

SCREENING QUESTIONNAIRE – COMPLETE WITH PARENT

QP1 ESTABLISH THAT PARENT HAS ANY CHILDREN AGED UNDER 16 LIVING AT HOME AND FOR WHOM THEY HAVE PARENTAL RESPONSIBILITY

Could you please tell me the ages of each of the children **aged under 16** living at home with you for whom you have parental responsibility, and whether each one is a boy or a girl? Please start with the **oldest** child.

| COMPLETE FOR EACH CHILD IN HOUSEHOLD AGED UNDER 16 | QP1A Child 1 (Oldest) | QP1B Child 2 (2 nd oldest) | QP1C Child 3 (3 rd oldest) | QP1D Child 4 (4 th oldest) | QP1E Child 5 (5 th oldest) | QP1F Child 6 (6 th oldest) |
|------------------------------------------------------|-----------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|
| Age (ENTER AGE IN YEARS) | | | | | | |
| Gender (CIRCLE ONE FOR EACH) | M / F | M / F | M / F | M / F | M / F | M / F |
| CODE CHILD TO BE INTERVIEWED – CIRCLE ONE AGED 12-15 | 1 | 2 | 3 | 4 | 5 | 6 |

TELEVISION - COMPLETE WITH PARENT

QP2 IF PARENT HAS COMPLETED ADULT INTERVIEW SAY – Can I just check... ASK ALL OTHER PARENTS

Do you have any television sets in your household? How many TV sets that are used at all do you have in your household?

SINGLE CODE

| | |
|-------------------|---|
| One | 1 |
| Two | 2 |
| Three | 3 |
| Four | 4 |
| Five | 5 |
| Six or more | 6 |
| None | 7 |

QP8

QP3 IF PARENT HAS COMPLETED ADULT INTERVIEW SAY – Can I just check...

ASK ALL OTHER PARENTS WITH ANY TV'S IN HOUSEHOLD AT QP2 – OTHERS SKIP TO QP8

Can any of your TV sets receive additional channels other than BBC, ITV, Channel 4/ S4C and (where available) Channel 5?

IF 'NO' – CODE 1 ONLY AND SKIP TO QP5

IF 'YES' - Is this via satellite, cable, a set-top box or TV set such as Freeview or via a broadband DSL line?

IF 'CABLE' - Can you receive the additional BBC channels such as BBC3 and CBeebies? - CODE 3 IF 'YES' OR CODE 4 IF 'NO'

MULTICODE OK FOR CODES 2-6 – IF RESPONDENT IS UNSURE WHETHER THEY RECEIVE ADDITIONAL CHANNELS, PLEASE CODE 1

| | | |
|----------------------------------------------------------------------------------------|---|-----|
| Terrestrial TV only (SINGLE CODE)..... | 1 | QP5 |
| Digital satellite TV (such as through Sky) | 2 | |
| Digital cable (through NTL or Telewest) WITH BBC3 AND CBeebies..... | 3 | |
| Non-digital cable (through NTL or Telewest) DO NOT HAVE BBC3 AND CBeebies..... | 4 | |
| Freeview (through a set-top box or digital TV set) | 5 | |
| Digital TV via broadband DSL line (through HomeChoice or Kingston Communications)..... | 6 | |

QP4 IF PARENT HAS COMPLETED ADULT INTERVIEW – SKIP TO QP5

ASK IF MULTI-CHANNEL TV AT QP3 (CODES 2-6) – OTHERS SKIP TO QP5

How many TV's in your household receive a service with additional channels?

IF NECESSARY – That is channels received through (CHOOSE AS APPROPRIATE FROM QP3)

Sky/ NTL/ Telewest/ Freeview/ HomeChoice/ Kingston Communications

in addition to BBC, ITV, Channel 4/ S4C and (where available) Channel 5?

SINGLE CODE

- One 1
- Two 2
- Three 3
- Four 4
- Five 5
- Six or more 6
- Don't know 7

QP5 ASK ALL PARENTS WITH ANY TV'S IN HOUSEHOLD AT QP2

Where are the televisions in your home that (CHILD TO BE INTERVIEWED) watches most often?

PROMPT IF NECESSARY MULTICODE OK

- Living room/ lounge/ sitting room 1
 - Bedroom – child's 2
 - Bedroom – parent's 3
 - Kitchen 4
 - Playroom/ family room 5
 - Den/ gamesroom 6
 - Office/ study 7
 - Hallway 8
 - Dining room 9
 - Other (WRITE IN) _____ 10
-
- Does not watch TV at home 11

QP6 **ASK PARENTS WITH ANY TV'S IN HOUSEHOLD AT QP2**

Do you do anything or have rules about the TV, videos and DVDs that your children aged under 16 watch?

IF YES - Can you describe them to me?

DO NOT READ OUT PROBE FULLY MULTICODE OK

COMPLETE FOR EACH CHILD IN HOUSEHOLD AGED UNDER 16

| | QP6A CHILD 1 | QP6B CHILD 2 | QP6C CHILD 3 | QP6D CHILD 4 | QP6E CHILD 5 | QP6F CHILD 6 |
|------------------------------------------------------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| No TV after 9pm..... | 1 | 1 | 1 | 1 | 1 | 1 |
| No TV after a certain time (WRITE IN) | 2 | 2 | 2 | 2 | 2 | 2 |
| Only BBC channels..... | 3 | 3 | 3 | 3 | 3 | 3 |
| Only terrestrial channels..... | 4 | 4 | 4 | 4 | 4 | 4 |
| Only children's TV programmes/ channels..... | 5 | 5 | 5 | 5 | 5 | 5 |
| Only non-commercial children's channels..... | 6 | 6 | 6 | 6 | 6 | 6 |
| Remote control used by adults only | 7 | 7 | 7 | 7 | 7 | 7 |
| Parental control settings on TV have been set up..... | 8 | 8 | 8 | 8 | 8 | 8 |
| Only watch videos/ DVDs with appropriate rating | 9 | 9 | 9 | 9 | 9 | 9 |
| Switch off/ switch over if adult decides content is not appropriate | 10 | 10 | 10 | 10 | 10 | 10 |
| Nothing violent..... | 11 | 11 | 11 | 11 | 11 | 11 |
| Nothing with bad language/ swearing | 12 | 12 | 12 | 12 | 12 | 12 |
| Regularly check on what they're watching | 13 | 13 | 13 | 13 | 13 | 13 |
| Length of time watch TV | 14 | 14 | 14 | 14 | 14 | 14 |
| Don't sit too close to the TV | 15 | 15 | 15 | 15 | 15 | 15 |
| Can only watch when supervised/ not on their own | 16 | 16 | 16 | 16 | 16 | 16 |
| Other (WRITE IN) | 17 | 17 | 17 | 17 | 17 | 17 |
| <hr/> | | | | | | |
| No, do not have rules and child does watch TV | 18 | 18 | 18 | 18 | 18 | 18 |
| Child does not watch TV | 19 | 19 | 19 | 19 | 19 | 19 |

