

Staying Safe Survey 2009:

Young people and parents' attitudes
around accidents, bullying and safety

Synovate (UK) Ltd



Staying Safe Survey 2009: young people and parents' attitudes around accidents, bullying and 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.**

© 2010. Synovate (UK) Ltd. All rights reserved.

ISBN 978 1 84775 682-4

February 2010

Contents

1. Executive summary	3
2. Background to and objectives of the research.....	7
2.1 Introduction	7
2.2 Research objectives	7
2.3 Scope of research and scope of this report.....	8
3. Research details	9
3.1 Methodology	9
3.2 Sample	9
3.3 Interview content	10
3.4 DCSF segmentation.....	12
3.5 Timescales	12
4. Main findings: concerns and responsibility for children's safety	13
4.1 Main safety concerns	13
4.2 Attitudes towards children's safety	17
4.3 General responsibility for children's safety	20
5. Main findings: accidents and safety in the home	24
5.1 Safety in the home: the context of concern	24
5.2 Help and advice in relation to accidents and safety in the home	27
5.3 Actions taken to improve safety in the home	31
6. Main findings: bullying	34
6.1 Bullying: the context of concern	34
6.2 Attitudes and actions in relation to bullying	38
6.3 Help and advice in relation to bullying	48

Appendices 51

 Appendix 1: Sampling details..... 51

 Appendix 2: Sample profiles 53

 Appendix 3: Questionnaires 58

 Appendix 4: DCSF segmentation – survey profiles..... 124

 Appendix 5: DCSF segmentation – survey results by segment..... 129

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;
- 833 children / young people aged 12-17 across the UK.

The DCSF report 'Staying Safe Survey 2009: Children and parents' attitudes around internet safety', published in December 2009, contains the findings from the Staying Safe survey in relation to internet safety.

Key findings: concerns and responsibility for children's safety

- The majority of parents (88%) are satisfied with their child(ren)'s safety. Satisfaction is equally split between those who are 'very satisfied' (42%) and those who are 'quite satisfied' (42%). 10% are dissatisfied with their child(ren)'s safety.
- 'Strangers / paedophiles' is the most mentioned main safety concern among parents of all ages of children (50% unprompted, 66% after prompting). Other main concerns of parents are: bullying (36% unprompted, 61% after prompting); accidents outside the home (39% unprompted, 41% after prompting); and inappropriate / harmful content (10% unprompted but 52% after prompting). Internet safety (8% unprompted, 23% after prompting) and accidents inside the home are main concerns for only a minority of parents (10% unprompted, 21% after prompting).
- Most children (88%) feel safe most of the time. One third (33%) say they feel safe almost all of the time. Less than 3% of children say they feel safe only occasionally or less often.

- Children have fewer concerns for their own safety than parents have for their children (of comparable age).
- Children are most concerned about: gangs and knife crime (34% unprompted, not asked prompted); strangers / paedophiles (25% unprompted, 36% after prompting); and bullying (16% unprompted, 35% after prompting). They have very low concern for: inappropriate content (7% after prompting), unlike parents (52% after prompting); internet safety (7% after prompting); and accidents in the home (6% after prompting).
- Generally parents of older children and older children themselves have fewer safety concerns. However they do become concerned about different things, e.g. drinking / smoking / drugs, sexual activity.
- In most 'unsafe' situations involving children, most parents say they would act and feel confident in knowing what to do. However, in almost all situations, slightly more parents say they would act than who say that they are confident of knowing what to do. Parents are most likely to say they would act in situations where 'unsafe' situations with children are encountered on the street / in a public place.
- Parents are a little less confident and less likely to say they would act in situations where the situation is less clear or obvious, e.g. hearing a child crying persistently (72% say they are confident they know what to do, 76% say they would act) or hearing a child suddenly cry out next door (67% say they are confident they know what to do, 64% say they would act). Parents say that one of the main reasons for not acting in these sorts of situations is a fear of misinterpreting the situation, and not wanting to cause trouble.
- As with parents, most children say they would act and feel confident in knowing what to do in the range of prompted 'unsafe' situations involving other children. Children are much more likely to say they would act if the situation involves someone that they know. In almost all situations, slightly more children say they would act than who say that they are confident of knowing what to do.

Key findings: accidents and safety in the home

- Accidents in the home are not the main concern in relation to children's safety, even for parents of younger children: it is a main concern for 21% of parents of children aged 0-17, and for 29% of parents of children aged 0-4 (after prompting).
- Almost all parents of young children agree that they are watchful (87% agree), have a safe home (83% agree), that accidents in the home are preventable (73% agree).

- However, a notable proportion (65%) agree that accidents are a part of life so they don't worry about them, and agree that people worry too much about accidents (46% agree).
- Just under a third of parents of children aged 0-4 (30%) want help / advice about improving home safety. Parents of younger children in lower SEG / income households are more likely to want help and advice, but are less likely to actually have sought it.
- Health visitors are considered (by 40%) and trusted (by 48%) for home safety advice, along with family (considered by 39%, trusted by 56%) and friends / other parents (considered by 29%, trusted by 44%).

Key findings: bullying

- Bullying is a notable concern for both parents (61% after prompting) and children (35% after prompting).
- More parents say that their children have experienced 'bullying' behaviours than say their children have been bullied. 28% of parents of children aged 5-11 and 25% of parents of children aged 12-17 say their child has been bullied. This rises to 53% and 62% respectively when prompted with a range of bullying behaviours. However, only 14% of children aged 12-17 say they have been bullied (unprompted) and 46% say they have experienced one or more bullying behaviours.
- Similarly, the experience of being bullied among children is increased after prompting with different ways and types of bullying. 14% say they have been bullied unprompted, but, when prompted, 46% say they have experienced one or more bullying behaviours.
- Parents' and children's attitudes towards bullying are broadly consistent. However more children are 'accepting' of bullying as a part of life (38% of children agree with this compared with 29% of parents). Moreover, 47% of children agree that bullying has to be quite bad before doing something about it.
- Around nine out of ten parents and children agree that they are confident they know what to do in the event of bullying, and that they would take action in the event of bullying. Of those that actually experienced bullying, most (86% of parents, 73% of children) did something about it. Most of those that took action (85% of parents whose children experienced bullying, 83% of children who experienced bullying) said their action helped to reduce or stop the bullying.

- Schools / teachers are important in taking action against bullying, and are an important and trusted source of help / advice (as are family / friends).
- There are relatively few barriers to action – the biggest (mentioned by 14% of parents and 21% of children) is ‘making the situation worse’. More parents say they would confront bullies (47% of parents whose children have not experienced bullying) than actually do (25% of parents who have acted after their children were bullied).

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.

Government 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.

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

To support this work the DCSF wanted 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.

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: bullying; children's safety in the home; people's general concerns and attitudes to children's safety, their perceived wider responsibility for other children's safety, and people's general attitudes to children's safety and their potential reactions to 'unsafe' situations. The findings related to use of the internet and internet safety are published in a separate DCSF research report – **'Staying Safe Survey 2009: Children and parents' attitudes around internet safety'** – which is available at: www.dcsf.gov.uk/research/data/uploadfiles/DCSF-RR183.pdf.

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 12-17. 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 12-17.

Interviews were conducted proportionally by Government office region (GOR) within England. Booster 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 booster 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:

Parents / carers	UK	England	Scotland	Wales	N. Ireland
with children ages 0 to 17	1,356	1,045	105	101	105
<i>Additional booster sample:</i> income £0-20k, children 0 to 2	51	51	-	-	-
<i>Additional booster sample:</i> with disability, children 0 to 17	75	75	-	-	-
Children / young people	UK	England	Scotland	Wales	N. Ireland
of ages 12-17	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 (based on the youngest child), to determine the specific questionnaire content. The sample profile by age of children is as follows:

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

Parents / carers	England	Scotland	Wales	N. Ireland
child quota age 0-4	Safety in the home	-	-	-
child quota age 5-11	Bullying, Internet safety	Internet safety	Internet safety	Internet safety
child quota age 12-17	Bullying, Internet safety	Internet safety	Internet safety	Internet safety
Children / young people	England	Scotland	Wales	N. Ireland
of ages 12-17	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 12th and 21st June, and between 29th June and 17th July 2009. Interviewing was not conducted within Child Safety Week (between 22nd and 28th 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: concerns and responsibility for children's safety

4.1 Main safety concerns

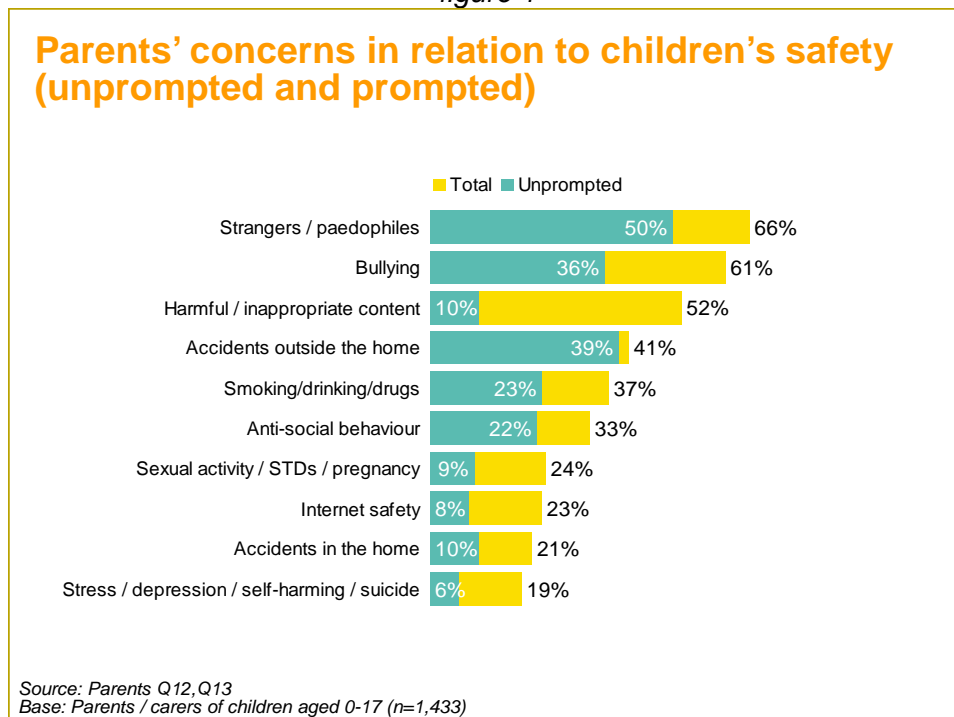
4.1.1 Parents' concerns in relation to children's safety

Parents were asked what were their biggest concerns when thinking about the safety of their child(ren). Almost all parents (96%) have at least one main safety concern in relation to their children. The main concerns of parents in relation to their children's safety are shown over. (see figure 1)

- Strangers / paedophiles – including 'talking to / meeting strangers' and 'paedophiles / child abuse' – is the biggest concern, mentioned by 50% unprompted, and recognised as a main safety concern by 66% after prompting.
- Accidents outside the home – including 'road safety / accidents on the roads' and 'accidents outside the home (not on the roads)' – are the second biggest concern unprompted, mentioned by 39%. It is recognised as a main safety concern by 41% after prompting.
- Bullying – including 'physical bullying', 'teasing / emotional bullying' and 'cyber bullying / bullying on the internet' – is the third biggest concern of parents unprompted, mentioned by 36%. However, after prompting, many more parents (to a total of 61%) recognise this as a main concern.
- Harmful / inappropriate content – including harmful / inappropriate content in TV, films, computer games or on the internet – is only a main concern for 10% of parents unprompted. However, after prompting, 52% mention this as a main concern.

Only a minority of parents mention internet safety as a main concern (8% unprompted, 23% prompted), or accidents in the home as a main safety concern (10% unprompted, 21% prompted).

figure 1



The extent of these main concerns is different depending on the age(s) of the parents' child(ren)¹. (see table 2)

- Parents of children aged 0-4 and 5-11 are more concerned about strangers / paedophiles than parents of children aged 12-17 (but this is still a main concern for parents of older children).
- Concerns around bullying, and around harmful / inappropriate content are most prevalent among parents of children aged 5-11.
- Parents of children aged 12-17 are more concerned with their child's safety in relation to smoking / drinking / drugs, and sexual activity / STDs / pregnancy than parents of children in other age groups.
- Accidents in the home are of wider concern to parents of children aged 0-4 than other age groups, although they are still only a concern for a minority of these, even after prompting.

¹ Note that parents were allocated to one quota, but might also have had children of other ages (older or younger). This may limit the conclusions that may be drawn.

table 2

Parents' concerns in relation to children's safety	Parents of children aged 0-4		Parents of children aged 5-11		Parents of children aged 12-17	
	Un-prompted	Total (inc. prompted)	Un-prompted	Total (inc. prompted)	Un-prompted	Total (inc. prompted)
Strangers / paedophiles	51%	73%	56%	70%	45%	56%
Bullying	30%	56%	40%	67%	38%	62%
Harmful / inappropriate content	8%	51%	11%	60%	11%	50%
Accidents outside the home	23%	43%	20%	44%	15%	37%
Smoking / drinking / drugs	16%	30%	21%	36%	34%	51%
Anti-social behaviour	18%	30%	20%	37%	29%	37%
Sexual activity / STDs / pregnancy	7%	23%	8%	24%	12%	32%
Internet safety	6%	23%	9%	24%	9%	26%
Accidents in the home	18%	29%	8%	20%	4%	15%
Stress / depression / suicide	7%	18%	6%	19%	5%	23%

Source: Parents Q12, Q13
Base: Parents / carers of children aged 0-4 (n=588) / Parents / carers of children aged 5-11 (n=874) / Parents / carers of children aged 12-17 (n=658)

Unprompted and prompted concerns in relation to internet safety are broadly consistent for parents aged 0-4, parents aged 5-11 and parents aged 12-17.

4.1.2 Children's concerns in relation to their own safety

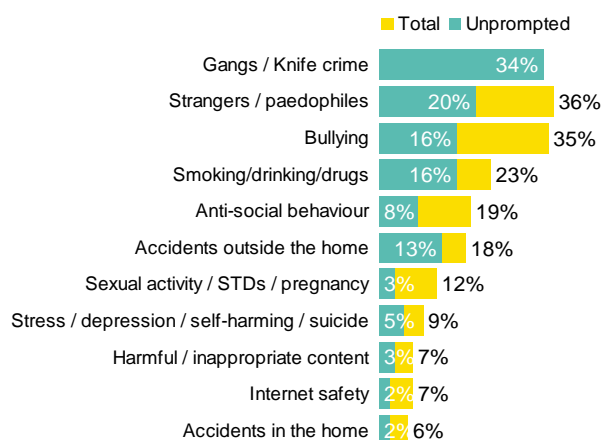
Children have fewer concerns than parents, and these concerns are less widely held. Just under three quarters of children (73%) have at least one main concern around their own safety. No single concern is held by more than half of children. The main concerns of children in relation to their own safety are shown in Figure 3.

- Concern in relation to gangs / knife crime is the most widely held concern unprompted (34%)².
- Strangers / paedophiles – including 'talking to / meeting strangers' and 'paedophiles / child abuse' – is mentioned by 20% unprompted, and recognised as a main safety concern by 36% after prompting.
- Bullying – including 'physical bullying', 'teasing / emotional bullying' and 'cyber bullying / bullying on the internet' – is a concern for 35% after prompting. 16% mention bullying as a main safety concern unprompted.

figure 3

² This concern was not tested prompted.

Children's concerns in relation to personal safety (unprompted and prompted)



Source: Childrens Q7, Q8
Base: Children / young people aged 12-17 (n=833)

Far fewer children aged 12-17 are concerned about harmful / inappropriate content than parents are (7% are concerned after prompting, compared with 50% of parents of children aged 12-17). Internet safety is also not a widely held concern among children aged 12-17.

The extent of these main concerns is different depending on the age of the child. (see table 4) Generally, the extent of concerns is highest for younger children (ages 12-13) and lowest for older children (ages 16-17), particularly in relation to strangers / paedophiles, bullying, accidents outside of the home and harmful / inappropriate content, and internet safety (but still fewer than half are concerned about each).

table 4

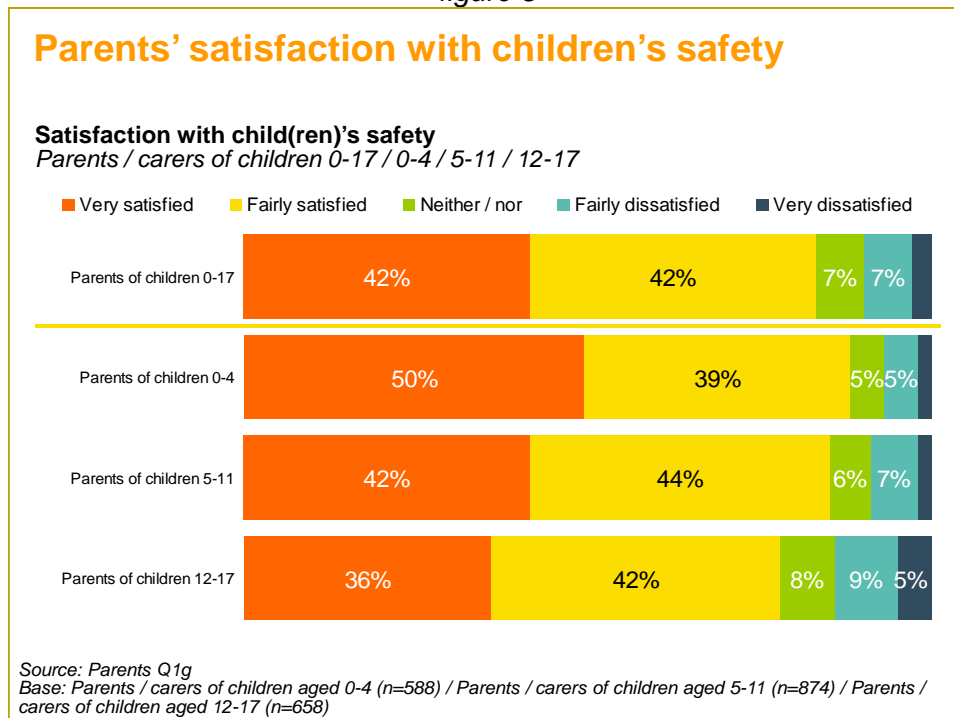
Children's concerns in relation to personal safety	Children aged 12-13		Children aged 14-15		Children aged 16-17	
	Un-prompted	Total (inc. prompted)	Un-prompted	Total (inc. prompted)	Un-prompted	Total (inc. prompted)
Gangs / knife crime	29%	N/A	32%	N/A	39%	N/A
Strangers / paedophiles	26%	44%	18%	34%	16%	30%
Bullying	21%	43%	15%	33%	10%	29%
Smoking/drinking/drugs	12%	24%	16%	22%	19%	22%
Anti-social behaviour	7%	16%	9%	23%	10%	19%
Accidents outside the home	17%	21%	12%	19%	9%	13%
Sexual activity / STDs / pregnancy	4%	12%	5%	13%	2%	10%
Stress / depression / suicide	5%	9%	5%	12%	5%	8%
Harmful / inappropriate content	3%	11%	2%	7%	3%	4%
Internet safety	3%	10%	2%	7%	2%	4%
Accidents in the home	3%	9%	2%	6%	1%	2%
<p>Source: Children Q7, Q8 Base: Children / young people aged 12-13 (n=294) / Children / young people aged 14-15 (n=283) / Children / young people aged 15-16 (n=256)</p>						

4.2 Attitudes towards children's safety

4.2.1 Parents' satisfaction with children's safety

The majority of parents are satisfied with their child(ren)'s safety. Satisfaction is roughly equally split between those who are 'very satisfied' and those who are 'quite satisfied'. Satisfaction decreases slightly as the age of their child(ren) increases. (see figure 5)

figure 5



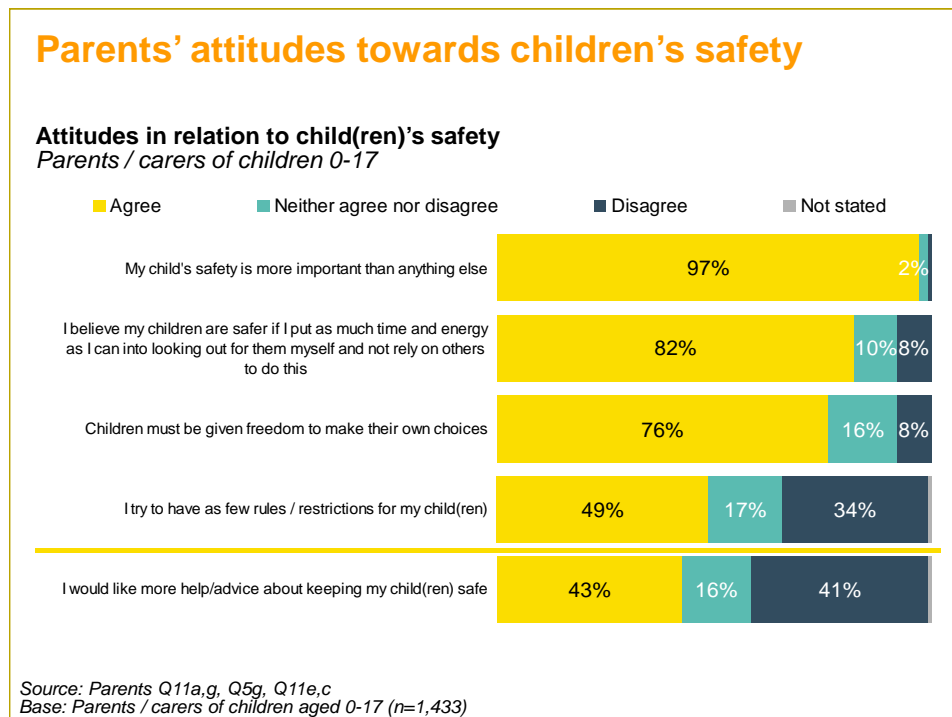
4.2.2 Parents' attitudes towards children's safety

Almost all parents agree that their child(ren)'s safety is their primary concern.

