures in place	Measures meets needs	Waves 5 & 6	If score 0-3
		Neutral		If score 4-6
		Further measures needed		If score 7-10

Benefits vs risks of going online	For me personally, the benefits of going online outweigh the risks vs. For me personally, the risks of going online outweigh the benefits	Benefits outweigh risks	Wave 5 & 6	If score 0-3
		Neutral		If score 4 to 6
		Risks outweigh benefits		If score 7-10
Societal impact	The internet is good for society vs. the internet is damaging to society	Internet is good for society	Waves 5 & 6	If score 0-3
		Neutral		If score 4-6
		Internet is damaging society		If score 7-10
Q7 - Online harms concern				
Concern of potential harm		Net Low concern/Not concerned at all	Waves 5 & 6	1 - Mildly concerned or 2 or 6 - Not concerned at all
		Net: Low concern		1 - Mildly concerned or 2
		Net: High concern		4 or 5 - Very concerned
Q8/Q9 - Experience of Harms				
Experience of potential harm		Any Named Harm	Waves 5 & 6	Q8 any named harm codes 1-47
		Contact/Conduct harm	Waves 5 & 6	Unwelcome friend or follow requests, or messages
				Stalking, cyberstalking or intrusive behaviour

			People pretending to be another person, e.g. 'catfishing'
			Persistent bullying online
			Trolling, i.e. a person who says something to cause intentional upset or provoke a negative reaction
			Pressure to send sexual or nude images or videos
			People sending unwanted/unsolicited sexual or nude images or videos, e.g. 'cyber flashing'
			Private/intimate information made public, e.g. 'doxxing'
			Sharing of, or threats to share, intimate images without consent e.g. 'revenge porn'
			Intentional harassment during gaming, e.g. 'griefing'
			Private conversations shared without consent
			Group shaming, boycotting, or excluding someone based on their views, opinions on actions, including online 'pile-ons'

			Generally offensive or 'bad' language, e.g. swearing, rudeness
			Unwanted sexual messages
			One off abusive behaviour or threats
		Waves 5 & 6	Receiving unrequested gifts or in-game gifts from someone you've had brief, or no communication with, online or offline
	Content harm	Waves 5 & 6	Hateful, offensive or discriminatory content that targets a group or person based on specific characteristics like race, religion, disability, sexuality or gender identity; e.g. hate speech
			Sexual/ pornographic content
			Content or language which objectifies, demeans or otherwise negatively portrays women
			Content depicting the sexual abuse or sexual exploitation of children [NOT SHOWN TO UNDER 18]
			Content encouraging extremism, radicalisation or terrorism
			Content depicting or encouraging violence or injury

			Content encouraging gambling, e.g. sports betting, or casino-style games [ONLY SHOW TO UNDER 18]
			Misinformation i.e. false or misleading stories, claims or assertions e.g. 'fake news'
			Content promoting self-harm
			Content promoting suicide
			Content promoting excessive or unhealthy dieting/exercise
			Content relating to eating disorders
			Promotion of female genital mutilation (FGM) [NOT SHOWN TO UNDER 18]
			Fake or deceptive images/videos, e.g. 'deep fakes'
			Content glamourising unhealthy or abusive lifestyles, e.g. binge drinking, drug taking
			Content depicting animal cruelty

			Content depicting dangerous stunts or online challenges [ONLY SHOWN TO UNDER 18]
			Content which advertises alcohol or cigarettes [ONLY SHOWN TO UNDER 18]
			Content facilitating human trafficking (including sexual and labour exploitation, or recruitment for county lines activity) and illegal immigration
			Content which promotes and/or encourages children to eat or ingest harmful substances e.g. bleach, detergent [ONLY SHOW TO UNDER 18]
	Commercial harm	Waves 5 & 6	Sale or advertisement of illegal drugs or psychoactive substances e.g. 'magic mushrooms'
			Sale or advertisement of weapons
			Collection or use of my data without my knowledge or permission
			Scams, fraud, or phishing
			Unintentionally spending money on in-app purchases or gifts
			Paid-for or sponsored content which was not clearly marked as such, e.g. 'astroturfing'