QP7 **ASK IF MULTI-CHANNEL TV AT QP3 (CODES 2-6) – OTHERS SKIP TO QP8**

Have you or has anyone in your household set any controls on your TV service so that particular channels can only be watched by using a PIN number or password?

- Yes..... 1
- No 2
- Don't know 3

RADIO - COMPLETE WITH PARENT

QP8 **IF PARENT HAS COMPLETED ADULT INTERVIEW – SKIP TO QP9**

ASK ALL PARENTS

SHOWCARD A In which of these ways, if any, can you or anyone else in your household listen to radio at home?

IF NECESSARY – Please think of what **could** be used rather than what's actually used to listen to radio.

MULTICODE OK

- Through a traditional radio set (including portable sets, radio alarms, etc.) 1
- Through your satellite or cable TV service or Freeview..... 2
- Over the internet using a computer
- Through a DAB digital radio set (not an FM/ AM radio with a digital display – DAB radio has a mix of existing and new stations not available on FM/ AM in digital sound quality, with sets costing £50 or more)..... 4
- None of these (SINGLE CODE) 5 QP10

QP9 **ASK ALL PARENTS WITH RADIO AT HOME (QP8 CODES 1-4) – OTHERS SKIP TO QP10**

Do you do anything or have rules about the radio that your children aged under 16 listen to? IF YES - Can you describe them to me?

DO NOT READ OUT PROBE FULLY MULTICODE OK

COMPLETE FOR EACH CHILD IN HOUSEHOLD AGED UNDER 16

| | QP9A CHILD 1 | QP9B CHILD 2 | QP9C CHILD 3 | QP9D CHILD 4 | QP9E CHILD 5 | QP9F CHILD 6 |
|-----------------------------------------------------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| No radio after a certain time (WRITE IN)..... | 1 | 1 | 1 | 1 | 1 | 1 |
| Only BBC stations..... | 2 | 2 | 2 | 2 | 2 | 2 |
| Only certain stations/ shows..... | 3 | 3 | 3 | 3 | 3 | 3 |
| Only children's programmes..... | 4 | 4 | 4 | 4 | 4 | 4 |
| Remote control used by adults only..... | 5 | 5 | 5 | 5 | 5 | 5 |
| Switch off/ switch over if adult decides content is not appropriate..... | 6 | 6 | 6 | 6 | 6 | 6 |
| Regularly check on what they're listening to.... | 7 | 7 | 7 | 7 | 7 | 7 |
| Length of time listen to radio..... | 8 | 8 | 8 | 8 | 8 | 8 |
| Don't play radio too loud..... | 9 | 9 | 9 | 9 | 9 | 9 |
| Only listen supervised/ not on their own..... | 10 | 10 | 10 | 10 | 10 | 10 |
| Other (WRITE IN)..... | 11 | 11 | 11 | 11 | 11 | 11 |
| <hr/> | | | | | | |
| No do not have rules, and do listen to radio ... | 12 | 12 | 12 | 12 | 12 | 12 |
| Do not listen to the radio..... | 13 | 13 | 13 | 13 | 13 | 13 |

INTERNET - COMPLETE WITH PARENT

QP10 **IF PARENT HAS COMPLETED ADULT INTERVIEW SAY – Can I just check...**

ASK ALL PARENTS

Do you have any computers in your household? How many computers are used in your household?

(INTERVIEWER – INCLUDES ANY LAPTOPS THAT ARE USED)

SINGLE CODE

| | |
|------------------|---|
| One..... | 1 |
| Two..... | 2 |
| Three..... | 3 |
| Four..... | 4 |
| Five..... | 5 |
| Six or more..... | 6 |
| None..... | 7 |

QP20

QP11 **IF PARENT HAS COMPLETED ADULT INTERVIEW SAY – Can I just check...**

ASK ALL PARENTS WITH ANY COMPUTERS AT QP10 (CODES 1-6) – OTHERS SKIP TO QP20

SHOWCARD B Do you have access to the internet at home through a computer or laptop?

MULTICODE OK FOR CODES 1-4

| | |
|-------------------------------------------------------------------------------------------------------------------------|---|
| Ordinary phone line – dial-up access..... | 1 |
| Broadband – always on, high-speed access, allows you to make voice calls at the same time as using the internet..... | 2 |
| ISDN line – mid speed access, allows you to make voice calls at the same time as using the internet..... | 3 |
| Other (WRITE IN)..... | 4 |
| No, do not have internet access (SINGLE CODE)..... | 5 |
| Don't know..... | 6 |

QP20

QP20

QP12 ASK ALL PARENTS WHO HAVE INTERNET ACCESS (QP11 CODES 1-4) – OTHERS SKIP TO QP20

Do any of your children aged under 16 use the internet at home?

IF NECESSARY – This would include sending and receiving e-mails and using Instant Messaging

COLLECT RESPONSE FOR EACH CHILD BELOW

COMPLETE FOR EACH CHILD IN HOUSEHOLD AGED UNDER 16

| | QP12A | QP12B | QP12C | QP12D | QP12E | QP12F |
|-----|---------|---------|---------|---------|---------|---------|
| | Child 1 | Child 2 | Child 3 | Child 4 | Child 5 | Child 6 |
| Yes | 1 | 1 | 1 | 1 | 1 | 1 |
| No | 2 | 2 | 2 | 2 | 2 | 2 |

QP13 ASK FOR EACH CHILD USING INTERNET AT QP12A-QP12F (CODE 1) – OTHERS SKIP TO QP17

How many hours in a typical week would they be on the internet?