Moreover, the majority of parents agree that they devote a large amount of their time and effort to making sure their child(ren) are safe. (see figure 6) Agreement is even higher for parents of younger children (ages 0-4).

However, most parents would not admit to 'closeting' their children. Three quarters of parents (76%) agree that children must be given freedom to make their own choices, and half (49%) agree that they try to have as few rules and restrictions for their children as possible. (see figure 6)

figure 6



More than two fifths of parents (43%) agree that they would like more help and advice about keeping their child(ren) safe. A similar proportion (41%) disagree that they would like more help and advice. (see figure 6)

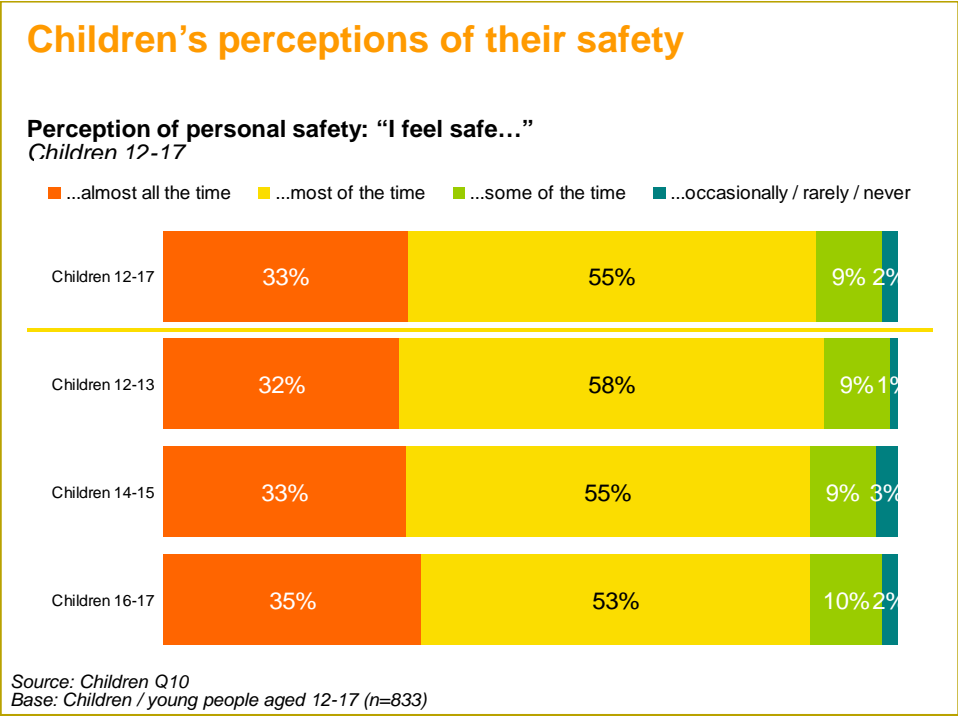
Specific groups of parents are more likely to agree that they want more help and advice about keeping their child(ren) safe:

- parents of younger children (ages 0-4) (48% agree, 35% disagree);
- parents of social grade E (50% agree, 36% disagree) and social grades C2D (45% agree, 38% disagree);
- parents in lower income households (<£20,000 per annum) (52% agree, 35% disagree).

4.2.4 Children’s perceptions of their safety

Most children feel safe most of the time. One third say they feel safe almost all of the time. Less than 3% of children say they feel safe only occasionally or less often³. (see figure 7) Children’s perceptions of their own safety don’t vary significantly with their age.

figure 7



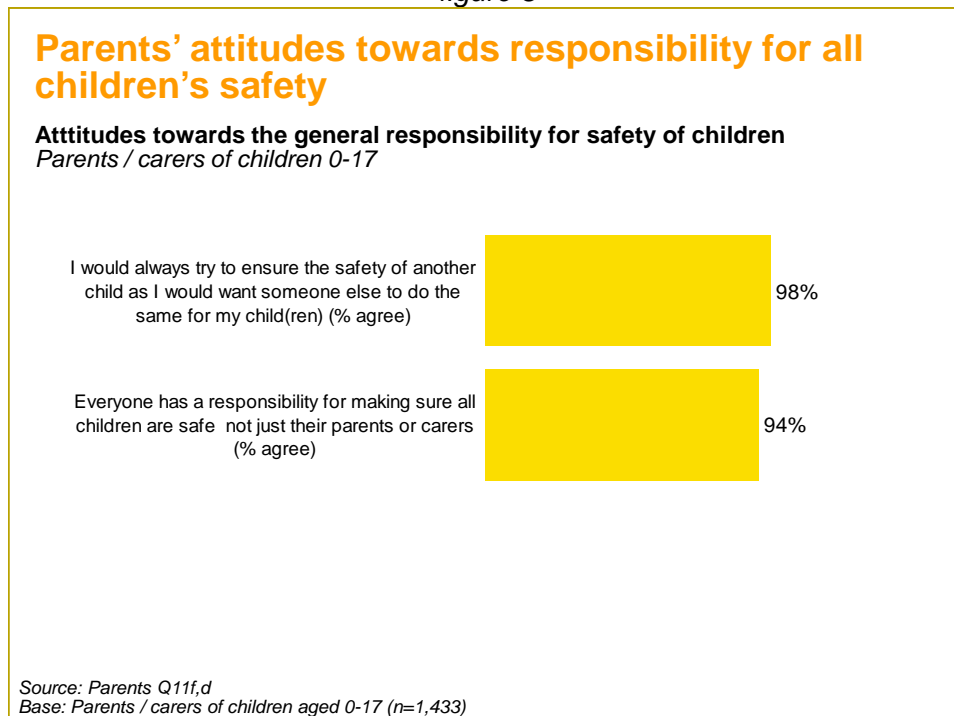
4.3 General responsibility for children’s safety

4.3.1 Parents’ attitudes towards responsibility for all children’s safety

Almost all parents agree that everyone is responsible for the safety of all children. (see figure 8)

³ The question allowed answers of ‘occasionally’, ‘rarely’ or ‘never’.

figure 8



4.3.2 Parents' confidence and likelihood of acting in different 'unsafe' situations

In most 'unsafe' situations, parents say they would act and would feel confident in acting. (see figure 9)

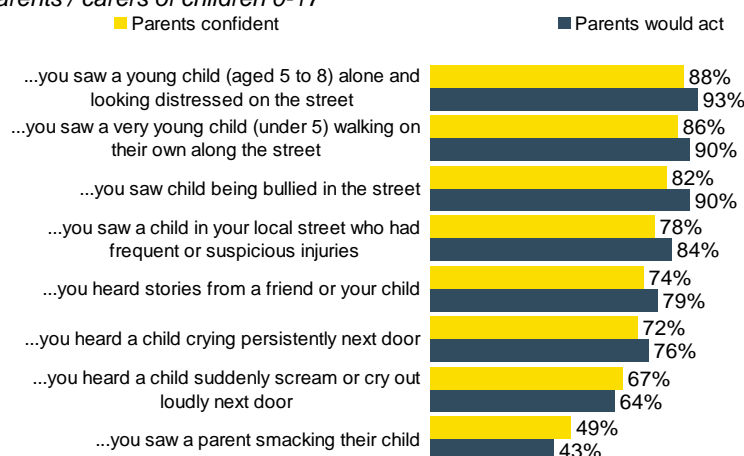
In almost all situations, slightly more parents say they would act than who say that they are confident of knowing what to do.

Parents are particularly likely to say they would act where 'unsafe' situations with children are encountered on the street / in a public place. Parents are a little less confident and less likely to act in situations where the situation is less clear or obvious, e.g. hearing a child crying persistently or hearing a child suddenly cry out next door. Parents say that one of the main reasons for not acting in these sorts of situations is a fear of misinterpreting the situation, and not wanting to cause trouble

figure 9

Parents' confidence and likelihood of acting in different 'unsafe' situations

Situations that parents would feel confident of acting Parents / carers of children 0-17



Source: Parents O1, O1b, O1c
Base: Parents / carers of children aged 0-17 (n=1,433)

Many parents say they would not act if they saw a parent smacking their child. Significantly fewer male parents say they would act or are confident of knowing what to do in this type of situation.

Children's confidence and likelihood of acting in different 'unsafe' situations

As with parents, most children say they would act and feel confident in acting in the range of prompted 'unsafe' situations. (see figure 10) Children are much more likely to say they would act if the situation involved someone that they know.

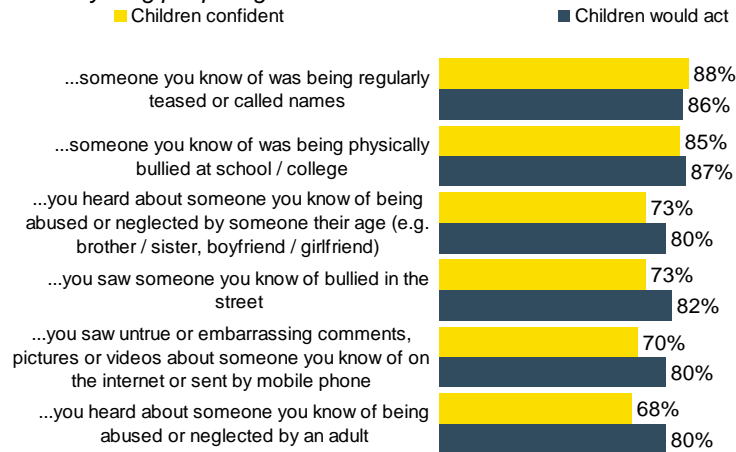
In almost all situations, slightly more children say they would act than who say that they are confident of knowing what to do.

figure 10

Children's confidence and likelihood of acting in different 'unsafe' situations

Situations that children would feel confident of acting

Children / young people aged 12-17



Source: Children O1,O2,O3

Base: Parents / carers of children aged 0-17 (n=1,433)

5. Main findings: accidents and safety in the home⁴

5.1 Safety in the home: the context of concern

5.1.1 Safety in the home compared to other parents' safety concerns

18% of parents of children aged 0-4 say that safety in the home is one of their main concerns in relation to their children's safety (unprompted). After prompting, 29% mention this as a main concern. (see *table 2, section 4.1.1*) Specifically within England², 19% of parents of children aged 0-4 mention this as a main safety concern unprompted, and 31% mention it after prompting.

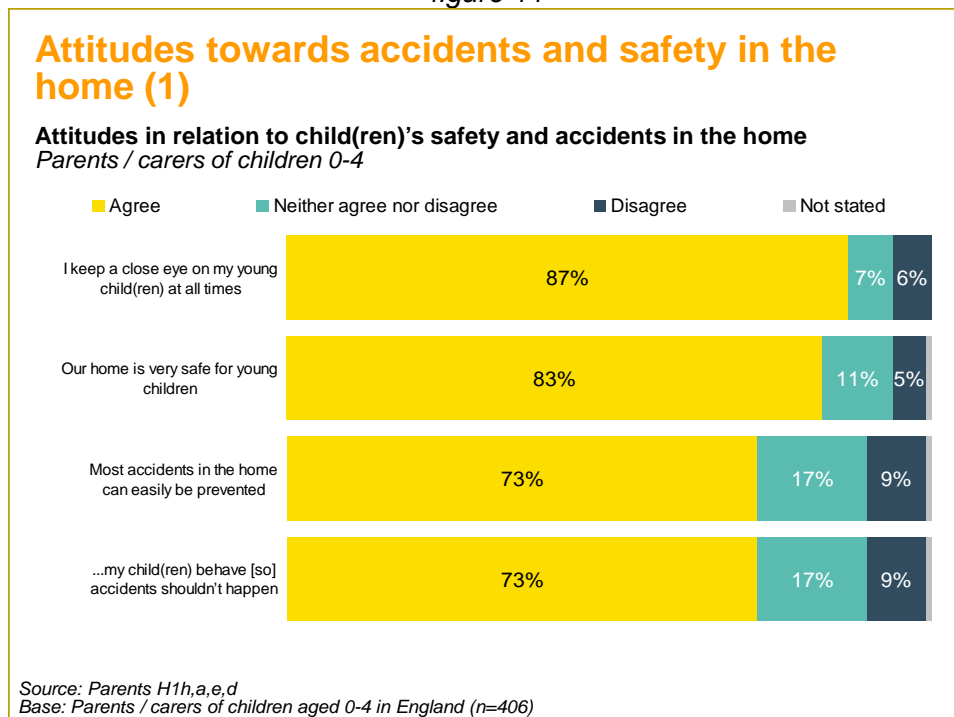
Safety in the home is not the only safety concern. Nor is it the most widely held safety concern, even among parents of younger children (ages 0-4). After prompting, concerns about 'strangers / paedophiles' (73%), 'bullying' (56%), 'inappropriate content' (51%) and 'accidents outside the home' (43%) are mentioned significantly more by parents of children aged 0-4. (see *table 2, section 4.1.1*) Undoubtedly at least some of these concerns relate to other, older children (as well or instead). However, these findings are indicative of the relatively low priority that is given by parents of younger children to a safety risk that in reality is probably a greater risk than their other areas of concern.

5.1.2 Attitudes towards safety in the home

The majority of parents of children aged 0-4 agree that they are watchful of their young children and that their home is very safe for young children. Moreover, a majority also agree that most accidents in the home can be easily prevented, and that they make sure their young children behave in such a way so accidents shouldn't happen. Very few parents actively disagree with any of these statements. (see *figure 11*)

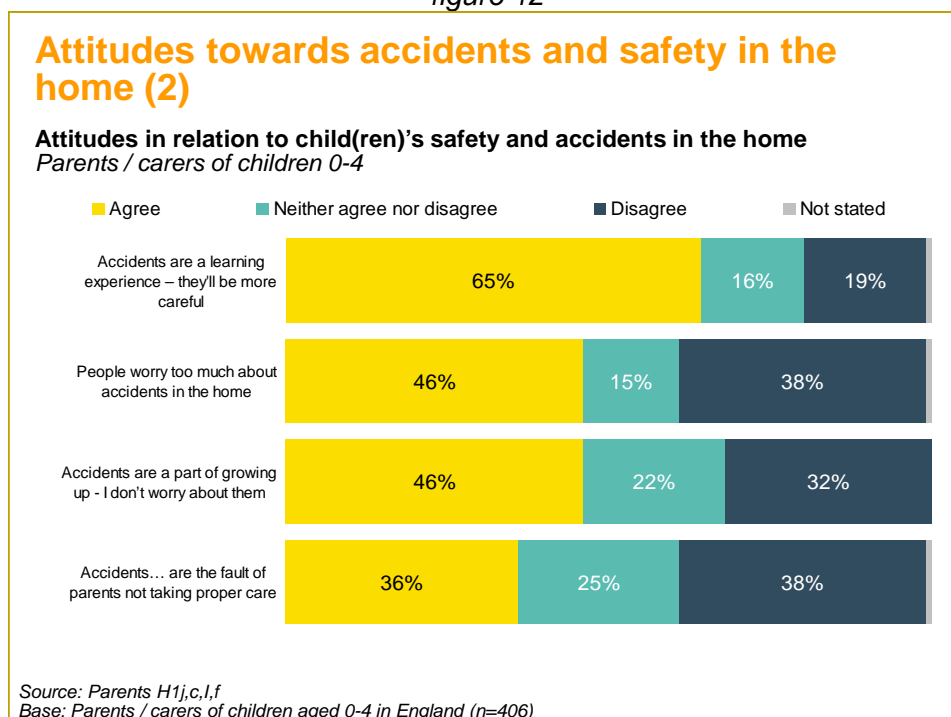
⁴ NB. All data in this section is based on interviews with parents / carers of children aged 0-4, in England. This topic was not covered in surveys conducted in Scotland, Wales and Northern Ireland.

figure 11



While most parents agree they are watchful and their home is safe for young children, two thirds of parents (65%) also agree that accidents are a learning experience, and that children will learn to be more careful next time. (see figure 12) This suggests many parents may not be as prevention and protection minded as they claim,

figure 12



There is more of a split in parent's attitudes towards the degree of care and concern they have in relation to accidents in the home. (see figure 12)

- 46% of parents of children aged 0-4 agree and 38% disagree that people worry too much about accidents in the home.
- 46% agree and 32% disagree that accidents are a part of growing up, so they don't worry about them.
- 36% agree and 38% disagree that accidents are the fault of parents not taking proper care and attention.

All of the above suggest that some parents have a degree of disengagement with responsibilities in relation to safety in the home, and / or an underestimation of the risks in relation to accidents in the home.

Significantly more parents of social grade E (58%) and in lower income households (<£20,000 per annum) (49%) agree that accidents are part of growing up, so they don't worry about them.

5.2 Help and advice in relation to accidents and safety in the home

5.2.1 Demand for help and advice about safety in the home

Just under a third of parents of children 0-4 (30%) agree that they want more help and advice about home safety. 51% disagree that they want this help and advice. Certain socio-demographic sub-groups are more likely to agree that they want help and advice about safety in the home:

- parents of children aged 0-4 of social grades C2DE (38% agree);
- parents in lower income households (<£20,000 per annum) (39% agree);
- Committed But Discontented and Family Focused parent / carer segments (see *section 5.1.3*) (45% and 38% agree, respectively)

38% of parents of children aged 0-4 have already looked for help and advice about safety in the home. A slightly greater proportion (42%) has given advice to someone else about safety in the home. Overall, around half of parents (52%) want or have looked for help and advice (and thus might be considered 'open' to advice in this area) (see *figure 13*)

figure 13



Parents of children aged 0-2 years are more likely to want help and advice (33%) than those with older (but still young) children (27%). A higher proportion of parents in lower SEG (35% of C2DEs) and in lower income households (39% of those with household income of <£20,000 per annum) are more likely to want help and advice. However, these demographic groups are also less likely to have looked or asked for it: only 34% of C2DEs and 37% of those with income of <£20,000 have.

