

# Staying Safe Survey 2009

## Young People and Parents' Attitudes around Internet Safety

Synovate (UK) Ltd



Research Report No  
DCSF-RR183

---

*Staying Safe Survey 2009*

*Young People and Parents' Attitudes  
around Internet Safety*

---

*Synovate (UK) Ltd*

The views expressed in this report are the authors' and do not necessarily reflect those of the Department for Children, Schools and Families.

© Synovate Ltd

ISBN 978 1 84775 589 6

December 2009



# Contents

- 1. Executive summary ..... 1
- 2. Background to and objectives of the research ..... 3
  - 2.1 Introduction..... 3
  - 2.2 Research objectives ..... 4
  - 2.3 Scope of research and scope of this report..... 4
- 3. Research details..... 5
  - 3.1 Methodology ..... 5
  - 3.2 Sample ..... 5
  - 3.3 Interview content ..... 6
  - 3.4 DCSF segmentation ..... 6
  - 3.5 Timescales ..... 6
- 4. Main findings ..... 8
  - 4.1 Internet availability: penetration and usage ..... 8
  - 4.2 Internet safety: the context of concern ..... 11
  - 4.3 Attitudes and actions in relation to internet safety ..... 17
  - 4.4 Help and advice in relation to internet safety..... 19
  - 4.5 Experiences and attitudes by DCSF segmentation of parents and carers ..... 25
  - 4.6 Experiences and attitudes by DCSF segmentation of children and young people 28
- Appendices..... 31
  - Appendix 1 - Sampling details ..... 31
  - Appendix 2 - Sample profiles ..... 33
  - Appendix 3 - Questionnaires ..... 37
  - Appendix 4 - DCSF segmentation: Survey profiles ..... 102

# 1. Executive summary

## Research background

This research was commissioned by the DCSF to:

- measure and track parents' and children's awareness, attitudes and reported behaviour across the various safety issues covered within the Staying Safe Action Plan and the Byron Review;
- inform further campaign development and priorities;
- provide quantitative data for the DCSF to adequately measure progress of the collective communications efforts.

Research involved face to face, in-home interviews among:

- 1,433 parents of children / young people aged 0-17 across the UK (including 1,076 with parents of children aged 5 to 17 specifically in relation to internet safety);
- 833 children / young people aged 12-17 across the UK.

## Key findings: internet safety

- Internet safety is not a major concern for parents of children aged 5 to 17, compared with other concerns in relation to their children's safety. 'Dangers with using the internet' is a concern for 9% of parents unprompted and 24% after prompting. Of significantly greater concern for parents are: bullying; strangers and paedophiles; harmful content (on TV, films, computer games or the internet); accidents outside the home; smoking, drinking and / or drugs; and antisocial behaviour.
- Children aged 12 to 17 have fewer concerns in relation to internet safety than parents. Only 2% of children say 'dangers with using the internet' is a concern unprompted, and 7% say this is a concern after prompting. Of significantly greater concern for children are: gangs and knife crime; strangers and paedophiles; bullying; smoking, drinking and / or drugs; anti-social behaviour; accidents outside the home; and sexual health, STDs and / or pregnancy.
- When parents and children focus specifically on safety with respect to using the internet, more say that they have at least some concerns. The level of parental concern about content / material on the internet appears to be significantly higher than the perceived risks around using the internet, and that significantly higher than the actual experience of harmful or inappropriate content on the internet. 74% of parents agree that they have concerns about the content and material on the internet, while 43% agree that their children are at risk from inappropriate content on the internet, and 12% say their children have seen or done something inappropriate online.
- The parental perception of risk around children making some kind of inappropriate contact on the internet (39%) is the same as the perceived risk from inappropriate / harmful content (43%).
- Parents are more controlling of children's internet use than children are aware of (or admit to). 67% of parents of children aged 12 to 17 say they have rules for their children about using the internet, compared with 50% of children aged 12 to 17 saying their parents have rules or controls in this area.

- Most parents (91%) say they would take action in the event of their children experiencing harmful content on the internet. Both parents and children say they would be confident in knowing what to do (80% of parents, 87% of children).
- Most parents and children would take 'personal action', i.e. talk to their children / parents, and /or limit or modify their children's / their internet activities. 'Outside' or 'official' actions are less likely to be taken (less than one fifth would report the experience to any kind of authority).
- Of those children (18%) who experienced inappropriate or harmful content on the internet, only 55% did 'something' about it. More specifically, 34% avoided or blocked the website themselves, 12% spoke to someone (mostly parents), and 4% reported it to an authority (Police, website or ISP).
- 75% of parents say they would seek help or advice if their child saw or did something inappropriate online. Family and friends are the most likely sources of advice in the event of a problem, although schools are important educators of safe internet use.
- 74% of parents and 82% of children say that their school has taught their children / them to use the internet safely.
- An estimated 25% of parents of children aged 5 to 11 and 22% of parents of children aged 12 to 17 would be likely to register for free official internet safety training if offered in their local area (if they knew about it).

## 2. Background to and objectives of the research

### 2.1 Introduction

Safeguarding children and young people is a key priority for the Government. 'Staying Safe' is one of the five outcomes of the 'Every Child Matters: Change for Children' programme that has been taken forward since 2003. Keeping children and young people safe takes its broadest meaning to include:

- protection from abuse, neglect and maltreatment;
- protection from accidental injury and death;
- protection from crime and anti-social behaviour;
- protection from bullying and discrimination;
- the role of parents and carers in keeping their children safe.

In addition to being safe from harm, children also need to be able to learn, have new experiences and enjoy their childhoods. The Government's aim is to help families strike the right balance between keeping children safe and allowing them the freedom they need.

The actions the Government have pledged to take are:

- to publish Dr Tanya Byron's review on the potential risks to children from exposure to harmful or inappropriate content on the internet and in video games;
- to commission an independent assessment of the impact of the commercial world on children's wellbeing;
- to fund a new home safety equipment scheme to prevent the accidents which happen to young children in the home;
- to encourage local authorities to create 20mph zones, where appropriate, because they can reduce child pedestrian deaths by 70%;
- to strengthen the complaints procedure for parents whose children experience bullying.

Government also has a responsibility to put in place the right frameworks and systems for safeguarding children and young people, working in partnership with key national and local organisations. As a result, they published the Staying Safe Action Plan on 5 February 2008. This sets out the Government's commitments for improving children and young people's safety. Generally, this committed them to:

*"Launch a major new communications campaign on children's safety, including information for parents and carers about risks to their children's safety, targeted communications to families living in high risk areas and public communications to encourage people to take responsibility for children's safety"*

This is to include:

*"...communications about home safety targeted at disadvantaged families within the broader communications campaign."*

In March 2008, the Byron review was published and recommended an education and awareness campaign to parents and children around internet safety.

Consequently, DCSF need to establish some benchmark levels of awareness among parents and children and young people of the safety issues covered within the Staying Safe Action Plan and the Byron Review, and awareness of some of the communications materials currently available to parents and children and young people.

Furthermore, DCSF are also currently scoping a long term behaviour change campaign to the general public to foster a sense of joint responsibility for children's safety, encouraging them to take positive action to protect children by reporting concerns or intervening in some way.

The impact of wider issues, and the level of the attitude and behaviour change required means that this is a significant communications challenge. As part of progressing delivery on this commitment, it is important to be able to track the awareness, attitudes and barriers which underpin this behaviour to see how they are shifting and to amend communication plans accordingly.

## **2.2 Research objectives**

The main aim of this research is to measure and track parents' and children's awareness, attitudes and reported behaviour across the various safety issues covered within the Staying Safe Action Plan and the Byron Review, which will be delivered (or supported) by the DCSF.

This research is also required to inform further campaign development and priorities.

This research will also be used to measure progress of the collective communications efforts, although it will not be used to determine the success of any individual communications activity or campaign.

## **2.3 Scope of research and scope of this report**

Currently further campaign development includes the following:

- child home safety - aimed at parents of 0-5 year olds
- play and outdoor leisure activities
- bullying - aimed at children and their parents
- cyber bullying - aimed at children aged 12-16
- internet safety - aimed at children aged 11+ and their parents

The overall survey covered aspects of all of these issues. This report in particular covers the findings related to use of the internet and internet safety, principally among parents and carers of children aged 5 to 17, and children and young people aged 12 to 17. The findings on other aspects of safety will be published shortly.

### 3. Research details

#### 3.1 Methodology

Quantitative research was conducted among parents and carers of children aged 0 to 17, and among children and young people ages 12 to 17. Interviews were conducted face to face, in respondents' homes. Interviews were between 20 and 30 minutes duration (depending upon the age of the child(ren) and the content of the interview). Interviews were conducted using CAPI (computer aided personal interviewing).

#### 3.2 Sample

Research was conducted among 1,433 parents and carers of children aged 0 to 17, and among 833 children and young people aged 12 to 17.

Interviews were conducted proportionally by Government office region (GOR) within England. Boost interviews were conducted with parents and carers and with children and young people in Scotland, Wales and Northern Ireland (with specific focus on the internet safety section). Additional boost interviews were conducted with specific parent / carer groups in England.

Interviews were conducted 'free find' within a stratified selection of sampling points across the UK. A set number of interviews were required to be conducted. The parents and carers sample and the children and young people sample were conducted independently: interviews were not conducted with parents and children within the same household. See Appendix 1 for the sampling details.

The final sample structure is as follows:

<b>Parents / carers</b>	<b>UK</b>	<b>England</b>	<b>Scotland</b>	<b>Wales</b>	<b>N. Ireland</b>
with children ages 0 to 17	1,356	1,045	105	101	105
income £0-20k, children 0 to 2	51	51	-	-	-
with disability, children 0 to 17	75	75	-	-	-
<b>Children / young people</b>	<b>UK</b>	<b>England</b>	<b>Scotland</b>	<b>Wales</b>	<b>N. Ireland</b>
of ages 12 to 17	833	508	104	111	110

Quotas were set on the age(s) of the child(ren) and on the socio-economic group (SEG) of the household. Parents and carers with children in more than one age group were allocated to a single child age quota, to determine the specific questionnaire content. The sample profile by age of children is as follows:

<b>Parents / carers</b>	<b>Incidence in sample</b>	<b>Child age quota</b>
children ages 0 to 4	718	355
children ages 5 to 11	1,063	583
children ages 12 to 17	793	493
<b>Children / young people</b>	<b>Incidence in sample</b>	<b>Child age quota</b>
ages 12 to 13	294	294
ages 14 to 15	283	283
ages 16 to 17	256	256

See Appendix 2 for further sample profiles.

The final data set was weighted to be representative of the population profile of parents and carers of children aged 0 to 17, and children young people aged 12 to 17, in England and across the UK. All data presented in this report is weighted, although all base sizes refer to the unweighted numbers.

### 3.3 Interview content

The interviews were divided into sections and the specific content of the interview was determined by the age of the child(ren) and the region in which the interviews were being conducted.

All interviews covered:

- screening and socio-demographic profiling information;
- general concerns and attitudes to children’s safety;
- wider responsibility for other children’s safety.

Additional children’s safety topics were included as follows:

<b>Parents / carers</b>	<b>England</b>	<b>Scotland</b>	<b>Wales</b>	<b>N. Ireland</b>
child quota age 0 to 4	Safety in the home	-	-	-
child quota age 5 to 11	Bullying, Internet safety	Internet safety	Internet safety	Internet safety
child quota age 12 to 17	Bullying, Internet safety	Internet safety	Internet safety	Internet safety
<b>Children / young people</b>	<b>England</b>	<b>Scotland</b>	<b>Wales</b>	<b>N. Ireland</b>
of ages 12 to 17	Bullying, Internet safety	Internet safety	Internet safety	Internet safety

See Appendix 3 for the full master questionnaires.

### 3.4 DCSF segmentation

DCSF have developed segmentations for parents and carers and children and young people. ‘Golden questions’ were included in this survey to identify the segments within this survey. See Appendix 4 for further information and profiles in relation to the DCSF segmentations of parents and carers, and of children and young people.

### 3.5 Timescales

Fieldwork was conducted between 12<sup>th</sup> and 21<sup>st</sup> June, and between 29<sup>th</sup> June and 17<sup>th</sup> July 2009. Interviewing was not conducted within Child Safety Week (between 22<sup>nd</sup> and 28<sup>th</sup> June). Interviewing was completed before the start of school summer holidays.

## **A note on report terminology**

Hereafter, the term 'parents' will be used to mean 'parents and carers'. Similarly, the term 'children' will be used to mean 'children and young people'.

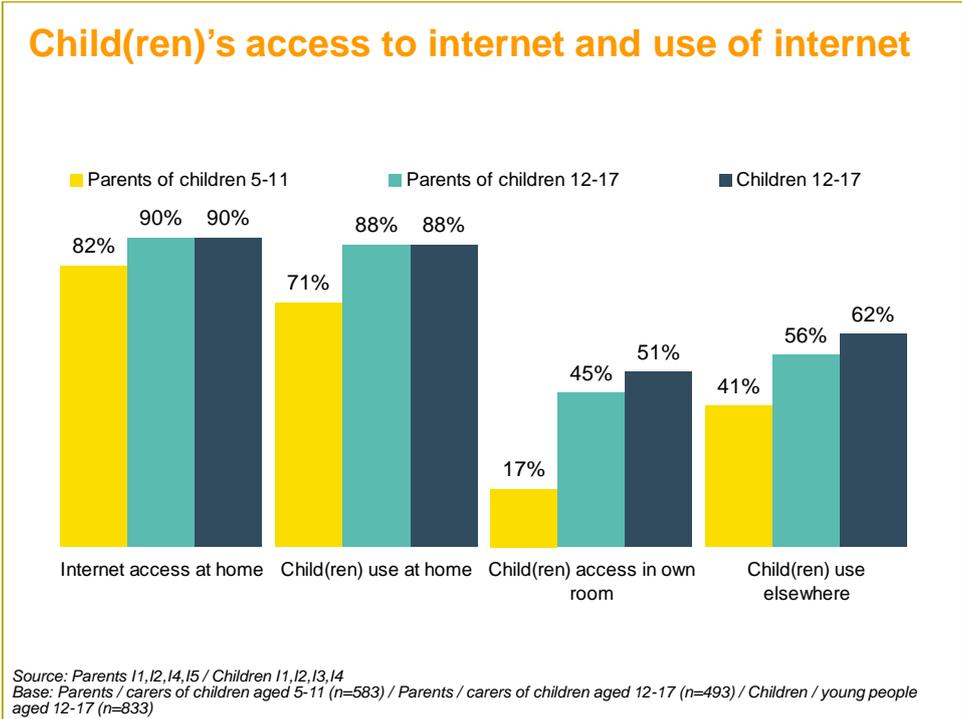
## 4. Main findings

### 4.1 Internet availability: penetration and usage

#### 4.1.1 Internet access and usage

82% of parents of children aged 5 to 11, and 90% of parents of children aged 12 to 17 have internet access at home. Consistent with the latter, 90% of children aged 12 to 17 have internet access at home<sup>1</sup> (See Figure 1)

Figure 1



Where the household has internet access, children aged 5 to 17 are very likely to use it:

- 71% of children aged 5 to 11 use the internet at home (according to their parents) - this is 87% of children aged 5 to 11 with internet access at home;
- 88% of children aged 12 to 17 use the internet at home (according to their parents and to the children themselves) - this is 98% of children aged 12 to 17 with internet access at home.

Internet access at home is higher within high socio-demographic households and in households with higher income. Among parents of children aged 5 to 17, internet access at home is:

<sup>1</sup> It should be borne in mind that as this is a quota sample, this cannot necessarily be considered the penetration of internet in the home for the particular groups in question. Alternative sources, e.g. Office for National Statistics, should be used for such measurements. At the time of publication of this report, the ONS Internet Access Households and Individuals 2009 Statistical Bulletin internet access statistics showed that 70% of UK households had internet access in 2009 (<http://www.statistics.gov.uk/pdfdir/iahi0809.pdf>)

- 94% among ABC1 households, 84% among C2D households, 67% among E households;
- 98% among households with income of more than £40,000 per year, 91% among households with income £20-40,000, 75% among households with income under £20,000.

A much smaller proportion of children have access to the internet in their own room (either through a computer in their room, or the ability to use a laptop computer in their room) (see *figure 1, previous page*). This proportion is significantly higher among children aged 12 to 17 (45%) compared with children aged 5 to 11 (17%). Children aged 12 to 17 are significantly more likely than their parents to report that they have access to the internet in their own room (51% vs. 45% reported by parents of children aged 12 to 17). The proportion of children who say they have access to the internet in their own room increases with the age of the child.

Parents say that 46% of children aged 5 to 11, and 56% of children aged 12 to 17, use the internet outside of the home or school (see *figure 1, previous page*). This is broadly consistent with where (else) children aged 12 to 17 claim to use the internet outside of home:

- 85% say they use the internet at school or college;
- 51% say they use it at a friend's house;
- 20% say they use it at a relative's house;
- 16% say they use it at a library;
- 12% say they use it on a mobile phone;
- 5% say they use it on another mobile device (e.g. iPod Touch, PSP).

Of the children that use the internet (at any place), 69% say they spend most of their time using it 'on their own'. 15% say they spend most of their time using the internet with other people their age, but not with adults. 15% say they spend most of their time using the internet with adults in the room with them. 'Unsupervised' internet use increases with the age of the children.

#### **4.1.2 Use and confidence in using the internet**

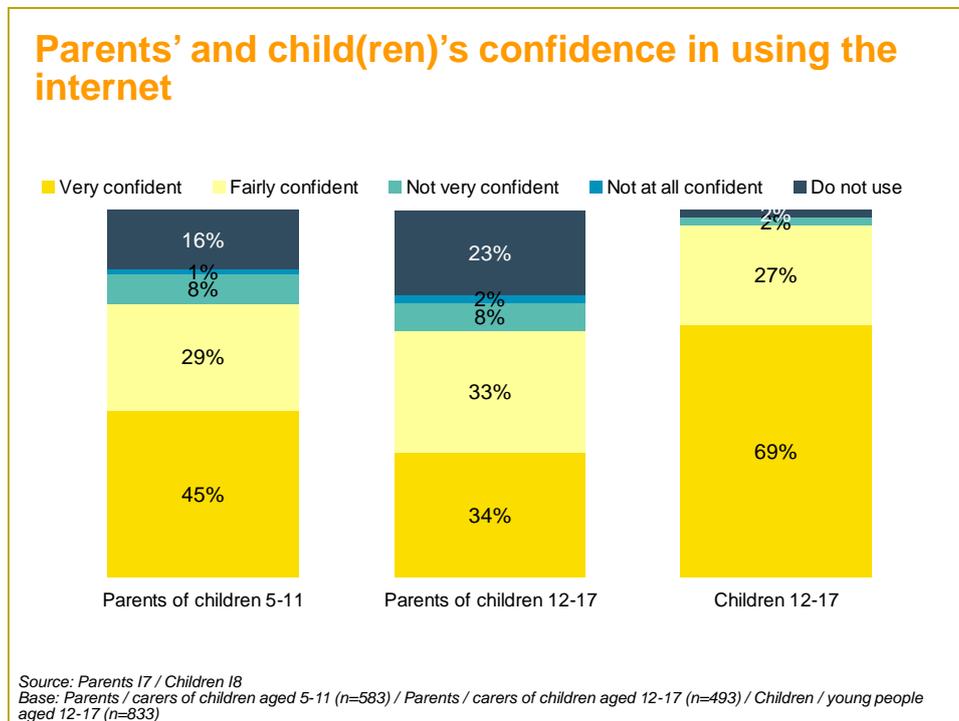
Children are significantly more likely to use the internet than parents. This is particularly true for parents of children aged 12 to 17 (of whom 77% of parents use the internet at any place) vs. children aged 12 to 17 (of whom 98% use the internet at any place). More parents of children of children aged 5 to 11 use the internet (84%) compared with parents of children aged 12 to 17.

Moreover, children's confidence with using the internet is significantly higher (See *Figure 2*), even when those children and parents who do not use the internet are discounted. When confidence is based only on those children and parents who actually use the internet we find:

- 70% of children aged 12 to 17 who use the internet are 'very confident' using it, and 98% are 'confident';
- 44% of parents of children aged 12 to 17 who use the internet are 'very confident' and 87% are 'confident';

- 45% of parents of children aged 5 to 11 who use the internet are 'very confident' and 90% are 'confident'.

Figure 2

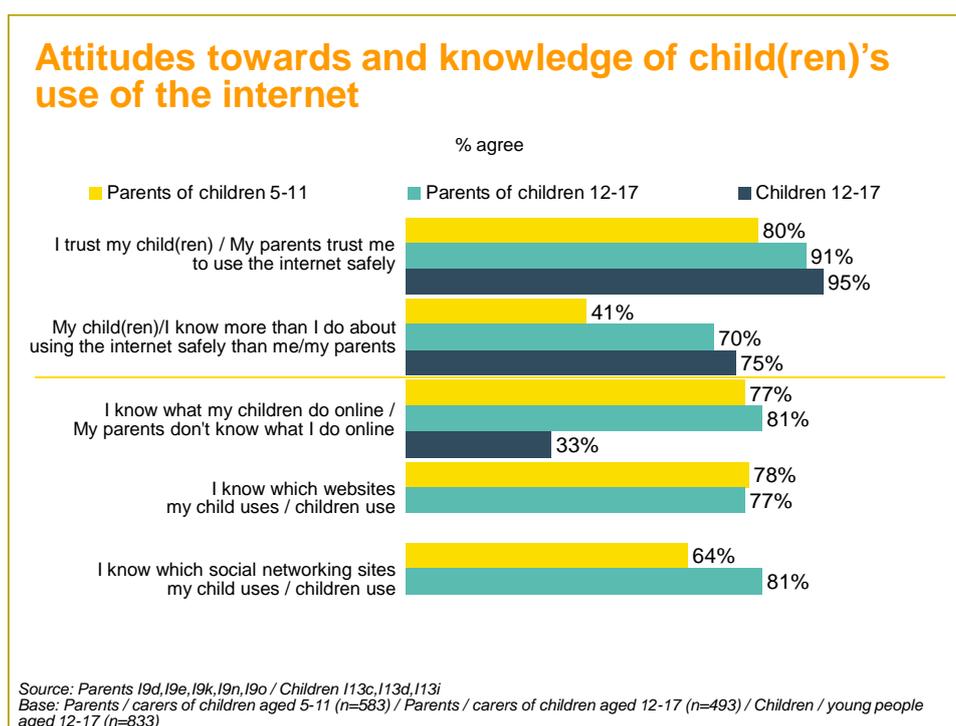


#### 4.1.3 Attitudes towards and knowledge of children's use of the internet

Most parents agree that they 'trust their child(ren) to use the internet safely, and even more children agree that this is the case (See Figure 3).

Most parents of children aged 12 to 17 agree that their children 'know more than I do about using the internet safely', and most children aged 12 to 17 agree that they 'know more about using the safely than my parents' (See Figure 3). A significantly smaller proportion of parents of children aged 5 to 11 agree with this (their children are less likely to use the internet, and they themselves are more likely to use the internet and to be confident using the internet than parents of older children).

Figure 3



Around four fifths of parents agree that they ‘know what my child does / children do online’ (around one fifth do not agree). Consistent with this, just over three quarters of parents agree that they ‘know which websites my child uses / children use’, and just under three quarters agree that they ‘know which social networking sites my child uses / children use’<sup>2</sup> (See Figure 3)

A significantly greater proportion of children aged 12 to 17 agree that ‘my parents don’t know what I do online’ (33%) than parents of children aged 12 to 17 who **do not** agree that ‘I know what my child does / children do online’ (19%) (See Figure 3). However, this data suggests that most parents (of children aged 12 to 17) would appear to be correct in their knowledge of what their children do online.

## 4.2 Internet safety: the context of concern

### 4.2.1 Parents’ concerns in relation to children’s safety

Internet safety is not a main, ‘top of mind’ concern of parents in relation to children’s safety.

9% (unprompted) say one of their biggest concerns when thinking about the safety of their children is ‘dangers with using the internet / inappropriate content on the internet’. Overall, 11% say one of their biggest concerns is ‘inappropriate content’, whether on TV, films, computer games or the internet. 5% (unprompted) say they are concerned about ‘cyber-bullying / bullying on the internet’. (See Figure 4)

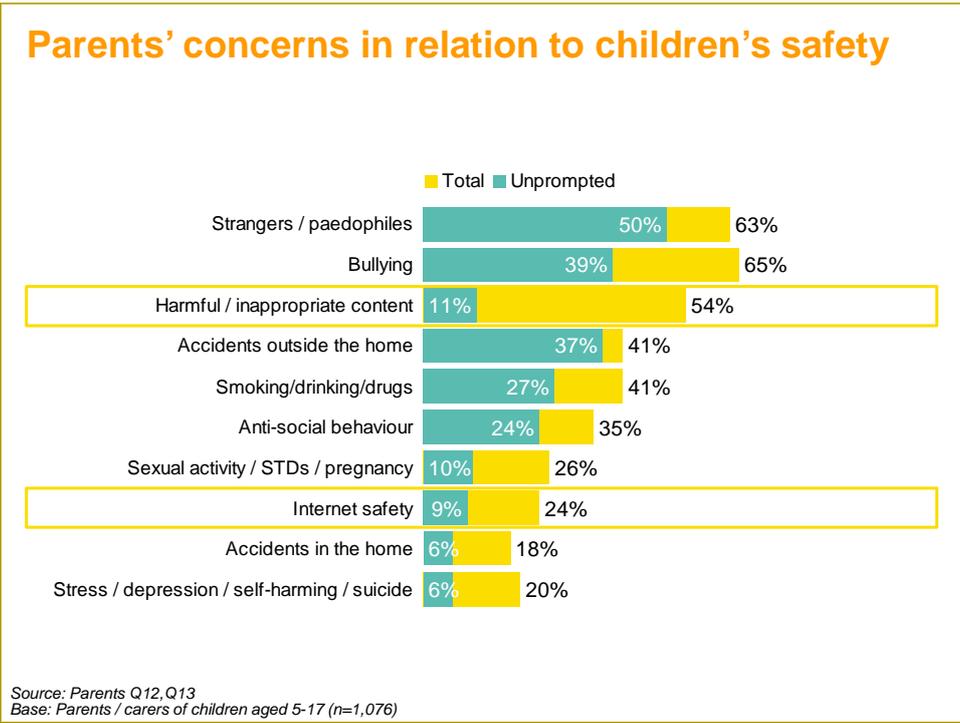
<sup>2</sup> Those that do not agree may either not know which social networking sites their child uses / children use, or their child(ren) may not use social networking sites at all. 73% of children aged 12 to 17 say they have a page or a profile on a social networking site (Source: Children’s questionnaire 19).