COMPLETE FOR EACH CHILD USING THE INTERNET AT QP12

| | QP13A | QP13B | QP13C | QP13D | QP13E | QP13F |
|---------------------------------------------------------------------------------|---------|---------|---------|---------|---------|---------|
| | Child 1 | Child 2 | Child 3 | Child 4 | Child 5 | Child 6 |
| Hours in a typical week – CODE 0 IF NONE, CODE 0.5 IF LESS THAN 1 HOUR PER WEEK | | | | | | |

QP14 ASK IF CHILD TO BE INTERVIEWED USES THE INTERNET AT HOME AT QP12A-QP12F – OTHERS SKIP TO QP15

IF YES - Where are the computers in your home that (CHILD TO BE INTERVIEWED) uses the internet for most often?

PROMPT IF NECESSARY MULTICODE OK

- Living room/ lounge/ sitting room..... 1
- Bedroom – child's 2
- Bedroom – parent's 3
- Kitchen..... 4
- Playroom/ family room 5
- Den/ gamesroom 6
- Office/ study..... 7
- Hallway 8
- Dining room 9
- Other (WRITE IN) 10

QP15 ASK FOR EACH CHILD USING INTERNET AT QP12A-QP12F

Do you do anything or have rules about the access that your children aged under 16 have to the internet?

IF YES - Can you describe them to me?

DO NOT READ OUT PROBE FULLY MULTICODE OK

COMPLETE FOR EACH CHILD USING THE INTERNET AT QP12A-QP12F

| | QP15A CHILD 1 | QP15B CHILD 2 | QP15C CHILD 3 | QP15D CHILD 4 | QP15E CHILD 5 | QP15F CHILD 6 |
|-------------------------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Computer position – e.g. in living room..... | 1 | 1 | 1 | 1 | 1 | 1 |
| Only websites agreed with parent..... | 2 | 2 | 2 | 2 | 2 | 2 |
| Only children's websites..... | 3 | 3 | 3 | 3 | 3 | 3 |
| Blocked access to types of websites..... | 4 | 4 | 4 | 4 | 4 | 4 |
| Regularly check what they're doing on-line..... | 5 | 5 | 5 | 5 | 5 | 5 |
| Length of time using the internet..... | 6 | 6 | 6 | 6 | 6 | 6 |
| Filtering software loaded – e.g. Net Nanny..... | 7 | 7 | 7 | 7 | 7 | 7 |
| Only use when supervised/ not on their own..... | 8 | 8 | 8 | 8 | 8 | 8 |
| Check what they've done/ history/ e-mails..... | 9 | 9 | 9 | 9 | 9 | 9 |
| No Instant Messaging..... | 10 | 10 | 10 | 10 | 10 | 10 |
| No downloading..... | 11 | 11 | 11 | 11 | 11 | 11 |
| No rude/ pornographic websites..... | 12 | 12 | 12 | 12 | 12 | 12 |
| No chat rooms..... | 13 | 13 | 13 | 13 | 13 | 13 |
| No buying anything..... | 14 | 14 | 14 | 14 | 14 | 14 |
| Other (WRITE IN)..... | 15 | 15 | 15 | 15 | 15 | 15 |

 No, do not have rules (SINGLE CODE).....16.....16.....16.....16.....16.....16

QP16 ASK IF CHILD TO BE INTERVIEWED USES THE INTERNET AT HOME AT QP12A-QP12F – OTHERS SKIP TO QP17

SHOWCARD C I'm going to read out some things that other parents have said about their children and the internet. Could you please use this sheet to say how much you agree or disagree with each one in terms of (CHILD TO BE INTERVIEWED) and their use of the internet?

READ OUT EACH IN TURN – SINGLE CODE

| | | Strongly disagree | Slightly disagree | Neither agree nor disagree | Slightly agree | Strongly agree | Don't know |
|---|------------------------------------------------------------------------|-------------------|-------------------|----------------------------|----------------|----------------|------------|
| A | My child knows more about the internet than I do | 1 | 2 | 3 | 4 | 5 | 6 |
| B | I'm worried about my child seeing inappropriate things on the internet | 1 | 2 | 3 | 4 | 5 | 6 |
| C | I wouldn't have the internet at home if it wasn't for my child | 1 | 2 | 3 | 4 | 5 | 6 |

QP17 ASK ALL PARENTS WHO HAVE INTERNET ACCESS (QP11 CODES 1-4)

Are there any controls set on your internet service or any software loaded on your computer to stop your children viewing certain types of websites?

IF YES – Did you or another adult in the household install these?

SINGLE CODE

| | | |
|-------------------------------------------------|---|------|
| Yes – I installed..... | 1 | QP18 |
| Yes – other adult installed..... | 2 | QP18 |
| Controls/ software was pre-set/ pre-loaded..... | 3 | QP18 |
| No, nothing set or loaded..... | 4 | QP19 |
| Don't know..... | 5 | QP20 |

QP18 ASK IF CONTROLS SET AT QP17 (CODES 1-3) – OTHERS SKIP TO QP19

Do your children know how to unset, bypass or over-ride these controls?
SINGLE CODE

- Yes – any of my children know how to unset..... 1
- No – children do not know how to unset..... 2
- Don't know..... 3

QP19 ASK IF NO CONTROLS SET/ SOFTWARE LOADED AT QP17 (CODE 4) – OTHERS SKIP TO QP20

And can you tell me why that is?
DO NOT READ OUT PROBE FULLY MULTICODE OK

- Didn't know this was possible 1
- Trust my child/ children to be sensible/ responsible 2
- Child/ children too young to surf/ look around the web..... 3
- Child/ children too old for setting these controls 4
- Don't know how to do this..... 5
- Wouldn't work/ they'd find a way around any controls..... 6
- Other (WRITE IN) _____ 7

MOBILE PHONE - COMPLETE WITH PARENT

QP20 ASK ALL PARENTS

Do any of your children have their own mobile phone?

| | QP20A | QP20B | QP20C | QP20D | QP20E | QP20F |
|---------------------------------------|---------|---------|---------|---------|---------|---------|
| | CHILD 1 | CHILD 2 | CHILD 3 | CHILD 4 | CHILD 5 | CHILD 6 |
| Yes – has mobile phone | 1 | 1 | 1 | 1 | 1 | 1 |
| No – does not have mobile phone | 2 | 2 | 2 | 2 | 2 | 2 |

QP21 ASK IF ANY CHILDREN HAVE A MOBILE PHONE AT QP20A-QP20F (CODE 1) – OTHERS SKIP TO QP23

Do you do anything or have rules about the use your children make of their mobile phones? IF YES - Can you describe them to me?