5.2.2 Sources of help and advice about safety in the home

Health visitors / midwives, family members and friends / other parents are the most mentioned sources of help and advice (that were used or would be used). (see figure 14)

Those parents who have not already looked for help or advice are more likely to mention more sources than those who have actually looked for it. More specifically, they are significantly more likely to say they would seek help and advice from:

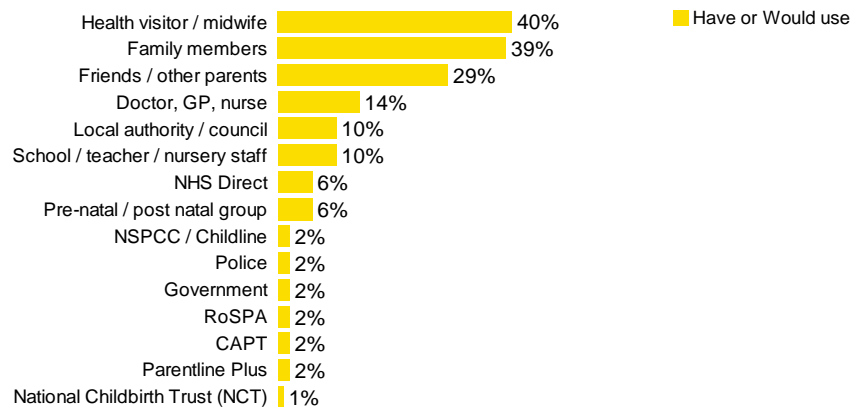
- family members (51% of those who have not (yet) sought advice say they would use this, but this source was used by only 18% of those who have actually sought advice);
- friends / other parents (38% say they would use, 16% actually used);

- doctors / nurses (18% say they would use, 9% actually used);
- and school / teacher / nursery staff (10% say they would use, 5% actually used);.

figure 14

Sources of help and advice that were used / would be used (prompted)

Who/where looked for / would look for advice/information on home safety
Parents / carers of children 0-4



Source: Parents H3,H4

Base: Parents / carers of children aged 0-4 in England (n=406)

8% of parents say they used or would use a children's centre / Sure Start centre as a source of help and advice. 8% say they used or would use a school / nursery / playgroup. Only very small numbers of parents specifically mentioned seeking help and advice from organisations such as RoSPA (2%), CAPT (2%), Parentline Plus (2%) or NCT (1%). However, a significantly greater proportion of parents would have confidence in the advice from these organisations. (see table 15)

There is also significantly greater confidence – greater than the level of (likely) use – in the help and advice from family members, friends / other parents, health visitors / midwives, doctors / nurses, and school / nursery staff. (see table 15)

table 15

Confidence in getting the best advice on safety in the home	Where looked for / would look for help / advice	Sources of advice / information that would be confident in
Health visitor / Midwife	40%	48%
Family members	39%	56%
Friends / other parents	29%	44%
Doctor / GP / nurse	14%	20%
Local authority / council	10%	12%
School / teacher / nursery staff	10%	18%
NHS Direct	6%	9%
Pre-natal / post natal group	6%	7%
NSPCC / Childline	2%	7%
Police	2%	6%
Government	2%	4%
RoSPA	2%	9%
CAPT	2%	10%
Parentline Plus	2%	5%
National Childbirth Trust (NCT)	1%	4%
Source: Parents H3, H4, H5 Base: Parents / carers of children aged 0-4 in England (n=406)		

5.3 Actions taken to improve safety in the home

Most parents of children aged 0-4 have smoke alarms installed, and keep medicines out of sight / reach. However, fewer take other safety measures inside the home. (see *figures 16(1) & 16(2)*) Generally, there is higher incidence of safety measures being adopted inside the home when children reach age 1 and older.

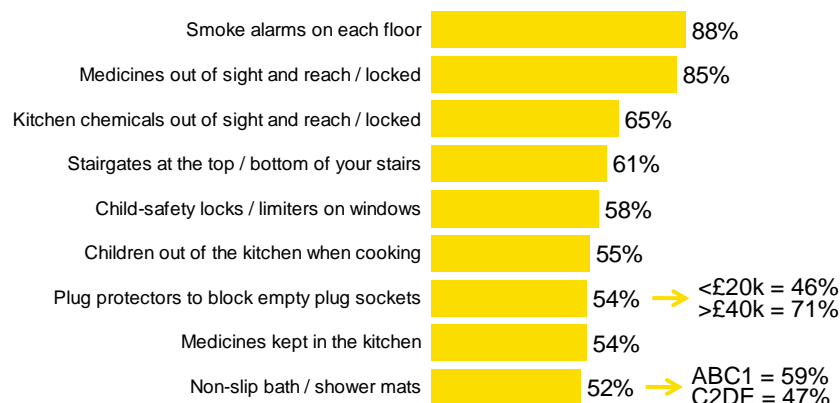
Parents in lower income households (<£20,000 per annum) and / or those in lower social grade households are less likely to have taken certain actions: using plug socket protectors; using non-slip bath mats; using devices to prevent doors closing shut; using safety glass; using protectors on the corners of furniture.

Not all parents have outside space, but those that do take at least one safety measure. (see *figure 17*) Generally, there is higher incidence of safety measures being adopted outside the home when children reach age 3 and older.

figure 16(1) & figure 16(2)

Actions taken to improve safety inside the home (inside the home) (prompted) (1)

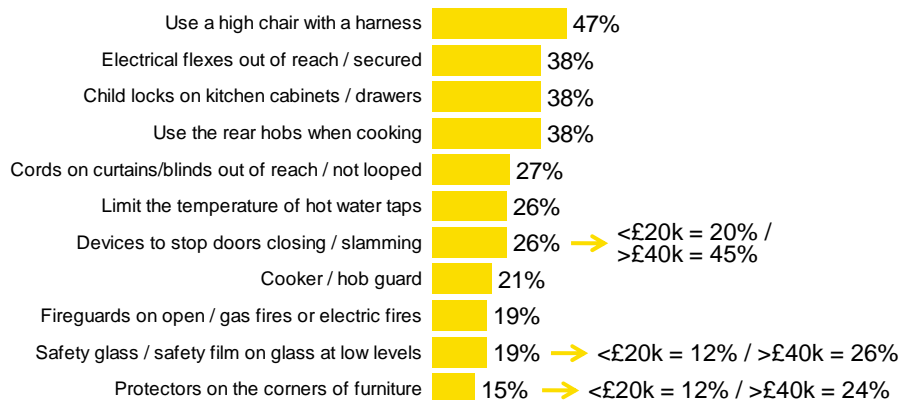
Home safety measures / actions taken inside the home
Parents / carers of children 0-4



Source: Parents H6
Base: Parents / carers of children aged 0-4 in England (n=406)

Actions taken to improve safety inside the home (inside the home) (prompted) (2)

Home safety measures / actions taken inside the home
Parents / carers of children 0-4

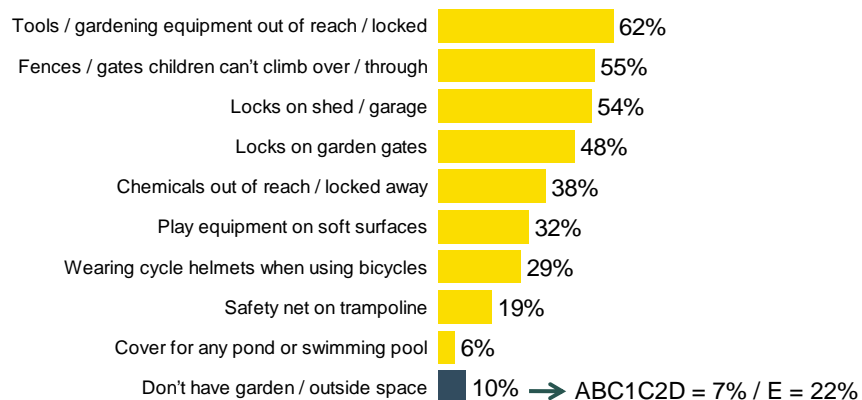


Source: Parents H6
Base: Parents / carers of children aged 0-4 in England (n=406)

figure 17

Actions taken to improve safety outside the home (prompted)

Home safety measures / actions taken outside the home Parents / carers of children 0-4



Source: Parents H7

Base: Parents / carers of children aged 0-4 in England (n=406)

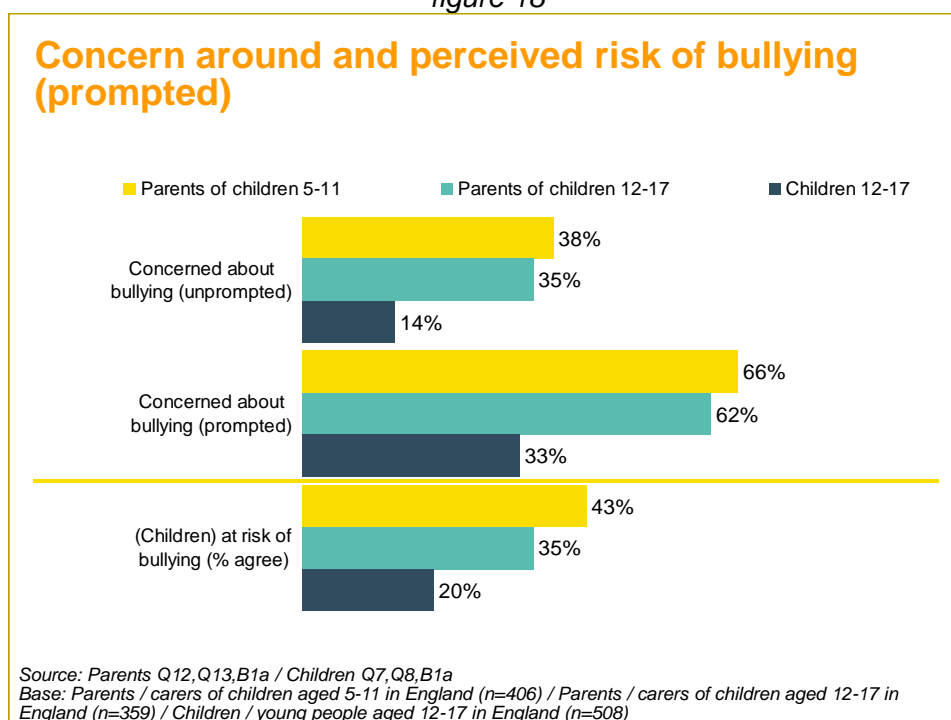
6. Main findings: bullying⁵

6.1 Bullying: the context of concern

6.1.1 Parents' and children's concerns in relation to bullying

Bullying is one of the main concerns of parents in relation to their children's safety, and of children in relation to their own safety. The level of concern greatly increases among parents and more than doubles for children after prompting. (see figure 18, top and middle bars)

figure 18



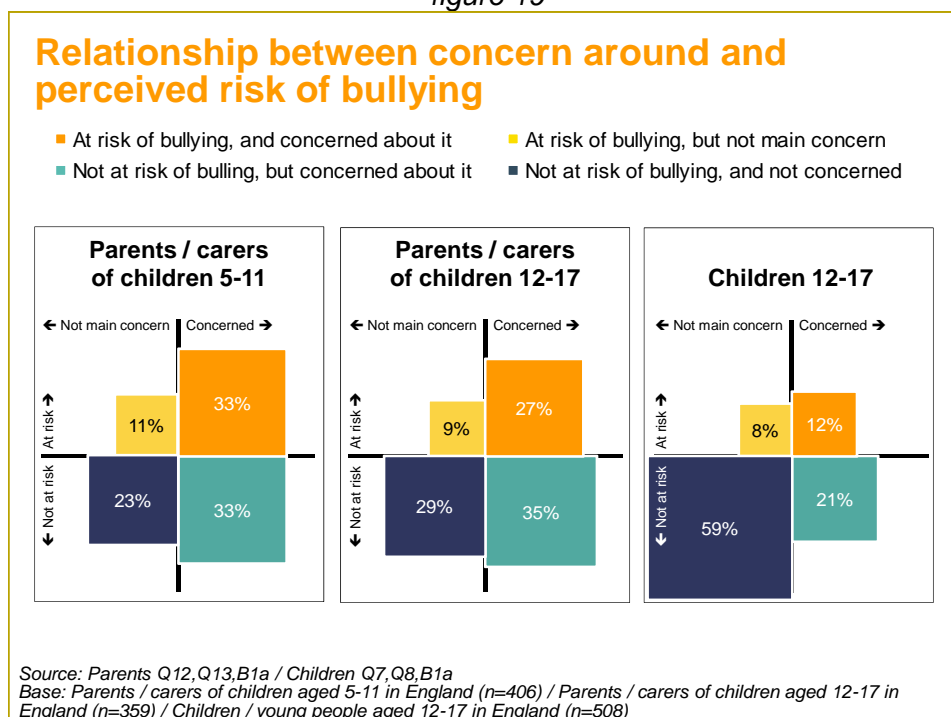
Fewer parents and children agree that their children / they are at risk of bullying than are concerned about bullying. (see figure 18, bottom bar) 43% of parents of children aged 5-11 and 35% of parents of children aged 12-17 agree that their children are at risk of bullying. 20% of children aged 12-17 agree that they are at risk of bullying.

⁵ NB. All data in this section is based on interviews with parents / carers of children aged 5-11 and 12-17 and children / young people aged 12-17, in England. Bullying topics were not covered in surveys conducted in Scotland, Wales and Northern Ireland.

There is a link between concern about bullying and perceived risk, but not all of those concerned about bullying agree their children / they are at risk of bullying. (see *figure 19*)

- The majority of parents are concerned about bullying. A substantial proportion also agree that their children are at risk of bullying.
- 33% of parents of children aged 5-11 and 27% of parents of children aged 12-17 are both concerned about and agree that their children are at risk of bullying.
- Most children (59%) are not concerned about bullying and do agree that they consider themselves at risk of bullying. Only 12% of children are both concerned about bullying and agree that they are at risk of bullying.

figure 19

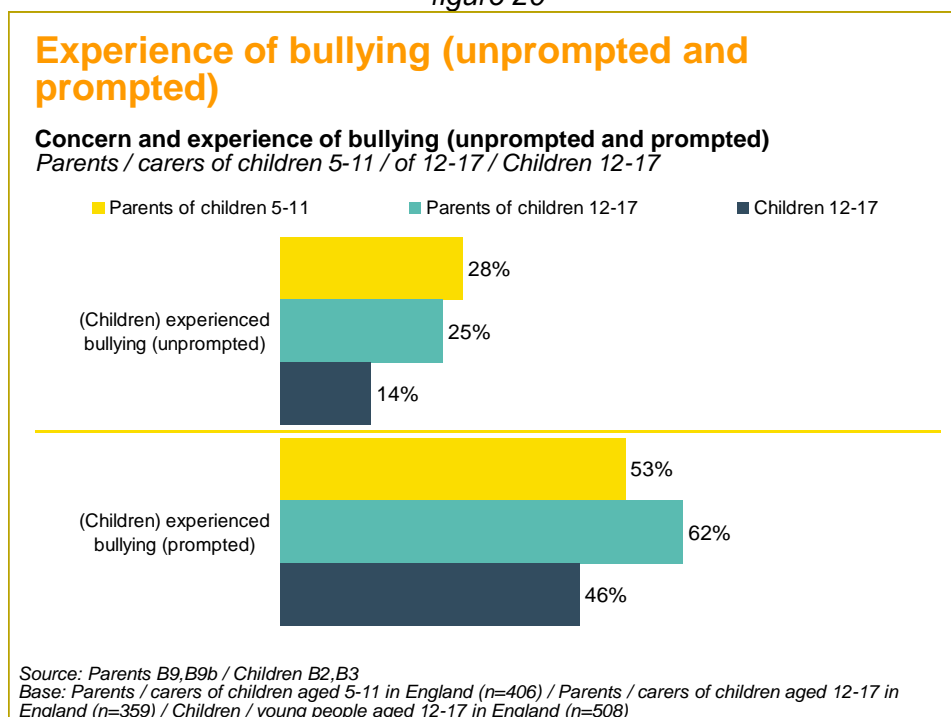


6.1.2 Experience of bullying

28% of parents of children aged 5-11 and 25% of parents of children aged 12-17 say their children have experienced bullying. Fewer children aged 12-17 (14%) say they have been bullied. (see figure 20, top and middle bars)

However, when prompted with a range of different ways and types of bullying, many more parents and children say their children / they have experienced bullying. (see figure 20, bottom bar) After prompting, more than half of parents say their children have experienced bullying (53% of parents aged 5-11 and 62% of parents of children aged 12-17). After prompting, 46% of children aged 12-17 say they have experienced some type of bullying.

figure 20



There are few specific socio-demographic sub-groups of parents who are more likely to say their children have experienced bullying (prompted). However, parents of white ethnicity are significantly more likely to say their children have experienced bullying than parents of non-white ethnicity (61% vs. 32% respectively).

Among children aged 12-17, experience of bullying (prompted) is more prevalent among specific socio-demographic sub-groups.

- Children in social grade E households are more likely to have experienced bullying than those in social grade ABC1 households (57% vs. 42% respectively) (50% of children in social grade C2D households have experienced bullying).
- Children in lower income households (<£20,000 per annum) are more likely to have experienced bullying than those in higher income households (>£40,000 per annum) (54% vs. 33% respectively).
- Children of white ethnicity are more likely to have experienced bullying than those of non-white ethnicity (50% vs. 35% respectively).

6.1.3 Types of bullying experienced

Teasing / name calling and physical bullying are the most experienced types of bullying, mentioned most by both parents and children. (see table 21)

table 21

Types of bullying experienced by children (prompted)	Parents of children aged 5-11	Parents of children aged 12-17	Children aged 12-17
Any type of bullying	53%	62%	46%
Any type of teasing/name calling	42%	45%	31%
Any type of physical bullying	37%	44%	28%
Any type of cyber-bullying	8%	22%	19%
Teasing / name calling	41%	42%	31%
Bullying at school	23%	33%	21%
Being threatened	10%	17%	10%
Ignored / excluded	14%	12%	4%
Bullying elsewhere	9%	18%	11%
Abusive SMS	5%	14%	10%
Abuse on SNS	3%	10%	8%
Abuse on IM/MSN	3%	6%	4%
Disability bullying	4%	4%	1%
Theft / extortion	2%	5%	4%
Racist bullying	2%	4%	2%
Abusive email	1%	4%	4%
Homophobic bullying	1%	3%	2%
Abuse in chat room	0%	3%	1%
Embarrassing SMS	1%	2%	2%
Gender bullying	1%	2%	0%
Embarrassing email	1%	2%	2%
Source: Parents B9b / Children B3			
Base: Parents / carers of children aged 5-11 in England (n=406) / Parents / carers of children aged 12-17 in England (n=359) / Children / young people aged 12-17 in England (n=508)			

Parents of children aged 12-17 are more likely to say their children have experienced bullying of any type, than children aged 12-17 are to say they have experienced bullying of any type themselves.