			Content which advertises prostitution, or offers accommodation etc in exchange for sex [NOT SHOWN TO UNDER 18]
	Primary Priority Content (PPC)	Waves 5 & 6	Sexual/ pornographic content
			Content promoting self-harm
			Content promoting suicide
			Content promoting excessive or unhealthy dieting/exercise
			Content relating to eating disorders
	Priority Content (PC)	Waves 5 & 6	Hateful, offensive or discriminatory content that targets a group or person based on specific characteristics like race, religion, disability, sexuality or gender identity; e.g. hate speech
			Content or language which objectifies, demeans or otherwise negatively portrays women
			Content depicting or encouraging violence or injury
			Persistent bullying online

				Trolling, i.e. a person who says something to cause intentional upset or provoke a negative reaction
				Private/intimate information made public, e.g. 'doxxing'
				Intentional harassment during gaming, e.g. 'griefing'
				Private conversations shared without consent
				Content glamourising unhealthy or abusive lifestyles, e.g. binge drinking, drug taking
				Group shaming, boycotting, or excluding someone based on their views, opinions or actions, including online 'pile-ons'
				Content depicting animal cruelty
				Content showing dangerous stunts or online challenges
				Content which advertises alcohol or cigarettes
				Content which promotes and/or encourages children to eat or ingest harmful substances e.g. bleach, detergent

			One off abusive behaviour or threats
	Primary Priority Content /Priority Content (PPC & PC)	Waves 5 & 6	Sexual/ pornographic content
			Content promoting self-harm
			Content promoting suicide
			Content promoting excessive or unhealthy dieting/exercise
			Content relating to eating disorders
			Hateful, offensive or discriminatory content that targets a group or person based on specific characteristics like race, religion, disability, sexuality or gender identity; e.g. hate speech
			Content or language which objectifies, demeans or otherwise negatively portrays women
			Content depicting or encouraging violence or injury
			Persistent bullying online

			Trolling, i.e. a person who says something to cause intentional upset or provoke a negative reaction
			Private/intimate information made public, e.g. 'doxxing'
			Intentional harassment during gaming, e.g. 'griefing'
			Private conversations shared without consent
			Content glamourising unhealthy or abusive lifestyles, e.g. binge drinking, drug taking
			Group shaming, boycotting, or excluding someone based on their views, opinions or actions, including online 'pile-ons'
			Content depicting animal cruelty
			Content showing dangerous stunts or online challenges
			Content which advertises alcohol or cigarettes
			Content which promotes and/or encourages children to eat or ingest harmful substances e.g. bleach, detergent

			One off abusive behaviour or threats
	Violence Against Women and Girls	Waves 5 & 6	Hateful, offensive or discriminatory content that targets a group or person based on specific characteristics like race, religion, disability, sexuality or gender identity; e.g. hate speech
			Content or language which objectifies, demeans or otherwise negatively portrays women
			Promotion of female genital mutilation (FGM) [DO NOT SHOW TO UNDER 18]
			Unwelcome friend or follow requests, or messages
			Stalking, cyberstalking or harassing behaviour
			People pretending to be another person, e.g. 'catfishing'
			Persistent bullying online
			Trolling, i.e. a person who says something to cause intentional upset or provoke a negative reaction
			Pressure to send sexual or nude images or videos

			People sending unwanted/unsolicited sexual or nude images or videos, e.g. 'cyber flashing'
			Fake or deceptive images/videos, e.g. 'deep fakes'
			Collection or use of my data without my knowledge or permission
			Private/intimate information made public, e.g. 'doxxing'
			Sharing of, or threats to share, intimate images without consent e.g. 'revenge porn'
			Intentional harassment during gaming, e.g. 'griefing'
			Private conversations shared without consent
			Group shaming, boycotting, or excluding someone based on their views, opinions or actions, including online 'pile-ons'
			Unwanted sexual messages
			Content which advertises prostitution, or offers accommodation etc in exchange for sex [DO NOT SHOW TO UNDER 18]

			One-off abusive behaviour or threats
			Content that shames or stigmatizes certain body types e.g. body size, shape or features
	Net: Abusive/Bullying/Threats /Hate Speech	Wave 6	Hateful, offensive or discriminatory content that targets a group or person based on specific characteristics like race, religion, disability, sexuality or gender identity; e.g. hate speech
			Persistent bullying online
			Trolling, i.e. a person who says something to cause intentional upset or provoke a negative reaction
			One-off abusive behaviour or threats

Q12- Exposure to potential harms in the last 4 weeks			
Frequency of exposure to potential harms	Net: All experience	Waves 5 & 6	Once
			2-3 times
			4-5 times
			6-10 times
			More than 10 times