DO NOT READ OUT PROBE FULLY MULTICODE OK
COMPLETE FOR EACH CHILD IN HOUSEHOLD AGED UNDER 16

| | QP21A | Q P21B | Q P21C | Q P21D | Q P21E | Q P21F |
|------------------------------------------------------------------|---------|---------|---------|---------|---------|---------|
| | CHILD 1 | CHILD 2 | CHILD 3 | CHILD 4 | CHILD 5 | CHILD 6 |
| Child responsible for paying top-ups/ bills | 1 | 1 | 1 | 1 | 1 | 1 |
| Limit the top-ups put on the phone | 2 | 2 | 2 | 2 | 2 | 2 |
| Only calls & texts/ no internet/ WAP browsing..... | 3 | 3 | 3 | 3 | 3 | 3 |
| Limited time to make phone calls..... | 4 | 4 | 4 | 4 | 4 | 4 |
| Regularly check on what they're doing with the phone..... | 5 | 5 | 5 | 5 | 5 | 5 |
| Use hands-free headset instead of phone handset | 6 | 6 | 6 | 6 | 6 | 6 |
| Use filters/ controls from mobile operator/ manufacturer..... | 7 | 7 | 7 | 7 | 7 | 7 |
| Other (WRITE IN) _____ | 8 | 8 | 8 | 8 | 8 | 8 |
| _____ | | | | | | |
| No, do not have rules (SINGLE CODE)..... | 9 | 9 | 9 | 9 | 9 | 9 |

QP22 ASK IF CHILD TO BE INTERVIEWED HAS A MOBILE PHONE AT QP20A-QP20F – OTHERS SKIP TO QP23

Do you know about how much is spent on (CHILD TO BE INTERVIEWED'S) phone each month?

IF YES – About how much is that?

PROMPT IF NECESSARY

- Up to £5 1
- £6-£10..... 2
- £11-£20..... 3
- £21-£30..... 4
- £31-£50..... 5
- £51-£100..... 6
- £101-£200..... 7
- More than £200..... 8
- Don't know 9

QP23 ASK ALL PARENTS

SHOWCARD D Does (CHILD TO BE INTERVIEWED) have or does your household have any of the following?

READ OUT ITEMS AND CODE ONE RESPONSE FOR EACH

INTERVIEWER – IF RESPONDENT IS UNSURE WHETHER TO OPT FOR CODE 1 OR CODE 2 – CHOOSE CODE 1

| | | Child has | Household has and child uses | Household has and child does not use | Do not have in household |
|---|----------------------------------------------------|-----------|------------------------------|--------------------------------------|--------------------------|
| A | Digital camera | 1 | 2 | 3 | 4 |
| B | Digital camcorder | 1 | 2 | 3 | 4 |
| C | Palmtop computer/ Personal Digital Assistant/ PDA | 1 | 2 | 3 | 4 |
| D | MP3 player (e.g. iPod/ MuVo/ iRiver) | 1 | 2 | 3 | 4 |
| E | CD player | 1 | 2 | 3 | 4 |
| F | Games console (e.g. PlayStation/ Xbox/ Nintendo) | 1 | 2 | 3 | 4 |
| G | Video cassette recorder | 1 | 2 | 3 | 4 |
| H | DVD player | 1 | 2 | 3 | 4 |
| I | DVD recorder | 1 | 2 | 3 | 4 |
| J | Personal video recorder/ PVR (e.g. Sky Plus/ TiVo) | 1 | 2 | 3 | 4 |

SAY TO PARENT – Thank you very much for answering those questions. I'd now like to ask (CHILD TO BE INTERVIEWED) some questions on their own if that's OK.

QC0 WAS THE CHILD TO BE INTERVIEWED PRESENT DURING THIS INTERVIEW WITH THEIR PARENT?

SINGLE CODE

- Yes, and child conferred with parent as the interview was taking place..... 1
- Yes, but they did not comment during the interview 2
- No, they were not present 3

INTERVIEWER – OK FOR PARENT TO STAY, BUT WOULD PREFER TO INTERVIEW CHILD ALONE, IN CASE PARENT BEING THERE ALTERS THE CHILD'S RESPONSES

MAIN QUESTIONNAIRE – COMPLETE WITH CHILD

TELEVISION

QC1A ASK IF ANY TV'S IN HOUSEHOLD AT QP2 – OTHERS SKIP TO QC10

Thinking about when you're watching television at home, do you spend most of the time...

READ OUT SINGLE CODE

- Watching with a grown up 1
- Watching with other children, but not a grown up..... 2
- Watching on your own 3

QC1B ASK IF ANY TV'S IN HOUSEHOLD

Do you have a television in your bedroom?

- Yes 1
- No 2
- Refused 3

QC2 ASK IF ANY TV'S IN HOUSEHOLD

Please think about the time you spend watching television on a typical school day.

How many hours would you say you spend watching TV programmes – both before and after school?

And how many hours would you say you watch television on a day at the weekend?

INTERVIEWER – PLEASE CALCULATE TOTAL WEEKLY HOURS (5 x TYPICAL SCHOOL DAY PLUS 2 x DAY AT THE WEEKEND) AND ENTER NUMBER IN GRID

QC3 ASK IF ANY TV'S IN HOUSEHOLD

And how many DVDs or videos would you say you watch in a typical week?