6.2 Attitudes and actions in relation to bullying

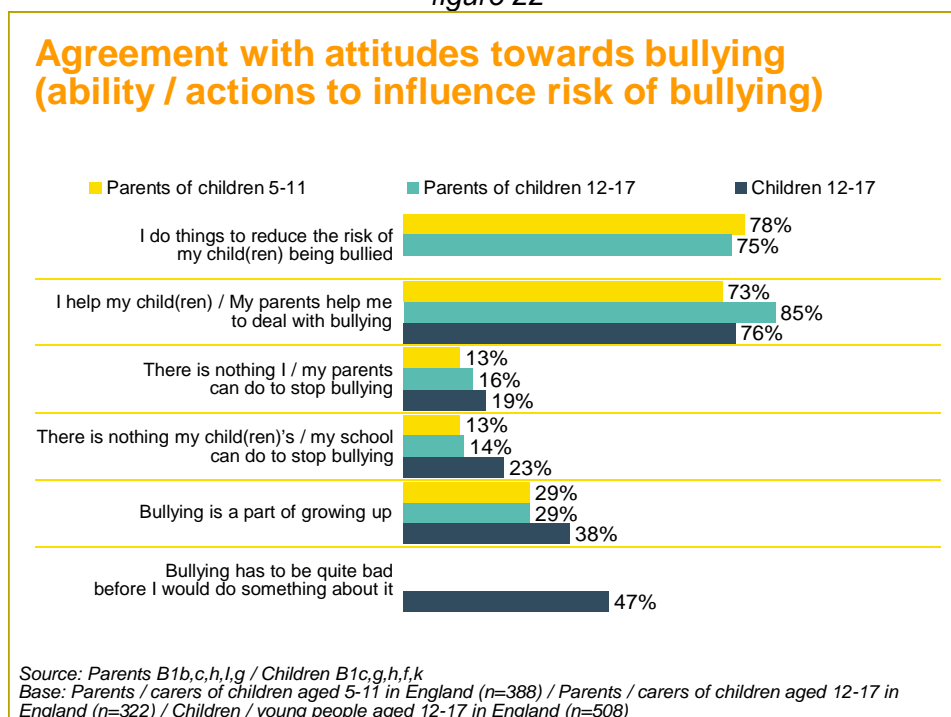
6.2.1 Attitudes and preventative actions taken in relation to bullying

Most parents and children appear to take an 'active' role in reducing bullying, or the likelihood of bullying. The majority of parents agree that they do things to reduce the risk of their children being bullied. Moreover, the majority of parents agree that they help their children to deal with bullying themselves. This is more prevalent among

parents of children aged 12-17. The majority of children aged 12-17 similarly agree that their parents help them to deal with bullying. (see *figure 22*)

Children of parents who say they help children to deal with bullying themselves are more likely to have experienced bullying. Those / the children of those who agree that they do things to reduce the risk of bullying are no more or less likely to have experienced it.

figure 22



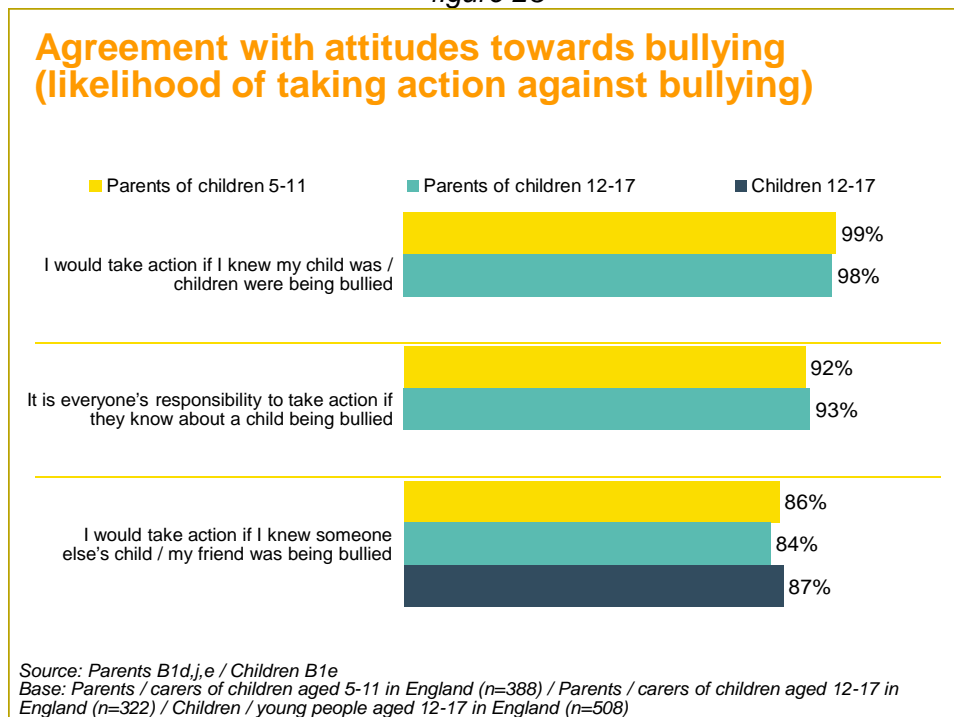
A feeling of 'powerlessness' towards bullying is not widespread. Relatively few parents and children agree that there is nothing that they / their parents can do about bullying. Similarly, relatively few agree that there is nothing their school can do to stop bullying. However, children are more likely than parents to agree with these statements. (see figure 22)

Children do appear to be more 'accepting' of bullying than parents (although the majority of children and parents are not). Just over one third of children (and three in ten parents) agree that bullying is part of growing up. Almost half of children aged 12-17 agree that bullying has to be quite bad before they would do something about it. (see figure 22) Those who agree bullying is part of growing up are more likely to have experienced bullying.

6.2.2 Attitudes towards taking action against bullying

Almost all parents and children are clear that they would take action in bullying situations. Moreover, almost all parents agree that it is everyone's responsibility to take action if they know about a child being bullied. Only slightly fewer parents agree that they would take action if they knew someone else's child was being bullied. A similar majority of children agree that they would take action if they knew a friend was being bullied. (see figure 23)

figure 23



Those parents whose children have experienced bullying are slightly less likely to agree that they would take action against bullying.

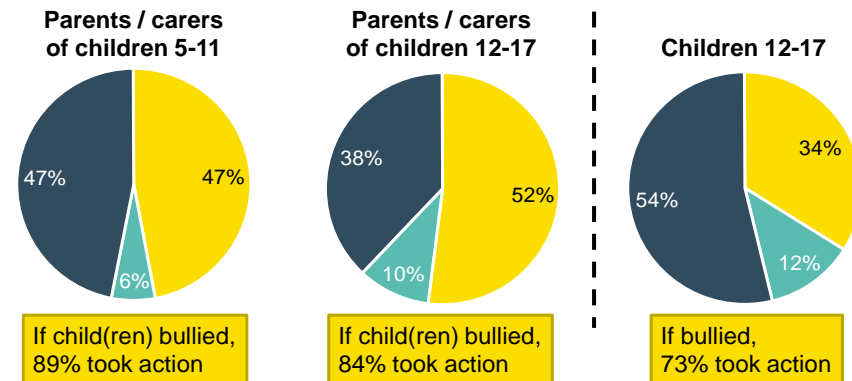
6.2.3 Actions taken against bullying

Most parents whose children experienced bullying, and most children who experienced bullying, acted upon this. (see figures 24 and 25) Parents are more likely than children to take action in response to bullying.

figure 24

Experience of bullying, and experience of taking action if experienced bullying

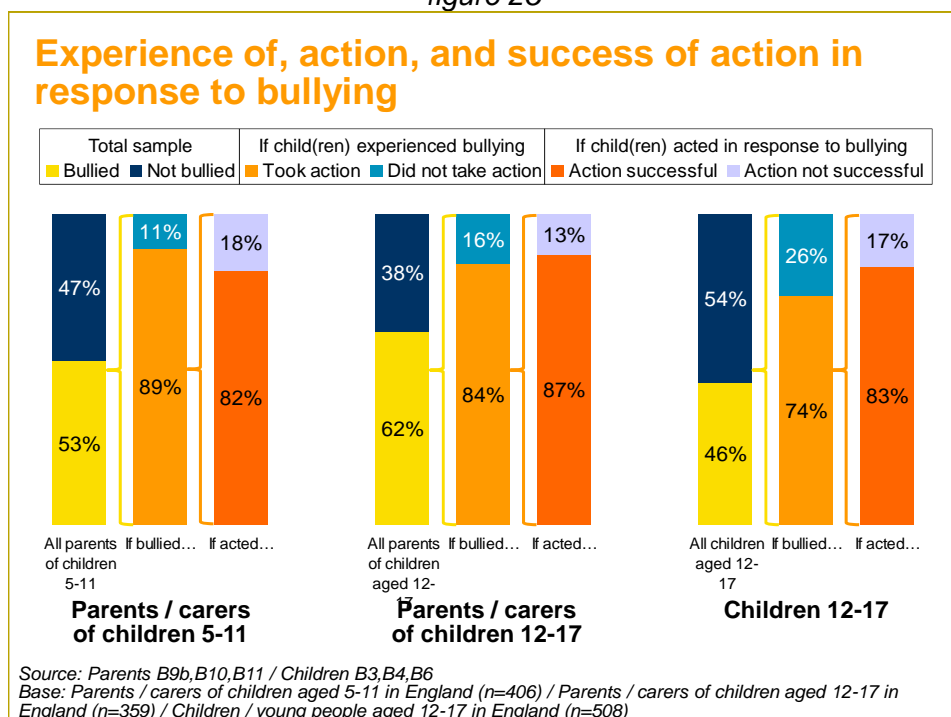
- (Children) Experienced bullying and acted
- (Children) Experienced bullying but did not act
- (Children) Not experienced bullying



Source: Parents B9,B9b,B10 / Children B2,B3,B4
 Base: Parents / carers of children aged 5-11 in England (n=406) / Parents / carers of children aged 12-17 in England (n=359) / Children / young people aged 12-17 in England (n=508)

Moreover, if parents and / or children took action, this action was likely to be successful in reducing or stopping the bullying. The bullying reduced or stopped for 82% of parents of children aged 5-11 and 87% of parents of children aged 12-17 who acted against it. The bullying reduced or stopped for 83% of children who acted against the bullying they experienced. (see figure 25)

figure 25



Most parents who took action in response to their child(ren) being bullied talked to their child(ren)'s school / teacher, or talked to their child(ren). Where parents' action was successful, they were more likely to have talked to the parents of the bully, or talked to the bully themselves. Where parents' action was unsuccessful, they were more likely to have talked to their child(ren)'s school / teacher or to have reported to the Police. (see table 26)

table 26

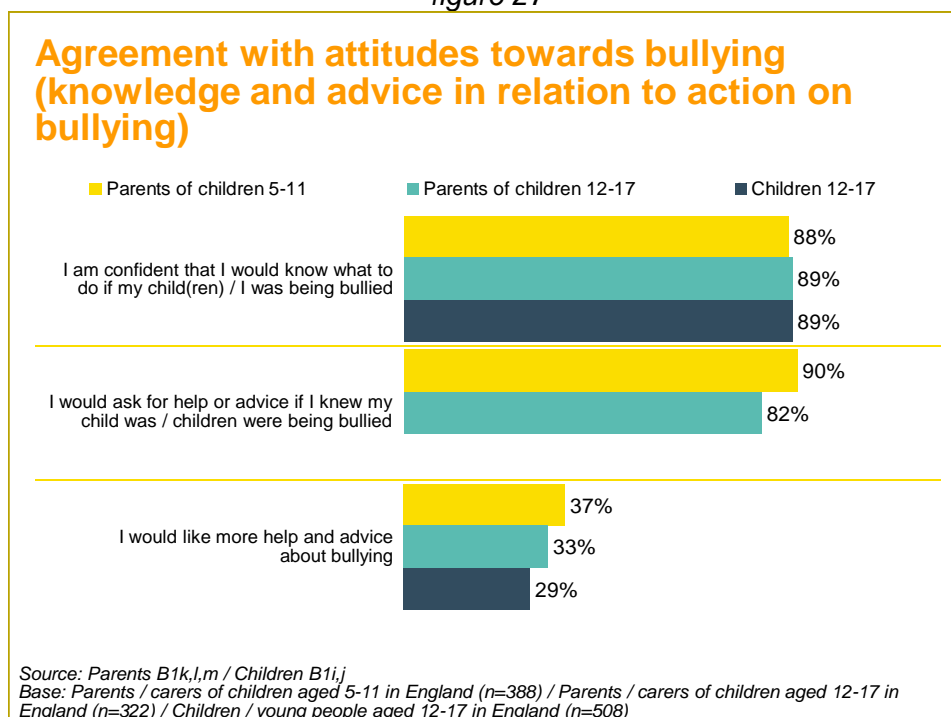
Parent's and children's actions in response to bullying, by outcome	Parents of children aged 5-17		Children aged 12-17	
	Where bullying reduced / stopped	Where bullying continued	Where bullying reduced / stopped	Where bullying continued
Talk to school / teacher	68%	90%	54%	67%
Talk to my child(ren) / parent(s)	49%	51%	57%	74%
Talk to parents of the bully	26%	17%	4%	3%
Talk to the bully	16%	9%	9%	13%
Report to Police	8%	18%	4%	13%
Encourage friends to support them	4%	7%	N/A	N/A
Accompany child(ren) / with parent(s)	3%	4%	0%	17%
Look for information / advice	2%	3%	1%	0%
Talk to someone else	2%	2%	0%	7%
Avoid situations	1%	0%	2%	12%
Talk to children's organisation	-	-	2%	3%
Source: Parents B10b / Children B5 Base: Parents of children / young people aged 12-17 who took action against bullying (n=373) / Children / young people aged 12-17 in England who took action against bullying (n=173)				

Most children who took action in response to their being bullied talked to their parent(s), or talked to their school / teacher. Where children's action was unsuccessful, they were more likely to have talked to their parent(s), reported to the Police, or avoided the situations where bullying took place. (see table 26)

6.2.4 Knowledge of what to do if bullying experienced

The majority of parents agree that they are confident that they would know what to do if their children were being bullied. Similarly, most children agree that they would know what to do if they were being bullied. (see figure 27)

figure 27



Just over one third of parents and just under one third of children say they would like more help and advice about bullying.

6.2.5 Actions taken or which would be taken against bullying

Almost all parents say they would take some type of action if their child was being bullied. Among all parents – whether their child(ren) have experienced bullying or not – talking to their child(ren)'s school / teacher, and / or talking to their child(ren), are the most likely actions against bullying. (see table 28)

Parents whose children have not experienced bullying (or who have not taken action) are more likely to say they would confront the bully / bully's parents, than who actually took this action when their child(ren) were bullied.

table 28

Parents' actual / potential actions in response to bullying	Parents of children aged 5-11			Parents of children aged 12-17		
	Actually did	Would do	Total	Actually did	Would do	Total
Did / Would do something	100%	98%	99%	100%	99%	99%
Talk to school / teacher	67%	88%	78%	73%	77%	75%
Talk to my child(ren)	47%	62%	55%	53%	57%	55%
Talk to parents of the bully	25%	47%	37%	23%	39%	31%
Talk to the bully	18%	29%	23%	13%	24%	18%
Report to Police	7%	9%	8%	11%	19%	15%
Encourage friends to support them	4%	12%	9%	4%	7%	6%
Accompany my child(ren) (more)	4%	12%	8%	2%	8%	5%
Look for information / advice	1%	7%	4%	1%	6%	3%
Talk to someone else	4%	4%	4%	3%	1%	2%
Remove child(ren) from situations	3%	5%	4%	1%	2%	2%
<p>Source: Parents B10b,B2</p> <p>Base: Parents / carers of children aged 5-11 in England who took action / who did not take action (n=187/219) / Parents / carers of children aged 12-17 in England who took action / who did not take action (n=186/173)</p>						

As with parents, almost all children say they would take some type of action if they were being bullied. Among all children – whether they have experienced bullying or not – talking to their parent(s), and / or talking to their school / teacher, are the most likely actions against bullying. (see table 29)

Those who have experienced bullying are more likely to have spoken to the school / a teacher, than who say they would do this if they experienced bullying. Older children (ages 16-17) are less likely than younger children (ages 12-13) to talk to their parent(s) or school / teacher (but many still would). Older children are more likely than younger children to talk to the bully (but most still would not).

table 29

Children's actual / potential actions in response to bullying	Children aged 12-17			Actions children did / would do		
	Actually did	Would do	Total	Aged 12-13	Aged 14-15	Aged 16-17
Did / Would do something	97%	95%	95%	97%	92%	91%
Talk to parent(s)/carer(s)	60%	68%	65%	77%	57%	61%
Talk / report to school / teacher	55%	42%	47%	56%	47%	37%
Talk to the bully	9%	10%	10%	5%	11%	14%
Report to Police	6%	3%	4%	6%	3%	4%
Avoid the place(s) / situation(s)	3%	4%	4%	4%	2%	5%
Talk to parents of the bully	4%	4%	4%	3%	5%	3%
Talk to / report to another adult	1%	3%	2%	1%	4%	2%
Talk to children's organisation	1%	2%	2%	2%	2%	1%
Ask to be accompanied	2%	1%	2%	3%	1%	1%
Look for information / advice	0%	2%	2%	0%	3%	2%
Don't know	2%	5%	3%	1%	4%	6%

Source: Children B5,B7
Base: Children / young people aged 12-17 in England who took action / who did not take action (n=173/336) / Children / young people aged 12-13 / 14-15 / 16-17 in England (n=181/170/157)

6.2.6 Barriers to action in response to bullying

Most parents and children say they would take action if they were being bullied, and / or took action when their children / they experienced bullying (see sections 6.2.3, 6.2.5). However, a minority of parents and children recognise that there are some things that might prevent them taking action against bullying, at least in some cases. Of these, fears of making the bullying worse, or fears of conflict / reprisals are most likely to prevent action on bullying. (see table 30)

table 30

Barriers to action in response to bullying	Parents of children 5-11	Parents of children 12-17	Children aged 12-17
Making the problem worse	13%	16%	21%
Abuse / violence from people involved	9%	9%	11%
Misunderstanding the situation	8%	6%	N/A
No point / nothing would happen	4%	3%	9%
Not wanting to cause trouble	4%	3%	9%
If it's not bad enough to worry about	N/A	N/A	8%
Not wanting to be a grass / tell tales	N/A	N/A	5%
School not wanting/able to do anything	1%	3%	3%

Source: Parents B7, Children B11

Base: Parents / carers of children aged 5-11 in England (n=406) / Parents / carers of children aged 12-17 in England (n=359) / Children / young people aged 12-17 in England (n=508)

Children are more likely than parents to mention barriers, and more likely to mention more barriers, in response to bullying. This is consistent with an apparently greater 'tolerance' for bullying (i.e. less likely to recognise being bullied, more likely to consider bullying to be part of growing up, more likely to say bullying has to be quite bad before they will do something about it – see section 6.2.1).

6.3 Help and advice in relation to bullying

6.3.1 Sources of help and advice in relation to bullying

Despite the great majority of parents and children agreeing they are confident that they would know what to do if their children / they were being bullied, still around one third of parents and children agree they would like more help and advice about bullying: 37% of parents of children aged 5-11, 33% of parents of children aged 12-17, 29% of children aged 12-17 (see section 6.2.4).

Female parents are more likely than male parents to agree that they would like more help and advice (88% vs. 80% respectively).

Consistent with the most likely action in relation to bullying, more than three quarters of parents say that they would use their child(ren)'s school / teacher as a source of help and advice. Just under half of parents say they would use other family members (including their partner) as a source of advice. Two fifths would seek help and advice from other parents. (see table 31)

table 31

Parents' (potential) sources of help / advice on bullying	Parents of children aged 5-17	Parents of children aged 5-11	Parents of children aged 12-17
School / teacher	79%	80%	77%
Family members	47%	49%	43%
Friends / other parents	41%	46%	36%
Police	25%	19%	31%
Internet website	16%	18%	15%
Local authority / council	13%	14%	11%
Other children / child(ren)'s friends	10%	10%	11%
Childline	7%	8%	7%
NSPCC	6%	7%	5%
Health services	6%	7%	5%

Source: Parents B5
Base: Parents / carers of children aged 5-17 in England (n=765) / Parents / carers of children aged 5-11 in England (n=406) / Parents / carers of children aged 12-17 in England (n=359)

There are significant differences in the sources of help and advice that parents would use, depending on the age of their child(ren). (see table 31)

- Parents of younger children (ages 5-11) are more likely than parents of older children (ages 12-17) to seek help and advice from other parents (46% vs. 36% respectively).
- Parents of older children are more likely than parents of younger children to seek help and advice from the Police (31% vs. 19% respectively).