The biggest (unprompted) children’s safety concerns for parents of children aged 5 to 17 are:

- strangers paedophiles (overall 50%) - including ‘talking to / meeting strangers’ (34%) and ‘paedophiles / child abuse (32%);
- bullying (overall 39%) - including ‘physical bullying’ (35%), ‘teasing / emotional bullying (18%) and ‘cyber bullying / bullying on the internet’ (5%);
- accidents outside the home (overall 37%) - including ‘road safety / accidents on the roads (30%) and ‘accidents outside the home (not on roads)’ (17%).

When prompted with a range of potential concerns, the proportion of parents of children aged 5 to 17 with concerns in relation to internet safety increases significantly (See Figure 4). However, parents’ concerns around internet safety are significantly lower than concerns in other aspects of children’s safety. 24% (prompted) of parents of children aged 5 to 17 say one of their biggest concerns is ‘dangers with using the internet / inappropriate content on the internet’. Significantly more (54%) say one of their biggest concerns is ‘inappropriate content’, whether on TV, films, computer games or the internet.

Figure 4



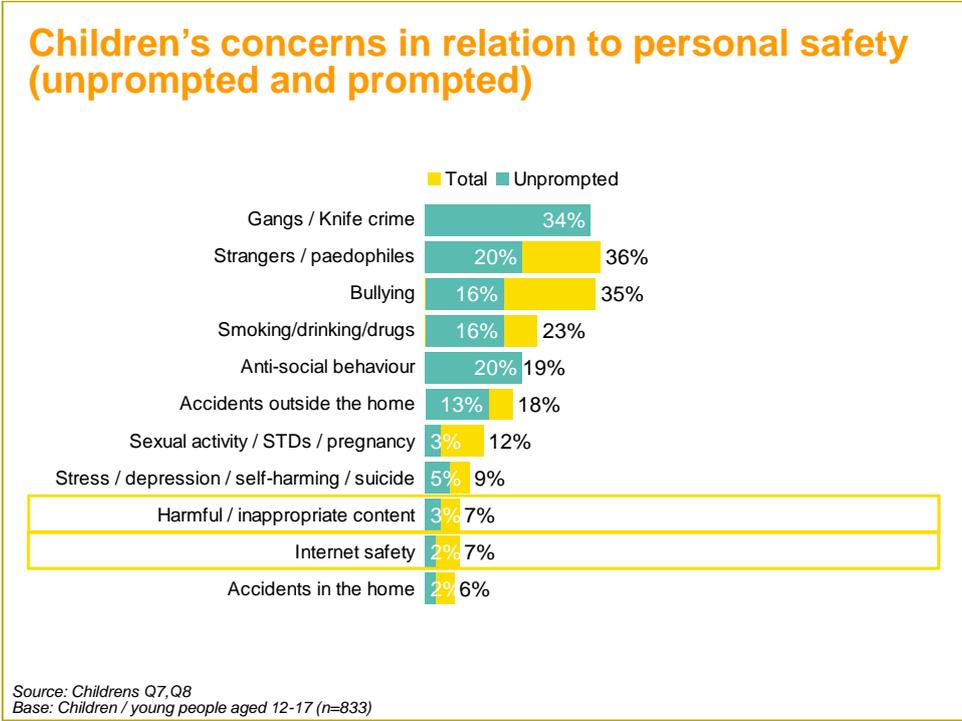
Unprompted and prompted concerns in relation to ‘dangers with using the internet / inappropriate content on the internet’ are similar for parents of children aged 5 to 11 (8% concerned unprompted, 23% concerned prompted) and parents of children aged 12 to 17 (10% concerned unprompted and 26% concerned prompted).

**4.2.2 Children’s concerns in relation to their own safety**

Children generally have fewer concerns and are less concerned in relation to their own safety than parents. Children are also significantly less concerned than parents specifically in relation to internet safety. However, as with parents, internet safety is of significantly less concern than other aspects of their own safety.

2% (unprompted) say one of their biggest concerns is 'dangers with using the internet / inappropriate content on the internet' (See Figure 5). This increases to 7% when prompted. Overall, 3% (unprompted) and 7% (prompted) say one of their biggest concerns is 'inappropriate content', whether on TV, films, computer games or the internet.

Figure 5



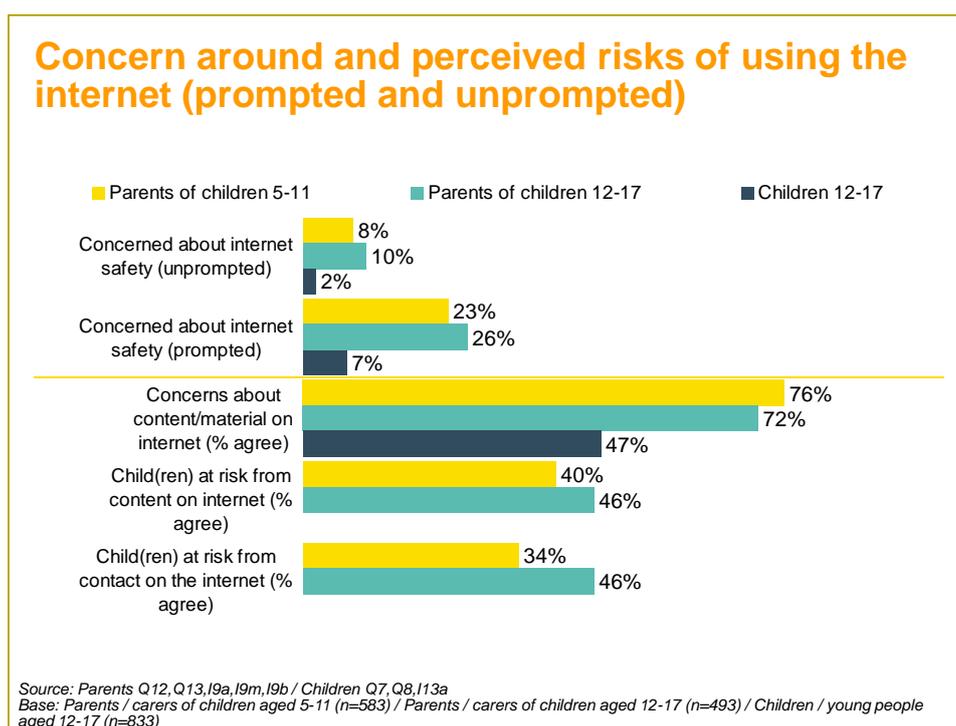
Children's biggest (unprompted) concerns in relation to their own safety are:

- Violent behaviour (overall 34%) - including 'gangs' (22%) and 'knife crime' (19%);
- Strangers paedophiles (overall 20%) - including 'talking to / meeting strangers' (15%) and 'paedophiles / child abuse' (10%);
- Anti-social behaviour (overall 20%) - including 'fighting / threatening behaviour' (14%), 'anti-social behaviour' (8%), and 'graffiti / criminal damage / trespassing' (2%)
- Bullying (overall 16%) - including 'physical bullying' (13%), 'teasing / emotional bullying' (7%) and 'cyber bullying / bullying on the internet' (2%).

**4.2.3 Concerns around risks of children using the internet**

The level of concern in relation to internet use increases when parents and children are asked to focus more specifically of different aspects of their children's / their own internet use. Around three quarters of parents 'agree' that they 'have concerns about the type of content / material on the internet': 76% of parents with children aged 5 to 11, 72% of parents of children aged 12 to 17. Just under half of children (47%) agree (See Figure 6)

**Figure 6**

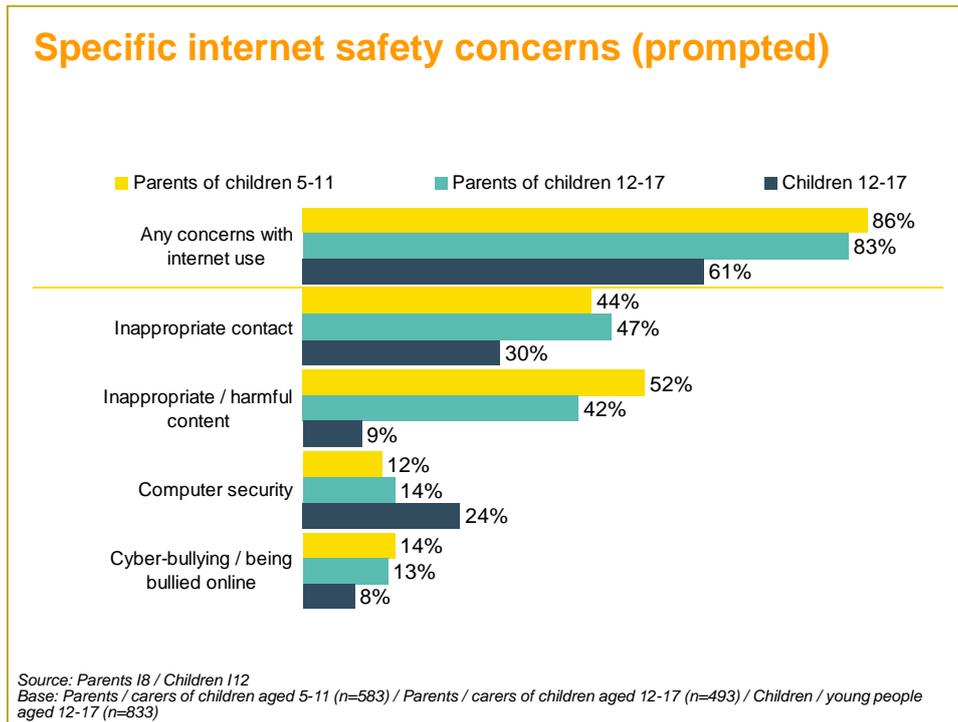


Under half of parents consider their children to actually be at risk when using the internet (See Figure 6). Perceived risk is higher among parents of children aged 12 to 17 (whose children are more likely to use the internet, and who are less likely to use - and be confident using - the internet themselves):

- 40% of parents of children aged 5 to 11 and 46% of parents of children aged 12 to 17 agree that their children 'are at risk from **inappropriate content** on the internet';
- 34% of parents of children aged 5 to 11 and 46% of parents of children aged 12 to 17 agree that their children 'are at risk from **making contact with inappropriate people** on the internet'.

The extent of concerns about children's safety when using the internet further increases when prompted with a list of potential concerns and risks (See Figure 7).

Figure 7



Overall, more than four fifths of parents have at least one specific concern in relation to internet use and internet safety. Three fifths of children have at least one specific concern.

Parents are most concerned with ‘inappropriate **contact**’ and ‘inappropriate / harmful **content**’. Parents of older children are relatively less concerned with ‘inappropriate **content**’, and are slightly more concerned with ‘inappropriate **contact**’. Children are most concerned with ‘inappropriate **contact**’ and ‘computer security’.

‘Being in contact with inappropriate people’ is the most concerning aspect of the concerns related to ‘inappropriate contact’. Among parents, ‘websites with sexual content’ is the most concerning aspect of concerns related to ‘inappropriate / harmful content’. (See Table 1)

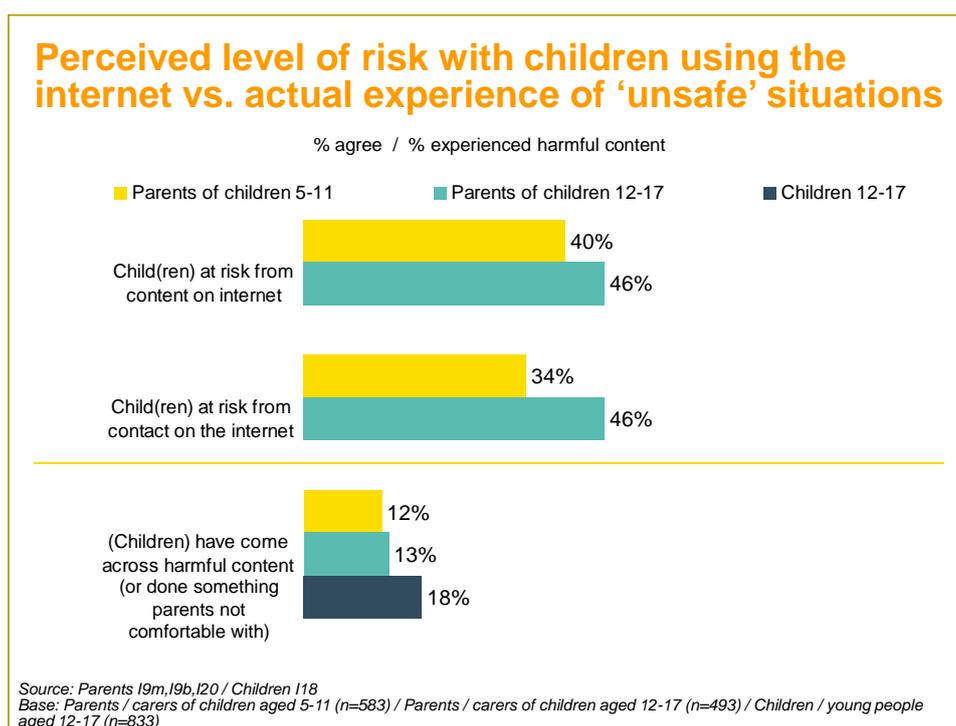
**Table 1 - Specific internet safety concerns (prompted)**

	Parents of children aged 5-11	Parents of children aged 12-17	Children aged 12-17
<b>NET: Any concerns</b>	<b>86%</b>	<b>83%</b>	<b>61%</b>
<b>NET: Inappropriate contact</b>	<b>44%</b>	<b>47%</b>	<b>30%</b>
Being in contact with inappropriate people	38%	41%	18%
Giving details to inappropriate people	19%	25%	13%
People getting my personal details	-	-	14%
<b>NET: Inappropriate / harmful content</b>	<b>52%</b>	<b>42%</b>	<b>9%</b>
Websites with sexual content	45%	36%	-
Websites with violent content	30%	25%	-
Websites showing abuse / cruelty	17%	15%	-
Websites / content with bad language	23%	13%	-
Websites about self-harm / suicide	12%	11%	-
Websites with extreme / racist content	10%	10%	-
Websites with inappropriate content	-	-	6%
(Getting caught) looking at websites	-	-	3%
<b>NET: Computer security</b>	<b>12%</b>	<b>14%</b>	<b>24%</b>
Downloading viruses / harmful software	10%	10%	15%
People hacking into computer	8%	10%	13%
Illegal downloading / copyright material	7%	9%	3%
<b>Cyber-bullying / being bullied online</b>	<b>14%</b>	<b>13%</b>	<b>8%</b>
<i>Source: Parents 18 / Children 112</i>			
<i>Base: Parents / carers of children aged 5-11 (n=583) / Parents / carers of children aged 12-17 (n=493) / Children / young people aged 12-17 (n=833)</i>			

#### **4.2.4 Experience of 'unsafe' situations with children using the internet**

13% of parents say their child(ren) have come across harmful content or have done something that they have not been comfortable with online. However, more children aged 12 to 17 (18%) say they have come across inappropriate / harmful content in the past few months. (See Figure 8)

**Figure 8**



Reported experience is almost exclusively with inappropriate content<sup>3</sup>. Parents are most likely to report their children encountering websites with sexual content. Websites with bad language and violent content are also mentioned, more so by children than by adults.

Only 55% of children who report coming across harmful content said they 'did something' about it. More specifically:

- 34% simply avoided or blocked the website - 29% said that they did not visit the website again, 11% said they used software to block access to the site in future;
- 12% spoke to someone about it - 9% talked to their parent(s), 2% talked to another adult, 2% talked to a teacher;
- 4% said they reported it to some kind of authority - 2% reported to the Police, 2% reported to the website, 1% reported to their internet service provider (ISP).

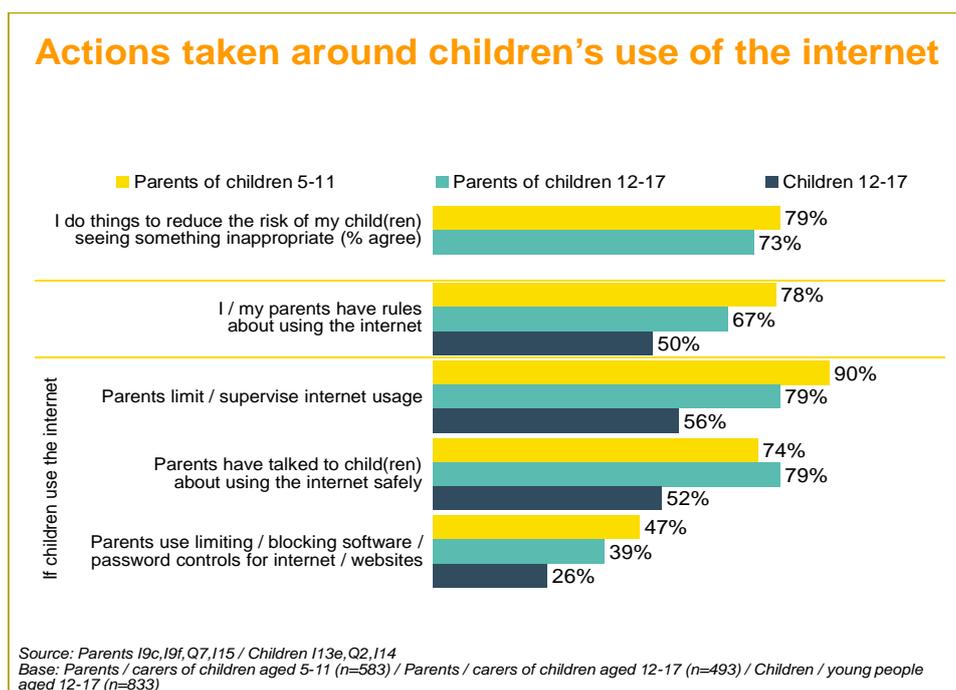
### 4.3 Attitudes and actions in relation to internet safety

#### 4.3.1 Actions taken around children's use of the internet

Around three quarters of parents whose children use the internet take some form of action around their children's general use of the internet (See Figure 9 and Table 2). This is most likely to involve limiting or supervising their child(ren)'s internet use, and / or speaking to their child(ren) about using the internet safely. Less than half of parents use limiting / blocking software or password controls to limit their children's use of the internet. Parents of children aged 5 to 11 who use the internet are more likely than parents of older children to control and supervise their children's internet use.

<sup>3</sup> For parents, the question does not specifically prompt on inappropriate contact or passing of details online. For children, the question only asked about inappropriate content encountered

Figure 9



Children are significantly less likely to acknowledge - or potentially be aware of - parental controls or limits on their internet use. Just over half of children aged 12 to 17 say that their parents limit or supervise their internet use, or their parents have talked to them about using the internet safely.

Table 2 - Actions taken around children's use of the internet (prompted)

	Parents of children aged 5-11	Parents of children aged 12-17	Children aged 12-17
<b>NET: Limit / supervise internet usage</b>	<b>90%</b>	<b>79%</b>	<b>56%</b>
Regularly check what children are doing online	69%	59%	28%
Only allow children to visit certain websites	45%	27%	16%
Don't allow online games unsupervised	38%	31%	4%
Only allow access in a certain location / room	42%	26%	8%
Don't allow use on their own	38%	23%	5%
Only allow use for a certain amount of time	36%	24%	13%
Only allow use at home	32%	17%	4%
Only allow use at certain times of the day	29%	20%	11%
Don't allow use of social networking sites	34%	11%	5%
Don't allow use of 'chat' programmes	30%	13%	4%
Don't allow downloads / uploads	23%	12%	9%
<b>Talk to your children about using it safely</b>	<b>74%</b>	<b>79%</b>	<b>52%</b>
<b>NET: Use limiting software</b>	<b>47%</b>	<b>39%</b>	<b>26%</b>
Use special software to filter / block access	37%	30%	19%
Ensure access is password protected	33%	26%	17%

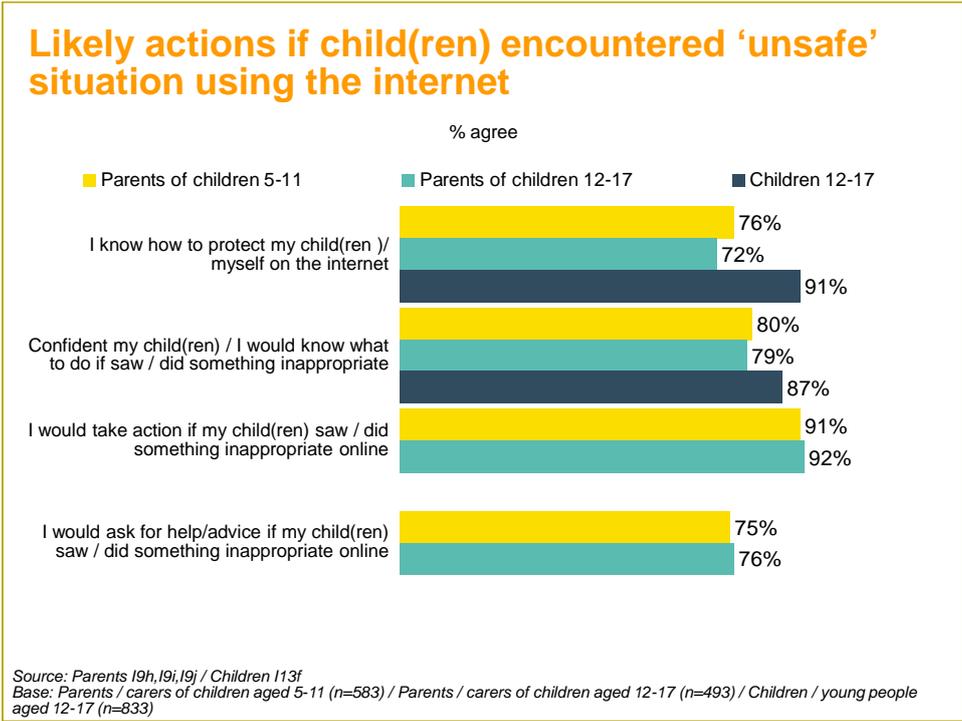
Source: Parents I15 / Children I14  
Base: Parents / carers of children aged 5-11 who use the internet (n=402) / Parents / carers of children aged 12-17 who use the internet (n=430) / Children / young people aged 12-17 who use the internet (n=818)

**4.4 Help and advice in relation to internet safety**

**4.4.1 Knowledge of what to do in ‘unsafe’ situations using the internet**

The majority of parents and children agree that they ‘know how to protect their children / themselves on the internet’. The majority of parents and children also agree that they are ‘confident my children / I would know what to do if they saw or did something inappropriate online’. (See Figure 10)

**Figure 10**



Furthermore, the great majority of parents agree that they ‘would take action if their child(ren) saw or did something inappropriate online’. Many of these agree that they ‘would ask for help or advice’ in this situation.

**4.4.2 Likely actions in response to ‘unsafe’ situations using the internet**

91% of parents of children aged 5 to 11 and 92% of parents of children aged 12 to 17 agree that they would take action if their children saw or did something inappropriate on the internet (see section 4.4.1). There are a range of likely actions that parents - and children - might take if their children / they saw or did something inappropriate on the internet (See Table 3).

**Table 3 - Likely actions in response to 'unsafe' situations (prompted)**

	Parents of children aged 5-11	Parents of children aged 12-17	Children aged 12-17
<b>NET: Talk to someone (children only)</b>	-	-	<b>39%</b>
Talk to child / parents about using safely	66%	62%	35%
Talk to / report it to your teacher / school	-	-	12%
Talk to / report it to another adult	-	-	5%
<b>NET: Seek advice (parents only)</b>	<b>10%</b>	<b>14%</b>	-
<b>Look for information / advice yourself</b>	<b>4%</b>	<b>6%</b>	<b>1%</b>
<b>NET: Limit/Supervise internet usage</b>	<b>62%</b>	<b>54%</b>	-
Regularly check what children are doing online	30%	27%	-
Don't allow use on their own	31%	22%	-
Only allow use of certain websites	14%	11%	-
Only allow your use in a certain location / room	12%	10%	-
Only allow use at home	11%	6%	-
Don't allow use of social networking sites	8%	9%	-
Only allow use for a certain amount of time	8%	6%	-
Don't allow use of 'chat' programmes	7%	6%	-
Only allow use at certain times of the day	7%	5%	-
<b>NET: Avoid / block website (children only)</b>	-	-	<b>52%</b>
Not go to that website / those websites again	-	-	48%
<b>NET: Use limiting software</b>	<b>22%</b>	<b>19%</b>	<b>11%</b>
Use special software to filter / block access	18%	15%	11%
Ensure access is password protected	11%	11%	-
<b>NET: Report</b>	<b>18%</b>	<b>22%</b>	<b>18%</b>
to Police	11%	16%	6%
to website	5%	8%	7%
to internet service provider	8%	7%	3%
to Ofcom	2%	1%	1%
to children's organisation	1%	1%	2%
to CEOP	-	-	1%
to Childline	-	-	1%
<b>Would not do anything</b>	<b>0%</b>	<b>2%</b>	<b>5%</b>
<b>Don't know</b>	<b>4%</b>	<b>5%</b>	<b>7%</b>

*Source: Parents I9b / Children I20*

*Base: Parents / carers of children aged 5-11 (n=583) / Parents / carers of children aged 12-17 (n=493) / Children / young people aged 12-17 (n=833)*

Parents are most likely to talk to their children about using the internet safely (66% of parents of children aged 5 to 11 and 62% of parents of children aged 12 to 17 would). Many parents would also limit or supervise their children's internet use (62% of parents of children aged 5 to 11 and 54% of parents of children aged 12 to 17 would). Around one fifth say they would use limiting software. Around one fifth say they would report the situation, most likely to the Police. Generally, parents of younger children are more likely to increase their control over their children's internet use, while parents of older children more likely to report the situation.

Children’s likely actions are significantly different from those of parents. Half (52%) say they would simply avoid or block the website so they did not encounter it again. 39% say they would talk to someone about it, most likely their parents (35%). 18% say they would report the situation, either to the website (7%) or the Police (6%).