INTERVIEWER – WE MEAN THE NUMBER WATCHED NOT THE NUMBER OF HOURS WATCHED – PLEASE CHECK THE RESPONDENT IS INCLUDING SCHOOL DAYS AND THE WEEKEND

| | QC2 | QC3 |
|----------------------------------------------------------------------------------------------------------------------|---------------|--------------------------------------------------|
| | TV programmes | DVDs or videos – <u>number watched</u> please |
| Number of hours watched in a typical week – Please enter 0 if none, or enter 0.5 if less than 1 hour per week | | |

QC4 ASK IF ANY TV'S IN HOUSEHOLD

Have you ever done any of these things as a result of seeing something on television?

READ OUT EACH IN TURN

- | | Yes | No | Don't know |
|-----------------------------------------------------------------------|-----|----|------------|
| A. Sent a text message to the programme or TV channel | 1 | 2 | 3 |
| B. Made a phone call to the programme or TV channel..... | 1 | 2 | 3 |
| C. Sent an e-mail to the programme or TV channel..... | 1 | 2 | 3 |
| D. Visited a programme's website..... | 1 | 2 | 3 |
| E. Pressed the red button on your remote control..... | 1 | 2 | 3 |
| F. Sent a letter through the post to the programme or TV channel..... | 1 | 2 | 3 |

QC5 ASK IF 'YES' TO ANY AT QC4A-QC4F (CODE 1) - OTHERS SKIP TO QC6

What did you do that for?

DO NOT READ OUT PROBE FULLY MULTICODE OK

INTERVIEWER – READ BACK THE RESPONSES GIVEN AT QC4 TO HELP RESPONDENT IF NECESSARY

- To enter a competition 1
- To vote/ nominate 2
- To respond to a feature on the programme 3
- To speak 'on air' to the programme presenter 4
- To take part in a quiz 5
- To complain about a programme 6
- To play a game 7
- To change the viewing angle/ use playercam 8
- To purchase items 9
- To find out more about something featured on TV 10
- To donate to a charity (e.g. Red Nose Day) 11
- Other (WRITE IN) 12

Can't remember 13

QC6 ASK IF ANY TV'S IN HOUSEHOLD

I'd like you to think about a time, say after school, when you've watched BBC channels and then switched to other channels such as ITV or Channel 4/ S4C. What differences, if any, are there between watching programmes on BBC and the other channels?

DO NOT READ OUT PROBE FULLY MULTICODE OK

- Adverts/ advertising on other/ non-BBC channels 1
- Other (WRITE IN) 2

No difference (SINGLE CODE) 3

Don't know 4

QC7 **ASK IF ANY TV'S IN HOUSEHOLD AT QP2**

Do your parents do anything or have any rules about the TV that you watch at home?

IF YES - What do they do, what are the rules?

DO NOT READ OUT PROBE FULLY MULTICODE OK

| | |
|-----------------------------------------------------------------------------|----|
| No TV after 9pm | 1 |
| No TV after a certain time (WRITE IN) _____ | 2 |
| Only BBC channels..... | 3 |
| Only terrestrial channels..... | 4 |
| Only children's TV programmes/ channels | 5 |
| Only non-commercial children's channels | 6 |
| Remote control used by adults only..... | 7 |
| Parental control settings on TV have been set up | 8 |
| Only watch videos/ DVDs with appropriate rating..... | 9 |
| Switch off/ switch over if adult decides content is not appropriate..... | 10 |
| Regularly check on what I'm watching..... | 11 |
| How long I'm allowed to watch TV for..... | 12 |
| Don't sit too close to the TV | 13 |
| Can only watch with an adult/ not on my own..... | 14 |
| Other (WRITE IN) _____ | 15 |
| _____ | |
| No, do not (SINGLE CODE) | 16 |
| Don't know | 17 |

QC8 **ASK IF ANY TV'S IN HOUSEHOLD**

Can you please tell me if you agree or not with some things about TV that I'm going to read out?

READ OUT EACH IN TURN

| | Agree | Disagree | Don't know |
|-----------------------------------------------------|-------|----------|------------|
| A. We should all be able to watch what we like..... | 1 | 2 | 3 |
| B. Television can affect people in a good way | 1 | 2 | 3 |
| C. Television can affect people in a bad way | 1 | 2 | 3 |
| D. The more TV channels the better | 1 | 2 | 3 |

QC9 **ASK IF ANY TV'S IN HOUSEHOLD**

As you probably know, there are different types of programmes on TV – for example sports, news, soap operas and so on. I want to find out what you think of some of these types of programmes, and how often you think they provide true information.

READ OUT EACH IN TURN THEN PROMPT WITH OPTIONS

| | | Always true | True most of the time | Sometimes true | Never true | Don't watch this type of programme | Don't know |
|---|------------------------------------------------------------------------------------------------------|-------------|-----------------------|----------------|------------|------------------------------------|------------|
| A | Current affairs programmes – like Panorama and Tonight with Trevor McDonald | 1 | 2 | 3 | 4 | 5 | 6 |
| B | Nature and wildlife programmes – like The Blue Planet and Big Cat diary | 1 | 2 | 3 | 4 | 5 | 6 |
| C | News programmes – like the 6 o'clock news | 1 | 2 | 3 | 4 | 5 | 6 |
| D | Reality TV programmes that show real people placed in new situations – like Big Brother or Wife Swap | 1 | 2 | 3 | 4 | 5 | 6 |

RADIO

ASK ALL

QC10 **SHOWCARD E** Do you ever listen to radio in any of the following ways?

READ OUT MULTICODE OK

- In the car 1
- At home through a traditional radio set 2
- At home through your satellite or cable TV service or Freeview 3
- At home over the internet using a computer 4
- At home through a DAB digital radio set (not an FM/ AM radio with a digital display – DAB radio has a mix of existing and new stations not available on FM/ AM in digital sound quality, with sets costing £50 or more) 5
- At home using a personal radio or mobile phone 6
- Out and about using a personal radio or mobile phone 7 _____
- None of these (SINGLE CODE) 8 **QC18**

QC11 **ASK IF LISTEN IN CAR AT QC10 (CODE 1) – OTHERS SKIP TO QC12**
 How many hours would you say you spend listening in the car on a typical school day?