Children are slightly less likely than parents to mention any sources of help and advice about bullying than parents are, but most still would (93% of children mention at least one source vs. 99% of parents). Children's family members are the main source of help and advice, particularly their parents (and particularly their mother / female carer). Half of children say they would seek help and advice from another adult, particularly at school / their teacher. 7% of children say they would seek help and advice from an anti-bullying or another children's organisation, e.g. Beat Bullying or Childline. (see table 32)

table 32

Children's (potential) sources of help / advice on bullying	Children aged 12-17	Children aged 12-13	Children aged 14-15	Children aged 16-17
Any family member(s)	83%	83%	93%	76%
Any parent / carer	78%	78%	89%	72%
Mum / female carer	74%	74%	86%	69%
Dad / male carer	48%	48%	58%	45%
Brother(s) / sister(s)	17%	17%	20%	13%
Other adult(s) in family	12%	12%	16%	12%
Other children in family	3%	3%	5%	3%
Any other adult (not family)	51%	51%	61%	51%
Your school / your teacher	50%	50%	59%	49%
Leader of an activity / club / group	4%	4%	6%	5%
Your friends	41%	41%	36%	45%
Internet websites	10%	10%	11%	14%
Police	8%	8%	9%	8%
Any children's organisation	7%	7%	7%	8%
Beat Bullying	3%	3%	4%	4%
Childline	3%	3%	3%	5%
Other children's organisation	2%	2%	1%	2%
Telephone advice line	2%	2%	3%	2%
Television	5%	5%	4%	6%
Magazines / newspapers	4%	4%	2%	7%

Source: Children B9
Base: Parents / carers of children aged 5-17 in England (n=765) / Parents / carers of children aged 5-11 in England (n=406) / Parents / carers of children aged 12-17 in England (n=359)

Fewer parents and fewer children say they would seek help and advice from a children's organisation (8% and 7% respectively) (see tables 31 & 32), than who would or did actually report bullying they experienced to such an organisation (1% and 2% respectively) (see tables 28 & 29).

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, (youngest child of parent/carers selected where there was more than one child); 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 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 to find 100 parents of children aged 0-17 in Scotland = 8 interviews per point.
- 14 sampling points to find 100 parents of children aged 0-17 in Wales = 8 interviews per point.
- 14 sampling points 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 to find 50 parents of children aged 0-2 who have a household income of <£20k = 1 interview per point.
- 80 sampling points to find 80 disabled parents of children aged 0-17 = 1 interview per point.

Children / young people: main sample (England):

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

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

- 18 sampling points to find 100 parents of children aged 0-17 in Scotland = 6 interviews per point.
- 18 sampling points to find 100 parents of children aged 0-17 in Wales = 6 interviews per point.
- 18 sampling points 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
Number of children aged 0 to 17 (S2)				
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%
Gender of child(ren) aged 0 to 17 (F1)				
Male	69%	65%	73%	69%
Female	68%	66%	67%	69%
Child(ren) aged 0 to 17 with disability / impairment / long term illness (F2)				
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
Respondent parent gender (F4)				
Male	21%	22%	20%	22%
Female	79%	78%	80%	78%
Respondent parent age (F5)				
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%
Respondent parent ethnicity (F6)				
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%
Respondent parent with disability / impairment / long term illness (F7a)				
Any	5%	5%	4%	8%
Lone parent status (F3)				
Yes	30%	8%	14%	16%
Respondent parent working status (F8)				
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
Household socio-economic group (S6)				
ABC1	49%	47%	50%	52%
C2D	30%	30%	32%	28%
E	20%	23%	18%	20%
Household annual income (F9)				
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
Gender (S6)	
Male	52%
Female	48%
Age (S5)	
12 to 13	33%
14 to 15	33%
16 to 17	34%
Child with disability / impairment (F3)	
Any	8%

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

Profile of household socio-economics		Stay Safe sample: All children
Household socio-economic group (S4)		
ABC1		51%
C2D		29%
E		19%
Household annual income (F9)		
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	CONTINUE
No	2	THANK & CLOSE
(Don't know)	0	

ASK ALL

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

WRITE IN NUMBER

WRITE IN NUMBER OF CHILDREN		CONTINUE
None / Refused	00	THANK & CLOSE

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
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
QUOTA AGE 5-11	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
QUOTA AGE 0-4	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

QUOTA AGE 12-17	1
QUOTA AGE 5-11	2
QUOTA AT 0-4	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

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

WRITE IN OCCUPATION DETAILS NEEDED TO CODE SOCIAL GRADE		[PROGRAMMER – MAKE THIS A TEXT BOX OF UNLIMITED LENGTH]
---	--	---

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
e	ONLY IF HAVE CHILD(REN) AGED 4 - 17 AT S3	1	2	3	4	5	9	0

	My [child's – IF ONLY ONE CHILD AT S2 / children's – IF MORE THAN ONE CHILD AT S2] education						
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. []
ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 0-4 AT S3 ...go to a nursery or child minder?	1	1	1	1	1	1
ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 0-4 AT S3 ...get looked after regularly by another adult outside of the home (e.g. grandparent)?						
ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 4-17 AT S3 ...go to school or other full time education	2	2	2	2	2	2
ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 4-17 AT S3 ...travel to or from to school on their own?	3	3	3	3	3	3
ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 3-17 AT S3 ...go to organised groups or activities where you are present (e.g. Scouts / Guides, sports clubs)?	4	4	4	4	4	4
ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 5-17 AT S3 ...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
ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 5-17 AT S3 ...spend short periods of time outside of the home on their own (e.g. going to buy something at the local shop)?						
ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 5-17 AT S3 ...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
ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 13-17 AT S3 ...work part or full time (including apprenticeship, weekend job, paper round)?	7	7	7	7	7	7
ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 5-17 AT S3 ...have their own mobile phone?	8	8	8	8	8	8
ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 5-17 AT S3 ...have a landline telephone in their own room?						
ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 5-17 AT S3 ...have a television in their own room?	9	9	9	9	9	9
ONLY IF THE CHILD BEING ASKED ABOUT IS AGED 5-17 AT S3	10	10	10	10	10	10

...use a computer / laptop in their own room?						
(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)
ONLY IF CHILD(REN) AGED 3-17 AT S3 ...watching television?	1	2	0
ONLY IF CHILD(REN) AGED 5-17 AT S3 ...using mobile phones?	1	2	0
ONLY IF CHILD(REN) AGED 5-17 AT S3 ...using the internet?	1	2	0
ONLY IF CHILD(REN) AGED 5-17 AT S3 ...the use of age-restricted video games?			
ONLY IF CHILD(REN) AGED 5-17 AT S3 ...going out of the house on their own?	1	2	0
ONLY IF CHILD(REN) AGED 15-17 AT S3 ...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	1	2	3	4	5	9	0

	CHILD AT S2] safe						
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

Ways of bullying	
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
Types of bullying	
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 (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

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**

Information from people / organisations		
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		
Information from places		
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
Ways of getting information		
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

- I1 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)

- I2 [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)

- I3 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)

- I4 [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)

- I4b 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)

- I4c 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

ASK ALL WHO QUALIFY FOR INTERNET SAFETY SECTION

- I9 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 I9

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]	1	2	3	4	5	9	0

	school to educate them to use the internet safely and appropriately						
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

I9b 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 I9b)**

I11 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 INTERNET SAFETY SECTION

- I12 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

Information from people / organisations		
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
Information from places		
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
Ways of getting information		
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

- I13 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

- I14 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)

- I15 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

I15b 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

I16 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

I17 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

I19 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)

- I20 [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)

- I21 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

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**

Information from people / organisations	
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
Information from places	
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
Ways of getting information	
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

Information from people / organisations	
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
Information from places	
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
Ways of getting information	
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**

Information from people / organisations	
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 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)
W	...you heard a child crying persistently next door	1	2	3	4	9	0
E	...you heard a child suddenly	1	2	3	4	9	0

	scream or cry out loudly next door					
S	...you saw a very young child (under 5) walking on their own along the street	1	2	3	4	9 0
P	...you saw a young child (aged 5 to 8) alone and looking distressed on the street	1	2	3	4	9 0
X	...you saw a parent smacking their child	1	2	3	4	9 0
L	...you saw a child in your local street who had frequent or suspicious injuries	1	2	3	4	9 0
J	...you saw child being bullied in the street	1	2	3	4	9 0
Q	...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...

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)
W	...you heard a child crying persistently next door	1	2	3	9	0
E	...you heard a child suddenly scream or cry out loudly next door	1	2	3	9	0
S	...you saw a very young child (under 5) walking on their own along the street	1	2	3	9	0
P	...you saw a young child (aged 5 to 8) alone and looking distressed on the street	1	2	3	9	0
X	...you saw a parent smacking their child	1	2	3	9	0
L	...you saw a child in your local street who had frequent or suspicious injuries	1	2	3	9	0
J	...you saw child being bullied in the street	1	2	3	9	0
Q	...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

White	
White – White British	1
White – Other White background	2
Mixed	
Mixed – White and Black Caribbean	3
Mixed – White and Black African	4
Mixed – White and Asian	5
Mixed – Any other mixed background	6
Asian / Asian British	
Asian / Asian British – Indian	7
Asian / Asian British – Pakistani	8
Asian / Asian British – Bangladeshi	9
Asian / Asian British – Any other Asian background	10
Black / Black British	
Black / Black British – Caribbean	11
Black / Black British – African	12
Black / Black British – Any other Black background	13
Other	
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

A	A - Up to £9,999	1
B	B - £10,000 to £19,999	2
C	C - £20,000 to £29,999	3
D	D - £30,000 to £39,999	4
E	E - £40,000 to £49,999	5
F	F - £50,000 to £59,999	6
G	G - £60,000 to £69,999	7
H	H - £70,000 to £79,000	8
I	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, email 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, email 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

WRITE IN NUMBER OF CHILDREN AEGD 12-17	<input style="width: 100%;" type="text"/>	CONTINUE
None / Refused	00	THANK & CLOSE

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.
QUOTA AGE 16-17	17 years old	17	17	17	17	17	17
	16 years old	16	16	16	16	16	16
QUOTA AGE 14-15	15 years old	15	15	15	15	15	15
	14 years old	14	14	14	14	14	14
QUOTA AGE 12-13	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

QUOTA AGE 16-17	1
QUOTA AGE 14-15	2
QUOTA AT 12-13	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

ONLY SHOW IF AT LEAST ONCE CHILD IN QUOTA AGE 16-17 AT S2 Child(ren) aged 16 to 17	1
ONLY SHOW IF AT LEAST ONCE CHILD IN QUOTA AGE 14-15 AT S2 Child(ren) aged 14 to 15	2
ONLY SHOW IF AT LEAST ONCE CHILD IN QUOTA AGE 12-13 AT S2 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>		[PROGRAMMER – MAKE THIS A TEXT BOX OF UNLIMITED LENGTH]
--	--	--

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	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
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	1	2	0

	room?			
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

Information from people / organisations		
	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	
Ways of getting information		
	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

(Ways of bullying)		
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
(Types of bullying)		
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!**

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

B7 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!

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

B8 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**

Information from people / organisations
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	
Ways of getting information	
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

- I4 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)

- I5 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)

- I7 How many hours would you spend using the internet on an average weekday?

WRITE IN NUMBER

WRITE IN NUMBER OF HOURS	
(None / Refused)	00

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

- I8 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)

- I9 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)

- I10 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

I12 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

I13 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)

- I14 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

- I16 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)

- I18 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)

- I18b 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

ASK ALL WHO CAME ACROSS HARMFUL / INAPPROPRIATE CONTENT (CODE 1 AT I18)

I19 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

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

I20 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

- I22 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**

Information from people / organisations
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
Ways of getting information
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
(Don't know)
(Refused)
98
99
00

ASK ALL CHILDREN

I23 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
(Don't know)
(Refused)
98
99
00

ASK ALL CHILDREN

I24 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)
W	...someone you know of was being physically bullied at school / college	1	2	3	4	9	0
J	...someone you know of was being regularly teased or called names	1	2	3	4	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	4	9	0
S	...you saw someone you know of bullied in the street	1	2	3	4	9	0
P	...you heard about someone you know of being abused or neglected by an adult	1	2	3	4	9	0
X	...you heard about someone you	1	2	3	4	9	0

know of being abused or neglected by someone their age (e.g. brother / sister, boyfriend / girlfriend)						
--	--	--	--	--	--	--

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

WRITE IN NUMBER OF CHILDREN AGED 0 TO 4	<input type="text"/>
None	00

ASK ALL PARENTS

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

WRITE IN NUMBER

WRITE IN NUMBER OF CHILDREN AGED 5 TO 11	<input type="text"/>
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

White	
White – White British	1
White – Other White background	2
Mixed	
Mixed – White and Black Caribbean	3
Mixed – White and Black African	4
Mixed – White and Asian	5
Mixed – Any other mixed background	6

Asian / Asian British	
Asian / Asian British – Indian	7
Asian / Asian British – Pakistani	8
Asian / Asian British – Bangladeshi	9
Asian / Asian British – Any other Asian background	10
Black / Black British	
Black / Black British – Caribbean	11
Black / Black British – African	12
Black / Black British – Any other Black background	13
Other	
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

A	A - Up to £9,999	1
B	B - £10,000 to £19,999	2
C	C - £20,000 to £29,999	3
D	D - £30,000 to £39,999	4
E	E - £40,000 to £49,999	5
F	F - £50,000 to £59,999	6
G	G - £60,000 to £69,999	7
H	H - £70,000 to £79,000	8
I	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, email 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, email 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

table A4.1: incidence of parents / carers segments in Stay Safe survey sample

	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.

table A4.2: profile of parents / carers segments in Stay Safe survey sample

	Total	A1: Comfortable & Confident	A2: Committed but Discontented	A3: Struggling Through	A4: Supportive but Frustrated	A5: Relaxed & Caring	A6: Stepping Back	A7: Separate Lives	A8: Family Focussed	A9: Content & Secure
Base	1482	129	141	113	375	140	109	77	335	63
Gender										
Male	21%	18%	20%	25%	19%	14%	22%	34%	22%	31%
Female	79%	82%	80%	75%	81%	86%	78%	66%	78%	69%
Age										
16 to 24	9%	11%	16%	11%	7%	5%	4%	3%	15%	0%
25 to 34	31%	39%	32%	37%	29%	39%	19%	21%	35%	11%
35 to 44	43%	38%	31%	38%	49%	44%	52%	49%	37%	57%
45 to 54	14%	10%	18%	12%	14%	12%	22%	27%	10%	20%
55+	2%	2%	4%	2%	1%	0%	3%	0%	3%	12%
Ethnicity										
White	86%	81%	87%	89%	91%	89%	85%	98%	77%	94%
BAME	13%	19%	13%	10%	9%	10%	15%	3%	22%	6%
Household income (gross, per annum)										
Under £10,000	12%	8%	22%	10%	11%	5%	15%	9%	15%	4%
£10,000 to £19,999	21%	26%	25%	37%	17%	23%	22%	14%	19%	9%
£20,000 to £29,999	13%	10%	10%	9%	15%	18%	12%	13%	14%	10%
£30,000 to £39,000	9%	18%	6%	4%	9%	8%	4%	7%	10%	14%
£40,000 to £49,999	5%	4%	2%	1%	5%	5%	9%	14%	4%	16%
£50,000+	8%	10%	0%	5%	7%	12%	6%	11%	8%	16%
Don't know / Refused	32%	25%	35%	33%	35%	29%	32%	32%	30%	32%
Household social grade										
AB	17%	23%	5%	7%	19%	15%	21%	25%	14%	41%
C1	32%	40%	28%	29%	33%	39%	22%	30%	32%	37%
C2	17%	16%	11%	22%	17%	16%	17%	17%	18%	11%
D	14%	9%	19%	16%	13%	10%	11%	19%	16%	5%
E	20%	13%	37%	26%	17%	20%	29%	9%	20%	5%
Don't know / Refused	<1%	0%	0%	0%	1%	0%	0%	0%	<1%	0%

table A4.3: profile of children of parents / carers segments in Stay Safe survey sample

	Total	A1: Comfortable & Confident	A2: Committed but Discontented	A3: Struggling Through	A4: Supportive but Frustrated	A5: Relaxed & Caring	A6: Stepping Back	A7: Separate Lives	A8: Family Focussed	A9: Content & Secure
Base	1482	129	141	113	375	140	109	77	335	63
No. of children aged 0-17										
One	38%	45%	43%	29%	35%	38%	41%	36%	42%	31%
Two	38%	35%	32%	39%	40%	37%	43%	42%	35%	50%
Three	16%	16%	16%	22%	16%	14%	12%	16%	16%	15%
Four	6%	4%	6%	8%	6%	9%	2%	5%	6%	0%
Five or more	2%	1%	3%	3%	2%	3%	2%	1%	2%	4%
Mean no.	2.0	1.8	1.9	2.2	2.0	2.0	1.8	1.9	1.9	2.0
Age(s) of child(ren)										
17 years	8%	9%	7%	11%	8%	1%	7%	19%	4%	22%
16 years	9%	4%	10%	8%	11%	8%	14%	13%	5%	11%
15 years	10%	8%	16%	3%	10%	4%	10%	17%	4%	33%
14 years	11%	4%	12%	16%	12%	7%	17%	20%	9%	16%
13 years	11%	6%	16%	11%	16%	6%	13%	18%	8%	12%
12 years	11%	9%	10%	9%	11%	14%	15%	9%	9%	13%
11 years	12%	10%	11%	12%	12%	8%	10%	16%	13%	13%
10 years	11%	9%	5%	14%	13%	11%	12%	8%	11%	7%
9 years	11%	11%	10%	13%	11%	13%	8%	10%	11%	7%
8 years	12%	12%	10%	14%	13%	12%	9%	9%	12%	13%
7 years	12%	14%	7%	14%	14%	16%	11%	13%	10%	7%
6 years	12%	13%	8%	16%	11%	19%	13%	2%	14%	4%
5 years	12%	15%	10%	14%	10%	13%	9%	10%	14%	8%
4 years	10%	7%	5%	11%	11%	11%	6%	0	14%	10%
3 years	10%	6%	12%	8%	8%	11%	9%	5%	15%	5%
2 years	14%	22%	16%	22%	13%	11%	10%	10%	16%	3%
1 year	10%	9%	13%	7%	8%	16%	5%	2%	12%	4%
7 to 12 months	4%	6%	5%	5%	3%	8%	2%	6%	4%	3%
4 to 6 months	3%	4%	5%	3%	2%	6%	2%	3%	2%	3%
0 to 3 months	3%	2%	2%	4%	2%	6%	2%	0	6%	1%

4.2 Children / young people segmentation

table A4.4: incidence of children / young people segments in Stay Safe survey sample

<i>table A4.3: incidence of children / young people segments in Stay Safe survey sample</i>	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 were also significantly higher (56% vs. 17%).

table A4.5: profile of children / young people segments in Stay Safe survey sample

	Total	C1: Growing & Learning	C2: Happier At Home	C3: Breaking the Rules	C4: Anxious & Unsure	C5: Weakening Links	C6: High Ambitions	C7: Exploring Independence
Base	833	103	124	79	52	55	248	172
Gender								
Male	52%	43%	48%	69%	48%	36%	53%	57%
Female	48%	57%	53%	31%	53%	65%	47%	43%
Age								
12 to 13	33%	55%	40%	13%	69%	15%	35%	18%
14 to 15	33%	22%	33%	36%	19%	32%	36%	39%
16 to 17	34%	23%	27%	51%	12%	53%	29%	43%
Household income (gross, per annum)								
Under £10,000	8%	6%	12%	11%	14%	13%	4%	5%
£10,000 to £19,999	15%	11%	23%	16%	12%	19%	13%	14%
£20,000 to £29,999	6%	6%	5%	4%	11%	7%	6%	6%
£30,000 to £39,000	6%	6%	4%	3%	3%	0%	8%	9%
£40,000 to £49,999	3%	1%	3%	3%	3%	0%	4%	4%
£50,000+	6%	9%	5%	5%	7%	0%	6%	8%
Don't know / Refused	56%	61%	48%	58%	50%	61%	58%	55%
Household income (gross, per annum)								
AB	16%	24%	15%	11%	24%	11%	19%	10%
C1	15%	21%	15%	11%	20%	7%	18%	10%
C2	35%	27%	29%	26%	31%	32%	37%	47%
D	17%	15%	18%	16%	17%	16%	21%	12%
E	13%	15%	10%	12%	8%	23%	9%	16%
Don't know / Refused	1%	2%	1%	1%	0%	0%	0%	0%

Appendix 5: DCSF segmentation – survey results by segment

A5.1 Attitudes towards children's safety among DCSF parent / carer segments

Certain segments exhibit very different attitudes and behaviours in relation to their child(ren)'s safety. Two segments have **more positive attitudes towards children's safety**: Contented & Self-Fulfilled; Family Focused.