Only a very small proportion of parents or children say they would report the situation to an internet safety organisation or children’s organisation. This could be for many reasons: they may not be aware of the existence of the organisations; they may not consider such action to be necessary (only a minority would ‘report’ the situation; most may be answering within the context of coming across inappropriate content, rather than inappropriate contact, which may be perceived to require a less ‘formal’ response).

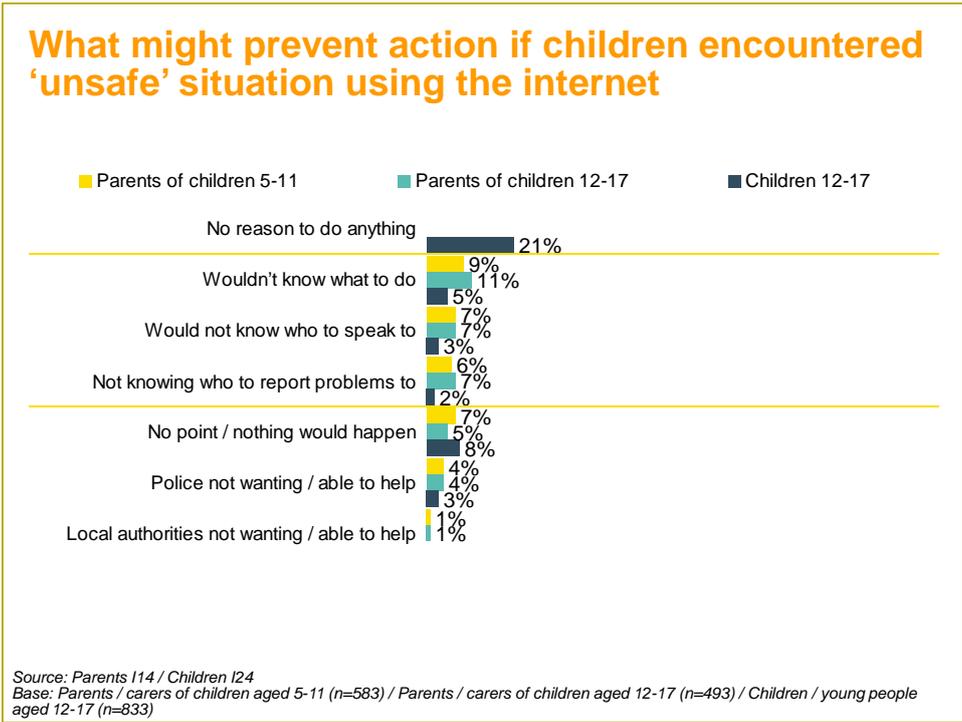
Only a relatively small proportion of parents and children say they do not know what they would do in the situation, or would do nothing.

**4.4.3 What might prevent action in response to ‘unsafe’ situations using the internet**

When prompted with a range of possible actions, most parents and children mention at least one action they would potentially take in the event their children / their seeing or doing something inappropriate on the internet (See section 4.4.2). Consistent with this, relatively few parents mention something that might prevent them taking action. This is also consistent with most parents saying that the action they would take would be personal and not involve other people or outside agencies (i.e. they would speak to their children or limit / supervise their children’s internet use themselves).

The most mentioned reason (by parents) for not taking action is not knowing what to do, who to speak to or who to report problems to (See Figure 11). Relatively few parents consider that there would be no point in taking action because nothing would happen or than no one (particularly Police) would be able to help. Children are more likely to say that there is no reason to do anything, although this is still mentioned only by a minority.

**Figure 11**



#### **4.4.4 Likely sources of help and advice in response to 'unsafe' situations using the internet**

75% of parents of children aged 5 to 11 and 76% of parents of children aged 12 to 17 agree that they would take ask for help or advice if their children saw or did something inappropriate on the internet (*see section 4.4.1*). Fewer mention seeking advice as a likely action in response to an 'unsafe' situation of their children using the internet (*See section 4.4.2*). However, most mention at least one source of help or advice when prompted with a range of potential information sources that parents - and children - might use if their children / they saw or did something inappropriate on the internet (*See Table 4*).

Family members - and particularly parents in the case of children - are the most likely source of help or advice. Other sources more mentioned by parents and children are schools or teachers; other parents (parents) and friends (children); the Police.

Relatively few parents or children mentioned internet safety or children's organisations as potential sources of help or advice in these situations.

**Table 4 - Likely actions in response to 'unsafe' situations (prompted)**

	Parents of children aged 5-11	Parents of children aged 12-17	Children aged 12-17
<b>Family members</b>	<b>51%</b>	<b>51%</b>	
<b>NET: Parents (children only)</b>	-	-	<b>65%</b>
Your mum / female guardian	-	-	58%
Your dad / male guardian	-	-	39%
Other adult(s) in your family	-	-	10%
Your brother(s) / sister(s)	-	-	14%
Other children in your family	-	-	1%
School / teacher	37%	32%	28%
Friends / other parents	35%	30%	29%
Police	25%	30%	10%
Internet service provider	16%	17%	
School	17%	15%	
Internet website	16%	16%	14%
Local authority / council	9%	10%	
<b>NET: Children's organisations</b>	-	-	<b>4%</b>
NSPCC	6%	7%	-
Childline	6%	5%	2%
Parentline Plus	5%	4%	-
Thinkuknow	-	-	1%
CEOP	-	-	1%
Other children's organisation	2%	1%	2%
Computer store / software provider	4%	4%	
Health services (e.g. doctor, GP, NHS Direct)	5%	2%	
Government	3%	3%	
Ofcom	3%	2%	
Leader of children's activities / club / group	2%	1%	2%
Would not get advice from anyone / anywhere	9%	8%	6%
Don't know	5%	5%	6%

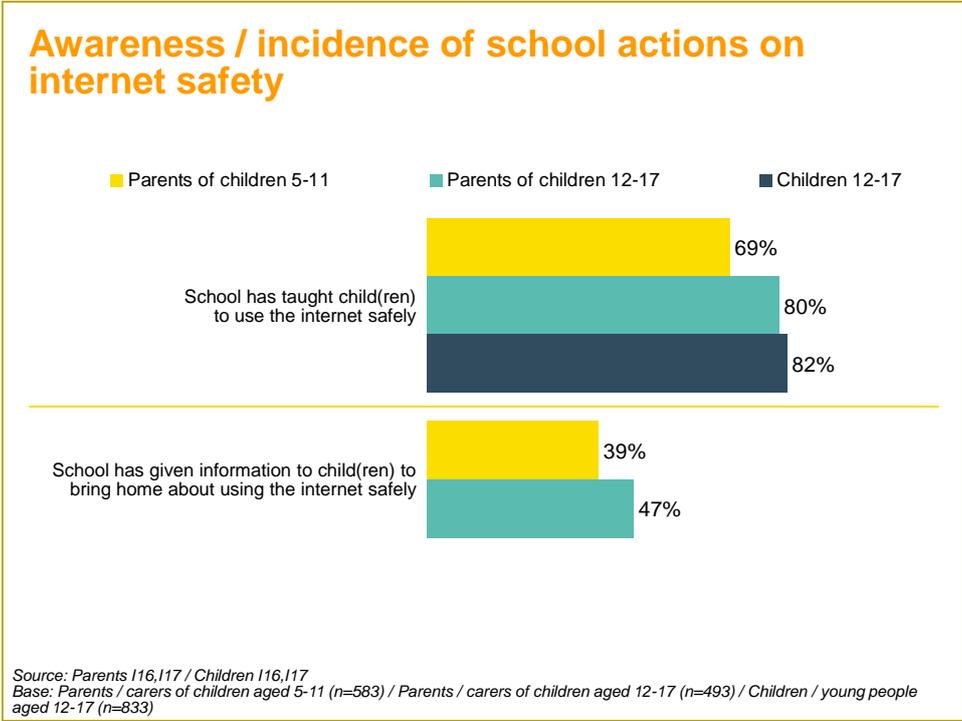
Source: Parents I9b / Children I20

Base: Parents / carers of children aged 5-11 (n=583) / Parents / carers of children aged 12-17 (n=493) / Children / young people aged 12-17 (n=833)

**4.4.5 The role of schools in internet safety**

The majority of parents and children say that their children’s / their school has taught their children / them to use the internet safely (See Figure 12). The reported levels for parents of children aged 12 to 17 and for children aged 12 to 17 themselves match very closely (80% and 82% respectively).

**Figure 12**

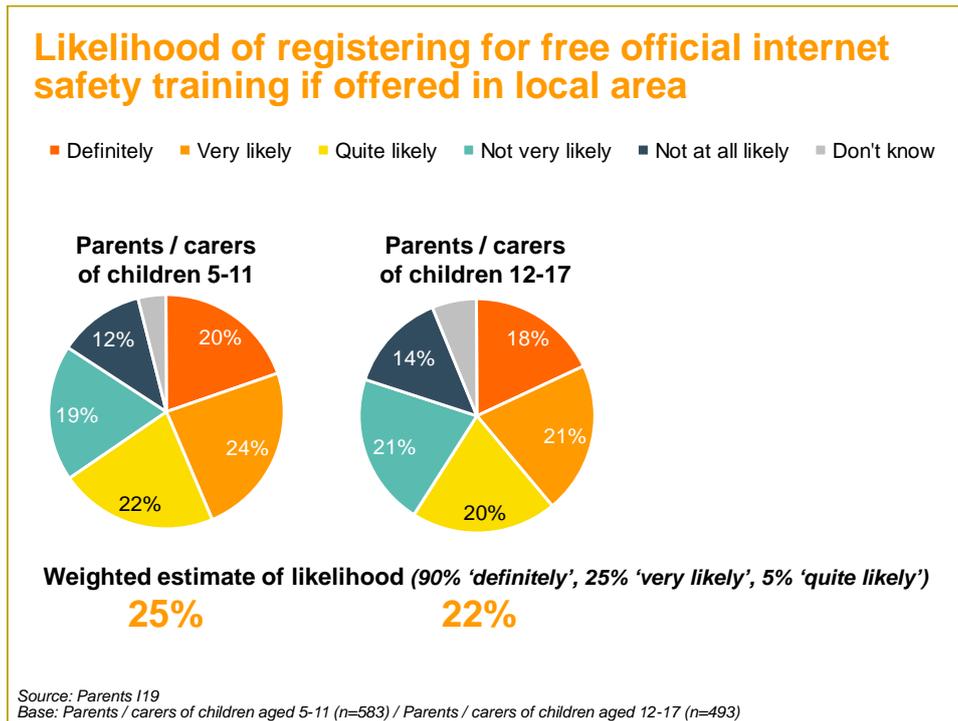


39% of parents of children aged 5 to 11 and 47% of parents of children aged 12 to 17 say that their children’s school has given information to their children to bring home about using the internet safely (See Figure 12).

**4.4.6 Potential for free internet safety training**

Around one fifth of parents say they would ‘definitely’ register for free official internet safety training if it was offered in their local area. A further fifth say they would ‘very likely’ register. (See Figure 13)

**Figure 13**

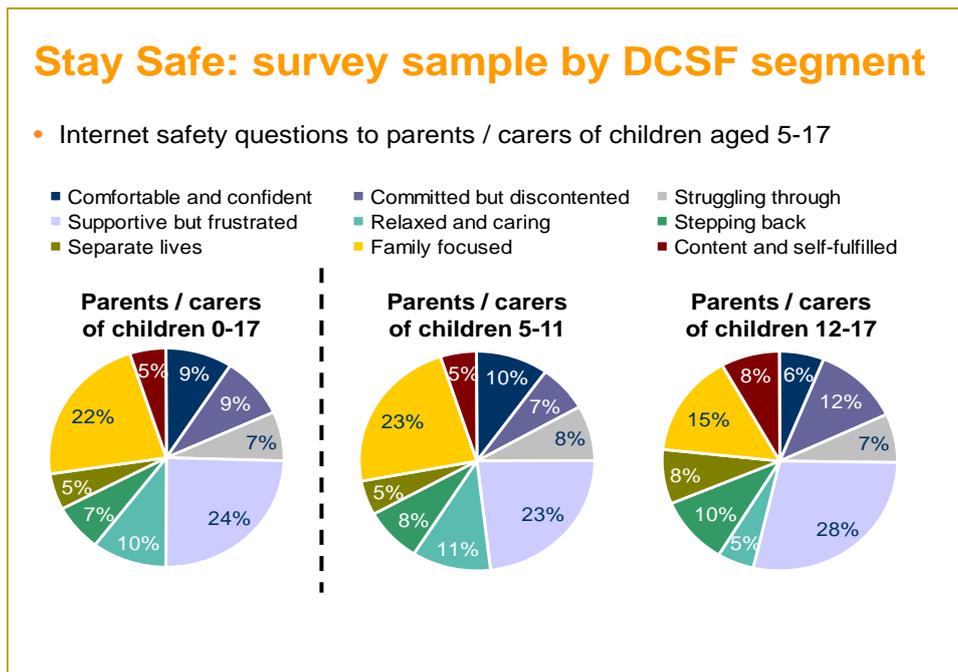


On the basis of this information, we would estimate that around 25% of parents of children aged 5 to 11 and 22% of parents of children aged 12 to 17 would register, if free official training was offered in their local area and the parents knew about it.

#### 4.5 Experiences and attitudes by DCSF segmentation of parents and carers

The parents and carers survey sample can be divided into the nine DCSF parents and carers segments, based on their responses to a series of 'golden questions' (See Figure 14).

**Figure 14**



#### **4.5.1 Parent and carer segments with greater concern in relation to internet safety**

Certain parent / carer segments have greater concerns or activity in relation to internet safety: Supportive But Frustrated; Separate Lives; Struggling Through.

##### **Supportive but Frustrated (A4)**

**(26% of survey sample of parents of children aged 5-17, 11% of total DCSF parents universe)**

Parents in this segment occupy the 'middle ground' in terms of general attitudes and behaviours towards children's safety. They show few extremes or differences in demographic, attitudinal or behavioural profiles.

Children of parents in this segment are (even) more likely to use the internet. Consequently these parents have greater perceptions of risk around internet safety. They also say they do more to try to reduce the risks of their children seeing or doing something inappropriate on the internet, and say they are more likely to take action in 'unsafe' situations. They are also more likely to register for internet safety training.

##### **Separate Lives (A7)**

**(7% of survey sample of parents of children aged 5-17, 13% of total DCSF parents universe)**

Parents in this segment are much more likely to have (only) older children. They have a higher average household income.

Generally they are less likely to want advice on parenting, safety, bullying.

They are more likely to have internet access at home, and their children are more likely to have internet access in their own room.

These parents have more concerns around internet use and safety, around inappropriate contact, and around internet / PC security (e.g. downloading viruses, hacking). They are relatively less trusting of their children to use the internet safely. However they are less likely to take action to reduce risks of their children seeing or doing something inappropriate online, and they have less knowledge of their children's internet use. They are also less likely to act in case of inappropriate content.

##### **Struggling Through (A3)**

**(8% of survey sample of parents of children aged 5-17, 9% of total DCSF parents universe)**

Parents in this segment are more likely to have younger / mid age children. They are more likely to have more children / larger families. They are more likely to have a child with a disability, impairment or long term illness. They have a lower average household income.

Generally they are more dissatisfied with - and have more concerns around - their children's happiness and safety. They are more likely to want advice on parenting.

Parents in this segment have lower internet access, and consequently their children are less likely to use the internet (although most still do). The parents have less knowledge about and confidence in using the internet if they do use it.

#### **4.5.2 Parent and carer segments with less concern in relation to internet safety**

Certain parent / carer segments have relatively less concern, either through more trust, more confidence or simply less use by children: Contented & Self Fulfilled; Relaxed & Caring; Stepping Back; Comfortable & Content.

##### **Contented & Self-Fulfilled (A9)**

**(7% of survey sample of parents of children aged 5-17, 13% of total DCSF parents universe)**

Parents in this segment are much more likely to have (only) older children. They are more likely to be older parents themselves.

They are much more satisfied with children's happiness and safety than most other segments, and have fewer safety concerns. They are (even) more likely to agree that 'children should make their own choices'. They generally show less interest in receiving advice in relation to parenting, in any area.

They have particularly high internet use by their children. They have more concerns around their children's internet use, but are more trusting in this area. Fewer say they would take action if their child sees or does something inappropriate online (although most still would).

##### **Relaxed & Caring (A5)**

**(8% of survey sample of parents of children aged 5-17, 12% of total DCSF parents universe)**

Parents in this segment are more likely to have (only) younger children.

They are more controlling of their children's internet use (consistent with parents of younger children), and proactive in safeguarding. They are (even more) confident in that they know what to do in 'unsafe' situations, and are more likely internet users themselves.

##### **Stepping Back (A6)**

**(9% of survey sample of parents of children aged 5-17, 11% of total DCSF parents universe)**

Parents in this segment are more likely to have older children. There is also a higher incidence of lone parents among this segment in the survey sample.

Parents in this segment are relatively more controlling of their children: they have less agreement that children should make their own choices, and that they have as few rules as possible for their children.

There is (even) more use of internet by children. Their children have had more experience of cyber bullying (although still only a minority), but don't have more experience of bullying overall. Parents in this segment have less concern around internet safety, and take fewer actions to reduce or prevent problems.

##### **Comfortable & Confident (A1)**

**(8% of survey sample of parents of children aged 5-17, 13% of total DCSF parents universe)**

Parents in this segment are more likely to have younger / mid age children. There is a higher proportion of BAME parents within this segment.

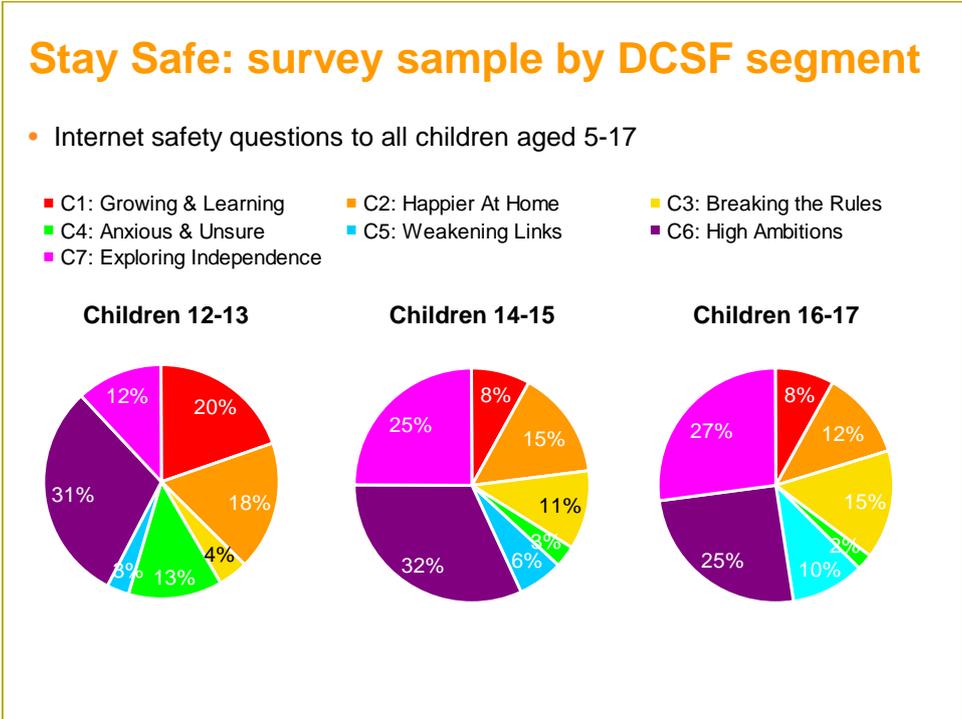
These parents are more satisfied with their child’s happiness. They are less reliant on others, and less interested in help or advice.

Their children are less likely to use the internet, and (therefore?) parents have less perception of risk and experience of problems in relation to internet safety.

**4.6 Experiences and attitudes by DCSF segmentation of children and young people**

The children and young people survey sample can be divided into the seven DCSF children and young people segments, based on their responses to a series of ‘golden questions’ (See Figure 15).

**Figure 15**



**4.6.1 Children and young people segments with less controlled internet use**

Two of the children and young people segments tend to comprise older children and have less controlled internet use: Breaking The Rules; Weakening Links. However, they have differing attitudes to internet safety.

**Breaking the Rules (C3)  
(10% of survey sample of children aged 12 to 17, 11% of total DCSF children universe)**

Children in this segment tend to be older, and are more likely to be boys. Children are more likely to have a disability, impairment or long term illness (although most do not). Household SEG tends towards relatively more DE households and fewer AB households. They have a higher incidence of lone parent families.

These children feel less safe, and feel safe less of the time. However, they have fewer specific safety concerns.

Consistent with older children, they spend more time away from adults and outside of home. They (claim to have) fewer parental rules and controls. More say that their parents are not aware of their activities / not aware more of the time.

They have greater use of the internet use outside of parental supervision / control. They have fewer internet safety concerns.

#### **Weakening Links (C5)**

**(6% of survey sample of children aged 12 to 17, 11% of total DCSF children universe)**

Children in this segment are more likely to be older, and to be girls. Household SEG tends towards relatively more DE households and fewer AB households. They have a higher incidence of lone parent families.

These children feels less safe generally. They have less (perceived) parental concern or control over their safety. They are less likely to mention having parental rules and controls, and are more likely to spend more time away from adults every day.

Fewer are very confident using internet (but all are confident). They have less parental supervision / control of their internet use. They have more concerns about using the internet securely (e.g. downloading, viruses, hacking), but less concern about inappropriate content.

#### **4.6.2 Children and young people segments with less confidence and more concerns about internet use**

Other children segments are less confident or more concerned - either despite or potentially because of - increased parental control: Anxious & Unsure; Happier At Home.

#### **Anxious & Unsure (C4)**

**(6% of survey sample of children aged 12 to 17, 10% of total DCSF children universe)**

Children in this segment are more likely to be younger. Household SEG tends towards relatively more AB households and fewer DE households.

These children are less likely to say they 'always' feel safe. They generally have more safety concerns, particularly related to physical safety and strangers.

They have more parental controls and rules about movements and time outside of home. They spend less time away from adult supervision.

They are less likely to use the internet at home (the great majority still do), but all use internet outside of home. They have more internet safety concerns, particularly related to inappropriate contact and content (as opposed to computer security). They are more likely to say they have experienced inappropriate content.

#### **Happier At Home (C2)**

**(15% of survey sample of children aged 12 to 17, 16% of total DCSF children universe)**

Children in this segment are more likely to be in lone parent families (but most are not), and there is a higher proportion of lower income households than in other segments.

These children have more safety concerns generally, but not in one area in particular. They have more parental rules around where they can go and when they need to come home.

They are slightly less confident internet users (but all are confident overall). They experience more parental rules, supervision and control over their internet use.

#### **4.6.3 Children and young people segments with high confidence and few concerns about internet use**

Other segments have high confidence and few concerns. However, the level and type of parental control differs: High Ambitions; Exploring Independence.

##### **High Ambitions (C6) (29% of survey sample of children aged 12 to 17, 20% of total DCSF children universe)**

There are higher proportions of BAME families in this children segment. There are fewer DE and fewer lone parent households.

Children in this segment are more likely to feel more safe, and have fewer safety concerns. There is more parental awareness of what they do, but not notably more controls / rules over their behaviour.

They have very high confidence in using internet. There is more parental awareness of internet use, and more use limiting software. However there is not more parental supervision of internet use, or more other controls / rules. This segment have more concerns about inappropriate content.

##### **Exploring Independence (C7) (21% of survey sample of children aged 12 to 17, 17% of total DCSF children universe)**

This segment is present in higher proportion among older children.

Generally these children feel safe, and feel safe more often.

They are very confident in using internet, and have more use of internet on their own / without parental awareness, supervision or control.

## Appendices

### Appendix 1 - Sampling details

#### 1.1 Sampling strategy

Fieldwork was conducted across a random representative selection of sampling points across England, Scotland, Wales and Northern Ireland. The following sample considerations and criteria were used:

- separate sampling points were used for the main sample parents and carers interviews, boost sample parent and carer interviews and children / young people sample interviews;
- each sampling point was based on a single 'Output Area', typically 100-120 households;
- Output Areas were selected to be representative of population distribution by Government Office Region (GOR);
- Output Areas were selected to have an at least average or higher than average incidence of the sample population to ensure the minimum number of interviews within each sample point could be achieved;
- Output Areas were selected to overall be representative of the demographic profile of the sample population by age of child(ren), social grade and ethnicity according to the most recently available Census data;
- a fixed number of interviews was required to be conducted within each sampling point;
- for the main sample interviews, quotas were applied per sampling point to achieve representative profiles of the sampling point in terms of: age of child(ren) (in parents / carers sample, of youngest child / in children / young people sample, of respondent); social grade of household.

#### 1.2 Sampling point requirements

The following number and distribution of Output Area sampling points was used for the survey.

Parents / carers: main sample (England):

- 131 sampling points for us to find 1,000 parents of children aged 0-17 = 8 interviews per point.

Parents / carers: main samples (Scotland, Wales, Northern Ireland):

- 14 sampling points for us to find 100 parents of children aged 0-17 in Scotland = 8 interviews per point.
- 14 sampling points for us to find 100 parents of children aged 0-17 in Wales = 8 interviews per point.

- 14 sampling points for us to find 100 parents of children aged 0-17 in Northern Ireland = 8 interviews per point.

Parents / carers: boost samples (socio-demographic boosts, England):

- 50 sampling points for us to find 50 parents of children aged 0-2 who have a household income of <£20k = 1 interview per point.
- 80 sampling points for us to find 80 disabled parents of children aged 0-17 = 1 interview per point.

Children / young people: main sample (England):

- 92 sampling points for us to find 500 children aged 12-17 = 6 interviews per point

Children / young people: main samples (Scotland, Wales, Northern Ireland):

- 18 sampling points for us to find 100 parents of children aged 0-17 in Scotland = 6 interviews per point.
- 18 sampling points for us to find 100 parents of children aged 0-17 in Wales = 6 interviews per point.
- 18 sampling points for us to find 100 parents of children aged 0-17 in Northern Ireland = 6 interviews per point.