And how many hours would you say you spend listening in the car on a day at the weekend?
 INTERVIEWER – PLEASE CALCULATE TOTAL WEEKLY HOURS (5 x TYPICAL SCHOOL DAY PLUS 2 x DAY AT THE WEEKEND) AND ENTER NUMBER IN GRID

QC12 **ASK IF LISTEN AT HOME AT QC10 (CODES 2-6) – OTHERS SKIP TO QC13**
 How many hours would you say you spend listening at home on a typical school day?

And how many hours would you say you spend listening at home on a day at the weekend?
 INTERVIEWER – PLEASE CALCULATE TOTAL WEEKLY HOURS (5 x TYPICAL SCHOOL DAY PLUS 2 x DAY AT THE WEEKEND) AND ENTER NUMBER IN GRID

QC13 **ASK IF LISTEN OUT AND ABOUT AT QC10 (CODE 7) – OTHERS SKIP TO QC14**
 How many hours would you say you spend listening when you're out and about on a typical school day?

And how many hours would you say you spend listening when you're out and about on a day at the weekend?
 INTERVIEWER – PLEASE CALCULATE TOTAL WEEKLY HOURS (5 x TYPICAL SCHOOL DAY PLUS 2 x DAY AT THE WEEKEND) AND ENTER NUMBER IN GRID

| | QC11 | QC12 | QC13 |
|--------------------------------------------------------------------------------------------------------------|------------|---------|---------------|
| | In the car | At home | Out and about |
| Number of hours listen in a typical week – Please enter 0 if none, or enter 0.5 if less than 1 hour per week | | | |

QC14 **ASK IF LISTEN TO RADIO AT HOME AT QC10 (CODES 2-6) – OTHERS SKIP TO QC18**
 I'd like you to think about the time you spend listening to the radio at home. Do you usually...
 READ OUT SINGLE CODE

- Listen with at least one of your parents in the room with you..... 1
- Listen with other children, but not your parents.....2
- Listen on your own3

QC15 **ASK IF LISTEN TO RADIO AT HOME**
 Have you ever done any of these things as a result of hearing something on the radio?
 READ OUT EACH IN TURN

- | | Yes | No | Don't know |
|---------------------------------------------------------------------------|-----|----|------------|
| A. Sent a text message to the programme or radio station..... | 1 | 2 | 3 |
| B. Made a phone call to the programme or radio station | 1 | 2 | 3 |
| C. Sent an e-mail to the programme or radio station | 1 | 2 | 3 |
| D. Visited a programme's website..... | 1 | 2 | 3 |
| E. Sent a letter through the post to the programme or radio station | 1 | 2 | 3 |
| F. Attended an event sponsored by a radio station..... | 1 | 2 | 3 |

QC16 ASK IF 'YES' TO ANY AT QC15A-QC15E (CODE 1) - OTHERS SKIP TO QC17

What did you do that for?

DO NOT READ OUT PROBE FULLY MULTICODE OK

| | |
|----------------------------------------------------|---|
| To enter a competition | 1 |
| To vote/ nominate | 2 |
| To respond to a feature on the programme | 3 |
| To speak 'on air' to the programme presenter | 4 |
| To take part in a quiz | 5 |
| To complain about a programme | 6 |
| To donate to charity | 7 |
| Other (WRITE IN) | 8 |

Can't remember

QC17 ASK IF LISTEN TO RADIO AT HOME

Do your parents do anything or have any rules about the radio that you listen to at home?

IF YES - What do they do, what are the rules?

DO NOT READ OUT PROBE FULLY MULTICODE OK

| | |
|---------------------------------------------------------------------------|----|
| No radio after a certain time (WRITE IN) | 1 |
| Only BBC channels | 2 |
| Only certain stations/ shows | 3 |
| Only children's programmes | 4 |
| Remote control used by adults only | 5 |
| Switch off/ switch over if adult decides content is not appropriate | 6 |
| Regularly check on what I'm listening to | 7 |
| Length of time listen to radio | 8 |
| Don't play radio too loud | 9 |
| Only listen supervised, not on my own | 10 |
| Other (WRITE IN) | 11 |

No, do not (SINGLE CODE)

Don't know

INTERNET

CHECK RESPONSE AT QP12A-QP12F TO SEE IF CHILD BEING INTERVIEWED USES THE INTERNET AT HOME - IF NOT THEN CODE 4 AT QC18 - SKIP TO QC20

QC18 ASK IF USE THE INTERNET AT HOME (QP12A-QP12F CODE 1)

I'd like you to think about the time you spend using the internet at home. Do you usually...

READ OUT SINGLE CODE

| | |
|-----------------------------------------------------------------------------------|--------|
| Use the internet while at least one of your parents is in the room with you | 1 |
| Use the internet with other children, but not your parents | 2 |
| Use the internet on your own | 3 |
| Do not use the internet at home | 4 QC20 |

QC19 ASK IF USE THE INTERNET AT HOME

Do you have internet access in your bedroom?

- Yes 1
- No 2
- Refused 3

QC20 ASK ALL

Do you use the internet anywhere apart from home at all?

IF YES - Where is that?

READ OUT IF NECESSARY – MULTICODE OK

- School 1
- Library 2
- Internet café 3
- Friend's house 4
- Wi-Fi hotspot/ wireless access area 5
- Other (WRITE IN) 6

 No, do not (SINGLE CODE) 7

QC21 ASK IF USE INTERNET AT HOME (QC18 CODES 1-3) – OTHERS ENTER ZERO AT QC21 AND SKIP TO QC22

Please think about the time you spend using the internet at home.

How many hours would you say you spend using the internet at home on a typical school day?

And how many hours would you say you spend using the internet at home on a day at the weekend?

INTERVIEWER – PLEASE CALCULATE TOTAL WEEKLY HOURS (5 x TYPICAL SCHOOL DAY PLUS 2 x DAY AT THE WEEKEND) AND ENTER NUMBER IN GRID

QC22 ASK IF USE INTERNET AT SCHOOL (QC20 CODE 1) – OTHERS ENTER ZERO AT QC22 AND SKIP TO QC23

Please think about the time you spend using the internet at school.

How many hours would you say you spend using the internet at school on a typical school day?

INTERVIEWER – PLEASE CALCULATE TOTAL WEEKLY HOURS (5 x TYPICAL SCHOOL DAY) AND ENTER NUMBER IN GRID

QC23 ASK IF USE INTERNET ELSEWHERE (QC20 CODES 2-6) – OTHERS ENTER ZERO AT QC23 AND SKIP TO QC24

Please think about the time you spend using the internet elsewhere (so not at home and not at school) in one week.