Contented & Self-Fulfilled (A9)

(5% of survey sample of parents of children aged 0-17, 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.

Family Focused

(22% of survey sample of parents of children aged 0-17, 10% of total DCSF parents universe)

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

They are much more satisfied with their child(ren)'s happiness and safety. They are generally more 'positive', 'proactive' and 'hands on' parents.

More parents in this segment agree that children make their own choices and should have as few rules as possible. These parents are even less likely to rely on others for ensuring their child(ren)'s safety. Nevertheless, they want more advice on parenting and children's safety.

Three parent / carer segments have more concerns or **less positive attitudes towards children's safety**: Committed But Discontented; Struggling Through; Stepping Back.

Committed But Discontented (A2)

(10% of survey sample of parents of children aged 0-17, 8% of total DCSF parents universe)

Parents in this segment are more likely to have only one child, and are more likely to show indicators of difficulty or disadvantage (e.g. lower household income, lower social grade, higher proportion of lone parents, etc.).

They are generally more dissatisfied with, and have concerns around, their child(ren)'s safety.

Their child(ren) are more likely to have experienced physical bullying than children of parents of most other segments, but not more likely to have experienced bullying overall.

Committed But Discontented parents are more likely to want more help and advice on parenting generally, and on keeping their child(ren) safe.

Struggling Through (A3)

(7% of survey sample of parents of children aged 0-17, 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.

Stepping Back (A6)

(7% of survey sample of parents of children aged 0-17, 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.

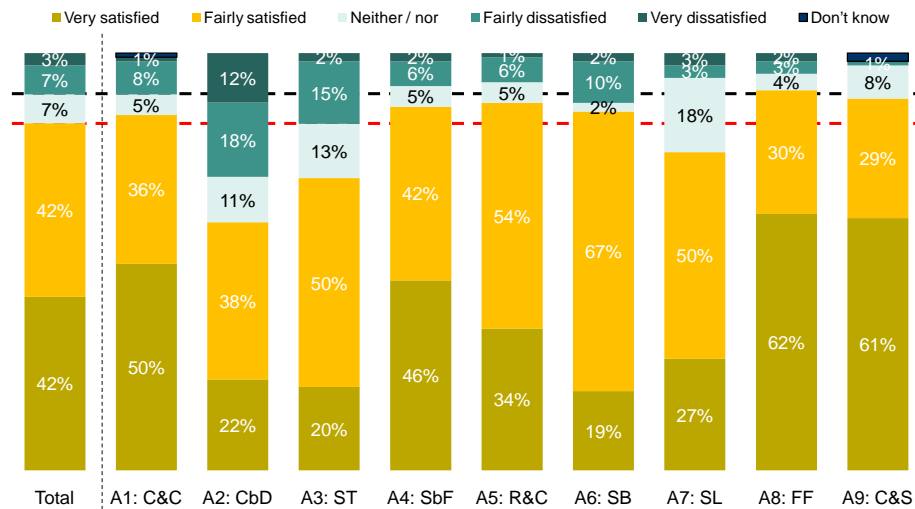
Parents in this segment are relatively more controlling of their children: they have less agreement that children should make their own choices, and that they have as few rules as possible for their children.

table A5.1: parents / carers segments' concerns in relation to child(ren)'s safety

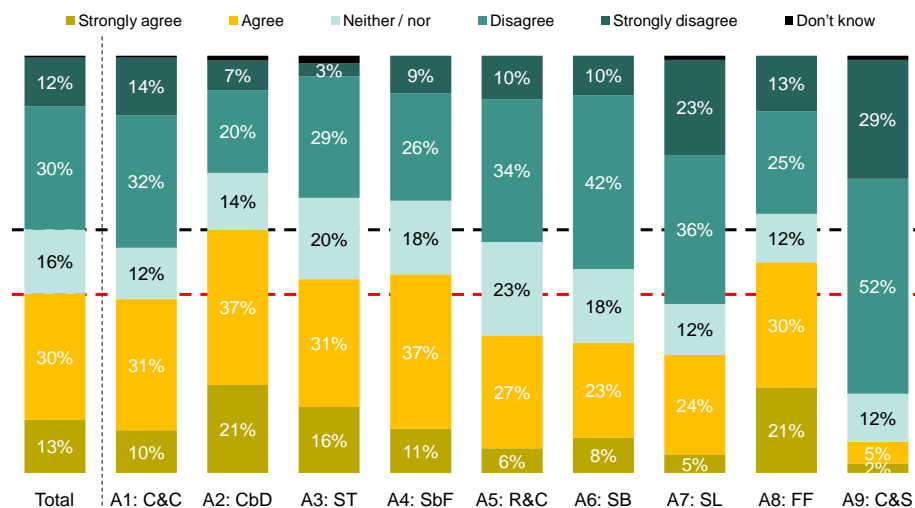
	Total	A1: Comfortable & Confident	A2: Committed but Discontented	A3: Struggling Through	A4: Supportive but Frustrated	A5: Relaxed & Caring	A6: Stepping Back	A7: Separate Lives	A8: Family Focussed	A9: Content & Secure
Base	1482	129	141	113	375	140	109	77	335	63
Paedophiles / child abuse	61%	66%	66%	72%	60%	60%	54%	48%	62%	45%
Bullying / being bullied	51%	50%	59%	51%	56%	43%	54%	44%	51%	36%
Talking to / meeting strangers	46%	46%	51%	51%	48%	41%	42%	41%	44%	41%
Accidents outside of the home	41%	46%	40%	47%	40%	48%	35%	47%	37%	43%
Getting hurt by other children / other people	40%	34%	43%	42%	42%	39%	44%	36%	39%	32%
Alcohol / Smoking / Drugs	37%	33%	48%	38%	43%	31%	32%	41%	29%	41%
Getting involved in anti-social behaviour	33%	26%	41%	42%	37%	32%	31%	29%	28%	21%
Sexual activity / STDs / pregnancy	24%	24%	28%	26%	28%	22%	27%	23%	19%	26%
Inappropriate content on / use of internet	23%	25%	21%	25%	24%	18%	18%	23%	23%	23%
Accidents in the home	21%	19%	26%	22%	21%	19%	14%	9%	28%	13%
Stress / depression / self-harming / suicide	19%	22%	32%	25%	18%	17%	15%	19%	13%	16%
Inappropriate content on TV / films / games	18%	16%	19%	19%	19%	16%	14%	12%	20%	16%
None of these / Don't know	4%	3%	2%	6%	4%	3%	3%	3%	6%	6%
NET: Strangers / Paedophiles	66%	69%	70%	76%	66%	66%	62%	50%	71%	49%
NET: Bullying	61%	59%	64%	64%	66%	59%	69%	54%	59%	49%
NET: Inappropriate content	52%	52%	54%	57%	54%	45%	44%	51%	52%	52%
Source: Parents Q13 – Which if these are your biggest concerns as a parent when thinking about the safety of your child(ren)? (prompted)										

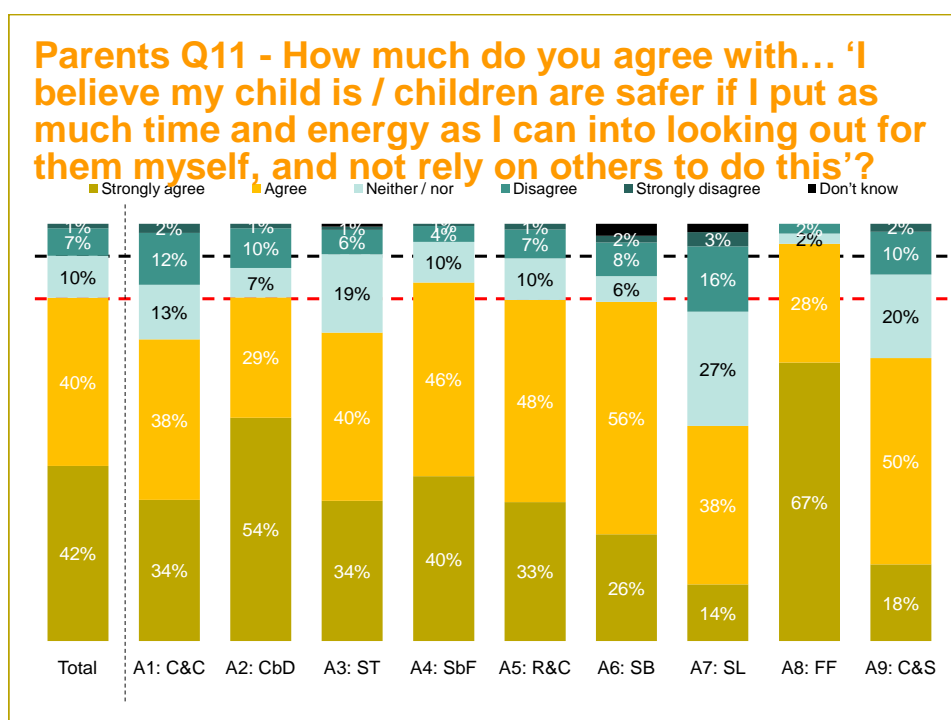
Figures A5.2, A5.3, A5.4: key parents / carers segments' data in relation to child(ren)'s safety

Parents Q1 - To what extent you are satisfied or dissatisfied with... 'My child's / children's safety'?



Parents Q11 - How much do you agree with... 'I would like more help and advice about keeping my child / children safe'?





A5.2 Attitudes towards safety among DCSF children / young people segments

Certain children / young people segments exhibit very different attitudes and behaviours in relation to their own safety. There is not a single continuum of 'more safe' to 'less safe' segments, but segments can be placed in a broad order from those with fewer safety concerns to those with more safety concerns.

High Ambitions (C6)

(29% of survey sample of children aged 12-17, 20% of total DCSF children universe)

There are higher proportions of families of black, Asian and other minority ethnicity (BAME) 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.

Growing & Learning (C1)

(12% of survey sample of children aged 12-17, 15% of total DCSF children universe)

A higher proportion of children within this segment are girls. A slightly higher proportion are younger children (compared with other children's segments). A higher proportion of children in this segment are in AB households.

This segment has no greater or lesser concerns around their safety compared with the average. They are more likely to agree that their parents are more aware and controlling of their safety.

Happier At Home (C2)

(15% of survey sample of children aged 12-17, 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.

Anxious & Unsure (C4)

(6% of survey sample of children aged 12-17, 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.

Breaking The Rules (C3)

(10% of survey sample of children aged 12-17, 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.

Weakening Links (C5)

(6% of survey sample of children aged 12-17, 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.

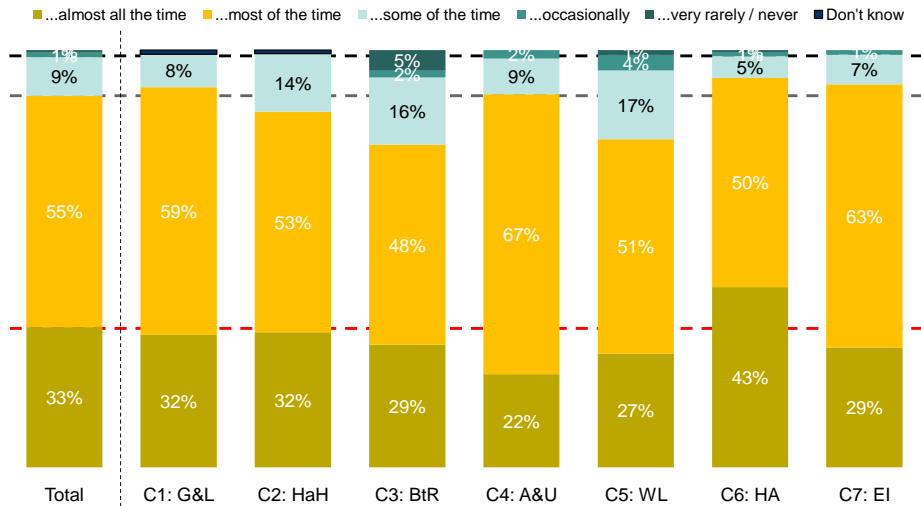
These children feel less safe generally. They have less (perceived) parental concern or control over their safety. They are less likely to mention having parental rules and controls, and are more likely to spend more time away from adults every day.

table A5.5: children / young people segments' concerns in relation to their own safety

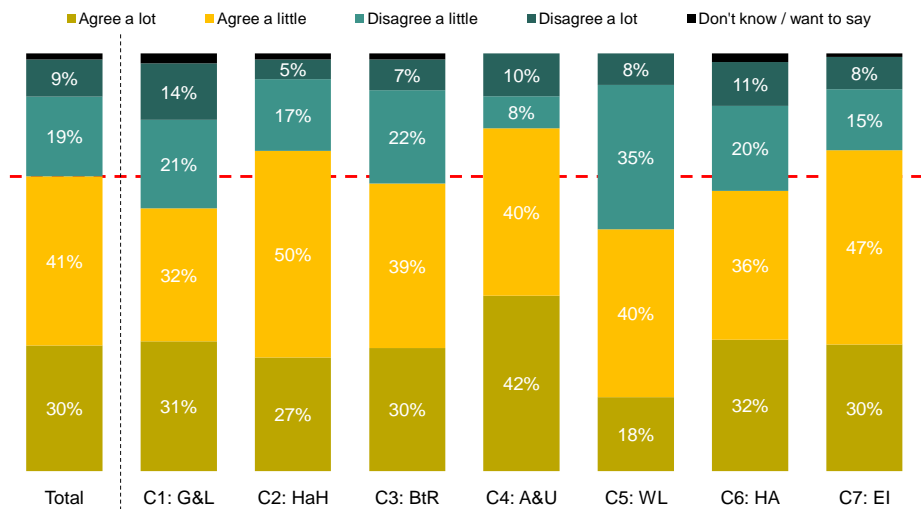
	Total	C1: Growing & Learning	C2: Happier At Home	C3: Breaking the Rules	C4: Anxious & Unsure	C5: Weakening Links	C6: High Ambitions	C7: Exploring Independence
<i>Base</i>	833	103	124	79	52	55	248	172
Getting hurt by other children / other people	24%	13%	26%	20%	38%	25%	26%	22%
Talking to / meeting strangers	24%	25%	26%	17%	27%	20%	27%	19%
Paedophiles / child abuse	23%	23%	26%	17%	31%	27%	22%	23%
Bullying / being bullied	23%	28%	27%	22%	32%	19%	22%	17%
Alcohol / Smoking / Drugs	23%	24%	27%	25%	19%	31%	21%	19%
Getting involved in anti-social behaviour	19%	20%	17%	25%	13%	19%	19%	21%
Accidents outside of the home	18%	19%	20%	12%	14%	13%	21%	17%
Sexual activity / STDs / pregnancy	12%	13%	14%	16%	12%	9%	12%	8%
Stress / depression / self-harming / suicide	9%	6%	10%	16%	12%	6%	10%	7%
Inappropriate content on / use of internet	7%	9%	7%	5%	4%	4%	9%	4%
Accidents in the home	6%	5%	8%	4%	3%	4%	7%	4%
Inappropriate content on TV / films / games	2%	4%	1%	-	5%	-	4%	1%
None of these / Don't know	27%	27%	15%	35%	19%	23%	36%	23%
NET: Strangers / Paedophiles	36%	38%	40%	26%	43%	37%	37%	31%
NET: Bullying	35%	31%	40%	34%	49%	35%	35%	31%
NET: Inappropriate content	7%	10%	8%	5%	7%	4%	9%	4%
<i>Children Q8 - Which if these are your biggest concerns when thinking about your own safety?</i>								

figures A5.6-10: key children / young people segments' attitudes and behaviours in relation to their own safety

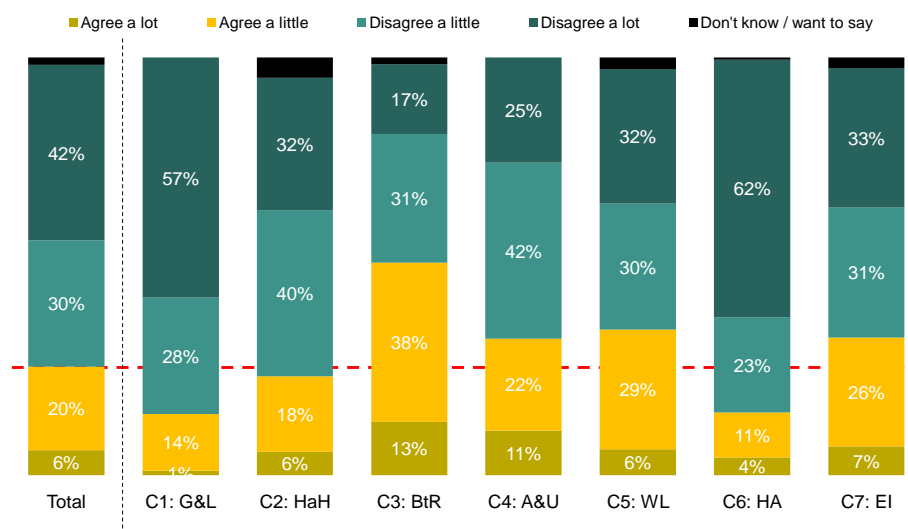
Children Q10 - Which of these answers best applies to the following statement: 'I feel safe...'



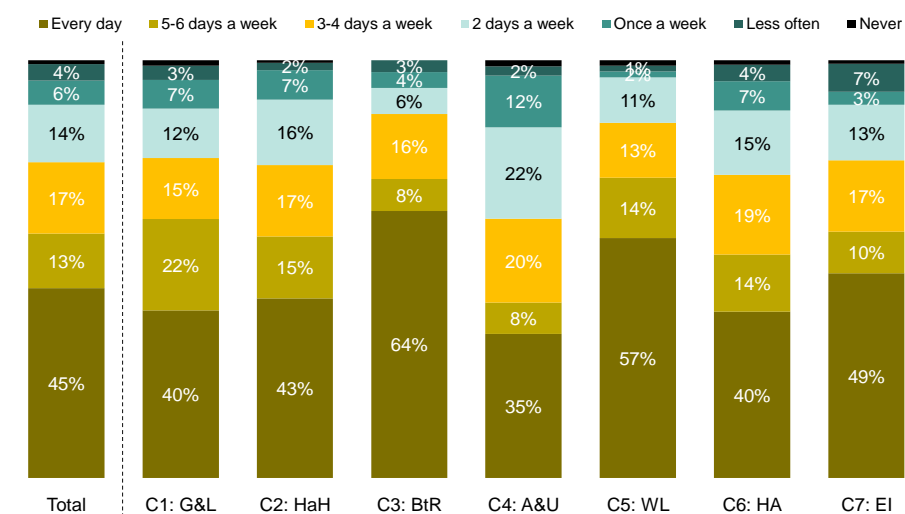
Children Q6 - How much do you agree: 'My parent(s) / guardian(s) worry too much about my safety'?