## Appendix 2 - Sample profiles

### 2.1 Parents / carers sample

#### Profile of all child(ren)

	Stay Safe sample: All parents	With children aged 0 to 4	With children aged 5 to 11	With children aged 12 to 17
<b>Number of children aged 0 to 17 (S2)</b>				
1	38%	48%	31%	39%
2	38%	34%	42%	35%
3	16%	12%	18%	17%
4	6%	4%	6%	7%
5+	2%	2%	3%	2%
<b>Gender of child(ren) aged 0 to 17 (F1)</b>				
Male	69%	65%	73%	69%
Female	68%	66%	67%	69%
<b>Child(ren) aged 0 to 17 with disability / impairment / long term illness (F2)</b>				
Any	13%	28%	29%	32%

## Profile of parent / carer respondents

	Stay Safe sample: All parents	With children aged 0 to 4	With children aged 5 to 11	With children aged 12 to 17
<b>Respondent parent gender (F4)</b>				
Male	21%	22%	20%	22%
Female	79%	78%	80%	78%
<b>Respondent parent age (F5)</b>				
16 to 24	9%	24%	5%	0%
25 to 34	31%	44%	38%	9%
35 to 44	40%	68%	43%	10%
45 to 54	43%	29%	44%	55%
55 or older	14%	2%	11%	31%
<b>Respondent parent ethnicity (F6)</b>				
White	86%	83%	88%	89%
BAME	13%	17%	12%	11%
Mixed	1%	2%	0%	2%
Asian / Asian British	7%	9%	6%	5%
Black / Black British	5%	5%	6%	4%
Other	1%	1%	1%	1%
<b>Respondent parent with disability / impairment / long term illness (F7a)</b>				
Any	5%	5%	4%	8%
<b>Lone parent status (F3)</b>				
Yes	30%	8%	14%	16%
<b>Respondent parent working status (F8)</b>				
Employed full time	25%	24%	24%	28%
Employed part time	23%	21%	25%	22%
Self-employed	5%	3%	5%	6%
Other	48%	52%	46%	45%

## Profile of household socio-economics

	Stay Safe sample: All parents	With children aged 0 to 4	With children aged 5 to 11	With children aged 12 to 17
<b>Household socio-economic group (S6)</b>				
ABC1	49%	47%	50%	52%
C2D	30%	30%	32%	28%
E	20%	23%	18%	20%
<b>Household annual income (F9)</b>				
Up to £19,999	33%	35%	33%	30%
£20,000 to £39,000	22%	22%	23%	22%
£40,000 or more	13%	17%	13%	11%
Refused	32%	27%	31%	37%

## 2.2 Children / young people sample

### Profile of children respondents

	Stay Safe sample: All children
<b>Gender (S6)</b>	
Male	52%
Female	48%
<b>Age (S5)</b>	
12 to 13	33%
14 to 15	33%
16 to 17	34%
<b>Child with disability / impairment (F3)</b>	
Any	8%

### Profile of parent / carer giving consent to interview

		Stay Safe sample: All children
<b>Respondent parent age (F5)</b>		
16 to 24		2%
25 to 34		10%
35 to 44		56%
45 to 54		28%
55 or older		4%
<b>Respondent parent ethnicity (F6)</b>		
White		85%
BAME		15%
Mixed		1%
Asian / Asian British		8%
Black / Black British		5%
Other		-
<b>Respondent parent disability (F7a)</b>		
Any		6%
<b>Respondent parent working status (F8)</b>		
Employed full time		37%
Employed part time		20%
Self-employed		5%
Other		38%

### Profile of household socio-economics

		Stay Safe sample: All children
<b>Household socio-economic group (S4)</b>		
ABC1		51%
C2D		29%
E		19%
<b>Household annual income (F9)</b>		
Up to £19,999		23%
£20,000 to £39,000		12%
£40,000 or more		9%
Refused		56%

# Appendix 3 - Questionnaires

## 3.1 Parents and carers questionnaire

**INTRODUCTION AND SCREENING**

**INTRODUCTION**

SAY Good morning / afternoon / evening. My name is \_\_\_\_\_ and I am from Synovate, an independent market research agency. We have been commissioned by the government - specifically the Department for Children, Schools and Families - to collect opinions from a cross section of parents in the UK and Northern Ireland. The questionnaire asks about parents' attitudes to a variety of safety issues affecting them and their children. All data will be used anonymously to help work out whether the government's plans and policies are having a positive effect on families.

The research is being conducted across the country. This local area has been selected at random, and all the information given in the study will be kept strictly confidential. No information identifying you or your household will be passed to any part of government, or to any other organisation.

The interview will take about 30 minutes. If you take part we are offering a £5 voucher as a thank you and in recognition of your time spent.

However, first I need to ask some questions to ensure I speak to a spread of different people in this area.

**CONTINUE IF RESPONDENT WILLING**

**ASK ALL**

S1 Do you have one or more children aged up to 17 living in your household?

**SINGLE CODE ONLY**

	Yes	1	<b>CONTINUE</b>
	No	2	<b>THANK &amp; CLOSE</b>
	(Don't know)	0	

**ASK ALL**

S2 How many children aged up to 17 are you a parent / guardian of?

**WRITE IN NUMBER**

<i>WRITE IN NUMBER OF CHILDREN</i>		<b>CONTINUE</b>	
None / Refused	00	<b>THANK &amp; CLOSE</b>	

**ASK ALL**

S3 What [age is your child / ages are your children, starting with the eldest]?

**CODE AGE OF EACH CHILD AGED UP TO 17**

**CHECK QUOTA: CHILD(REN) AGED 0-4 / 5-11 / 12-17**

	Child no.	#1 (Eld est)	#2	#3	#4	#5	#6	#7	#8	#9	#10
<b>QUOTA AGE 12-17</b>	17 years old	17	17	17	17	17	17	17	17	17	17
	16 years old	16	16	16	16	16	16	16	16	16	16
	15 years old	15	15	15	15	15	15	15	15	15	15
	14 years old	14	14	14	14	14	14	14	14	14	14
	13 years old	13	13	13	13	13	13	13	13	13	13
	12 years old	12	12	12	12	12	12	12	12	12	12
<b>QUOTA AGE 5-11</b>	11 years old	11	11	11	11	11	11	11	11	11	11
	10 years old	10	10	10	10	10	10	10	10	10	10
	9 years old	09	09	09	09	09	09	09	09	09	09
	8 years old	08	08	08	08	08	08	08	08	08	08
	7 years old	07	07	07	07	07	07	07	07	07	07
	6 years old	06	06	06	06	06	06	06	06	06	06
	5 years old	05	05	05	05	05	05	05	05	05	05
<b>QUOTA AGE 0-4</b>	4 years old	04	04	04	04	04	04	04	04	04	04
	3 years old	03	03	03	03	03	03	03	03	03	03
	2 years old	02	02	02	02	02	02	02	02	02	02
	1 year old	01	01	01	01	01	01	01	01	01	01
	7 to 12 months	22	22	22	22	22	22	22	22	22	22
	4 to 6 months	21	21	21	21	21	21	21	21	21	21
	0 to 3 months	20	20	20	20	20	20	20	20	20	20
	(None of these)	99	99	99	99	99	99	99	99	99	99
(Refused)	00	00	00	00	00	00	00	00	00	00	

**CREATE QUOTA VARIABLE IF HAVE CHILD(REN) IN ONLY ONE QUOTA AGE BAND AT S3**

**DO NOT SHOW TO INTERVIEWERS  
DO NOT READ OUT**

S3Q1 CAPI SCRIPT TO CREATE QUOTA VARIABLE

**SINGLE CODE ONLY**

<b>QUOTA AGE 12-17</b>	1
<b>QUOTA AGE 5-11</b>	2
<b>QUOTA AT 0-4</b>	3

**SHOW TO INTERVIEWERS IF HAVE CHILDREN IN MORE THAN ONE OF THE QUOTA AGE BANDS AT S3**

**TO BE CODED BY INTERVIEWERS  
DO NOT READ OUT**

S3Q2 INTERVIEWER! This respondent meets more than one children's age quota.

Please select which quota you want this respondent to fill

**SINGLE CODE ONLY**

<b>ONLY SHOW IF AT LEAST ONCE CHILD IN QUOTA AGE 12-17 AT S3</b> Child(ren) aged 12 to 17	1
<b>ONLY SHOW IF AT LEAST ONCE CHILD IN QUOTA AGE 5-11 AT S3</b> Child(ren) aged 5 to 11	2
<b>ONLY SHOW IF AT LEAST ONCE CHILD IN QUOTA AGE 0-4 AT S3</b> Child(ren) aged 0 to 4	3

**ASK ALL**

S5 Are you the chief wage earner in your household?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	0

**ASK ALL**

S6 What is [your occupation - IF CODE 1 AT S5 / the occupation of the chief wage earner in your household - CODES 2,0 AT S5]?

**WRITE IN OCCUPATION DETAILS**

**ENSURE COLLECT SUFFICIENT DETAIL TO CODE SOCIAL GRADE**

**IF RETIRED OR UNEMPLOYED FOR LESS THAN 6 MONTHS, GET PREVIOUS OCCUPATION**

**SINGLE CODE ONLY**

**CHECK QUOTA: ABC1 / C2D / E**

<i>WRITE IN OCCUPATION DETAILS NEEDED TO CODE SOCIAL GRADE</i>	<input type="text"/>	<b>[PROGRAMMER – MAKE THIS A TEXT BOX OF UNLIMITED LENGTH]</b>
--	----------------------	--

A	1
B	2
C1	3
C2	4
D	5
E	6
(Don't know)	9
(Refused)	0

**MAIN QUESTIONNAIRE  
ASK ALL ELIGIBLE**

**READ OUT TO ALL**

**SAY** Thank you very much. As I said before, all the information given in the study will be kept strictly confidential.

I am going to ask you about lots of different things in this interview, about lots of different subjects, but all are related in some way to children, what they do, and what you do with your children. Hopefully you won't find the questions too difficult or intrusive, so please answer them as honestly as you can.

**CONTINUE**

**ASK ALL**

Q1 First, please tell me to what extent you are satisfied or dissatisfied with the following aspects of your current situation, using the phrases on this card.

**SHOW CARD Q1**  
**READ OUT STATEMENTS IN RANDOM ORDER**  
**SINGLE CODE ONLY FOR EACH STATEMENT**

		Very satisfied	Fairly satisfied	Neither / nor	Fairly dissatisfied	Very dissatisfied	(DK)	(Rf)
a	My health	1	2	3	4	5	9	0
b	My home	1	2	3	4	5	9	0
c	The area I live in	1	2	3	4	5	9	0
d	My working status	1	2	3	4	5	9	0
<b>ONLY IF HAVE CHILD(REN) AGED 4 - 17 AT S3</b>								
e	My [child's - IF ONLY ONE CHILD AT S2 / children's - IF MORE THAN ONE CHILD AT S2] education	1	2	3	4	5	9	0
f	My [child's - IF ONLY ONE CHILD AT S2 / children's - IF MORE THAN ONE CHILD AT S2] happiness	1	2	3	4	5	9	0
g	My [child's - IF ONLY ONE CHILD AT S2 / children's - IF MORE THAN ONE CHILD AT S2] safety	1	2	3	4	5	9	0

**ASK ALL**

Q2 And which of these answers best applies to the following statement:  
 When I am not with my [child - IF ONLY ONE CHILD AT S2 / children - IF MORE THAN ONE CHILD AT S2], I find myself thinking about them...

**READ OUT ANSWERS IN ORDER - ENSURE RESPONDENT HEARS ALL POSSIBLE ANSWERS**  
**SINGLE CODE ONLY**

...almost all the time	1
...most of the time	2
...some of the time	3
...occasionally	4
...very rarely	5
...never	6
(Don't know)	9
(Refused)	0

**ASK ALL**

Q3 And which of these answers best applies to the following statement:  
 I find being a parent / guardian frustrating...

**READ OUT ANSWERS IN ORDER - ENSURE RESPONDENT HEARS ALL POSSIBLE ANSWERS**  
**SINGLE CODE ONLY**

...most of the time	1
...some of the time	2
...hardly ever	3
...never	4
(Don't know)	9
(Refused)	0

**ASK ALL**

Q4 Currently, how involved do you personally feel in your [child's - IF ONLY ONE CHILD AT S2 / children's - IF MORE THAN ONE CHILD AT S2] progress through nursery / school? Would you say that you feel...

**READ OUT ANSWERS IN ORDER - ENSURE RESPONDENT HEARS ALL POSSIBLE ANSWERS**  
**SINGLE CODE ONLY**

Very involved	1
Fairly involved	2
Not very involved	3
Not at all involved	4
(Child(ren) not in nursery / school)	8
(Don't know)	9
(Refused)	0

**ASK ALL**

Q5 How much do you agree with the following statements, using the phrases on this card? There is no right or wrong answer, it is just your personal views we are interested in.

**SHOW CARD Q5**

So how strongly do you agree or disagree with...

**READ OUT STATEMENTS IN RANDOM ORDER**  
**SINGLE CODE ONLY FOR EACH STATEMENT**

		Strongly agree	Agree	Neither / nor	Disagree	Strongly disagree	(DK)	(Rf)
a	In general I feel very positive about myself	1	2	3	4	5	9	0
b	It's important my family think I am doing well	1	2	3	4	5	9	0
c	Spending money on education is an investment for a child's future life	1	2	3	4	5	9	0
d	How well a child does in their education will affect how well they do in life	1	2	3	4	5	9	0
e	I worry about what I will do once my children leave home	1	2	3	4	5	9	0
f	If both parents work full time when children are little , they will miss out on seeing them grow and develop	1	2	3	4	5	9	0
g	It's usually better if one parent can look after the child themselves all the time	1	2	3	4	5	9	0
h	Once you have children, your own needs should take a lower priority	1	2	3	4	5	9	0
i	I like to think that my [child - IF ONLY ONE CHILD AT S2 / children - IF MORE THAN ONE CHILD AT S2] can talk to me about anything	1	2	3	4	5	9	0
j	Children must be given freedom to make their own choices	1	2	3	4	5	9	0
k	I feel confident as a parent	1	2	3	4	5	9	0
l	I would like more help and advice about being a parent	1	2	3	4	5	9	0

**ASK ALL**

Q6 Now I would like to ask you some more questions about your [child - IF ONLY ONE CHILD AT S2 / children - IF MORE THAN ONE CHILD AT S2], the types of activities they are involved in and the things that they are and are not allowed to do. [I will need to ask about your children by age, and will ask about the eldest first.]

[So, does your child... / So, for your child aged [AGE OF CHILD #1 FROM S3], do they...]

**READ OUT EACH IN TURN AND CODE ALL RELEVANT**

**ONLY SHOW ACTIVITIES RELEVANT TO CHILD'S AGE**

**IF MORE THAN ONE CHILD OF SAME AGE (e.g. TWINS), CODE THE ANSWER EVEN IF IT IS ONLY RELEVANT TO ONE OF THE CHILDREN**

And for your child aged [AGE OF CHILD #2 FROM S3], do they...

**READ OUT EACH IN TURN AND CODE ALL RELEVANT**

**ONLY SHOW ACTIVITIES RELEVANT TO CHILD'S AGE**

**IF MORE THAN ONE CHILD OF SAME AGE (e.g. TWINS), CODE THE ANSWER EVEN IF IT IS ONLY RELEVANT TO ONE OF THE CHILDREN**

**REPEAT FOR ALL CHILDREN AT S3**

Child no. (from S3) Age of child (from S3)	#1 [ ]	#2 [ ]	#3 [ ]	#4 [ ]	#5 [ ]	etc. [ ]
<b>ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 0-4 AT S3</b> ...go to a nursery or child minder?	1	1	1	1	1	1
<b>ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 0-4 AT S3</b> ...get looked after regularly by another adult outside of the home (e.g. grandparent)?						
<b>ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 4-17 AT S3</b> ...go to school or other full time education	2	2	2	2	2	2
<b>ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 4-17 AT S3</b> ...travel to or from to school on their own?	3	3	3	3	3	3
<b>ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 3-17 AT S3</b> ...go to organised groups or activities where you are present (e.g. Scouts / Guides, sports clubs)?	4	4	4	4	4	4
<b>ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 5-17 AT S3</b> ...go to organised groups or activities where you are <u>not</u> present (e.g. Scouts / Guides, sports clubs)?	5	5	5	5	5	5
<b>ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 5-17 AT S3</b> ...spend short periods of time outside of the home on their own (e.g. going to buy something at the local shop)?						
<b>ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 5-17 AT S3</b> ...spend time outside of the home when you and other adults are not present (e.g. playing outside with friends, visiting shops on their own)?	6	6	6	6	6	6

<b>ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 13-17 AT S3</b> ...work part or full time (including apprenticeship, weekend job, paper round)?	7	7	7	7	7	7
<b>ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 5-17 AT S3</b> ...have their own mobile phone?	8	8	8	8	8	8
<b>ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 5-17 AT S3</b> ...have a landline telephone in their own room?						
<b>ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 5-17 AT S3</b> ...have a television in their own room?	9	9	9	9	9	9
<b>ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 5-17 AT S3</b> ...use a computer / laptop in their own room?	10	10	10	10	10	10
(None of these)	99	99	99	99	99	99
(Refused)	00	00	00	00	00	00

**ASK ALL**

Q7 Do you or your household have any rules or restrictions for your child / children about...

**READ OUT IN RANDOM ORDER**

**SINGLE CODE FOR EACH**

	Yes	No	(Rf)
<b>ONLY IF CHILD(REN) AGED 3-17 AT S3</b> ...watching television?	1	2	0
<b>ONLY IF CHILD(REN) AGED 5-17 AT S3</b> ...using mobile phones?	1	2	0
<b>ONLY IF CHILD(REN) AGED 5-17 AT S3</b> ...using the internet?	1	2	0
<b>ONLY IF CHILD(REN) AGED 5-17 AT S3</b> ...the use of age-restricted video games?			
<b>ONLY IF CHILD(REN) AGED 5-17 AT S3</b> ...going out of the house on their own?	1	2	0
<b>ONLY IF CHILD(REN) AGED 15-17 AT S3</b> ...the latest they can come home if out on their own?	1	2	0

**ASK FOR ALL CHILDREN WHO SPEND SOME TIME OUTSIDE OF THE HOME WITH NO ADULTS PRESENT (CODE 6 AT Q6)**

Q8 You said that [your child spends - IF ONLY ONE CHILD AT S2 AND ONE CHILD CODED 6 AT Q6 / one of your children spends - IF MORE THAN ONE CHILD AT S2 AND ONLY ONE CHILD CODED 6 AT Q6 / some of your children spend - IF MORE THAN ONE CHILD AT S2 AND MORE THAN ONE CHILD CODED 6 AT Q6] time outside of the home with no adults present. Apart from travelling to or from school, how often does this happen?

**SINGLE CODE FOR EACH CHILD WHO SPENDS SOME TIME OUTSIDE OF THE HOME WITH NO ADULTS PRESENT (CODE 6 AT Q6)**

Child no. (from S3) Age of child (from S3)	#1 [ ]	#2 [ ]	#3 [ ]	#4 [ ]	#5 [ ]	etc. [ ]
Every day	1	1	1	1	1	1
5-6 days a week	2	2	2	2	2	2
3-4 days a week	3	3	3	3	3	3
2 days a week	4	4	4	4	4	4
Once a week	5	5	5	5	5	5
Once a fortnight	6	6	6	6	6	6
Once a month	7	7	7	7	7	7
Less often	8	8	8	8	8	8
(None of these)	99	99	99	99	99	99
(Refused)	00	00	00	00	00	00

**ASK FOR ALL CHILDREN WHO SPEND SOME TIME OUTSIDE OF THE HOME WITH NO ADULTS PRESENT (CODE 6 AT Q6)**

Q9 And when your [child is - IF ONLY ONE CHILD CODED 6 AT Q6 / children are - IF MORE THAN ONE CHILD CODED 6 AT Q6] are outside of the home without any adults - apart from travelling to or from school - do you always know where they are? Do you...

**READ OUT**

**SINGLE CODE FOR EACH CHILD WHO SPENDS SOME TIME OUTSIDE OF THE HOME WITH NO ADULTS PRESENT (CODE 6 AT Q6)**

Child no. (from S3) Age of child (from S3)	#1 [ ]	#2 [ ]	#3 [ ]	#4 [ ]	#5 [ ]	etc. [ ]
Always know where they are	1	1	1	1	1	1
Usually know where they are	2	2	2	2	2	2
Only know roughly where they are	3	3	3	3	3	3
Not know where they are	4	4	4	4	4	4
(None of these)	99	99	99	99	99	99
(Refused)	00	00	00	00	00	00

**ASK ALL**

Q10 Have you seen or heard any information or discussion about any of the following topics recently?

**SHOW CARD Q10**

**MULTICODES POSSIBLE**

Bullying	1
Cyber-bullying (bullying on the internet)	2
Children using the internet / using the internet safely	3
Children's safety in the home	4
Children's safety outside of the home	5
Child abuse / child neglect	
School activities to improve child safety	6
Government activities to improve child safety	7
Something else	8
(None of these)	98
(Don't know)	99
(Refused)	00

**ASK ALL**

Q11 How much do you agree with the following statements, using the phrases on this card?  
As before, there is no right or wrong answer, it is just your personal views we are interested in.  
**SHOW CARD Q11**

So how strongly do you agree or disagree with...

**READ OUT STATEMENTS IN RANDOM ORDER**  
**SINGLE CODE ONLY FOR EACH STATEMENT**

		Strongly agree	Agree	Neither / nor	Disagree	Strongly disagree	(Don't know)	(Refused)
a	My [child's - IF ONLY ONE CHILD AT S2 / children's - IF MORE THAN ONE CHILD AT S2] safety is more important than anything else	1	2	3	4	5	9	0
b	As they get older, I worry more and more about my [child's - IF ONLY ONE CHILD AT S2 / children's - IF MORE THAN ONE CHILD AT S2] safety	1	2	3	4	5	9	0
c	I would like more help and advice about keeping my [child - IF ONLY ONE CHILD AT S2 / children - IF MORE THAN ONE CHILD AT S2] safe	1	2	3	4	5	9	0
d	Everyone has a responsibility for making sure all children are safe, not just their parents or carers	1	2	3	4	5	9	0
e	I try to have as few rules and restrictions for my [child - IF ONLY ONE CHILD AT S2 / children - IF MORE THAN ONE CHILD AT S2] as possible	1	2	3	4	5	9	0
f	I would always try to ensure the safety of another child, as I would want someone else to do the same for my [child - IF ONLY ONE CHILD AT S2 / children - IF MORE THAN ONE CHILD AT S2]	1	2	3	4	5	9	0
g	I believe my [child is - IF ONLY ONE CHILD AT S2 / children are - IF MORE THAN ONE CHILD AT S2] safer if I put as much time and energy as I can into looking out for them myself, and not rely on others to do this	1	2	3	4	5	9	0

**ASK ALL**

Q12 As a parent, what are your biggest concerns when thinking about the safety of your [child - IF ONLY ONE CHILD AT S2 / children - IF MORE THAN ONE CHILD AT S2]?

**DO NOT PROMPT**  
**MULTICODES POSSIBLE**  
**WRITE IN OTHERS**

Physical bullying	1
Teasing / emotional bullying	2
Cyber-bullying / bullying on the internet	3
Inappropriate content on television / films / computer games	4
Dangers with using the internet / inappropriate content on the internet	5
Talking to / meeting strangers	6
Paedophiles / child abuse	7
Accidents in the home	8
Accidents outside of the home (not on roads)	9
Road safety / accidents on the roads	10
Alcohol / drinking	11
Smoking / cigarettes	12
Illegal drugs	13
Sexual activity / STDs / pregnancy	14
Graffiti / criminal damage / trespassing	15
Anti-social behaviour	16
Fighting / threatening behaviour	17
Gangs	18
Knife crime	19
Stress / depression	20
Self-harming / suicide	21
Eating disorders	22
Violence in the home	23
Other [PLEASE SPECIFY]	24
(None of these)	98
(Don't know)	99
(Refused)	00

**ASK ALL**

Q13 Which if these are your biggest concerns as a parent when thinking about the safety of your [child - IF ONLY ONE CHILD AT S2 / children - IF MORE THAN ONE CHILD AT S2]?

**SHOW CARD Q13**  
**MULTICODES POSSIBLE**

Bullying / being bullied	1
Getting hurt by other children / other people	2
Getting involved in anti-social behaviour	3
Inappropriate content on television / films / computer games	
Dangers with using the internet / inappropriate content on the internet	4
Talking to / meeting strangers	5
Paedophiles / child abuse	6
Accidents in the home	7
Accidents outside of the home	8
Drinking alcohol / smoking cigarettes / drug taking	9
Sexual activity / STDs / pregnancy	10
Stress / depression / self-harming / suicide	11
(None of these)	98
(Don't know)	99
(Refused)	00

**START OF ROTATION SECTIONS:**

**SECTIONS TO BE ASKED IN RANDOM ORDER, AND ACCORDING TO AGE(S) OF CHILD(REN) AT S3:**

**B - BULLYING: ONLY FOR PARENTS OF CHILDREN AGED 4 (IF STARTED SCHOOL) TO 17 IN ENGLAND**

**(ASK IF HAVE AT LEAST ONE CHILD...**

**...AGED 4 AT S3 THAT GOES TO SCHOOL (CODE 2 AT Q6)**

**AND/OR**

**...AGED 5-17 AT S3)**

**I - INTERNET SAFETY: ONLY FOR PARENTS OF CHILDREN AGED 5 TO 17 (IF HAVE AT LEAST ONE CHILD AGED 5-17 AT S3)**

**H - SAFETY IN THE HOME: ONLY FOR PARENTS OF CHILDREN AGED 0 TO 4 IN ENGLAND**

**(IF HAVE AT LEAST ONE CHILD AGED 0-4 AT S3)**

**O - SAFETY OUTSIDE THE HOME: FOR ALL PARENTS**

**THE NUMBER OF SECTIONS ANY ONE PARENT CAN BE ASKED ABOUT SHOULD BE LIMITED TO A MAXIMUM OF 3. THIS IS DEFINED BY THE CHILD AGE QUOTA (FROM S3Q1 OR S3Q2):**

**IF ALLOCATED TO QUOTA AGE 12-17 - CAN ONLY BE ASKED...**

**B - BULLYING**

**I - INTERNET SAFETY**

**O - SAFETY OUTSIDE THE HOME**

**IF ALLOCATED TO QUOTA AGE 5-11 - CAN ONLY BE ASKED...**

**B - BULLYING**

**I - INTERNET SAFETY**

**O - SAFETY OUTSIDE THE HOME**

**IF ALLOCATED TO QUOTA AGE 0-4 - CAN ONLY BE ASKED...**

**H - SAFETY IN THE HOME**

**O - OUTSIDE THE HOME**

**START OF SECTION ROTATION: B - BULLYING**

**ASK ALL WHO QUALIFY FOR BULLYING SECTION**

B1 I would now like to ask you some questions about bullying, related to children of school age and older.