How many hours would you say you spend using the internet elsewhere on a typical school day?

And how many hours would you say you spend using the internet elsewhere on a day at the weekend?

INTERVIEWER – PLEASE CALCULATE TOTAL WEEKLY HOURS (5 x TYPICAL SCHOOL DAY PLUS 2 x DAY AT THE WEEKEND) AND ENTER NUMBER IN GRID

| | QC21 | QC22 | QC23 |
|--------------------------------------------------------------------------------------------------------------------|---------|-----------|-----------|
| | At home | At school | Elsewhere |
| Number of hours in a typical week – Please enter 0 if none, or enter 0.5 if less than 1 hour per week | | | |

QC24 **ASK ALL WHO USE THE INTERNET (QC18 CODES 1-3 OR QC20 CODES 1-6) – OTHERS SKIP TO QC28**
SHOWCARD F Thinking about what you do when you use the internet, which of these do you use the internet for?
 READ OUT – MULTICODE OK

QC25 And which would you say are your **main** uses?
 CODE UP TO THREE RESPONSES FROM QC24

| | QC24 | QC25 |
|--------------------------------------------------------------|------|------|
| A. e-mails..... | 1 | 1 |
| B. Chat rooms..... | 2 | 2 |
| C. Instant Messaging (MSN Messenger, AOL Messenger etc)..... | 3 | 3 |
| D. Reading or writing Web-logs/ blogging..... | 4 | 4 |
| E. Creating/updating websites..... | 5 | 5 |
| F. School work/ homework..... | 6 | 6 |
| G. Sports news..... | 7 | 7 |
| H. Finding out things for someone else..... | 8 | 8 |
| I. Celebrity/ showbiz news..... | 9 | 9 |
| J. Playing games..... | 10 | 10 |
| K. eBay/ QXL/ auction sites..... | 11 | 11 |
| L. Downloading music..... | 12 | 12 |
| M. Looking at national or international news..... | 13 | 13 |
| N. Listening to radio..... | 14 | 14 |
| O. TV programme websites..... | 15 | 15 |
| P. Other (WRITE IN)..... | 16 | 16 |

QC26 **ASK IF USE INTERNET AT HOME (QC18 CODES 1-3) – OTHERS SKIP TO QC28**
SHOWCARD G Please think about using the internet to visit a website that you haven't heard of or been to before.
 Which, if any, of these things would you do?
 MULTICODE OK FOR CODES 1-3

| | |
|------------------------------------------------------------------------------------------|---|
| Check how up to date the information is..... | 1 |
| Check some types of information across a number of websites to be sure it's correct..... | 2 |
| Check who has created the web page and for what reason..... | 3 |
| None of these (SINGLE CODE)..... | 4 |
| Not applicable – do not visit new websites (SINGLE CODE)..... | 5 |

QC27 **ASK IF USE INTERNET AT HOME**
 Why did you get the internet at home?
 DO NOT READ OUT PROBE FULLY MULTICODE OK

| | |
|---------------------------------------------------------|----|
| Friends/ family recommended it..... | 1 |
| To keep in touch with friends/ family by e-mail..... | 2 |
| Friends have got it..... | 3 |
| To keep up with new technology..... | 4 |
| Have it at school & got used to it..... | 5 |
| To be able to do homework..... | 6 |
| Wanted to be able to download..... | 7 |
| Wanted to be able to listen/ watch music and films..... | 8 |
| To use MSN/ AOL Messenger/ Instant Messaging..... | 9 |
| Games/ hobbies/ interests..... | 10 |
| Not my decision/ parents decision..... | 11 |
| Other (WRITE IN)..... | 12 |

QC28 IF USE THE INTERNET AT HOME (QC18 CODES 1-2) – SKIP TO QC31

ASK THOSE WHO DO NOT USE THE INTERNET AT HOME

Would you like to have access to the internet at home?

| | | |
|------------------|---|------|
| Yes..... | 1 | QC29 |
| No | 2 | QC30 |
| Don't know | 3 | QC34 |

QC29 ASK IF WOULD LIKE INTERNET ACCESS AT QC28 (CODES 1) – OTHERS SKIP TO QC30

Why would you like to have internet access?

DO NOT READ OUT PROBE FULLY MULTICODE OK

| | |
|--------------------------------------------------------|----|
| Friends/ family recommend it..... | 1 |
| To keep in touch with friends/ family by e-mail | 2 |
| Friends have got it | 3 |
| To keep up with new technology | 4 |
| Have it at school & got used to it | 5 |
| To be able to do homework | 6 |
| Want to be able to download | 7 |
| Want to be able to listen/ watch music and films | 8 |
| To use MSN/ AOL Messenger/ Instant Messaging..... | 9 |
| Games/ hobbies/ interests | 10 |
| Other (WRITE IN) | 11 |

QC30 ASK IF WOULD NOT LIKE INTERNET ACCESS AT QC28 (CODES 2) – OTHERS SKIP TO QC31

Can you tell me why that is?

DO NOT READ OUT PROBE FULLY MULTICODE OK

| | |
|---------------------------------------------------|---|
| Not interested/ no need | 1 |
| Don't know enough about it | 2 |
| Don't know anything about it..... | 3 |
| Concerned about sexual content/ pornography | 4 |
| We can't afford it..... | 5 |
| General security concerns..... | 6 |
| Other (WRITE IN) | 7 |

QC31 ASK IF USE THE INTERNET (QC18 CODES 1-3 OR QC20 CODES 1-6) – OTHERS SKIP TO QC34

Have you ever come across anything that you found nasty, worrying or frightening on the internet?

IF YES – When did this last happen?

PROMPT IF NECESSARY

SINGLE CODE

| | |
|----------------------------------|---|
| No, never | 1 |
| Within the last week | 2 |
| Within the last few weeks | 3 |
| Within the last month | 4 |
| Within the last few months..... | 5 |
| Within the last six months | 6 |
| Within the last year | 7 |
| Longer ago..... | 8 |
| Don't know | 9 |

Comment [K1]:

QC32 **ASK IF USE INTERNET AT HOME (QC18 CODES 1-3) – OTHERS SKIP TO QC34**

Do your parents do anything or have any rules about you using the internet at home?