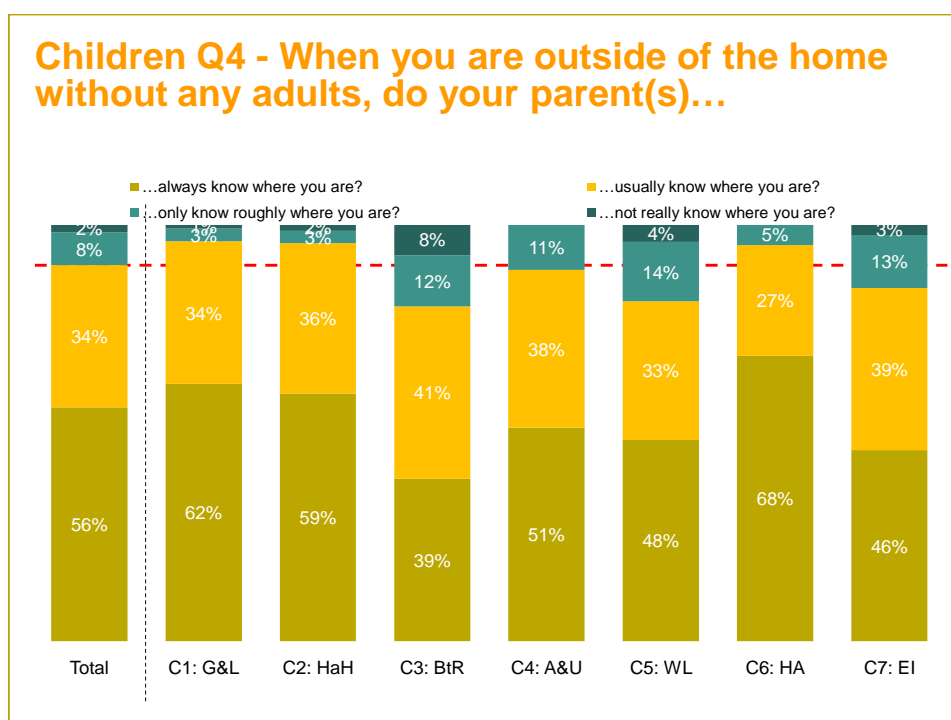


Children Q6 - How much do you agree: 'My parent(s) / guardian(s) don't really know what I get up to'?



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





A5.3 Attitudes towards safety in the home among DCSF parent / carer segments

Some parent / carer segments exhibit different attitudes and concerns towards home safety.

Family Focused

(29% of survey sample of parents of children aged 0-4, 10% of total DCSF parents universe)

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

They are much more satisfied with their child(ren)'s happiness and safety. They are generally more 'positive', 'proactive' and 'hands on' parents.

More parents in this segments agree that children make their own choices and should have as few rules as possible. These parents are even less likely to rely on others for ensuring their child(ren)'s safety.

Nevertheless, they are more concerned with and attentive to accidents in the home.

They want more help / advice on parenting and children's safety.

Relaxed & Caring (A5)

(14% of survey sample of parents of children aged 0-4, 12% of total DCSF parents universe)

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

Relaxed & Caring parents are relatively less controlling / concerned about accidents in the home, and more likely to agree that they are part of growing up.

Comfortable & Confident (A1)

(12% of survey sample of parents of children aged 0-4, 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 generally.

However, Comfortable & Confident parents are less likely to agree that people worry too much about accidents in the home, and are more likely to have looked for help / advice in this area.

Committed But Discontented (A2)

(10% of survey sample of parents of children aged 0-4, 8% of total DCSF parents universe)

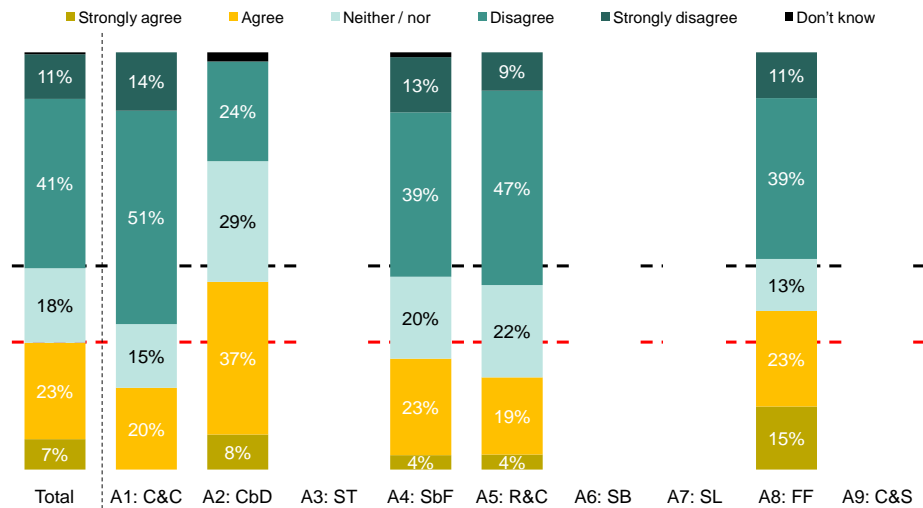
Parents in this segment are more likely to have only one child, and are more likely to show indicators of difficulty or disadvantage (e.g. lower household income, lower social grade, higher proportion of lone parents, etc.).

They are generally more dissatisfied with, and have concerns around, their child(ren)'s safety.

Specifically, Committed But Discontented parents are more likely to want help and advice about home safety. They are attitudinally more attentive to home safety, but still want the help and advice.

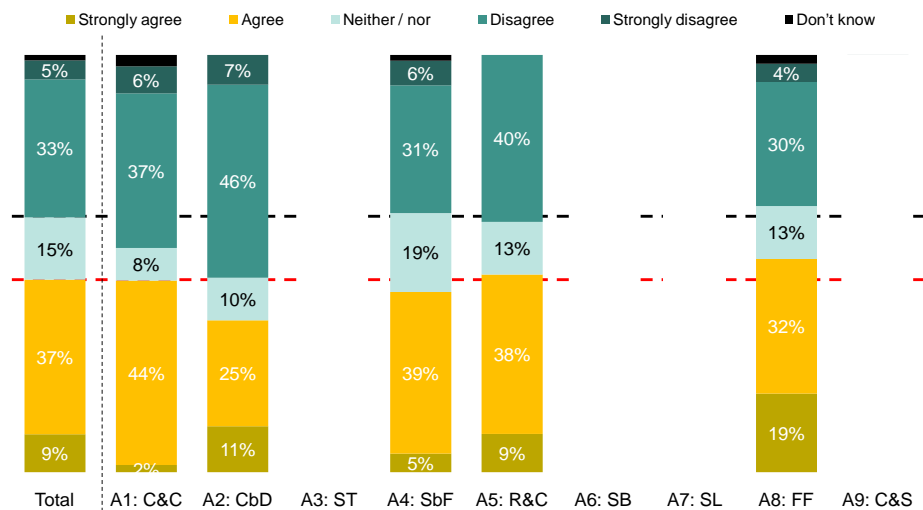
Figures A5.11-15: key parents / carers segments' data in relation to safety in the home

Parents H1 - How much do you agree with... 'I would like more help and advice about improving the safety of my home for my young child(ren)'?



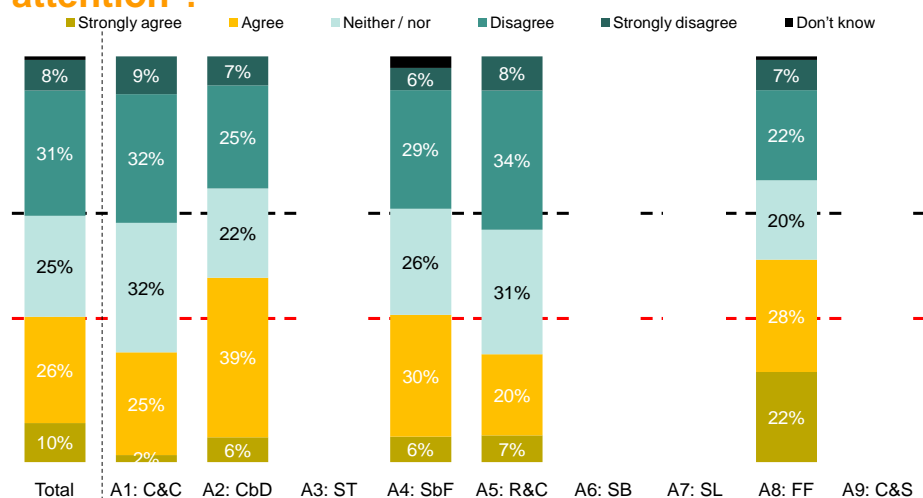
NB! Very low base sizes for segments A3:ST, A6:SB, A7:SL, A9:C&S (few have children aged 0-4)

Parents H1 - How much do you agree with... 'People worry too much about accidents happening to children in the home'?



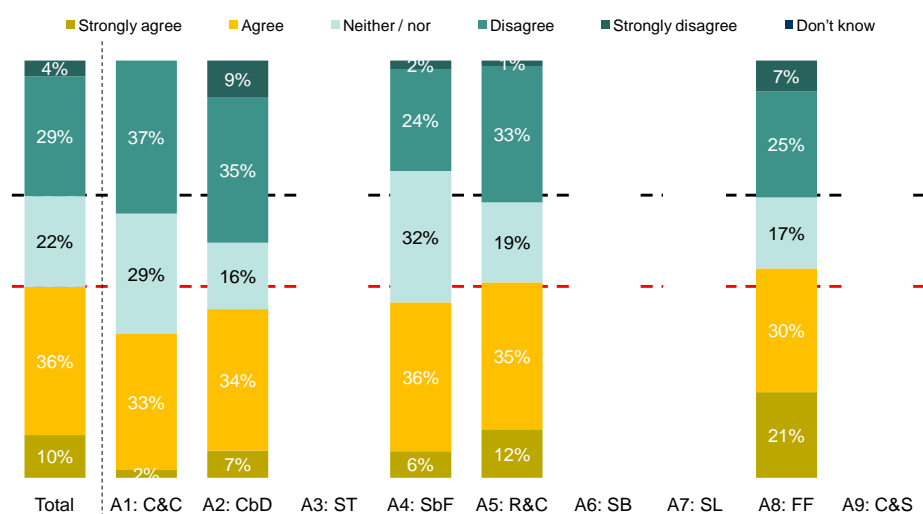
NB! Very low base sizes for segments A3:ST, A6:SB, A7:SL, A9:C&S (few have children aged 0-4)

Parents H1 - How much do you agree with... 'Accidents to young children in the home are the fault of parents not taking proper care and attention'?



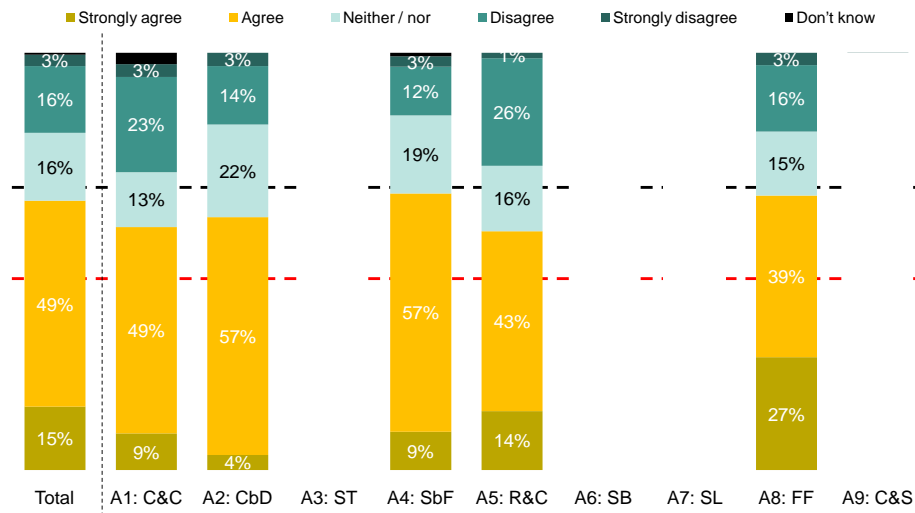
NB! Very low base sizes for segments A3:ST, A6:SB, A7:SL, A9:C&S (few have children aged 0-4)

Parents H1 - How much do you agree with... 'Accidents are a part of growing up, so I don't worry about them'?



NB! Very low base sizes for segments A3:ST, A6:SB, A7:SL, A9:C&S (few have children aged 0-4)

Parents H1 - How much do you agree with... 'Accidents are a learning experience for a child – they will know to be more careful next time'?



NB! Very low base sizes for segments A3:ST, A6:SB, A7:SL, A9:C&S (few have children aged 0-4)

A5.4 Attitudes towards bullying among DCSF parent / carer segments

Certain parent / carer segments have **greater concerns around or experience of bullying**: Struggling Through; Committed But Discontented; Stepping Back.

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. They perceived their child(ren) to be more at risk of bullying, and to actually have experienced bullying.

These parents are much less confident about knowing to do if their child experiences bullying than parents in most other segments. They are also much less likely to act in response to their children being bullied (although most still would).

Struggling Through parents are more likely to want more help and advice on parenting generally, and on bullying in particular.

Committed But Discontented (A2)

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

Parents in this segment are more likely to have only one child, and are more likely to show indicators of difficulty or disadvantage (e.g. lower household income, lower social grade, higher proportion of lone parents, etc.).

They are generally more dissatisfied with, and have concerns around, their child(ren)'s safety.

Their child(ren) are more likely to have experienced physical bullying than children of parents of most other segments, but not more likely to have experienced bullying overall.

Committed But Discontented parents are more likely to want more help and advice on parenting generally, on keeping their child(ren) safe, and on bullying in particular.

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.

Stepping Back parents are more concerned about bullying than most other parent segments. They are more likely to say that they help their child(ren) to help themselves in relation to bullying. They are even less likely to agree that there is nothing that they can do to prevent their child(ren) being bullied.

Other parent / carer segments have **less concern around or experience of bullying**: Contented & Self-Fulfilled; Comfortable & Confident; Relaxed & Caring; Separate Lives.

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.

Generally they are less likely to consider their child(re) to be at risk of bullying, and are less likely to say that their child(ren) have experienced bullying.

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.

They are less likely to say their child(ren) have experienced bullying. However, they are even more likely to agree that they are confident that they would know what to do if their child(ren) were being bullied, and even more likely to take action if they were.

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.

Relaxed & Caring parents are less likely to consider their children are at risk from bullying (which is understandable given that they are likely to have younger children), and more likely to agree that bullying is part of growing up.

They are more likely to say they would know what to do, and more likely to take action, if their child(ren) were being bullied.

Separate Lives (A7)

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

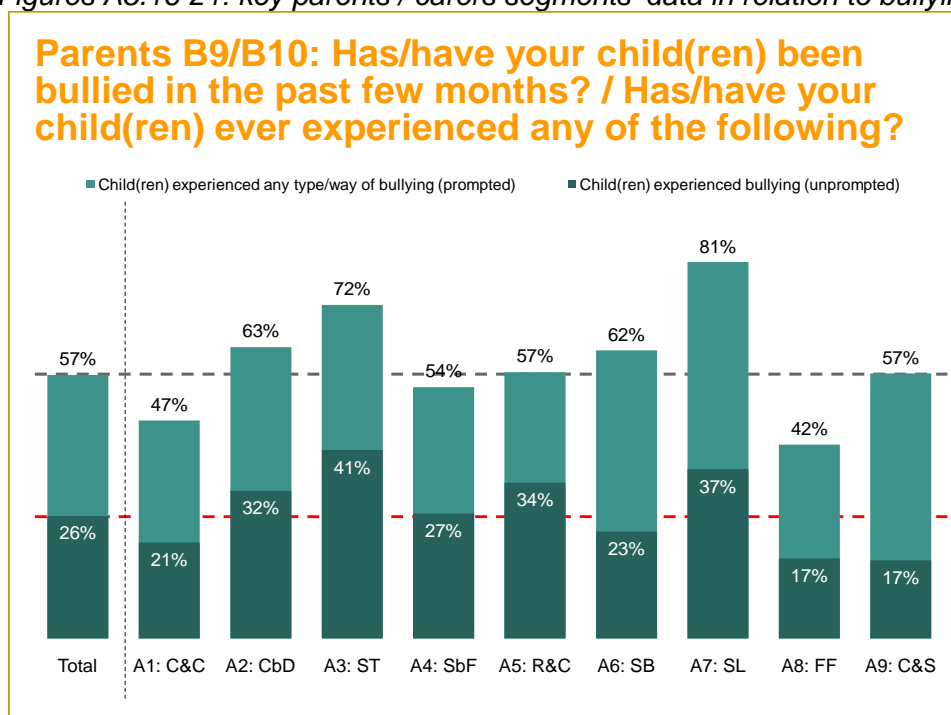
Parents in this segment are much more likely to have (only) older children. They have a higher average household income.

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

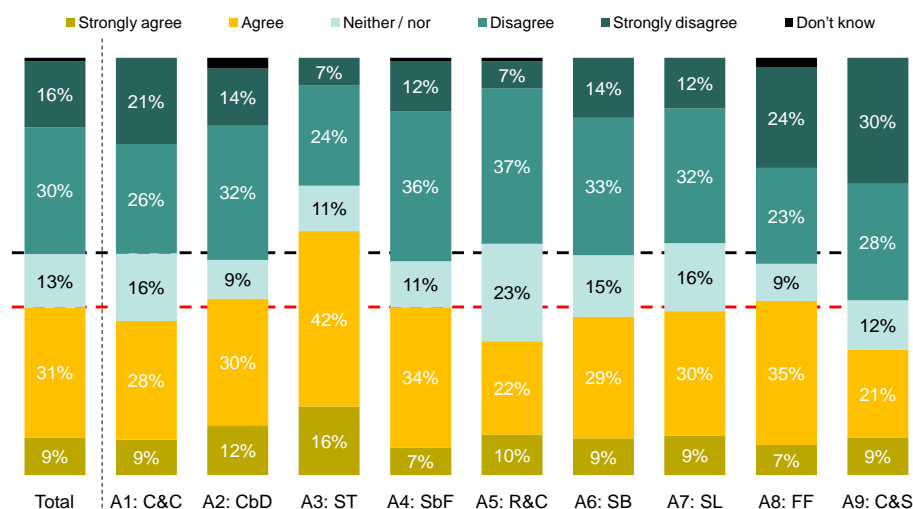
Stepping Back parents are more likely to agree that bullying is a part of growing up, and to agree that they help children to deal with it themselves. They are less likely than other parents to agree that they do things to reduce the risk of their child(ren) being bullied. All of these may be consistent with having older children who are more autonomous.

Children of Separate Lives parents are more likely to have experienced bullying. Their parents are less likely to have taken action in response to this.

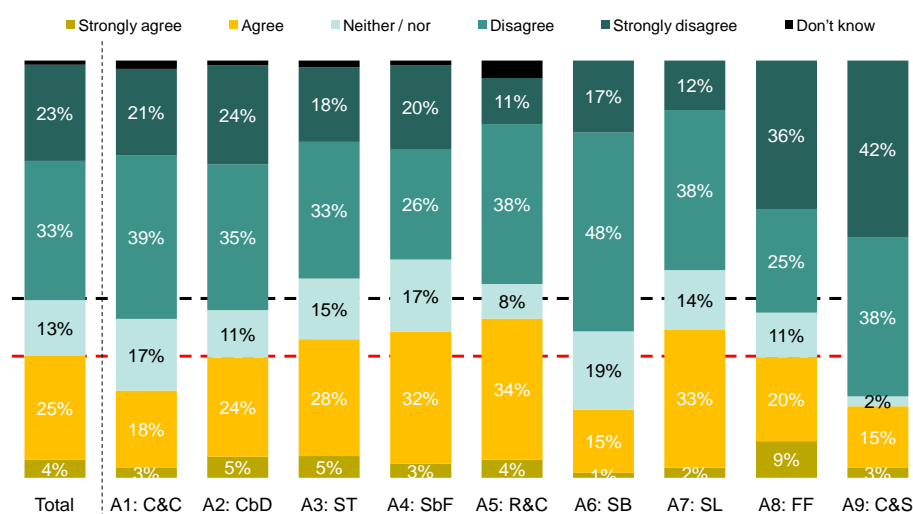
Figures A5.16-21: key parents / carers segments' data in relation to bullying



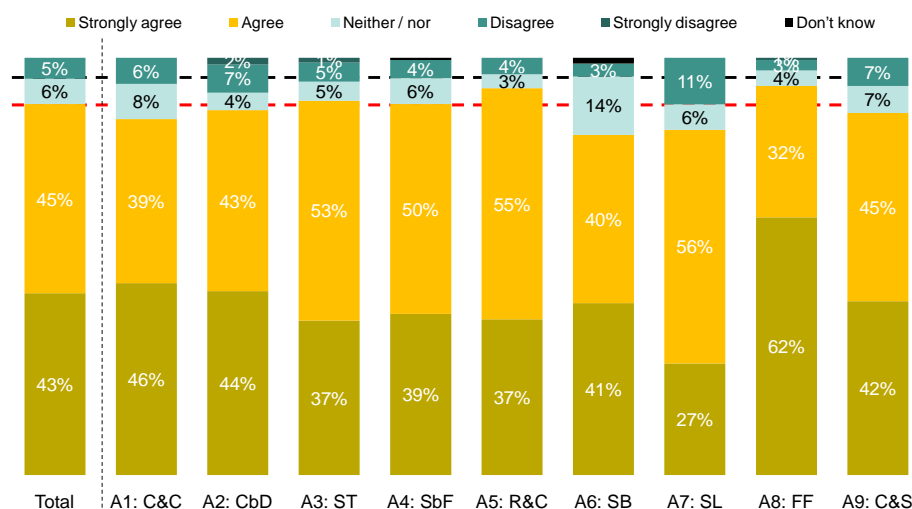
Parents B1 - How much do you agree with... 'My child is / children are at risk of bullying'?