First, how much do you agree with the following statements, using the phrases on this card?

Like before, there is no right or wrong answer, it is just your personal views we are interested in.

**SHOW CARD B1**

So how strongly do you agree or disagree with...

**READ OUT STATEMENTS IN RANDOM ORDER  
SINGLE CODE ONLY FOR EACH STATEMENT**

		Strongly agree	Agree	Neither / nor	Disagree	Strongly disagree	(DK)	(Rf)
a	My [child is - IF ONLY ONE CHILD AGED 4-17 AT S3 / children are - IF MORE THAN ONE CHILD AGED 4-17 AT S3] at risk from bullying	1	2	3	4	5	9	0
b	I do things to reduce the risk of my [child - IF ONLY ONE CHILD AGED 4-17 AT S3 / children - IF MORE THAN ONE CHILD AGED 4-17 AT S3] being bullied	1	2	3	4	5	9	0
c	I help my [child - IF ONLY ONE CHILD AGED 4-17 AT S3 / children - IF MORE THAN ONE CHILD AGED 4-17 AT S3] to deal with bullying themselves	1	2	3	4	5	9	0
d	I would take action if I knew my [child was - IF ONLY ONE CHILD AGED 4-17 AT S3 / children were - IF MORE THAN ONE CHILD AGED 4-17 AT S3] being bullied	1	2	3	4	5	9	0
e	I would take action if I knew someone else's was child being bullied	1	2	3	4	5	9	0
f	I would take action if I knew my [child was - IF ONLY ONE CHILD AGED 4-17 AT S3 / children were - IF MORE THAN ONE CHILD AGED 4-17 AT S3] bullying someone else	1	2	3	4	5	9	0
g	Bullying is a part of growing up	1	2	3	4	5	9	0
h	There is nothing I can do as a parent / guardian to stop my [child - IF ONLY ONE CHILD AGED 4-17 AT S3 / children - IF MORE THAN ONE CHILD AGED 4-17 AT S3] being bullied	1	2	3	4	5	9	0
i	There is nothing my [child's - IF ONLY ONE CHILD AGED 4-17 AT S3 / children's - IF MORE THAN ONE CHILD AGED 4-17 AT S3] school can do to stop them being bullied	1	2	3	4	5	9	0
j	It is everyone's responsibility to take action if they know about a child being bullied	1	2	3	4	5	9	0
k	I am confident that I would know what to do if my [child was - IF ONLY ONE CHILD AGED 4-17 AT S3 / children were - IF MORE THAN ONE CHILD AGED 4-17 AT S3] being bullied	1	2	3	4	5	9	0

l	I would ask for help or advice if I knew my [child was - IF ONLY ONE CHILD AGED 4-17 AT S3 / children were - IF MORE THAN ONE CHILD AGED 4-17 AT S3] being bullied	1	2	3	4	5	9	0
m	I would like more help and advice about bullying	1	2	3	4	5	9	0

**CHANGED ORDER!  
ASK IF QUALIFY FOR BULLYING SECTION  
AND**

**HAVE MORE THAN ONE CHILD AGED 4-17 AT S3**

B8 Which of your children do you consider to be at risk from bullying?

**SINGLE CODE FOR EACH CHILD 4 TO 17**

	At risk from bullying	Not at risk from bullying	(DK)	(Rf)
CHILD #1 - AGED []	1	2	9	0
CHILD #2 - AGED []	1	2	9	0
CHILD #3 - AGED []	1	2	9	0
CHILD #4 - AGED []	1	2	9	0
CHILD #5 - AGED []	1	2	9	0
CHILD #6 - AGED []	1	2	9	0
CHILD #7 - AGED []	1	2	9	0
CHILD #8 - AGED []	1	2	9	0
CHILD #9 - AGED []	1	2	9	0
CHILD #10 - AGED []	1	2	9	0

**CHANGED ORDER!  
ASK ALL WHO QUALIFY FOR BULLYING SECTION**

B9 [Has your child – IF ONLY ONE CHILD AGED 4-17 AT S3 / Have your children – IF MORE THAN ONE CHILD AGED 4-17 AT S3] been bullied in the past few months?

**SINGLE CODE FOR EACH CHILD ELIGIBLE FOR THIS SECTION (AGE 4 (IF STARTED SCHOOL) TO 17)**

	Has been bullied	Has not been bullied	(DK)	(Rf)
CHILD #1 - AGED []	1	2	9	0
CHILD #2 - AGED []	1	2	9	0
CHILD #3 - AGED []	1	2	9	0
CHILD #4 - AGED []	1	2	9	0
CHILD #5 - AGED []	1	2	9	0
CHILD #6 - AGED []	1	2	9	0
CHILD #7 - AGED []	1	2	9	0
CHILD #8 - AGED []	1	2	9	0
CHILD #9 - AGED []	1	2	9	0
CHILD #10 - AGED []	1	2	9	0

**ASK ALL WHO QUALIFY FOR BULLYING SECTION**

B9b [Has your child - IF ONLY ONE CHILD AGED 4-17 AT S3 / Have your children - IF MORE THAN ONE CHILD AGED 4-17 AT S3] ever experienced any of the following?

**SHOW CARD B9b  
MULTICODES POSSIBLE**

<b>Ways of bullying</b>	
Received abusive text messages	1
Been sent an embarrassing photo / video clip on a mobile phone	2
Been sent an embarrassing photo / video clip on the internet	3
Received abusive comments on a social network site (e.g. Bebo, Myspace, Facebook)	4
Received abusive emails	5
Received teasing / abuse instant messaging (i.e. MSN)	6
Received abuse / teasing from someone in an internet chat room	7
Face to face bullying at school	8
Face to face bullying somewhere other than school	9
<b>Types of bullying</b>	
Being called names / teased	10
Being physically bullied	11
Having threats made against them	12
Having money / valuables taken from them	13
Being ignored or excluded from conversations or activities	14
Bullying because of race / ethnicity	15
Bullying because of gender	16
Bullying because of illness or disability	17
Homophobic bullying (e.g. being called 'gay', 'a poof')	18
(None of these)	98
(Don't know)	99
(Refused)	00

**ASK ALL WHOSE CHILD(REN) HAVE EXPERIENCED BULLYING (ANY CODE 1 AT B9 AND / OR ANY CODE 1-18 AT B9b)**

B10 Did you do anything about the bullying they experienced?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9
(Refused)	0

**ASK ALL WHO DID SOMETHING ABOUT THEIR CHILD'S BULLYING (CODE 1 AT B10)**

B10b What did you do about it?

**DO NOT PROMPT  
MULTICODES POSSIBLE  
WRITE IN OTHERS**

Talk to your child / children	1
Talk to the people doing the bullying	2
Talk to the parents of the people doing the bullying	3
Encourage your child(ren)'s friends to support your child(ren)	
Talk to school / teacher	4
Talk to someone else	5
Look for information / advice	6
Report to Police	7
Accompany your child where / when the bullying takes place (e.g. accompany child to / from school)	8
Remove child from where / when bullying takes place	9

(e.g. keep them inside, stop activities, change schools)	
Anything else [PLEASE SPECIFY]	10
Would do nothing	98
(Don't know)	99
(Refused)	00

**CHANGED ORDER!  
ASK ALL WHO DID SOMETHING ABOUT THEIR CHILD'S BULLYING (CODE 1 AT B10)**

B11 Did this reduce or stop the bullying?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9
(Refused)	0

**ASK ALL WHO QUALIFY FOR BULLYING SECTION  
EXCEPT!  
ALL WHO DID SOMETHING ABOUT THEIR CHILD'S BULLYING (ALL EXCEPT! CODE 1 AT B10)**

B2 If your [child was - IF ONLY ONE CHILD AGED 4-17 AT S3 / children were - IF MORE THAN ONE CHILD AGED 4-17 AT S3] being bullied in any way, what would you do about it?

**DO NOT PROMPT  
MULTICODES POSSIBLE  
WRITE IN OTHERS**

Talk to your child / children	1
Talk to the people doing the bullying	2
Talk to the parents of the people doing the bullying	3
Encourage your child(ren)'s friends to support your child(ren)	
Talk to school / teacher	4
Talk to someone else	5
Look for information / advice	6
Report to Police	7
Accompany your child where / when the bullying takes place (e.g. accompany child to / from school)	8
Remove child from where / when bullying takes place (e.g. keep them inside, stop activities, change schools)	9
Anything else [PLEASE SPECIFY]	10
Would do nothing	98
(Don't know)	99
(Refused)	00

**ASK ALL WHO QUALIFY FOR BULLYING SECTION  
EXCEPT!  
ALL WHO DID SOMETHING ABOUT THEIR CHILD'S BULLYING (ALL EXCEPT! CODE 1 AT B10)**

B4 How confident do you feel that this would reduce the problem, or stop it from happening in future? Would you be...

**READ OUT ANSWERS IN ORDER – ENSURE RESPONDENT HEARS ALL POSSIBLE ANSWERS  
SINGLE CODE ONLY**

Very confident	1
Fairly confident	2
Not very confident	3
Not at all confident	4
(Don't know)	9
(Refused)	0

**ASK ALL WHO QUALIFY FOR BULLYING SECTION**

B5 If your [child was - IF ONLY ONE CHILD AGED 4-17 AT S3 / children were - IF MORE THAN ONE CHILD AGED 4-17 AT S3] being bullied in any way, would you get advice, support or help from any of the following sources?

**SHOW CARD B5  
MULTICODES POSSIBLE  
WRITE IN OTHERS**

<b>Information from people / organisations</b>	
Family members	1
Friends / other parents	2
Other children / your child(ren)'s friends	
School / teacher / nursery staff	3
Child minder / nanny	4
Leader of children's activities / club / group	5
Health services (e.g. doctor, GP, nurse, health visitor, NHS Direct)	6
Police	7
Local authority / council	8
Government	9
NSPCC	10
Childline	
Parentline Plus	
Other children's organisation	
<b>Information from places</b>	
School / playgroup / nursery	11
Children's centre / Sure Start drop in centre	12
Doctor's surgery / clinic / hospital	13
Library	14
Community centre	15
Youth club / youth centre	16
Shopping centre	17
<b>Ways of getting information</b>	
Internet website	18
Internet message board / discussion group	19
Books	20
Leaflet (picked up)	21
Leaflet (delivered to home)	22
Magazines / newspapers	23
Television	24
Radio	25
Telephone advice lines	26
Any other person / organisation / place / way [PLEASE SPECIFY]	27
Would not get advice from anyone / anywhere	98
(Don't know)	99
(Refused)	00

**ASK ALL WHO QUALIFY FOR BULLYING SECTION**

B6 Which of these would you be confident could help reduce the problem of bullying, or stop it from happening in future?

**SHOW CARD B6  
MULTICODES POSSIBLE  
WRITE IN OTHERS**

Family members	1
Friends / other parents	2
Other children / your child(ren)'s friends	
School / teacher / nursery staff	3

Child minder / nanny	4
Leader of children's activities / club / group	5
Health services (e.g. doctor, GP, nurse, health visitor, NHS Direct)	6
Police	7
Local authority / council	8
Government	9
NSPCC	10
Childline	
Parentline Plus	
Other children's organisation	
Any other person / organisation / place / way [PLEASE SPECIFY]	27
None of these	98
(Don't know)	99
(Refused)	00

**ASK ALL WHO QUALIFY FOR BULLYING SECTION**

B7 What - if anything - might stop you from doing something if you knew your [child was - IF ONLY ONE CHILD AGED 4-17 AT S3 / children were - IF MORE THAN ONE CHILD AGED 4-17 AT S3] being bullied?

**DO NOT PROMPT**

**MULTICODES POSSIBLE**

**WRITE IN OTHER REASONS**

Wouldn't know what to do	1
No point / nothing would happen	2
Making the problem worse	3
Not my role to sort it out	4
Abuse from people involved	5
Violent behaviour from people involved	6
Misunderstanding the situation / saying there was a problem when it was not	7
Not wanting to cause trouble	8
Not being comfortable about approaching / talking to a child	9
Not knowing who to report problems to	10
Not wanting to deal with school	11
School not wanting / being able to anything about it	12
Not wanting to deal with Police	13
Police not wanting / being able to anything about it	14
Not wanting to deal with local authorities	15
Local authorities not wanting / able to do anything about it	16
Other reason(s) [PLEASE SPECIFY]	17
(Don't know)	99
(Refused)	00

**START OF SECTION ROTATION: INTERNET SAFETY**

**ASK ALL WHO QUALIFY FOR INTERNET SAFETY SECTION**

11 I would now like to ask you some questions about usage of the internet, related to children aged 5 or older.

Do you have internet access at home?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9
(Refused)	0

**ASK ALL WITH INTERNET ACCESS AT HOME (CODE 1 AT I1)**

12 [Does your child - IF ONLY ONE CHILD AGED 5-17 AT S3 / Do your children - IF MORE THAN ONE CHILD AGED 5-17 AT S3] use the internet at home?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9
(Refused)	0

**ASK IF QUALIFY FOR INTERNET SAFETY SECTION**

**AND**

**IF MORE THAN ONE CHILD AGED 5-17 AT S3**

**AND**

**CHILD(REN) USE INTERNET AT HOME (CODE 1 AT I2)**

13 Which of your children use the internet at home?

**IF MORE THAN ONE CHILD OF SAME AGE (e.g. TWINS), CODE THE ANSWER EVEN IF IT IS ONLY RELEVANT TO ONE OF THE CHILDREN**

	Use internet at home	Do not use internet at home	(DK)	(Rf)
CHILD #1 - AGED [ ]	1	2	9	0
CHILD #2 - AGED [ ]	1	2	9	0
CHILD #3 - AGED [ ]	1	2	9	0
CHILD #4 - AGED [ ]	1	2	9	0
CHILD #5 - AGED [ ]	1	2	9	0
CHILD #6 - AGED [ ]	1	2	9	0
CHILD #7 - AGED [ ]	1	2	9	0
CHILD #8 - AGED [ ]	1	2	9	0
CHILD #9 - AGED [ ]	1	2	9	0
CHILD #10 - AGED [ ]	1	2	9	0

**ASK IF CHILD(REN) USE INTERNET AT HOME (CODE 1 AT I2)**

14 [Does your child - IF ONLY ONE CHILD AGED 5-17 AT S3 / Which of your children, if any, - IF MORE THAN ONE CHILD AGED 5-17 AT S3] have access to the internet via a computer in their own room, or are they able to access the internet in their own room using a laptop or other mobile device?

**IF MORE THAN ONE CHILD OF SAME AGE (e.g. TWINS), CODE THE ANSWER EVEN IF IT IS ONLY RELEVANT TO ONE OF THE CHILDREN**

	Access to internet in own room	No access to internet in own room	(DK)	(Rf)
CHILD #1 - AGED [ ]	1	2	9	0
CHILD #2 - AGED [ ]	1	2	9	0
CHILD #3 - AGED [ ]	1	2	9	0
CHILD #4 - AGED [ ]	1	2	9	0
CHILD #5 - AGED [ ]	1	2	9	0
CHILD #6 - AGED [ ]	1	2	9	0
CHILD #7 - AGED [ ]	1	2	9	0
CHILD #8 - AGED [ ]	1	2	9	0
CHILD #9 - AGED [ ]	1	2	9	0
CHILD #10 - AGED [ ]	1	2	9	0

**ASK IF QUALIFY FOR INTERNET SAFETY SECTION**

**AND**

**IF ONLY ONE CHILD AGED 5-17 AT S3**

**AND**

**CHILD USES INTERNET AT HOME (CODE 1 AT I2)**

14b How many hours would you say your child spends using the internet at home in a typical week?  
**WRITE IN NUMBER**

WRITE IN NUMBER OF HOURS	<input type="text"/>
(None / Refused)	000

**ASK IF QUALIFY FOR INTERNET SAFETY SECTION**

**AND**

**IF MORE THAN ONE CHILD AGED 5-17 AT S3**

**AND**

**IF ONLY ONE CHILD USES INTERNET AT HOME (ONLY ONE CODE 1 AT I3)**

14c How many hours would you say your child spends using the internet at home in a typical week?  
**WRITE IN NUMBER**

WRITE IN NUMBER OF HOURS	<input type="text"/>
(None / Refused)	000

**ASK IF QUALIFY FOR INTERNET SAFETY SECTION**

**AND**

**IF MORE THAN ONE CHILD AGED 5-17 AT S3**

**AND**

**IF MORE THAN ONE CHILD USES INTERNET AT HOME (MORE THAN ONE CODE 1 AT I3)**

14d How many hours would you say your child aged [INSERT AGE OF FIRST CHILD THAT USES THE INTERNET (CODE 1 AT I3)] spends using the internet at home in a typical week?

**WRITE IN NUMBER FOR FIRST CHILD THAT USES THE INTERNET AT I3**

**REPEAT FOR ALL OTHER CHILDREN THAT USE THE INTERNET AT I3**

Child no. (from S3)	#1	#2	#3	#4	#5	etc.
Age of child (from S3)	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]
WRITE IN NUMBER OF HOURS	1	1	1	1	1	1
(None / Refused)	00	00	00	00	00	00

**ASK ALL WHO QUALIFY FOR INTERNET SAFETY SECTION**

15 [Does your child - IF ONLY ONE CHILD AGED 5-17 AT S3 / Do your children - IF MORE THAN ONE CHILD AGED 5-17 AT S3] use the internet anywhere outside of your home or their school? For instance, at an internet café or friend's house?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9
(Refused)	0

**ASK ALL WHO QUALIFY FOR INTERNET SAFETY SECTION**

16 Do you use the internet yourself?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9
(Refused)	0

**ASK ALL WHO USE THE INTERNET THEMSELVES (CODE 1 AT I6)**

17 How confident do you feel about using the internet? Would you say you are...

**READ OUT ANSWERS IN ORDER - ENSURE RESPONDENT HEARS ALL POSSIBLE ANSWERS**

**SINGLE CODE ONLY**

Very confident	1
Fairly confident	2
Not very confident	3
Not at all confident	4
(Don't know)	9
(Refused)	0

**ASK ALL WHO QUALIFY FOR INTERNET SAFETY SECTION**

18 As a parent, what concerns do you have - if any - about your [child - IF ONLY ONE CHILD AGED 5-17 AT S3 / children - IF MORE THAN ONE CHILD AGED 5-17 AT S3] using the internet?

**DO NOT PROMPT**

**MULTICODES POSSIBLE**

**WRITE IN OTHERS**

Websites / content with bad language	1
Websites with sexual content	2
Websites with violent content	3
Websites with content showing abuse / cruelty	4
Websites with content about self-harm / suicide	5
Websites with extreme / racist content	6
Cyber-bullying / being bullied online	
Being in contact with inappropriate people (e.g. in internet chat rooms)	7
Giving personal details to inappropriate people	8
Illegal downloading / downloading copyright material	9
Downloading / getting viruses / harmful software	10
People hacking into computer	11
Anything else [PLEASE SPECIFY]	12
(Don't know)	99
(Refused)	00

19

**ASK ALL WHO QUALIFY FOR INTERNET SAFETY SECTION**

How much do you agree with the following statements, using the phrases on this card?

Like before, there is no right or wrong answer, it is just your personal views we are interested in.

**SHOW CARD 19**

So how strongly do you agree or disagree with...

**READ OUT STATEMENTS IN RANDOM ORDER****SINGLE CODE ONLY FOR EACH STATEMENT**

		Strongly agree	Agree	Neither / nor	Disagree	Strongly disagree	(DK)	(Rf)
a	I have concerns about the type of content / material on the internet	1	2	3	4	5	9	0
b	My [child is - IF ONLY ONE CHILD AGED 5-17 AT S3 / children are - IF MORE THAN ONE CHILD AGED 5-17 AT S3] at risk from making contact with inappropriate people on the internet	1	2	3	4	5	9	0
c	I do things to reduce the risks of my [child - IF ONLY ONE CHILD AGED 5-17 AT S3 / children - IF MORE THAN ONE CHILD AGED 5-17 AT S3] seeing or doing something inappropriate on the internet	1	2	3	4	5	9	0
d	I trust my [child - IF ONLY ONE CHILD AGED 5-17 AT S3 / children - IF MORE THAN ONE CHILD AGED 5-17 AT S3] to use the internet safely	1	2	3	4	5	9	0
e	I know what my [child does - IF ONLY ONE CHILD AGED 5-17 AT S3 / children do - IF MORE THAN ONE CHILD AGED 5-17 AT S3] online	1	2	3	4	5	9	0
f	I know how to protect my [child - IF ONLY ONE CHILD AGED 5-17 AT S3 / children - IF MORE THAN ONE CHILD AGED 5-17 AT S3] on the internet	1	2	3	4	5	9	0
g	I trust my [child's - IF ONLY ONE CHILD AGED 5-17 AT S3 / children's - IF MORE THAN ONE CHILD AGED 5-17 AT S3] school to educate them to use the internet safely and appropriately	1	2	3	4	5	9	0
h	I am confident I would know what to do if my [child was - IF ONLY ONE CHILD AGED 5-17 AT S3 / children were - IF MORE THAN ONE CHILD AGED 5-17 AT S3] saw or did something inappropriate on the internet	1	2	3	4	5	9	0
i	I would ask for help or advice if my [child - IF ONLY ONE CHILD AGED 5-17 AT S3 / children - IF MORE THAN ONE CHILD AGED 5-17 AT S3] saw or did something inappropriate on the internet	1	2	3	4	5	9	0
j	I would take action if my [child - IF ONLY ONE CHILD AGED 5-17 AT S3 / children - IF MORE THAN ONE CHILD AGED 5-17 AT S3] saw or did something inappropriate on the internet	1	2	3	4	5	9	0

k	My [child knows - IF ONLY ONE CHILD AGED 5-17 AT S3 / children know - IF MORE THAN ONE CHILD AGED 5-17 AT S3] more than I do about using the internet safely	1	2	3	4	5	9	0
l	There are no authorities who can prevent inappropriate or harmful content being on the internet	1	2	3	4	5	9	0
m	My [child is - IF ONLY ONE CHILD AGED 5-17 AT S3 / children are - IF MORE THAN ONE CHILD AGED 5-17 AT S3] at risk from inappropriate content on the internet	1	2	3	4	5	9	0
n	I know which websites my [child visits - IF ONLY ONE CHILD AGED 5-17 AT S3 / children visit - IF MORE THAN ONE CHILD AGED 5-17 AT S3]	1	2	3	4	5	9	0
o	I know which social networking sites my [child uses - IF ONLY ONE CHILD AGED 5-17 AT S3 / children use - IF MORE THAN ONE CHILD AGED 5-17 AT S3]	1	2	3	4	5	9	0

**ASK ALL WHO QUALIFY FOR INTERNET SAFETY SECTION**

18b Which of your children - if any - do you consider to be at risk from inappropriate content on the internet?

**SINGLE CODE FOR EACH CHILD 5 TO 17**

	At risk from content on internet	Not at risk from content on internet	(DK)	(Rf)
CHILD #1 - AGED [ ]	1	2	9	0
CHILD #2 - AGED [ ]	1	2	9	0
CHILD #3 - AGED [ ]	1	2	9	0
CHILD #4 - AGED [ ]	1	2	9	0
CHILD #5 - AGED [ ]	1	2	9	0
CHILD #6 - AGED [ ]	1	2	9	0
CHILD #7 - AGED [ ]	1	2	9	0
CHILD #8 - AGED [ ]	1	2	9	0
CHILD #9 - AGED [ ]	1	2	9	0
CHILD #10 - AGED [ ]	1	2	9	0

**ASK ALL WHO QUALIFY FOR INTERNET SAFETY SECTION**

19b If your [child - IF ONLY ONE CHILD AGED 5-17 AT S3 / children - IF MORE THAN ONE CHILD AGED 5-17 AT S3] saw or did something inappropriate on the internet, what would you do about it?

**DO NOT PROMPT  
MULTICODES POSSIBLE  
WRITE IN OTHERS**

Talk to your child about using the internet safely	1
Not allow your child to use the internet on their own	2
Regularly check what your child is doing online	3
Only allow your child to use the internet at home	4
Only allow your child to use the internet in a certain location / room in the house	5
Only allow your child to use the internet at certain times of the day	6
Only allow your child to use the internet for a certain amount of time	7
Only allow your child to visit certain websites	8
Not allow your child to use social networking sites (e.g. Bebo, MySpace, Facebook)	9
Not allow your child to use 'chat' programmes (e.g. MSN / Instant Messenger)	10
Ensure access to the internet / certain websites is password protected	11
Use special software to filter or block access to certain websites	12
Talk to someone / ask someone for advice	13
Look for information / advice yourself	14
Report to Police	15
Report to website	16
Report to internet service provider	17
Report to Ofcom	18
Report to NSPCC / Childline / other children's organisation	19
Do anything else [PLEASE SPECIFY]	20
Would not do anything	98
(Don't know)	99
(Refused)	00

**ASK ALL WHO WOULD DO SOMETHING ABOUT INAPPROPRIATE CONTENT (CODES 1-20 AT 19b)**

111 How confident do you feel that this would reduce the problem, or stop it from happening in future? Would you be...

**READ OUT ANSWERS IN ORDER - ENSURE RESPONDENT HEARS ALL POSSIBLE ANSWERS  
SINGLE CODE ONLY**

Very confident	1
Fairly confident	2
Not very confident	3
Not at all confident	4
(Don't know)	9
(Refused)	0

- 112 **ASK ALL WHO QUALIFY FOR INTERNET SAFETY SECTION**  
 If your [child - IF ONLY ONE CHILD AGED 5-17 AT S3 / children - IF MORE THAN ONE CHILD AGED 5-17 AT S3] saw or did something inappropriate on the internet, would you get advice or help from any of the following sources?