Q13 - Group or characteristic potential harms were directed at			
Online harms directed at	Net: Any	Waves 5 & 6	A specific age group
			Disabled people (physical or mental)
			Trans people

			Pregnant people/ those on maternity leave
			People of a particular marital status (e.g. married, single, civil partnership)
			Ethnicity
			A religious group
			Sexual orientation
			Another group (please specify)
			Men and boys
			Women and girls
			Non-binary people
			Asylum seekers
			A political group
			Gypsy or Irish Travellers
			Nationality
			Regionality
Q15 - Action taken			
Action taken after experiencing potential harm	Any Action	Waves 5 & 6	Clicked the report/flag button, or marked as junk
			Reposted/forwarded the content to highlight that it was wrong/misleading/harmful
			Contacted others in the community to make them aware of the issue

		Complained to the website/app, social media site or email sender
		Informed the police
		Informed Ofcom
		Informed a support service
		Contacted the account/user responsible for the issue
		Closed my account/left the service
		Unfollowed/unfriended/blocked/muted the person who posted it/ deleted the email
		Told a friend or family member
		I use the platform less
		I have stopped using the platform altogether

			I have stopped commenting, liking or posting
			I stopped what I was doing/closed down the app or website
			Changed my settings to change the type of content I see
			Changed my settings to change who can see my profile
			I flagged/reported content I am not interested in seeing
			Something else (informed your internet service provider, informed another regulator, contacted the press, informed the Information Commissioner's Office (ICO)
	Reported or flagged content	Waves 5 & 6	Clicked the report/flag button, or marked as junk
			Contacted others in the community to make them aware of the issue
			Complained to the website/app, social media site or email sender
			Informed the police

			Informed Ofcom
			Informed a support service
			Contacted the account/user responsible for the issue
			I flagged/reported content I am not interested in seeing
			Something else (informed your internet service provider, informed another regulator, contacted the press, informed the Information Commissioner's Office (ICO)
	Disengaged or changed engagement behaviour	Waves 5 & 6	Closed my account/left the service
			I use the platform less
			I have stopped using the platform altogether
			I have stopped commenting, liking or posting
			I stopped what I was doing/closed down the app or website

Q16 - Didn't think it was that serious

Why no action	Didn't think it was that serious	Waves 5 & 6	I didn't consider it to be offensive, disturbing or harmful
			I didn't like it, but I didn't consider it bad enough to do something about
			I didn't see the need to do anything

Q17- Awareness of result of reporting			
Results of reporting	Awareness of result of reporting	Waves 5 & 6	The content was removed
			I got a written response
			I was asked to provide further information
			Something else

Q21- Non-email			
Site/service when experience harm	Non-Email	Waves 5 & 6	A website or app where you view videos posted by other users e.g. YouTube, TikTok
			Social media website or app e.g. Facebook, Twitter, Instagram
			Livestreaming website or app – this could be part of a social media website or app e.g. Twitch, Facebook Live
			A search engine e.g. Google, Yahoo
			Instant messenger website or app e.g. Facebook Messenger, WhatsApp
			News website or app e.g. BBC News, The Guardian, Daily Mail Online
			Gaming platform website or app e.g. PlayStation Network, Nintendo Online, Roblox

			A Q&A website or app e.g. Quora, Yahoo! Answers
			Blog website or app e.g. WordPress, Bloglovin'
			Shopping website or app e.g. Amazon, eBay, Depop
			Online dating websites or apps e.g. Tinder, Bumble
			Video on demand application e.g. Netflix, Now TV
			An in-game chat / chat room
			'Adult' site containing sexual content
			Generative AI e.g. ChatGPT
		Waves 5 & 6	File sharing service e.g. Google Drive, Apple iCloud
		Wave 6	User to user marketplaces e.g. Facebook Marketplace, eBay, Vinted
			Retail shopping e.g. Amazon, Tesco, Temu
			Online gaming website or app, but not including in-game chat e.g. Fortnite, EA Sports FC 24, Roblox
Q24- Microblogging sites			
Social media website/app used when online harm experienced	Net: Microblogging sites	Wave 6	X (formerly Twitter)
			Mastodon
			XPro (formerly Tweetdeck)
			Bluesky
			Tusky
			Twidere
			Fedilab
			Tooot

			Toot!
Q46- Confidence in the Online Safety Act			
Confidence in the Online Safety Act keeping Children/Adults safe	Confident	Waves 5 & 6	Very confident
			Fairly confident
	Unconfident	Waves 5 & 6	Not very confident
			Not at all confident