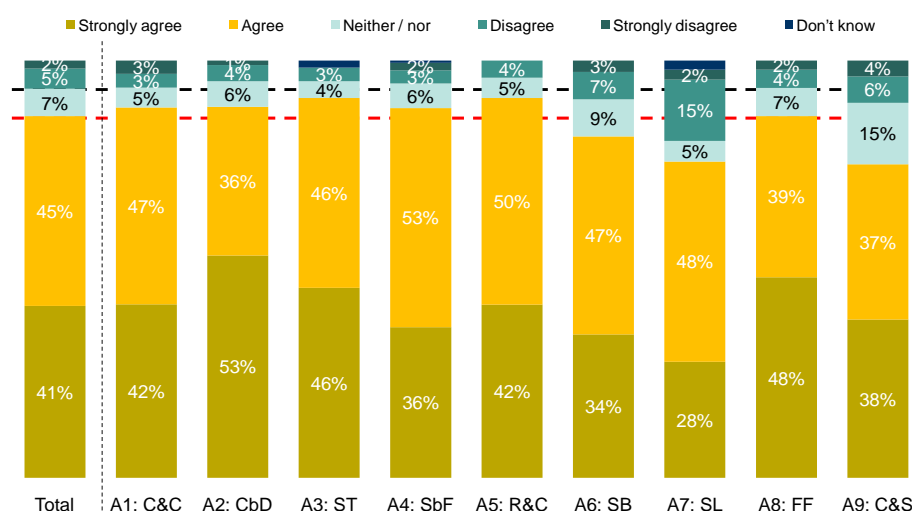
Parents B1 - How much do you agree with... 'Bullying is a part of growing up'?

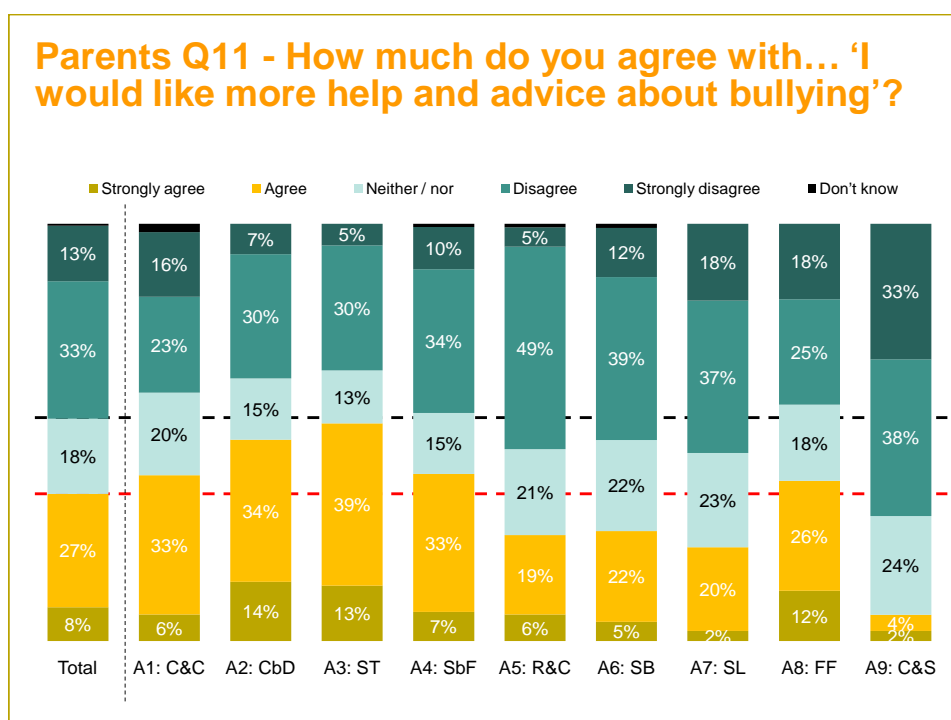


Parents B1 - How much do you agree with... 'I am confident that I would know what to do if my child was / children were being bullied'?



Parents B1 - How much do you agree with... 'I would ask for help or advice if I knew my child was / children were being bullied'?





A5.5 Attitudes towards bullying among DCSF children / young people segments

Three of the children and young people segments have a **greater experience of bullying, and a less positive attitude towards it**: Breaking The Rules; Weakening Links; Anxious & Unsure.

Breaking The Rules (C3)

(10% of survey sample of children aged 12-17, 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.

Breaking The Rules children have more experience of bullying, particularly physical bullying and cyber bullying. They are more likely to 'accept' bullying: agreeing that it is part of life; that is has to be bad before they would do something about it; that their parents and their school can't do anything to stop it.

Weakening Links (C5)

(6% of survey sample of children aged 12-17, 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 feel 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.

Weakening Links children have no particular concerns and don't consider themselves to be more at risk of bullying. However, they are more likely to have experienced bullying. They are more likely to agree that bullying is part of growing up and has to be bad before they would do something about it. Fewer of these children want help or advice in relation to bullying.

Anxious & Unsure (C4)

(6% of survey sample of children aged 12-17, 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.

Anxious & Unsure children are more concerned about and agree that they feel at risk from bullying. They are more likely to have experienced of bullying, particularly physical and cyber bullying. They are more likely to agree that bullying has to be bad before they would do something about it, but are less likely to agree that bullying is part of growing up.

One of the children's segments has **greater experience of bullying, but seemingly a more positive attitude and control around it**: Growing & Learning.

Growing & Learning (C1)

(12% of survey sample of children aged 12-17, 15% of total DCSF children universe)

A higher proportion of children within this segment are girls. A slightly higher proportion are younger children (compared with other children's segments). A higher proportion of children in this segment are in AB households.

This segment has no greater or lesser concerns around their safety compared with the average. They are more likely to agree that their parents are more aware and controlling of their safety.

This segment does not have higher concerns around bullying, but they are more likely to have experienced physical bullying. They are less confident in knowing what to do if they do experience bullying, but they are less likely to agree that bullying is a part of life, and are more likely to agree that their parents and their school can do something about it.

The three other children's segments have **less experience and concern with bullying generally**: High Ambitions; Exploring Independence; Happier At Home.

High Ambitions (C6)

(29% of survey sample of children aged 12-17, 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.

High Ambitions children are less likely to consider themselves to be at risk from bullying, and have less experience of bullying. They are (even) more confident than other children's segments that they know what to do if they experienced bullying. They are less likely to agree that parents can't do anything to stop bullying.

Exploring Independence (C7)

(21% of survey sample of children aged 12-17, 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.

Consistent with this, Exploring Independence children have less concern about bullying, and less experience of it.

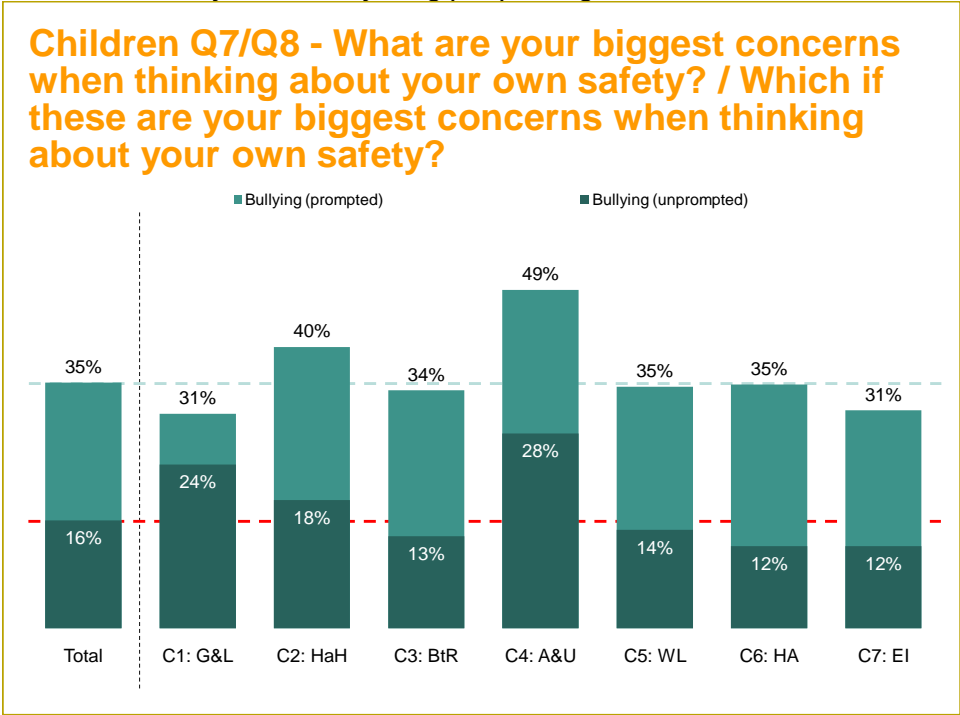
Happier At Home (C2)

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

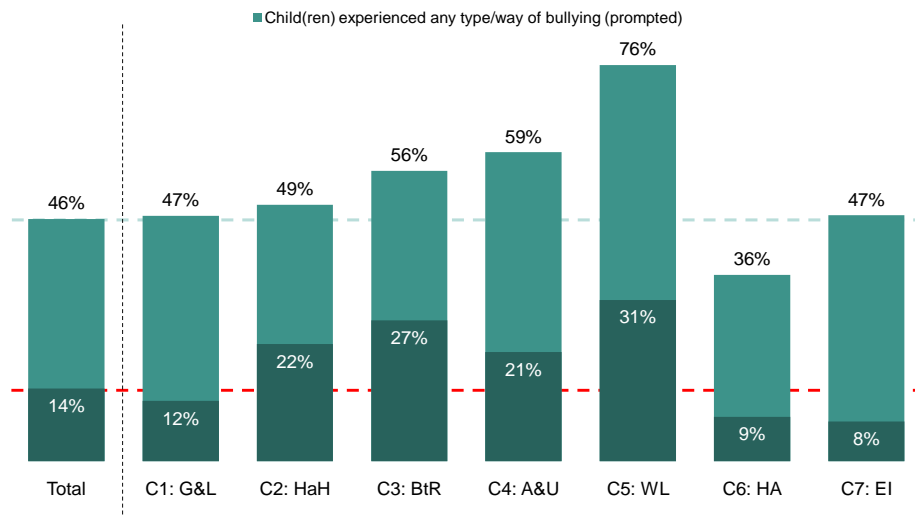
Children in this segment are more likely to be in lone parent families (but most are not), and there is a higher proportion of lower income households than in other segments. These children have more safety concerns generally, but not in one area in particular. They have more parental rules around where they can go and when they need to come home.

Happier At Home children have no particular concerns or experiences of bullying (they are average in this regard). However, they are more likely to want help and advice about bullying.

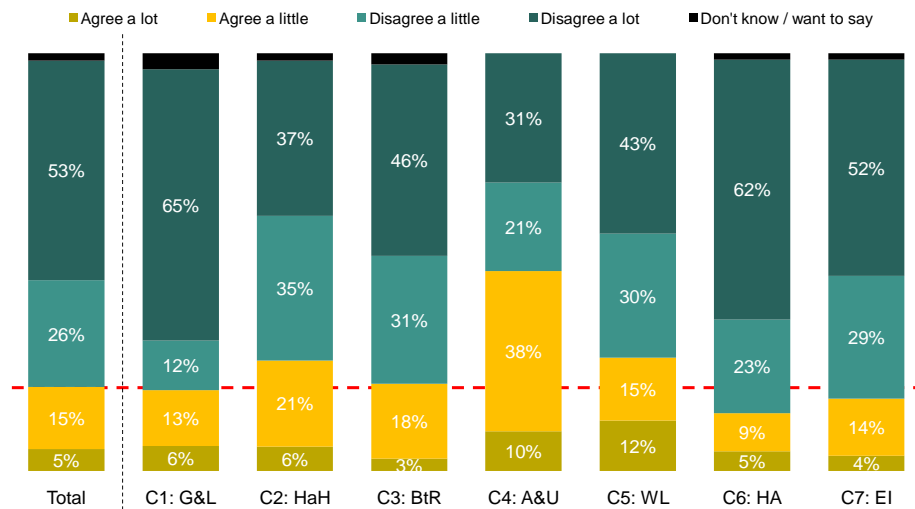
Figures A5.22-28: key children / young people segments' data in relation to bullying



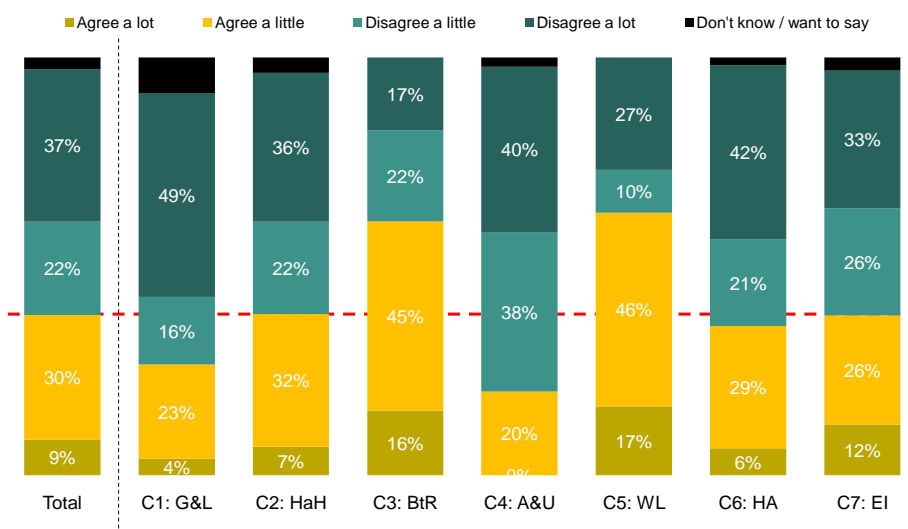
Children B2/B3 - Have you been bullied in the past few months? / Have you ever experienced any of the following?



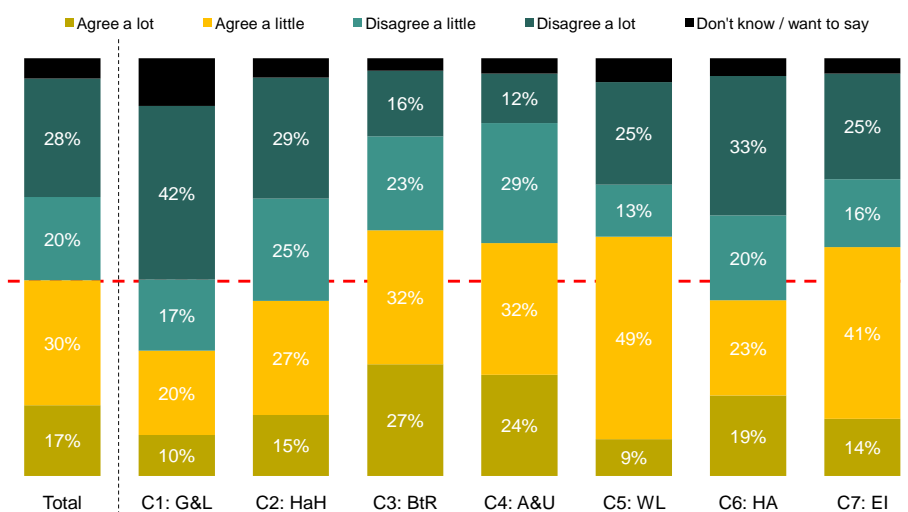
Children Q6 - How much do you agree: 'I feel at risk from bullying'?



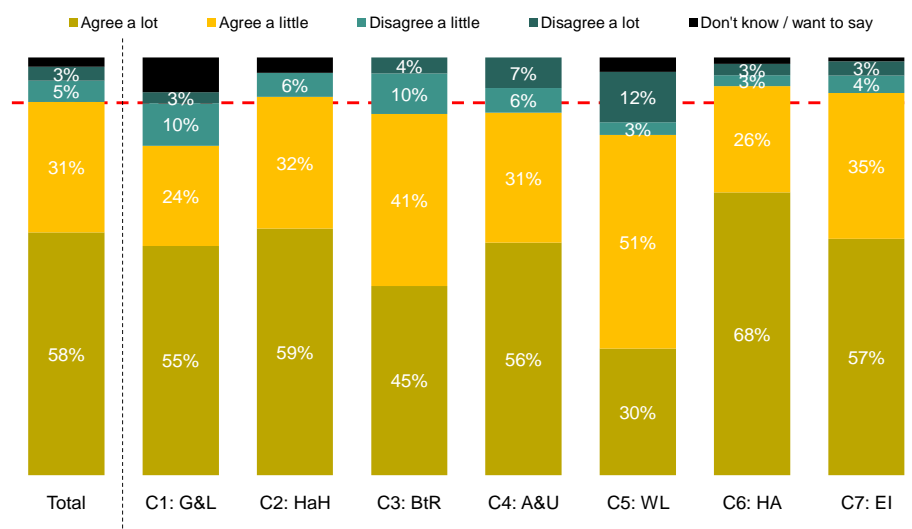
Children Q6 - How much do you agree: 'Bullying is a part of growing up'?



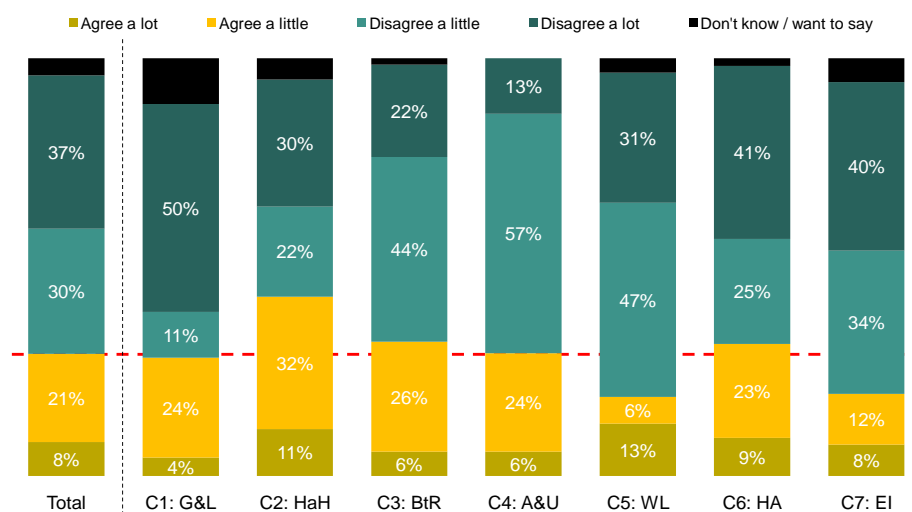
Children Q6 - How much do you agree: 'Bullying has to get quite bad before I feel I would need to do something about it'?



Children Q6 - How much do you agree: 'I am confident that I would know what to do if I was being bullied'?



Children Q6 - How much do you agree: 'I would like more help and advice about bullying'?



Ref: DCSF-RR192

ISBN: 978-1-64775-682-4

© 2010 Synovate (UK) Ltd. All rights reserved.

www.dcsf.gov.uk/research

**Published by the Department for
Children, Schools and Families**

Registered Charity no. 313393



**department for
children, schools and families**