**SHOW CARD I12**  
**MULTICODES POSSIBLE**  
**WRITE IN OTHERS**

<b>Information from people / organisations</b>	
Family members	1
Friends / other parents	2
School / teacher / nursery staff	3
Child minder / nanny	4
Leader of children's activities / club / group	5
Health services (e.g. doctor, GP, nurse, health visitor, NHS Direct)	7
NHS Direct	8
Police	9
Local authority / council	10
Government	11
NSPCC	12
Childline	
Parentline Plus	
Other children's organisation	
Ofcom	13
Internet service provider	14
Computer store / software provider	15
<b>Information from places</b>	
School	16
Children's centre / Sure Start drop in centre	17
Doctor's surgery / clinic / hospital	18
Library	19
Community centre	20
Youth club / youth centre	21
Shopping centre	22
<b>Ways of getting information</b>	
Internet website	23
Internet message board / discussion group	24
Books	25
Leaflet (picked up)	26
Leaflet (delivered to home)	27
Magazines / newspapers	28
Television	29
Radio	30
Telephone advice lines	31
Any other person / organisation / place / way [PLEASE SPECIFY]	32
Would not get advice from anyone / anywhere	99
(Don't know)	99
(Refused)	00

**ASK ALL WHO QUALIFY FOR INTERNET SAFETY SECTION**

113 Which of these would you be confident could help reduce the problem, or stop it from happening in future?

**SHOW CARD I13**

**MULTICODES POSSIBLE**

**WRITE IN OTHERS**

Family members	1
Friends / other parents	2
School / teacher / nursery staff	3
Child minder / nanny	4
Leader of children's activities / club / group	5
Health services (e.g. doctor, GP, nurse, health visitor, NHS Direct)	7
NHS Direct	8
Police	9
Local authority / council	10
Government	11
NSPCC	12
Childline	
Parentline Plus	
Other children's organisation	
Ofcom	13
Internet service provider	14
Computer store / software provider	15
Any other person / organisation / place / way [PLEASE SPECIFY]	32
None of these	99
(Don't know)	99
(Refused)	00

**ASK ALL WHO QUALIFY FOR INTERNET SAFETY SECTION**

114 What - if anything - might stop you from doing something if your [child - IF ONLY ONE CHILD AGED 5-17 AT S3 / children - IF MORE THAN ONE CHILD AGED 5-17 AT S3] saw or did something inappropriate on the internet?

**DO NOT PROMPT**

**MULTICODES POSSIBLE**

**WRITE IN OTHER REASONS**

Wouldn't know what to do	1
No point / nothing would happen	2
Would not know who to speak to	3
Not knowing who to report problems to	4
Not wanting to deal with Police	5
Police not wanting / being able to anything about it	6
Not wanting to deal with local authorities	7
Local authorities not wanting / able to do anything about it	8
Other reason(s) [PLEASE SPECIFY]	
(Don't know)	99
(Refused)	00

**ASK ALL WHOSE CHILD(REN) USE THE INTERNET (CODE 1 AT I2)**

115 Do you do any of these things?

**SHOW CARD I15****MULTICODES POSSIBLE**

Talk to your child(ren) about using the internet safely	1
Don't allow your child(ren) to use the internet on their own	2
Regularly check what your child(ren) are doing online	3
Only allow your child(ren) to use the internet at home	4
Only allow your child(ren) to use the internet in a certain location / room in the house	5
Only allow your child(ren) to use the internet at certain times of the day	6
Only allow your child(ren) to use the internet for a certain amount of time	7
Only allow your child(ren) to visit certain websites	8
Don't allow your child(ren) to use social networking sites (e.g. Bebo, MySpace, Facebook)	9
Don't allow your child(ren) to use 'chat' programmes (e.g. MSN / Instant Messenger)	10
Don't allow your child(ren) to download / upload photos, videos, music, etc.	11
Ensure access to the internet / certain websites is password protected	12
Use special software to filter or block your access to certain websites	13
(None of these)	98
(Don't know)	99
(Refused)	00

**ASK ALL**

115b Do you do any of these things?

**SHOW CARD I15b****MULTICODES POSSIBLE**

Talk to your child(ren) about using their mobile phones safely and appropriately	1
Don't allow your child(ren) to play online games unsupervised	2
Restrict the number of hours your child(ren) play video games	3
Don't allow your child(ren) to play video games which are unsuitable for their age	4
(None of these)	98
(Don't know)	99
(Refused)	00

**ASK ALL WHO QUALIFY FOR INTERNET SAFETY SECTION**

116 Has your [child's - IF ONLY ONE CHILD AGED 5-17 AT S3 / children's - IF MORE THAN ONE CHILD AGED 5-17 AT S3] school taught them how to use the internet safely ?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9
(Refused)	0

**ASK ALL WHO QUALIFY FOR INTERNET SAFETY SECTION**

117 Has your [child's - IF ONLY ONE CHILD AGED 5-17 AT S3 / children's - IF MORE THAN ONE CHILD AGED 5-17 AT S3] school given you any information about how to use the internet safely?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9
(Refused)	0

**ASK ALL WHO QUALIFY FOR INTERNET SAFETY SECTION**

119 If there was free official internet safety training being run in your local area, how likely would you be to register for this?

**SHOW CARD I19**

**SINGLE CODE ONLY**

Definitely	1
Very likely	2
Quite likely	3
Not very likely	4
Not at all likely	5
(Don't know)	9
(Refused)	0

**ASK ALL WHOSE CHILD(REN) USE THE INTERNET (CODE 1 AT I2)**

120 [Has your child - IF ONLY ONE CHILD AGED 5-17 AT S3 / Have your children - IF MORE THAN ONE CHILD AGED 5-17 AT S3] come across any harmful or inappropriate content / material on the internet in the past few months, or done something on the internet that you have not been comfortable with?

**SINGLE CODE FOR EACH CHILD 5 TO 17**

	Come across harmful / inapt content	Not come across harmful inapt content	(DK)	(Rf)
CHILD #1 - AGED [ ]	1	2	9	0
CHILD #2 - AGED [ ]	1	2	9	0
CHILD #3 - AGED [ ]	1	2	9	0
CHILD #4 - AGED [ ]	1	2	9	0
CHILD #5 - AGED [ ]	1	2	9	0
CHILD #6 - AGED [ ]	1	2	9	0
CHILD #7 - AGED [ ]	1	2	9	0
CHILD #8 - AGED [ ]	1	2	9	0
CHILD #9 - AGED [ ]	1	2	9	0
CHILD #10 - AGED [ ]	1	2	9	0

**ASK ALL WHOSE CHILDREN HAVE COME ACROSS HARMFUL / INAPPROPRIATE CONTENT (ANY CODE 1 AT I20)**

121 What harmful or inappropriate content did they come across, or what did they do that you were not comfortable with?

**SHOW CARD I21**

**MULTICODES POSSIBLE**

**WRITE IN OTHERS**

Websites / content with bad language	1
Websites with sexual content	2
Websites with violent content	3
Websites with content showing abuse / cruelty	4
Websites with content about self-harm / suicide	5
Websites with extreme / racist / content	6
Cyber-bullying / being bullied online	
Being in contact with inappropriate people (e.g. in internet chat rooms)	7
Giving personal details to inappropriate people	8
Illegal downloading / downloading copyright material	9
Anything else [PLEASE SPECIFY]	12
(Don't know)	99
(Refused)	00

**START OF SECTION ROTATION: SAFETY IN THE HOME**

**ASK ALL WHO QUALIFY FOR SAFETY IN HOME SECTION**

H1 I would now like to ask you some questions about your home, specifically in relation to younger children, up to age 4.  
How much do you agree with the following statements, using the phrases on this card?  
Like before, there is no right or wrong answer, it is just your personal views we are interested in.  
**SHOW CARD H1**

So how strongly do you agree or disagree with...  
**READ OUT STATEMENTS IN RANDOM ORDER**  
**SINGLE CODE ONLY FOR EACH STATEMENT**

		Strongly agree	Agree	Neither / nor	Disagree	Strongly disagree	(Don't know)	(Refused)
a	Our home is very safe for young children	1	2	3	4	5	9	0
b	I am more concerned about accidents that can happen outside of the home than inside the home	1	2	3	4	5	9	0
c	People worry too much about accidents happening to children in the home	1	2	3	4	5	9	0
d	I make sure my young [child behaves - IF ONLY ONE CHILD AGED 0-4 AT S3 / children behave - IF MORE THAN ONE CHILD AGED 0-4 AT S3] in such a way that accidents shouldn't happen	1	2	3	4	5	9	0
e	Most accidents to young children in the home can easily be prevented	1	2	3	4	5	9	0
f	Accidents to young children in the home are the fault of parents not taking proper care and attention	1	2	3	4	5	9	0
g	I would like more help and advice about improving the safety of my home for my young [child - IF ONLY ONE CHILD AGED 0-4 AT S3 / children - IF MORE THAN ONE CHILD AGED 0-4 AT S3]	1	2	3	4	5	9	0
h	I keep a close eye on my young [child - IF ONLY ONE CHILD AGED 0-4 AT S3 / children - IF MORE THAN ONE CHILD AGED 0-4 AT S3] at all times in the home	1	2	3	4	5	9	0
i	Accidents are a part of growing up, so I don't worry about them	1	2	3	4	5	9	0
j	Accidents are a learning experience for a child - they will know to be more careful next time	1	2	3	4	5	9	0

**ASK ALL WHO QUALIFY FOR SAFETY IN HOME SECTION**

H2 Have you ever looked for information or asked for advice on making your home safer for young children?  
**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9
(Refused)	0

**ASK IF HAVE LOOKED FOR INFORMATION / ASKED FOR ADVICE ABOUT MAKING HOME SAFER (CODE 1 AT H2)**

H3 Where did you look, or who did you ask, for advice about making your home safer for young children?

**DO NOT PROMPT  
MULTICODES POSSIBLE  
WRITE IN OTHERS**

<b>Information from people / organisations</b>	
Family members	1
Friends / other parents	2
School / teacher / nursery staff	3
Child minder / nanny	4
Leader of children's activities / club / group	5
Pre-natal / post natal group	6
Doctor, GP, nurse	7
Health visitor / midwife	8
NHS Direct	9
Police	10
Local authority / council	11
Government	12
NSPCC / Childline	13
Parentline Plus	
Royal Society for Prevention of Accidents (RoSPA)	14
Child Accident Prevention Trust (CAPT)	15
National Childbirth Trust (NCT)	16
Other organisation / charity	17
<b>Information from places</b>	
School / playgroup / nursery	18
Children's centre / Sure Start drop in centre	19
Doctor's surgery / clinic / hospital	20
Library	21
Community centre	22
Youth club / youth centre	23
Shopping centre	24
<b>Ways of getting information</b>	
Internet website	25
Internet message board / discussion group	26
Books	27
Leaflet (picked up)	28
Leaflet (delivered to home)	29
Magazines / newspapers	30
Television	31
Radio	32
Telephone advice lines	33
Any other person / organisation / place / way [PLEASE SPECIFY]	34
Have not got advice from anyone / anywhere	98
(Don't know)	99
(Refused)	00

**ASK IF HAVE NOT LOOKED FOR INFORMATION / ASKED FOR ADVICE ABOUT MAKING HOME SAFER (CODES 2,9,0 AT H2)**

H4 If you wanted advice or help about making your home safer for young children, would you get advice or help from any of the following sources?

**SHOW CARD H4**

**CODE ALL MENTIONED**

**WRITE IN OTHERS**

<b>Information from people / organisations</b>	
Family members	1
Friends / other parents	2
School / teacher / nursery staff	3
Child minder / nanny	4
Leader of children's activities / club / group	5
Pre-natal / post natal group	6
Doctor, GP, nurse	7
Health visitor / midwife	8
NHS Direct	9
Police	10
Local authority / council	11
Government	12
NSPCC / Childline	13
Parentline Plus	
Royal Society for Prevention of Accidents (RoSPA)	14
Child Accident Prevention Trust (CAPT)	15
National Childbirth Trust (NCT)	16
Other organisation / charity	17
<b>Information from places</b>	
School / playgroup / nursery	18
Children's centre / Sure Start drop in centre	19
Doctor's surgery / clinic / hospital	20
Library	21
Community centre	22
Youth club / youth centre	23
Shopping centre	24
<b>Ways of getting information</b>	
Internet website	25
Internet message board / discussion group	26
Books	27
Leaflet (picked up)	28
Leaflet (delivered to home)	29
Magazines / newspapers	30
Television	31
Radio	32
Telephone advice lines	33
Any other person / organisation / place / way [PLEASE SPECIFY]	34
Would not get advice from anyone / anywhere	98
(Don't know)	99
(Refused)	00

**ASK ALL WHO QUALIFY FOR SAFETY IN HOME SECTION**

H4b Have you ever given advice to another parent on making their home safer for young children?  
**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9
(Refused)	0

**ASK ALL WHO QUALIFY FOR SAFETY IN HOME SECTION**

H5 Which of these would you be confident could give the best advice and help to make your home safer for young children?

**SHOW CARD H5**  
**CODE ALL MENTIONED**  
**WRITE IN OTHERS**

<b>Information from people / organisations</b>	
Family members	1
Friends / other parents	2
School / teacher / nursery staff	3
Child minder / nanny	4
Leader of children's activities / club / group	5
Pre-natal / post natal group	6
Doctor, GP, nurse	7
Health visitor / midwife	8
NHS Direct	9
Police	10
Local authority / council	11
Government	12
NSPCC / Childline	13
Parentline Plus	
Royal Society for Prevention of Accidents (RoSPA)	14
Child Accident Prevention Trust (CAPT)	15
National Childbirth Trust (NCT)	16
Other organisation / charity	17
Any other person / organisation / place / way [PLEASE SPECIFY]	34
Would not get advice from anyone / anywhere	98
(Don't know)	99
(Refused)	00

**ASK ALL WHO QUALIFY FOR SAFETY IN HOME SECTION**

H6 Which of the following do you have or use inside your home?

**SHOW CARD H6**  
**MULTICODES POSSIBLE**

Stair gates at the top / bottom of your stairs	1
Child-safety locks / limiters on windows	2
Smoke alarms on each floor of your house	3
Medicines out of sight and reach / in a locked cabinet	5
Medicines kept in the kitchen	
Kitchen chemicals / cleaners out of sight and reach / in a locked cabinet	6
Child locks on kitchen cabinets containing knives, matches, etc.	7
Cooker / hob guard	8
Use the rear hobs when cooking	9
Keep your children out of the kitchen when cooking	10
Use a high chair with a harness	11
Pull cords on curtains / blinds out of reach / not in loops	13

Plug protectors to block empty plug sockets	14
Electrical flexes out of reach / secured so that they can't be pulled (e.g. on kettles)	15
Limit the temperature of hot water taps	17
Devices to stop doors closing / slamming	18
Safety glass / safety film on glass at low levels (e.g. in glass doors)	
Protectors on the corners of furniture	19
Non-slip bath / shower mats	
Fireguards on open / gas fires or electric fires	
(None of these)	98
(Don't know)	99
(Refused)	00

**ASK ALL WHO QUALIFY FOR SAFETY IN HOME SECTION**

H7 Which of the following do you have or use in your garden or other outside space?

**SHOW CARD H7**

**MULTICODES POSSIBLE**

Tools / gardening equipment stored out of reach / locked away	1
Chemicals out of reach / locked away	
Locks on shed / garage	2
Locks on garden gates	
Secure fences / gates that children can't climb over / through	
Cover for any pond or swimming pool	3
Safety net on trampoline	4
Play equipment on soft surfaces (including grass)	
Wearing cycle helmets when using bicycles / tricycles	
(Don't have garden / outside space)	97
(None of these)	98
(Don't know)	99
(Refused)	00

**'SAFETY OUTSIDE THE HOME' SECTION**

**ASK ALL PARENTS**

**ASK ALL**

O1 I would like to ask you about some different situations that you might or might not come across in relation to children and young people outside of the home. For each situation, please tell me how confident you would know what do, using the phrases on this card.

**SHOW CARD O1**

So, how confident would you be that you would know what to do if... [READ OUT FIRST SITUATION, AT RANDOM]. Would you say you...

**SHOW CARD O1**

**SINGLE CODE ONLY**

**REPEAT FOR ALL SITUATIONS, RANDOM ORDER**

		Very confident	Fairly confident	Not very confident	Not at all confident	(DK)	(Rf)
W	...you heard a child crying persistently next door	1	2	3	4	9	0
E	...you heard a child suddenly scream or cry out loudly next door	1	2	3	4	9	0
S	...you saw a very young child (under 5) walking on their own along the street	1	2	3	4	9	0

<b>P</b>	...you saw a young child (aged 5 to 8) alone and looking distressed on the street	1	2	3	4	9	0
<b>X</b>	...you saw a parent smacking their child	1	2	3	4	9	0
<b>L</b>	...you saw a child in your local street who had frequent or suspicious injuries	1	2	3	4	9	0
<b>J</b>	...you saw child being bullied in the street	1	2	3	4	9	0
<b>Q</b>	...you heard stories from a friend or your child, about another child being abused or neglected	1	2	3	4	9	0

**ASK ALL**

O1b And for these same situations, please can you tell me whether you think you would take action or not, using the phrases on this card.

**SHOW CARD O1b**

So, do you think you would take action if... [READ OUT FIRST SITUATION, AT RANDOM].  
Would you say you...

**SHOW CARD O1b**

**SINGLE CODE ONLY**

**REPEAT FOR ALL SITUATIONS, RANDOM ORDER**

		Would take action only if you knew the child / family	Would take action even if you didn't know the child / family	You would not take any action	(Do n't know)	(Ref use d)
<b>W</b>	...you heard a child crying persistently next door	1	2	3	9	0
<b>E</b>	...you heard a child suddenly scream or cry out loudly next door	1	2	3	9	0
<b>S</b>	...you saw a very young child (under 5) walking on their own along the street	1	2	3	9	0
<b>P</b>	...you saw a young child (aged 5 to 8) alone and looking distressed on the street	1	2	3	9	0
<b>X</b>	...you saw a parent smacking their child	1	2	3	9	0
<b>L</b>	...you saw a child in your local street who had frequent or suspicious injuries	1	2	3	9	0
<b>J</b>	...you saw child being bullied in the street	1	2	3	9	0
<b>Q</b>	...you heard stories from a friend or your child, about another child being abused or neglected	1	2	3	9	0

**ASK ALL**

O1c Have you encountered any of these situations in the last year?

**SHOW CARD O1c****MULTICODES POSSIBLE**

W	You heard a child crying persistently next door	1
E	You heard a child suddenly scream or cry out loudly next door	2
S	You saw a very young child (under 5) walking on their own along the street	3
P	You saw a young child (aged 5 to 8) alone and looking distressed on the street	4
X	You saw a parent smacking their child	5
L	You saw a child in your local street who had frequent or suspicious injuries	6
J	You saw child being bullied in the street	7
Q	...you heard stories from a friend or your child, about another child being abused or neglected	8
	(No, none of these)	9
	(Refused)	0

**ASK IF ENCOUNTERED ANY SITUATIONS (CODES 1-8 AT O1c)**

O1d Did you do anything about this situation? If so, what?

**SHOW CARD O1d****MULTICODES POSSIBLE**

	Did not do anything	1
	Talked to the child(ren)	2
	Found / talked to the parents of the child(ren)	3
	Talked to school / teacher	4
	Talked to someone else	5
	Looked for information / advice about what to do	6
	Reported it to Police	7
	Reported it to social services	8
	Reported it to somewhere else	9
	Watched the situation from a distance and be ready to take action if it got worse	10
	Did something else	11
	(Don't know)	99
	(Refused)	00

**ASK ALL**

O3 Which of these would you be confident would be able to help or prevent these types of situation happening in future?

**SHOW CARD O3****MULTICODES POSSIBLE****WRITE IN OTHERS**

	Family members
	Friends / other parents
	School / teacher / nursery staff
	Child minder / nanny
	Leader of children's activities / club / group
	Health services (e.g. doctor, GP, nurse, health visitor / NHS Direct)
	Police
	Local authority / council
	Government
	NSPCC
	Childline
	Parentline Plus
	Other children's organisation

Any other person / organisation / place / way [PLEASE SPECIFY]
No-one
(Don't know)
(Refused)

**ASK ALL**

O4 What might stop you from taking action in these sort of situations?

**DO NOT PROMPT**

**MULTICODES POSSIBLE**

**WRITE IN OTHER REASONS**

None of my business	1
Verbal abuse from people involved	2
Violent behaviour from people involved	3
Misunderstanding the situation / saying there was a problem when it was not	4
Not wanting to cause trouble	5
Not being comfortable about approaching / talking to a child	6
Not knowing who to report problems to	7
Not wanting to deal with Police	8
Police not wanting / being able to anything about it	9
Not wanting to deal with social services	
Social services not wanting / able to do anything about it	
Not wanting to deal with local authorities	10
Local authorities not wanting / able to do anything about it	11
No point / nothing would happen even if you did take action	12
Other reason(s) [PLEASE SPECIFY]	13
(Don't know)	99
(Refused)	00

**FINAL QUESTIONNAIRE SECTION**

**ASK ALL PARENTS AFTER OTHER SECTIONS COMPLETED**

**ASK ALL**

F1 Thank you very much for everything you have told us.

Lastly, can I ask a couple more questions about you and your children, for profiling purposes.

What sex is your [child / eldest child]?

**SINGLE CODE**

**ASK IF MORE THAN ONE CHILD**

And what sex is your child aged [ ]?

**REPEAT FOR ALL CHILDREN AT S3**

Child no. (from S3)	#1	#2	#3	#4	#5	etc.
Age of child (from S3)	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]
Male	1	1	1	1	1	1
Female	2	2	2	2	2	2
(Refused)	0	0	0	0	0	0

**ASK ALL**

F2 Does your [child / eldest child] have any physical or mental disability or impairment that limits what they can do?

**SHOW CARD F2****MULTICODES POSSIBLE****ASK IF MORE THAN ONE CHILD**

And what about your child aged [ ]?

**REPEAT FOR ALL CHILDREN AT S3**

Child no. (from S3) Age of child (from S3)	#1 [ ]	#2 [ ]	#3 [ ]	#4 [ ]	#5 [ ]	etc. [ ]
Mobility impairment	1	1	1	1	1	1
Visual impairment	2	2	2	2	2	2
Hearing impairment	3	3	3	3	3	3
Learning difficulty	4	4	4	4	4	4
Mental health disability / impairment	5	5	5	5	5	5
Serious long term illness	6	6	6	6	6	6
Asthma	7	7	7	7	7	7
Arthritis	8	8	8	8	8	8
Other	9	9	9	9	9	9
No / None	98	98	98	98	98	98
(Refused)	00	00	00	00	00	00

**ASK ALL**

F3 Are you a single parent / guardian?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	0

**CODE FOR ALL**

F4 CODE GENDER OF RESPONDENT

**SINGLE CODE ONLY**

Male	1
Female	2

**ASK ALL**

F5 What age group are you?

**SHOW CARD F5****SINGLE CODE ONLY**

16 to 19	1
20 to 24	2
25 to 29	3
30 to 34	4
35 to 39	5
40 to 44	6
45 to 49	7
50 to 54	8
55 to 59	9
60 to 64	10
65 to 74	11
75 or older	12
(Refused)	00

**ASK ALL**

F6 How would you best describe your ethnic group?

**SHOW CARD F6****SINGLE CODE ONLY**

<b>White</b>	
White - White British	1
White - Other White background	2
<b>Mixed</b>	
Mixed - White and Black Caribbean	3
Mixed - White and Black African	4
Mixed - White and Asian	5
Mixed - Any other mixed background	6
<b>Asian / Asian British</b>	
Asian / Asian British - Indian	7
Asian / Asian British - Pakistani	8
Asian / Asian British - Bangladeshi	9
Asian / Asian British - Any other Asian background	10
<b>Black / Black British</b>	
Black / Black British - Caribbean	11
Black / Black British - African	12
Black / Black British - Any other Black background	13
<b>Other</b>	
Chinese	14
Any other ethnic background or ethnic group	15
(Don't know)	99
(Refused)	00

**ASK ALL**

F7a Do you have any long-term physical or mental impairment which limits your daily activities or the work you can do, including problems due to old age?

**SHOW CARD F7a****MULTIPLE CODES POSSIBLE**

Mobility impairment	1
Age related mobility difficulties	2
Visual impairment	3
Hearing impairment	4
Learning difficulty	5
Mental health condition	6
Serious long term illness	7
Asthma	8
Arthritis	9
Other	10
No / None	11
(Refused)	00

**ASK IF HAVE LONG TERM LIMITING PHYSICAL / MENTAL IMPAIRMENT (CODES 1-10 OR CODE 00 AT F7a)**

F7b Do you have a registered disability?

**SINGLE CODE ONLY**

Yes	1
No	2
(Refused)	0

**ASK IF HAVE LONG TERM LIMITING PHYSICAL / MENTAL IMPAIRMENT (CODES 1-10 OR CODE 00 AT F7a)**

F7c Are you a Blue Badge holder?

**SINGLE CODE ONLY**

Yes	1
No	2
(Refused)	0

**ASK IF HAVE LONG TERM LIMITING PHYSICAL / MENTAL IMPAIRMENT (CODES 1-10 OR CODE 00 AT F7a)**

F7d Do you claim Disability Living Allowance, Attendance Allowance, Employment and Support Allowance, or Incapacity Benefit because you have a disability or long term sickness?

**SINGLE CODE ONLY**

Yes	1
No	2
(Refused)	0

**ASK ALL**

F8 What is your current working status?

**SHOW CARD F8**

**SINGLE CODE ONLY**

Employee in full-time job (30 hours or more per week)	1
Employee in part-time job (under 30 hours per week)	2
Self employed full-time or part-time	3
Unemployed and available for work	4
On a government supported training programme (e.g. modern Apprenticeship, Training for Work)	5
Student (full-time education at school, college or university)	6
Temporarily sick or injured	7
Permanently sick or disabled	8
Retired from paid work	9
Looking after family / home	10
Doing something else	11
(Refused)	00

**ASK ALL**

F9 What is the approximate total yearly income of your household, before tax?

This includes your and others' earnings from employment or self employment, income from benefits and pensions, and income from other sources such as interest from savings.

Please use the answer bands on this card - we do not need to know exactly.

**SHOW CARD F9**

**SINGLE CODE ONLY**

<b>A</b>	A - Up to £9,999	1
<b>B</b>	B - £10,000 to £19,999	2
<b>C</b>	C - £20,000 to £29,999	3
<b>D</b>	D - £30,000 to £39,999	4
<b>E</b>	E - £40,000 to £49,999	5
<b>F</b>	F - £50,000 to £59,999	6
<b>G</b>	G - £60,000 to £69,999	7
<b>H</b>	H - £70,000 to £79,000	8
<b>I</b>	I - £80,000 or more	9
	(Don't know)	99
	(Refused)	00

**ASK ALL**

- F10 Thank you very much for taking part in this survey. Would you be happy for us to contact you, only if necessary, in relation to this research project?  
Please note that your participation in this survey is anonymous, and your individual details will not be passed on to anyone.

**SINGLE CODE ONLY**

	Yes	1
	No	2

**ASK ALL**

- F11 The Department for Children, Schools and Families often wish to speak to parents to get their opinion on other issues. Would you be happy to take part in any future research for them?  
Once again, even if you say yes, your individual details will not be passed on to anyone.

**SINGLE CODE ONLY**

	Yes	1
	No	2

Synovate is a member of the Market Research Society and bound by its code of conduct. For more information, please visit [www.mrs.org.uk](http://www.mrs.org.uk), email [codeline@mrs.org.uk](mailto:codeline@mrs.org.uk), or telephone 0500 39 69 99.

**THANK & CLOSE**

Thank you on behalf of Synovate and the Department for Children, Schools and Families for taking part in this research. Your feedback is much appreciated.

If you want to know more about the Market Research Society and its Code of Conduct for market research suppliers and studies, please visit [www.mrs.org.uk](http://www.mrs.org.uk), email [codeline@mrs.org.uk](mailto:codeline@mrs.org.uk), or telephone 0500 39 69 99.

You may receive a phone call from our Quality Control department to check that the interview has been carried out correctly

**HAND RESPONDENT THANK YOU LEAFLET**

## 3.2 Children and young people questionnaire

**INTRODUCTION AND SCREENING - PARENTS**  
**PARENTS MUST BE CONTACTED FIRST IN ALL INSTANCES, EVEN IF CHILD IS AGED 16 OR 17**

### INTRODUCTION TO PARENTS

SAY Good morning / afternoon / evening. My name is \_\_\_\_\_ and I am from Synovate, an independent market research agency. We have been commissioned by the government - specifically the Department for Children, Schools and Families - to collect opinions from a cross section of children and young people in the UK and Northern Ireland. The questionnaire asks about children's attitudes to a variety of safety issues affecting them, including bullying and using the internet safely. All data will be used anonymously to help work out whether the government's plans and policies are having a positive effect on families.

The research is being conducted across the country. This local area has been selected at random, and all the information given in the study will be kept strictly confidential. No information identifying you or your household will be passed to any part of government, or to any other organisation.

We are wanting to interview children aged between 12 and 17. The interview with them will take about 20 to 25 minutes. If you take part we are offering a £5 voucher as a thank you and in recognition of their time spent.

Do you have any children aged 12 to 17 living at home, who you would be happy taking part in this interview? If so, I would need to ask a couple of questions of you first.

**CONTINUE IF RESPONDENT WILLING**

### ASK ALL

S1 How many children aged 12 to 17 are you a parent / guardian(s) of?

**WRITE IN NUMBER**

<i>WRITE IN NUMBER OF CHILDREN AEGD 12-17</i>	<input style="width: 80%; height: 20px;" type="text"/>	<b>CONTINUE</b>
None / Refused	00	<b>THANK &amp; CLOSE</b>

### ASK ALL

S2 What [age is your child - IF ONLY ONE CHILD AGED 12-17 AT S1 / ages are your children aged 12-17, starting with the eldest - IF MORE THAN ONE CHILD AGED 12-17 AT S1]?

**CODE AGE OF EACH CHILD AGED 12 TO 17**

**CHECK QUOTA: CHILD(REN) AGED 12-13 / 14-15 / 16-17**

	Child no.	#1	#2	#3	#4	#5	etc.
<b>QUOTA AGE 16-17</b>	17 years old	17	17	17	17	17	17
	16 years old	16	16	16	16	16	16
<b>QUOTA AGE 14-15</b>	15 years old	15	15	15	15	15	15
	14 years old	14	14	14	14	14	14
<b>QUOTA AGE 12-13</b>	13 years old	13	13	13	13	13	13
	12 years old	12	12	12	12	12	12
	(None of these)	99	99	99	99	99	99
	(Refused)	00	00	00	00	00	00

**CREATE QUOTA VARIABLE IF HAVE CHILD(REN) IN ONLY ONE QUOTA AGE BAND AT S2**

**DO NOT SHOW TO INTERVIEWERS**

**DO NOT READ OUT**

S2Q1 CAPI SCRIPT TO CREATE QUOTA VARIABLE

**SINGLE CODE ONLY**

<b>QUOTA AGE 16-17</b>	1
<b>QUOTA AGE 14-15</b>	2
<b>QUOTA AT 12-13</b>	3

**SHOW IF HAVE CHILDREN IN MORE THAN ONE OF THE QUOTA AGE BANDS AT S2 TO BE CODED BY INTERVIEWERS**

**DO NOT READ OUT**

S2Q2 This respondent meets more than one children's age quota.

Please select the age of the child that you will be interviewing.

**SINGLE CODE ONLY**

<b>ONLY SHOW IF AT LEAST ONCE CHILD IN QUOTA AGE 16-17 AT S2</b> Child(ren) aged 16 to 17	1
<b>ONLY SHOW IF AT LEAST ONCE CHILD IN QUOTA AGE 14-15 AT S2</b> Child(ren) aged 14 to 15	2
<b>ONLY SHOW IF AT LEAST ONCE CHILD IN QUOTA AGE 12-13 AT S2</b> Child(ren) aged 12 to 13	3

**ASK ALL**

S3 Are you the chief wage earner in your household?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	0

**ASK ALL**

S4 What is [your occupation - IF CODE 1 AT S3 / the occupation of the chief wage earner in your household - CODES 2,0 AT S3]?

**WRITE IN OCCUPATION DETAILS**

**ENSURE COLLECT SUFFICIENT DETAIL TO CODE SOCIAL GRADE**

**IF RETIRED OR UNEMPLOYED FOR LESS THAN 6 MONTHS, GET PREVIOUS OCCUPATION**

**SINGLE CODE ONLY**

**CHECK QUOTA: ABC1 / C2D / E**

<i>WRITE IN OCCUPATION DETAILS NEEDED TO CODE SOCIAL GRADE</i>		<b>[PROGRAMMER - MAKE THIS A TEXT BOX OF UNLIMITED LENGTH]</b>
--	--	--

A	1
B	2
C1	3
C2	4
D	5
E	6
(Don't know)	9
(Refused)	0

**READ OUT TO ALL**

SAY Thank you very much. Is it possible to speak to your [child - IF ONLY ONE CHILD AGED 12-17 AT S1 / one of your children - IF MORE THAN ONE CHILD AGED 12-17 AT S1] now?

At the end of the interview, I will need to ask a few more questions of you, if that is OK.

**CONTINUE IF RESPONDENT WILLING**

**INTERVIEWER!**

**YOU MUST ENSURE THE PARENT GIVES YOU A SIGNATURE TO ALLOW YOU TO INTERVIEW THEIR CHILD**

**INTRODUCTION AND SCREENING - CHILDREN**

**INTRODUCTION TO CHILD - ONLY AFTER PERMISSION FROM PARENT GIVEN**

SAY Good morning / afternoon / evening. My name is \_\_\_\_\_ and I am from Synovate, an independent market research agency. We are conducting this survey for the government to understand what children and young people think about a variety of things.

All answers you give will be kept confidential - we do not tell the government or anyone else exactly what you say.

Hopefully the questions will be easy for you to answer. Please answer them as honestly as you can.

If you are happy, we can make a start. I need to ask a couple of questions about you first.

**CONTINUE IF RESPONDENT WILLING**

**ASK ALL**

S5 Can I please check your age?

**SINGLE CODE ONLY**

17	1	<b>CHECK THIS MATCHES THE QUOTA AGE AT S2Q1 / S2Q2 IF NOT, PLEASE ASK INTERVIEWER TO RE-CHECK AGE WITH RESPONDENT IF STILL DIFFERENT, RE-CODE S2Q1 / S2Q2 TO MATCH ANSWER AT S5</b>
16	2	
15	3	
14	4	
13	5	
12	6	

**CODE FOR ALL**

S6 CODE GENDER OF RESPONDENT

**SINGLE CODE ONLY**

Male	1
Female	2

**MAIN QUESTIONNAIRE  
ASK ALL CHILDREN**

**READ OUT TO ALL CHILDREN**

SAY Thank you very much. As I said before, all the information given in the study will be kept strictly confidential.

I am going to ask you about lots of different things in this interview, about lots of different subjects, but all are related in some way to you and what you do in your daily life. Hopefully the questions will be easy for you to answer. Please answer them as honestly as you can.

**CONTINUE**

**CODE FOR ALL INTERVIEWS**

ObS1 INTERVIEWER - PLEASE CODE WHETHER THE PARENT IS IN THE ROOM WHILE THE CHILDREN'S INTERVIEW IS TAKING PLACE.

NOTE THAT WE PREFER PARENTS NOT TO BE IN THE ROOM, BUT WE CANNOT ASK THIS - PARENTS ARE ALLOWED TO SUPERVISE THE INTERVIEW IF THEY WISH TO.

**SINGLE CODE ONLY**

Yes - Parent is in the room	1
No - Interviewing child on their own	2
(Don't know)	9
(Refused)	0

**ASK ALL CHILDREN**

Q1 I would like to ask you about the types of activities you are involved in, and the things that you are and are not allowed to do.

So, do you...

**READ OUT EACH IN TURN AND CODE ALL RELEVANT**

		Yes	No	(Rf)
a	...go to school or other full time education?	1	2	0
b	...travel to or from to school on your own?	1	2	0
c	...go to organised groups or activities (e.g. Scouts / Guides, sports clubs) where your parent(s) / guardian(s) are present?	1	2	0
d	...go to organised groups or activities (e.g. Scouts / Guides, sports clubs) where your parent(s) / guardian(s) are <u>not</u> present?	1	2	0
e	...spend short periods of time outside of the home on your own (e.g. going to buy something at your local shop)?	1	2	0
f	...spend time outside of the home when your parent(s) / guardian(s) and other adults are not present (e.g. playing outside with friends, visiting shops on your own)?	1	2	0
g	...work part time or full time (including an apprenticeship, weekend job, or paper round)?	1	2	0
h	...have your own mobile phone?	1	2	0
i	...have a landline telephone in your own room?	1	2	0
j	...have a television in your own room?	1	2	0
k	...use a computer / laptop in your own room?	1	2	0

**ASK ALL CHILDREN**

Q2 Do your parent(s) / guardian(s) give you any rules or restrictions about...

**READ OUT IN RANDOM ORDER****SINGLE CODE FOR EACH**

	Yes	No	(Rf)
...watching television?	1	2	0
...using mobile phones?	1	2	0
...using the internet?	1	2	0
...using age-restricted video games?	1	2	0
...whether or not you can go out of the house on your own?	1	2	0
...where you can and cannot go if you are out of the house on your own?	1	2	0
...the latest you can come home if you are out of the house on your own?	1	2	0

**ASK ALL WHO SPEND TIME OUTSIDE OF HOME WITH NO ADULTS PRESENT (CODE 1 AT Q1e OR Q1f)**

Q3 Apart from travelling to school, how often do you spend time outside of the home with no adults present?

**SINGLE CODE ONLY**

Every day	1
5-6 days a week	2
3-4 days a week	3
2 days a week	4
Once a week	5
Once a fortnight	6
Once a month	7
Less often	8
(Never)	9
(Refused)	0

**ASK ALL WHO SPEND TIME OUTSIDE OF HOME WITH NO ADULTS PRESENT (CODE 1 AT Q1e OR Q1f)**

Q4 And when you are outside of the home without any adults - apart from travelling to or from school - do your parent(s) always know where you are? Do they...

**READ OUT****SINGLE CODE ONLY**

Always know where you are	1
Usually know where you are	2
Only know roughly where you are	3
Not really know where you are	4
(None of these)	9
(Refused)	0

**ASK ALL CHILDREN**Q5 How many close friends that you trust would you say you have?**SINGLE CODE ONLY**

None	1
1 to 5	2
6 to 10	3
11 to 20	
More than 20	4
(None of these)	9
(Refused)	0

**ASK ALL CHILDREN**

Q6 How much do you agree with the following statements, using the phrases on this card?  
There is no right or wrong answer, it is just your personal views we are interested in.

**SHOW CARD Q6**

So how strongly do you agree or disagree with...

**READ OUT STATEMENTS IN RANDOM ORDER**

**SINGLE CODE ONLY FOR EACH STATEMENT**

		Agree a lot	Agree a little	Disagree a little	Disagree a lot	(Can't say / Don't want to answer)
a	I really enjoy spending time with my family	1	2	3	4	0
b	I am a likeable person	1	2	3	4	0
e	Children must be given freedom to make their own choices	1	2	3	4	0
g	My parent(s) / guardian(s) worry too much about my safety	1	2	3	4	0
h	I feel less safe as I get older	1	2	3	4	0
j	My parent(s) / guardian(s) give me too many rules and restrictions	1	2	3	4	0
k	My parent(s) / guardian(s) don't really know what I get up to	1	2	3	4	0

**ASK ALL CHILDREN**

Q7 What are your biggest concerns when thinking about your own safety?

**DO NOT PROMPT**

**MULTICODES POSSIBLE**

**WRITE IN OTHERS**

Physical bullying	1
Teasing / emotional bullying	2
Cyber-bullying	3
Inappropriate content on television / films / computer games	4
Dangers with using the internet / inappropriate content on the internet	5
Talking to / meeting strangers	6
Paedophiles / child abuse	7
Accidents in the home	8
Accidents outside of the home (not on roads)	9
Road safety / accident on the roads	10
Alcohol / drinking	11
Smoking / cigarettes	12
Illegal drugs	13
Sexual activity / STDs / pregnancy	14
Graffiti / criminal damage / trespassing	15
Anti-social behaviour	16
Fighting / threatening behaviour	17
Gangs	18
Knife crime	19
Stress / depression	20
Self-harming / suicide	21
Eating disorders	22
Violence in the home	23
Other [PLEASE SPECIFY]	24
(None of these)	98
(Don't know)	99
(Refused)	00

**ASK ALL CHILDREN**

Q8 Which if these are your biggest concerns when thinking about your own safety?

**SHOW CARD Q8****MULTICODES POSSIBLE**

Bullying / being bullied	1
Getting hurt by other children / other people	2
Getting involved in anti-social behaviour	3
Inappropriate content on television / films / computer games	4
Dangers with using the internet / inappropriate content on the internet	5
Talking to / meeting strangers	6
Paedophiles / child abuse	7
Accidents in the home	8
Accidents outside of the home	9
Drinking alcohol / smoking cigarettes / drug taking	10
Sexual activity / STDs / pregnancy	11
Stress / depression / self-harming / suicide	12
(None of these)	98
(Don't know)	99
(Refused)	00

**ASK ALL CHILDREN**

Q10 And which of these answers best applies to the following statement:

I feel safe...

**READ OUT ANSWERS IN ORDER - ENSURE RESPONDENT HEARS ALL POSSIBLE****ANSWERS****SINGLE CODE ONLY**

...almost all the time	1
...most of the time	2
...some of the time	3
...occasionally	4
...very rarely	5
...never	6
(Don't know)	9
(Refused)	0

**ASK ALL CHILDREN**

Q11 How much do you agree with the following statements, using the phrases on this card?

There is no right or wrong answer, it is just your personal views we are interested in.

**SHOW CARD Q11**

So how strongly do you agree or disagree with...

**READ OUT STATEMENTS IN RANDOM ORDER****SINGLE CODE ONLY FOR EACH STATEMENT**

	Agree a lot	Agree a little	Disagree a little	Disagree a lot	(DK)	(Rf)	
a	I am confident I would know what to do in the event of an accident	1	2	3	4	9	0
b	I think it is important to take steps to stay safe from accidents	1	2	3	4	9	0
d	I know how to reduce the likelihood of being involved in an accident	1	2	3	4	9	0

**ASK ALL CHILDREN**

Q12 How do you know how to reduce the likelihood of accidents?

**SHOW CARD Q12**

**MULTICODES POSSIBLE**

<b>Information from people / organisations</b>		
Your mum / female guardian		1
Your dad / male guardian		
Other adult(s) in your family		2
Your brother(s) / sister(s)		3
Other children in your family		4
Your friends		5
Your school / your teacher(s)		6
Leader of an activity / club / group		7
Police		8
Fire Service		
Local Council		
Government		
<b>Ways of getting information</b>		
Internet websites		9
Internet message boards / discussion groups		10
Books		11
Magazines / newspapers		12
Television		13
Radio		14
Telephone advice line		15
Any other person / place / way [PLEASE SPECIFY]		16
Nowhere in particular / Just common sense		98
(Don't know)		99
(Refused)		00

**ASK ALL CHILDREN**

Q9 And again, how much do you agree with the following statements, using the phrases on this card?

There is no right or wrong answer, it is just your personal views we are interested in.

**SHOW CARD Q9**

So how strongly do you agree or disagree with...

**READ OUT STATEMENTS IN RANDOM ORDER**

**SINGLE CODE ONLY FOR EACH STATEMENT**

		Agree a lot	Agree a little	Disagree a little	Disagree a lot	(Can't say / Don't want to answer)
a	I always obey the rules in this family	1	2	3	4	0
b	There is no point talking to my parent(s) / guardian(s) about things that are important to me – they never listen	1	2	3	4	0
c	My parent(s) / guardian(s) are always putting me down in some way (e.g. how I talk or behave)	1	2	3	4	0
d	My parent(s) / guardian(s) are always pushing me to do better	1	2	3	4	0
e	Whatever I do, my parent(s) / guardian(s) like me to be the best at it	1	2	3	4	0

f	People like me don't have much of a chance in life	1	2	3	4	0
g	I certainly feel useless at times	1	2	3	4	0
h	I haven't done much that I can be proud of	1	2	3	4	0

**START OF ROTATION SECTIONS:**

**SECTIONS TO BE ASKED IN RANDOM ORDER, FOR ALL CHILDREN:**

**B - BULLYING (ENGLAND ONLY)**

**I - INTERNET SAFETY**

**O - PERSONAL RESPONSIBILITY FOR OTHERS' SAFETY**

**START OF SECTION ROTATION: B - BULLYING**

**ASK ALL CHILDREN**

B1 I would now like to ask you some questions about bullying.  
Like before, there is no right or wrong answer, it is just your personal views we are interested in.  
**SHOW CARD B1**

So how strongly do you agree or disagree with...  
**READ OUT STATEMENTS IN RANDOM ORDER**  
**SINGLE CODE ONLY FOR EACH STATEMENT**

		Agree a lot	Agree a little	Disagree a little	Disagree a lot	(Can't say / Don't want to answer)
a	I feel at risk from bullying	1	2	3	4	0
c	My parent(s) help me to deal with the risk of bullying	1	2	3	4	0
e	I would do something if I knew someone else was being bullied	1	2	3	4	0
f	Bullying is a part of growing up	1	2	3	4	0
g	There is nothing my parent(s) can do to stop me from being bullied	1	2	3	4	0
h	There is nothing my school can do to stop me from being bullied	1	2	3	4	0
i	I am confident that I would know what to do if I was being bullied	1	2	3	4	0
j	I would like more help and advice about bullying	1	2	3	4	0
k	Bullying has to get quite bad before I feel I would need to do something about it	1	2	3	4	0
l	Being physically bullied is worse than being called names	1	2	3	4	0

**ASK ALL CHILDREN**

B2 Have you been bullied in the past few months?  
**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9
(Refused)	0

**ASK ALL CHILDREN**

B3 Have you ever experienced any of the following?

**SHOW CARD B3****MULTICODES POSSIBLE**

<b>(Ways of bullying)</b>	
Received abusive text messages	1
Been sent an embarrassing photo / video clip on a mobile phone	2
Been sent an embarrassing photo / video clip on the internet	3
Received abusive comments on a social network site (e.g. Bebo, Myspace, Facebook)	4
Received abusive emails	5
Received teasing / abuse instant messaging (i.e. MSN)	6
Received abuse / teasing from someone in an internet chat room	7
Face to face bullying at school	8
Face to face bullying outside of school	9
<b>(Types of bullying)</b>	
Being called names / teased	10
Being physically bullied	11
Having threats made against them	12
Having money / valuables taken from them	13
Being ignored or excluded from conversations or activities	14
Bullying because of race / ethnicity	15
Bullying because of gender	16
Bullying because of illness or disability	17
Homophobic bullying (e.g. being called 'gay', 'a poof')	18
(None of these)	98
(Don't know)	99
(Refused)	00

**ASK ALL WHO HAVE EXPERIENCED BULLYING (ANY CODE 1 AT B2 AND / OR ANY CODE 1-18 AT B3)**

B4 Did you do anything about the bullying you experienced?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9
(Refused)	0

**ASK ALL WHO DID SOMETHING ABOUT THEIR BULLYING (CODE 1 AT B4)**

B5 What did you do about it?

**DO NOT PROMPT****MULTICODES POSSIBLE****WRITE IN OTHERS**

Talk to my parent(s) / guardian(s)	1
Talk to the people doing the bullying	2
Talk to the parent(s) of the people doing the bullying	3
Talk to / report bullying to my school / teacher	4
Talk to / report bullying to another adult	5
Look for information / advice	6
Talk to Childline	
Talk to Beat Bullying	
Talk to other anti-bullying / children's organisation	
Report bullying to Police	7
Ask to be accompanied where / when the bullying takes place (e.g. get a lift to / from school)	8

Avoid the place(s) where / when bullying takes place (e.g. don't go out, stop activities, avoid or change schools)	9
Anything else [PLEASE SPECIFY]	10
Would do nothing	98
(Don't know)	99
(Refused)	00

**ASK ALL WHO DID SOMETHING ABOUT THEIR BULLYING (CODE 1 AT B4)**

B6 Did this reduce or stop the bullying?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9
(Refused)	0

**ASK ALL CHILDREN**

**EXCEPT!**

B7 **ALL WHO DID SOMETHING ABOUT THEIR BULLYING (ALL EXCEPT! CODE 1 AT B4)**

If you were being bullied in any way, what would you do about it?

**DO NOT PROMPT**

**MULTICODES POSSIBLE**

**WRITE IN OTHERS**

Talk to my parent(s) / guardian(s)	1
Talk to the people doing the bullying	2
Talk to the parent(s) of the people doing the bullying	3
Talk to / report bullying to my school / teacher	4
Talk to / report bullying to another adult	5
Look for information / advice	6
Talk to Childline	
Talk to Beat Bullying	
Talk to other anti-bullying / children's organisation	
Report bullying to Police	7
Ask to be accompanied where / when the bullying takes place (e.g. get a lift to / from school)	8
Avoid the place(s) where / when bullying takes place (e.g. don't go out, stop activities, avoid or change schools)	9
Anything else [PLEASE SPECIFY]	10
Would do nothing	98
(Don't know)	99
(Refused)	00

**ASK ALL CHILDREN**

**EXCEPT!**

B8 **ALL WHO DID SOMETHING ABOUT THEIR BULLYING (ALL EXCEPT! CODE 1 AT B4)**

How confident do you feel that this would reduce the problem, or stop it from happening in future? Would you be...

**READ OUT ANSWERS IN ORDER – ENSURE RESPONDENT HEARS ALL POSSIBLE ANSWERS**

**SINGLE CODE ONLY**

Very confident	1
Fairly confident	2
Not very confident	3
Not at all confident	4
(Don't know)	9
(Refused)	0

**ASK ALL CHILDREN**

B9 If you were being bullied, would you get advice, support or help from any of the following sources?

**SHOW CARD B9****MULTICODES POSSIBLE****WRITE IN OTHERS**

<b>Information from people / organisations</b>	
Your mum / female guardian	
Your dad / male guardian	
Other adult(s) in your family	
Your brother(s) / sister(s)	
Other children in your family	
Your friends	
Your school / your teacher	
Leader of an activity / club / group	
Police	
Childline	
Beat Bullying	
Talk to other anti-bullying / children's organisation	
<b>Ways of getting information</b>	
Internet websites	
Internet message boards / discussion groups	
Books	
Magazines / newspapers	
Television	
Radio	
Telephone advice line	
Any other person / place / way [PLEASE SPECIFY]	
Would not get advice from anyone / anywhere	98
(Don't know)	99
(Refused)	00

**ASK ALL CHILDREN**

B10 Which of these would you be confident could help reduce the problem of bullying, or stop it from happening in future?

**SHOW CARD B10****MULTICODES POSSIBLE****WRITE IN OTHERS**

Your mum / female guardian	
Your dad / male guardian	
Other adult(s) in your family	
Your brother(s) / sister(s)	
Other children in your family	
Your friends	
Your school / your teacher	
Leader of an activity / club / group	
Police	
Childline	
Beat Bullying	
Other anti-bullying / children's organisation	
Any other person / place / way [PLEASE SPECIFY]	
Would not get advice from anyone / anywhere	98
(Don't know)	99
(Refused)	00

**ASK ALL CHILDREN**

B11 What - if anything - might stop you from doing something if you were being bullied?

**DO NOT PROMPT****MULTICODES POSSIBLE****WRITE IN OTHER REASONS**

No point / nothing would happen	1
If it's not bad enough to worry about	
Making the problem worse	2
Abuse / violent behaviour from people involved	3
Not wanting to cause trouble	4
Not wanting to be a grass / snitch / tell tales	5
Not knowing what to do	6
Not knowing who to report problems to	7
Not wanting parent(s) / guardian(s) to know	8
Parent(s) / guardian(s) not wanting / being able to anything about it	9
Not wanting to deal with school	10
School not wanting / being able to anything about it	11
Not wanting to deal with Police	12
Police not wanting / being able to anything about it	13
Other reason(s) [PLEASE SPECIFY]	14
(Don't know)	99
(Refused)	00

**START OF SECTION ROTATION: INTERNET SAFETY****ASK ALL CHILDREN**

I1 I would now like to ask you some questions about usage of the internet. Do you have internet access at home?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9
(Refused)	0

**ASK ALL**

I2 Do you use the internet at home?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9
(Refused)	0

**ASK IF USE INTERNET AT HOME (CODE 1 AT 12)**

I3 Do you have access to the internet via a computer in their own room, or are you able to access the internet in your own room using a laptop?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9
(Refused)	0

**ASK ALL**

14 Do you use the internet anywhere outside of your home? If so, where do you use it?

**SHOW CARD I4****MULTICODES POSSIBLE**

School / college	1
Library	2
Friend's house	3
Relative's house	4
On mobile phone	5
On iPod Touch / PSP / other similar device	
Other place / way	6
(Nowhere else / Don't use the internet)	8
(Don't know)	9
(Refused)	0

**ASK ALL WHO USE THE INTERNET (CODE 1 AT I2 OR CODES 1-6 AT I4)**

15 How confident do you feel about using the internet? Would you say you are...

**SINGLE CODE ONLY**

Very confident	1
Fairly confident	2
Not very confident	3
Not at all confident	4
(Don't know)	9
(Refused)	0

**ASK ALL WHO USE THE INTERNET (CODE 1 AT I2 OR CODES 1-6 AT I4)**

17 How many hours would you spend using the internet on an average weekday?

**WRITE IN NUMBER**

<i>WRITE IN NUMBER OF HOURS</i>	<input type="text"/>
(None / Refused)	00

**ASK ALL WHO USE THE INTERNET (CODE 1 AT I2 OR CODES 1-6 AT I4)**

18 Thinking about using the internet, do you spend most of your time using it...

**READ OUT IN TURN****SINGLE CODE ONLY**

...on your own	1
...with other people your age, but not with adults	2
...with an adult in the room with you	3
(Don't know)	9
(Refused)	0

**ASK ALL WHO USE THE INTERNET (CODE 1 AT I2 OR CODES 1-6 AT I4)**

19 Do you have a page or a profile on a social networking site, e.g. Bebo, MySpace, Facebook?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9
(Refused)	0

**ASK ALL WHO HAVE AN SNS PROFILE (CODE 1 AT I9)**

110 Is your profile currently visible to anyone, or only to your friends?

**SINGLE CODE ONLY**

Visible to anyone	1
Visible only to my friends	2
Not visible at all	3
(Don't know)	9
(Refused)	0

**ASK ALL CHILDREN**

112 What concerns do you have - if any - about using the internet?

**DO NOT PROMPT**

**CODE ALL MENTIONED**

(Getting caught) looking at websites they shouldn't	1
Websites with inappropriate content	2
Cyber-bullying	3
Being in contact with inappropriate people / people who are not who they say they are	4
Giving personal details to inappropriate people	5
People getting my personal details without me knowing	6
Illegal downloading / downloading copyright material	7
Downloading / getting viruses / harmful software	8
People hacking into computer	
Anything else [PLEASE SPECIFY]	9
(Don't know)	99
(Refused)	00

**ASK ALL CHILDREN**

113 How much do you agree with the following statements, using the phrases on this card?

Like before, there is no right or wrong answer, it is just your personal views we are interested in.

**SHOW CARD I13**

So how strongly do you agree or disagree with...

**READ OUT STATEMENTS IN RANDOM ORDER**

**SINGLE CODE ONLY FOR EACH STATEMENT**

		Agree a lot	Agree a little	Disagree a little	Disagree a lot	(Can't say / Don't want to answer)
a	I have concerns about the type of content / material on the internet	1	2	3	4	0
c	My parent(s) / guardian(s) trust me to use the internet safely	1	2	3	4	0
d	My parent(s) / guardian(s) don't really know what I do online	1	2	3	4	0
e	I know how to protect myself on the internet	1	2	3	4	0
f	I am confident I would know what to do if I saw or experienced something inappropriate on the internet	1	2	3	4	0
i	I know more than my parent(s) / guardian(s) do about using the internet safely	1	2	3	4	0

**ASK ALL WHO USE THE INTERNET (CODE 1 AT I2 OR CODES 1-6 AT I4)**

114 Do your parent(s) / guardian(s) do any of these things, or have they ever done any of these things?

**SHOW CARD I14****MULTICODES POSSIBLE**

Talked to you about using the internet safely	1
Not allow you to use the internet on your own	2
Regularly check what you are doing online	3
Only allow you to use the internet at home	4
Only allow you to use the internet in a certain room in the house	5
Only allow you to use the internet at certain times of the day	6
Only allow you to use the internet for a certain amount of time	7
Only allow you to visit certain websites	8
Not allow you to use social networking sites (e.g. Bebo, MySpace, Facebook)	9
Not allow you to use 'chat' programmes (e.g. MSN / Instant Messenger)	10
Not allow you to download / upload photos, videos, music, etc.	11
Password protect the internet / certain internet sites	12
Use special software to filter or block your access to certain websites	13
Not allow you to play online games unsupervised	14
Limit the number of hours you can play video games	15
Not allow you to play video games which are rated for people above your age	16
(None of these)	98
(Don't know)	99
(Refused)	00

**ASK ALL**

116 Has your school / college taught you how to use the internet safely?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9
(Refused)	0

**ASK ALL WHO USE THE INTERNET (CODE 1 AT I2 OR CODES 1-6 AT I4)**

118 Have you ever come across any harmful or inappropriate content / material on the internet in the past few months?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9
(Refused)	0

**ASK ALL WHO HAVE COME ACROSS HARMFUL / INAPPROPRIATE CONTENT (CODE 1 AT I18)**

118b What harmful or inappropriate content did you come across?

**SHOW CARD I18b****MULTICODES POSSIBLE****WRITE IN OTHERS**

Websites / content with bad language	1
Websites with sexual content	2
Websites with violent content	3
Websites with content showing abuse / cruelty	4
Websites with content about self-harm / suicide	5
Websites with extreme / racist / content	6
Comments / pictures / videos of people I know	7

Contact from people I don't know / inappropriate people	8
People asking for personal details	9
Illegal downloads / downloads of copyright material	10
Anything else [PLEASE SPECIFY]	11
(Don't know)	99
(Refused)	00

119 **ASK ALL WHO CAME ACROSS HARMFUL / INAPPROPRIATE CONTENT (CODE 1 AT I18)**  
 Did you do anything about the harmful or inappropriate content / material you came across?  
**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9
(Refused)	0

120 **ASK ALL WHO DID SOMETHING ABOUT HARMFUL / INAPPROPRIATE CONTENT (CODE 1 AT I19)**  
 What did you do about it?  
**DO NOT PROMPT**  
**MULTICODES POSSIBLE**  
**WRITE IN OTHERS**

Not go to that website / those websites again	1
Use special software to filter or block your access to certain websites	2
Talk to / report it to your parent(s) / guardian(s)	3
Talk to / report it to your teacher / school	4
Talk to / report it to another adult	5
Look for information / advice yourself	6
Report to Police	7
Report to website	8
Report to internet service provider	9
Report to Ofcom	10
Report to Childline	11
Report to Thinkuknow	
Report to CEOP (Child Exploitation & Online Protection Centre)	
Report to other internet safety / children's organisation	
Do anything else [PLEASE SPECIFY]	12
Would not do anything	98
(Don't know)	99
(Refused)	00

**ASK ALL CHILDREN****EXCEPT!****ALL WHO DID SOMETHING ABOUT HARMFUL / INAPPROPRIATE CONTENT (ALL EXCEPT! CODE 1 AT I19)**

I20 If you saw or experienced something inappropriate on the internet, what would you do about it?

**DO NOT PROMPT****MULTICODES POSSIBLE****WRITE IN OTHERS**

Not go to that website / those websites again	1
Use special software to filter or block your access to certain websites	2
Talk to / report it to your parent(s) / guardian(s)	3
Talk to / report it to your teacher / school	4
Talk to / report it to another adult	5
Look for information / advice yourself	6
Report to Police	7
Report to website	8
Report to internet service provider	9
Report to Ofcom	10
Report to Childline	11
Report to Thinkuknow	
Report to CEOP (Child Exploitation & Online Protection Centre)	
Report to other internet safety / children's organisation	
Do anything else [PLEASE SPECIFY]	12
Would not do anything	98
(Don't know)	99
(Refused)	00

**ASK ALL CHILDREN****EXCEPT!****ALL WHO DID SOMETHING ABOUT HARMFUL / INAPPROPRIATE CONTENT (ALL EXCEPT! CODE 1 AT I19)**

I21 How confident do you feel that this would reduce the problem, or stop it from happening in future? Would you be...

**READ OUT ANSWERS IN ORDER - ENSURE RESPONDENT HEARS ALL POSSIBLE ANSWERS****SINGLE CODE ONLY**

Very confident	1
Fairly confident	2
Not very confident	3
Not at all confident	4
(Don't know)	9
(Refused)	0

**ASK ALL CHILDREN**

122 If you saw or did something inappropriate on the internet, would you get advice or help from any of these?

**SHOW CARD I22****MULTICODES POSSIBLE****WRITE IN OTHERS**

<b>Information from people / organisations</b>	
Your mum / female guardian	
Your dad / male guardian	
Other adult(s) in your family	
Your brother(s) / sister(s)	
Other children in your family	
Your friends	
Your school / your teacher	
Leader of an activity / club / group	
Police	
Childline	
Thinkuknow	
CEOP (Child Exploitation & Online Protection Centre)	
Other internet safety / children's organisation	
<b>Ways of getting information</b>	
Internet websites	
Internet message boards / discussion groups	
Books	
Magazines / newspapers	
Television	
Radio	
Telephone advice line	
Any other person / place / way [PLEASE SPECIFY]	
Would not get advice from anyone / anywhere	98
(Don't know)	99
(Refused)	00

**ASK ALL CHILDREN**

123 Which of these would you be confident could help reduce the problem, or stop it from happening in future?

**SHOW CARD I23****MULTICODES POSSIBLE****WRITE IN OTHERS**

Your mum / female guardian	
Your dad / male guardian	
Other adult(s) in your family	
Your brother(s) / sister(s)	
Other children in your family	
Your friends	
Your school / your teacher	
Leader of an activity / club / group	
Police	
Childline	
Thinkuknow	
CEOP (Child Exploitation & Online Protection Centre)	
Other internet safety / children's organisation	
Any other person / place / way [PLEASE SPECIFY]	
Would not get advice from anyone / anywhere	98
(Don't know)	99
(Refused)	00

**ASK ALL CHILDREN**

124 What - if anything - might stop you from doing something if you saw or experienced something inappropriate on the internet?

**DO NOT PROMPT**

**MULTICODES POSSIBLE**

**WRITE IN OTHER REASONS**

No reason to / just wouldn't do that	1
No point / nothing would happen	2
Wouldn't know what to do	3
Would not know who to speak to	4
Not knowing who to report problems to	5
Not wanting parent(s) / guardian(s) to know	6
Parent(s) / guardian(s) not wanting / being able to anything about it	7
Not wanting to deal with school	8
School not wanting / being able to anything about it	9
Not wanting to deal with Police	10
Police not wanting / being able to anything about it	11
Not wanting to deal with local authorities	12
Local authorities not wanting / able to do anything about it	13
Other reason(s) [PLEASE SPECIFY]	14
(Don't know)	99
(Refused)	00

**PERSONAL RESPONSIBILITY FOR CHILDREN'S SAFETY**  
**ASK ALL CHILDREN**

**ASK ALL**

O1 I would like to ask you about some different situations that you might or might not come across outside of the home. For each situation, please tell me how confident you would know what to do, using the phrases on this card.

**SHOW CARD O1**

So, how confident would you be that you would know what to do if... [READ OUT FIRST SITUATION, AT RANDOM]. Would you say you...

**SHOW CARD O1**  
**SINGLE CODE ONLY**

**REPEAT FOR ALL SITUATIONS, RANDOM ORDER**

		Very confident	Fairly confident	Not very confident	Not at all confident	(DK)	(Rf)
<b>W</b>	...someone you know of was being physically bullied at school / college	1	2	3	4	9	0
<b>J</b>	...someone you know of was being regularly teased or called names	1	2	3	4	9	0
<b>E</b>	...you saw untrue or embarrassing comments, pictures or videos about someone you know of on the internet or sent by mobile phone	1	2	3	4	9	0
<b>S</b>	...you saw someone you know of bullied in the street	1	2	3	4	9	0
<b>P</b>	...you heard about someone you know of being abused or neglected by an adult	1	2	3	4	9	0
<b>X</b>	...you heard about someone you know of being abused or neglected by someone their age (e.g. brother / sister, boyfriend / girlfriend)	1	2	3	4	9	0

**ASK ALL**

O2 And for these same situations, please can you tell me whether you think you would do something about it or not, using the phrases on this card.

**SHOW CARD O1b**

So, do you think you would do something if... [READ OUT FIRST SITUATION, AT RANDOM].  
Would you say you...

**SHOW CARD O2****SINGLE CODE ONLY****REPEAT FOR ALL SITUATIONS, RANDOM ORDER**

		Would do something only if you were friends with the person	Would take action even if you were not friends with the person	You would not take any action	(DK)	(Rf)
W	...someone you know of was being physically bullied at school / college	1	2	3	9	0
J	...someone you know of was being regularly teased or called names	1	2	3	9	0
E	...you saw untrue or embarrassing comments, pictures or videos about someone you know of on the internet or sent by mobile phone	1	2	3	9	0
S	...you saw someone you know of bullied in the street	1	2	3	9	0
P	...you heard about someone you know of being abused or neglected by an adult	1	2	3	9	0
X	...you heard about someone you know of being abused or neglected by someone their age (e.g. brother / sister, boyfriend / girlfriend)	1	2	3	9	0

**ASK ALL**

O3 Have you encountered any of these situations in the last year?

**SHOW CARD O3****MULTICODES POSSIBLE**

W	...someone you know of was being physically bullied at school / college	1
J	...someone you know of was being regularly teased or called names	
E	...you saw untrue or embarrassing comments, pictures or videos about someone you know of on the internet or sent by mobile phone	2
S	...you saw someone you know of bullied in the street	3
P	...you heard about someone you know of being abused or neglected by an adult	4
X	...you heard about someone you know of being abused or neglected by someone their age (e.g. brother / sister, boyfriend / girlfriend)	5
	(No, none of these)	9
	(Refused)	0

**ASK IF ENCOUNTERED ANY SITUATIONS (CODES 1-4 AT O3)**

O4 Did you do anything about this situation? If so, what?

**SHOW CARD O4****MULTICODES POSSIBLE**

Did not do anything	1
Talked to the child(ren)	2
Talked to the parents of the child(ren)	3
Talked to school / teacher	4
Talked to someone else	5
Looked for information / advice about what to do	6
Reported it to Police	7
Reported it to Childline	
Reported it to CEOP (Child Exploitation and Online Protection Centre)	
Reported it to somewhere else	8
Did not do anything, but would have done something if I saw it was getting worse	9
Did something else	10
(Don't know)	99
(Refused)	00

**ASK ALL**

O5 Which of these would you be confident would be able to help or prevent these types of situation happening in future?

**SHOW CARD O5****MULTICODES POSSIBLE****WRITE IN OTHERS**

Your mum / female guardian
Your dad / male guardian
Other adult(s) in your family
Your brother(s) / sister(s)
Other children in your family
Your friends
Your school / your teacher
Leader of an activity / club / group
Police
Social Services
Childline
CEOP (Child Exploitation and Online Protection Centre)

**ASK ALL**

O6 What might stop you from taking action in these sort of situations?

**DO NOT PROMPT****MULTICODES POSSIBLE****WRITE IN OTHER REASONS**

None of my business	1
Too scared / worried to get involved	
Verbal abuse from people involved	2
Violent behaviour from people involved	3
Misunderstanding the situation / saying there was a problem when it was not	4
Not wanting to cause trouble	5
Not being comfortable about approaching / talking to a child	6
Not knowing who to report problems to	7
Not wanting to deal with parents	8
Parents / guardians not wanting / being able to anything about it	9
Not wanting to deal with people at school	10
School not wanting / able to do anything about it	11
Not wanting to deal with Social Services	

Social Services not wanting / being able to do anything about it	
Not wanting to deal with Police	12
Police not wanting / being able to anything about it	13
No point / nothing would happen even if you did take action	14
Other reason(s) [PLEASE SPECIFY]	13
(Don't know)	99
(Refused)	00

**FINAL QUESTIONNAIRE SECTION**  
**ASK ALL AFTER OTHER SECTIONS COMPLETED**

**READ OUT TO ALL CHILDREN**

**SAY** Thank you very much for everything you have told us.  
 Lastly, we have some more questions about you and your household. It may be easier for your parent(s) / guardian(s) to answer these questions.

**ASK TO SPEAK TO PARENTS**

**CODE FOR ALL INTERVIEWS**

Obs2 INTERVIEWER - PLEASE CODE WHETHER THE PARENT WAS IN THE ROOM AT THE END OF THE CHILDREN'S INTERVIEW.

**SINGLE CODE ONLY**

Yes - Parent was in the room	1
No - Child was on their own	2
(Don't know)	9
(Refused)	0

**ASK ALL PARENTS**

F1 How many children aged 0 to 4 are you a parent / guardian of?

**WRITE IN NUMBER**

<i>WRITE IN NUMBER OF CHILDREN AGED 0 TO 4</i>	
None	00

**ASK ALL PARENTS**

F2 How many children aged 5 to 11 are you a parent / guardian of?

**WRITE IN NUMBER**

<i>WRITE IN NUMBER OF CHILDREN AGED 5 TO 11</i>	
None	00

**ASK ALL PARENTS**

F3 Does your child who I just interviewed have any physical or mental disability that limits what they can do?

**SHOW CARD F3**

**MULTICODES POSSIBLE**

Mobility impairment	1
Visual impairment	2
Hearing impairment	3
Learning difficulty	4
Mental health disability / impairment	5
Serious long term illness	6
Asthma	7
Arthritis	8
Other	9
No / None	98
(Refused)	00

**ASK ALL PARENTS**

F4 Are you a single parent / guardian(s)?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	0

**ASK ALL PARENTS**

F5 What age group are you?

**SHOW CARD F5****SINGLE CODE ONLY**

16 to 19	1
20 to 24	2
25 to 29	3
30 to 34	4
35 to 39	5
40 to 44	6
45 to 49	7
50 to 54	8
55 to 59	9
60 to 64	10
65 to 74	11
75 or older	12
(Refused)	00

**ASK ALL PARENTS**

F6 How would you best describe your ethnic group?

**SHOW CARD F6****SINGLE CODE ONLY**

<b>White</b>	
White - White British	1
White - Other White background	2
<b>Mixed</b>	
Mixed - White and Black Caribbean	3
Mixed - White and Black African	4
Mixed - White and Asian	5
Mixed - Any other mixed background	6
<b>Asian / Asian British</b>	
Asian / Asian British - Indian	7
Asian / Asian British - Pakistani	8
Asian / Asian British - Bangladeshi	9
Asian / Asian British - Any other Asian background	10
<b>Black / Black British</b>	
Black / Black British - Caribbean	11
Black / Black British - African	12
Black / Black British - Any other Black background	13
<b>Other</b>	
Chinese	14
Any other ethnic background or ethnic group	15
(Don't know)	99
(Refused)	00

**ASK ALL PARENTS**

F7a Do you have any long-term physical or mental impairment which limits your daily activities or the work you can do, including problems due to old age?

**SHOW CARD F7a****MULTIPLE CODES POSSIBLE**

Mobility impairment	1
Age related mobility difficulties	2
Visual impairment	3
Hearing impairment	4
Learning difficulty	5
Mental health condition	6
Serious long term illness	7
Asthma	8
Arthritis	9
Other	10
No / None	11
(Refused)	00

**ASK IF HAVE LONG TERM LIMITING PHYSICAL / MENTAL IMPAIRMENT (CODES 1-10 AT F7a)**

F7b Do you have a registered disability?

**SINGLE CODE ONLY**

Yes	1
No	2
(Refused)	0

**ASK IF HAVE LONG TERM LIMITING PHYSICAL / MENTAL IMPAIRMENT (CODES 1-10 AT F7a)**

F7c Are you a Blue Badge holder?

**SINGLE CODE ONLY**

Yes	1
No	2
(Refused)	0

**ASK IF HAVE LONG TERM LIMITING PHYSICAL / MENTAL IMPAIRMENT (CODES 1-10 AT F7a)**

F7d Do you claim Disability Living Allowance, Attendance Allowance, Employment and Support Allowance, or Incapacity Benefit because you have a disability or long term sickness?

**SINGLE CODE ONLY**

Yes	1
No	2
(Refused)	0

**ASK ALL PARENTS**

F8 What is your current working status?

**SHOW CARD F8****SINGLE CODE ONLY**

Employee in full-time job (30 hours or more per week)	1
Employee in part-time job (under 30 hours per week)	2
Self employed full-time or part-time	3
Unemployed and available for work	4
On a government supported training programme (e.g. modern Apprenticeship, Training for Work)	5
Student (full-time education at school, college or university)	6
Temporarily sick or injured	7

Permanently sick or disabled	8
Retired from paid work	9
Looking after family / home	10
Doing something else	11
(Refused)	00

**ASK ALL PARENTS**

F9 What is the approximate total yearly income of your household, before tax?  
This includes your and others' earnings from employment or self employment, income from benefits and pensions, and income from other sources such as interest from savings.  
Please use the answer bands on this card - we do not need to know exactly.

**SHOW CARD F9  
SINGLE CODE ONLY**

<b>A</b>	A - Up to £9,999	1
<b>B</b>	B - £10,000 to £19,999	2
<b>C</b>	C - £20,000 to £29,999	3
<b>D</b>	D - £30,000 to £39,999	4
<b>E</b>	E - £40,000 to £49,999	5
<b>F</b>	F - £50,000 to £59,999	6
<b>G</b>	G - £60,000 to £69,999	7
<b>H</b>	H - £70,000 to £79,000	8
<b>I</b>	I - £80,000 or more	9
	(Don't know)	99
	(Refused)	00

**ASK ALL PARENTS**

F10 Thank you very much for taking part in this survey. Would you be happy for us to contact you, only if necessary, in relation to this research project?  
Please note that your participation in this survey is anonymous, and your individual details will not be passed on to anyone.

**SINGLE CODE ONLY**

	Yes	1
	No	2

**ASK ALL PARENTS**

F11 The Department for Children, Schools and Families often wish to speak to parents and guardians to get their opinion on other issues. Would you be happy to take part in any future research for them?  
Once again, even if you say yes, your individual details will not be passed on to anyone.

**SINGLE CODE ONLY**

	Yes	1
	No	2

Synovate is a member of the Market Research Society and bound by its code of conduct. For more information, please visit [www.mrs.org.uk](http://www.mrs.org.uk), email [codeline@mrs.org.uk](mailto:codeline@mrs.org.uk), or telephone 0500 39 69 99.

**THANK & CLOSE**

Thank you on behalf of Synovate and the Department for Children, Schools and Families for taking part in this research. Your feedback is much appreciated.

If you want to know more about the Market Research Society and its Code of Conduct for market research suppliers and studies, please visit [www.mrs.org.uk](http://www.mrs.org.uk), email [codeline@mrs.org.uk](mailto:codeline@mrs.org.uk), or telephone 0500 39 69 99.

You may receive a phone call from our Quality Control department to check that the interview has been carried out correctly

**HAND RESPONDENT THANK YOU LEAFLET**

## Appendix 4 - DCSF segmentation: Survey profiles

### 4.1 Parents / carers segmentation

	DCSF parents / carers profile	Stay Safe sample: All parents	With children aged 0 to 4	With children aged 5 to 11	With children aged 12 to 17
<i>Base</i>		1483	394	583	493
A1: Comfortable & Confident	13%	9%	12%	10%	6%
A2: Committed but Discontented	8%	9%	10%	7%	12%
A3: Struggling Through	9%	7%	6%	8%	7%
A4: Supportive but Frustrated	11%	24%	22%	23%	28%
A5: Relaxed & Caring	12%	10%	13%	11%	5%
A6: Stepping Back	11%	7%	3%	8%	10%
A7: Separate Lives	13%	5%	3%	5%	8%
A8: Family Focused	10%	22%	29%	23%	15%
A9: Content & Secure	5%	5%	2%	5%	8%

A number of differences exist between the DCSF parents and carers segmentation survey and the Stay Safe survey, which may lead to differences in the achieved segment profiles.

- The DCSF segmentation was based on a nationally representative (UK) sample of c.2,000 parents and carers of children aged 0 to 19, whereas the Stay Safe survey was among c.1,400 parents of children aged 0 to 17.
- The Stay Safe survey has fewer male parents / carers (21% vs. 44% in DCSF survey), potentially leading to lower representation of the 'Separate Lives' and 'Content & Self-Fulfilled' segments, and higher representation of the 'Supportive but Frustrated' segment.
- The Stay Safe survey has more younger parents / carers (9% 16-24 vs. 5% 20-25 in DCSF segmentation) and fewer older parents / carers (16% 45+ vs. 24% 46+), potentially leading to lower representation of the 'Separate Lives' and 'Content & Self-Fulfilled' segments.
- The Stay Safe survey has fewer higher income households (13% £40k+ vs. 28% £45k+ in DCSF survey). Refusals also significantly higher (32% vs. 15%). This may potentially lead to higher representation of the 'Family Focused' segment.

## 4.2 Children / young people segmentation

	DCSF children / young people profile	Stay Safe sample: All children	Children aged 12 to 13	Children aged 14 to 15	Children aged 16 to 17
<i>Base</i>		833	294	283	256
C1: Growing & Learning	15%	12%	20%	8%	8%
C2: Happier At Home	16%	15%	18%	15%	12%
C3: Breaking the Rules	11%	10%	4%	11%	15%
C4: Anxious & Unsure	10%	6%	13%	3%	2%
C5: Weakening Links	11%	6%	3%	6%	10%
C6: High Ambitions	20%	29%	31%	32%	25%
C7: Exploring Independence	17%	21%	12%	25%	27%

A number of differences exist between the DCSF children and young people segmentation survey and the Stay Safe survey, which may lead to differences in the achieved segment profiles.

- The DCSF segmentation was based on a nationally representative (UK) sample of c.1,150 children aged 10 to 19, whereas the Stay Safe survey was among c.800 children aged 12 to 17:  
*DCSF: 34% aged 10-12; 47% aged 13-16; 19% aged 17-19*  
*Stay Safe: 20% aged 12; 64% aged 13-16; 16% aged 17*  
 This may potentially lead to higher representation of the 'High Ambitions' segment in the Stay Safe sample.
- Stay Safe survey has fewer higher income households (9% £40k+ vs. 26% £45k+ in DCSF survey). Refusals also significantly higher (56% vs. 17%).

Ref: DCSF-RR183

ISBN: 978 1 84775 589 6

© Synovate (UK) Ltd

**[www.dcsf.gov.uk/research](http://www.dcsf.gov.uk/research)**

Published by the Department for  
Children, Schools and Families