IF YES - What do they do, what are the rules?

DO NOT READ OUT PROBE FULLY MULTICODE OK

| | |
|-------------------------------------------------|----|
| Computer position – e.g. in living room | 1 |
| Only websites agreed with parent..... | 2 |
| Only children's websites | 3 |
| Blocked access to types of websites | 4 |
| Regularly check what I'm doing on-line | 5 |
| Length of time using the internet | 6 |
| Filtering software loaded – e.g. Net Nanny..... | 7 |
| Only use when supervised, not on my own | 8 |
| Check what I've done later/ check e-mails | 9 |
| No Instant Messaging | 10 |
| No downloading | 11 |
| No rude/ porn websites..... | 12 |
| No buying anything over the internet | 13 |
| No chat rooms | 14 |
| Other (WRITE IN) | 15 |

| | |
|--------------------------------|----|
| No, do not (SINGLE CODE) | 16 |
| Don't know | 17 |

QC33 **ASK IF USE INTERNET AT HOME**

Is there anything set or loaded on the computers you use at home that stops you looking at certain types of websites?

IF YES - Do you know how to unset, bypass or over-ride these controls?

PROMPT IF NECESSARY SINGLE CODE

| | |
|--------------------------------------------------------------|---|
| Controls set/ software loaded – know how to unset them | 1 |
| Controls set/ software loaded – don't know how | 2 |
| No controls set/ software loaded | 3 |
| Don't know | 4 |

QC34 **ASK ALL**

Were you aware that there are illegal as well as legal ways to access films, music and computer software on the internet?

| | | |
|----------|---|------|
| Yes..... | 1 | QC35 |
| No | 2 | QC36 |

QC35 **ASK THOSE AWARE AT QC34 (CODE 1) – OTHERS SKIP TO QC36**

Do you think that accessing films, music and software in these ways **should** be illegal?

| | |
|------------------|---|
| Yes..... | 1 |
| No | 2 |
| Don't know | 3 |

QC36 **ASK IF USE INTERNET AT HOME (QC18 CODES 1-3) – OTHERS SKIP TO QC37**

I'm now going to read out some things that other people have said about the internet. Can you please tell me if you agree or disagree with them?

READ OUT EACH IN TURN

| | Agree | Disagree | Don't know |
|-----------------------------------------------------------------|-------|----------|------------|
| A. I often can't find what I'm looking for on the internet..... | 1 | 2 | 3 |
| B. I trust most of what I find on the internet..... | 1 | 2 | 3 |
| C. I am confident about using the internet..... | 1 | 2 | 3 |

MOBILE PHONE

QC37 ASK ALL

Do you have your own mobile phone?

Yes.....1 QC38
 No2 QC44

QC38 ASK THOSE WITH A MOBILE PHONE (QC37 CODE 1) – OTHERS SKIP TO QC44

Are you responsible for paying the bills/ for the top-ups for your mobile phone?

PROMPT IF NECESSARY SINGLE CODE

Yes, I am – whole amount1
 Parent pays – whole amount2
 I pay some, parent pays the rest3
 Other (WRITE IN)4

 Don't know5

QC39 ASK THOSE WITH A MOBILE PHONE

How long ago did you first get a mobile phone?

PROMPT IF NECESSARY SINGLE CODE

In the last year1
 In the last 2 years2
 In the last 3-4 years3
 In the last 5-9 years4
 10 years ago or more.....5
 Can't remember6

QC40 ASK THOSE WITH A MOBILE PHONE

Please think about what you use your mobile phone for in one week.

How many calls would you say you make using your mobile phone on a typical school day?

And how many calls would you say you make using your mobile phone on a day at the weekend?

INTERVIEWER – PLEASE CALCULATE TOTAL WEEKLY CALLS (5 x TYPICAL SCHOOL DAY PLUS 2 x DAY AT THE WEEKEND) AND ENTER NUMBER IN GRID

QC41 How many text messages would you say you send using your mobile phone on a typical school day?

And how many text messages would you say you send using your mobile phone on a day at the weekend?

INTERVIEWER – PLEASE CALCULATE TOTAL WEEKLY TEXTS (5 x TYPICAL SCHOOL DAY PLUS 2 x DAY AT THE WEEKEND) AND ENTER NUMBER IN GRID

| | QC40 | QC41 |
|-----------------------------------------------------------------------------------------------|-------|---------------|
| | Calls | Text messages |
| Enter number in a typical week – Please enter 0 if none, or enter 0.5 if less than 1 per week | | |

QC42 ASK THOSE WITH A MOBILE PHONE

SHOWCARD H Which of these do you use your mobile phone for?

READ OUT – MULTICODE OK

- A. Calls 1
 - B. Text messages 2
 - C. Photo messages 3
 - D. Video messages 4
 - E. Playing games 5
 - F. Internet access 6
 - G. Taking photos 7
 - H. Taking videos 8
 - I. Other (WRITE IN) 9
-

QC43 ASK THOSE WITH A MOBILE PHONE

What are your reasons for having a mobile phone?

DO NOT READ OUT PROBE FULLY MULTICODE OK

- For emergencies 1
 - Friends have got phones 2
 - To keep in touch with my friends 3
 - To keep in touch with my family 4
 - Prices have come down 5
 - Interesting content available through the phone 6
 - Don't want to feel left out 7
 - Mum/ Dad wanted me to have one 8
 - Other (WRITE IN) 9
-
-

QC44 THOSE WITH A MOBILE PHONE (QC37 CODE 1) – SKIP TO QC47

ASK THOSE WITHOUT A MOBILE PHONE (QC37 CODE 2)

Would you like to have a mobile phone?

- Yes 1 QC45
- No 2 QC46
- Don't know 3 QC48

QC45 ASK IF WOULD LIKE A MOBILE PHONE AT QC44 (CODE 1) – OTHERS SKIP TO QC46

Why would you like to have a mobile phone?

DO NOT READ OUT PROBE FULLY MULTICODE OK

- For emergencies 1
 - For contact when travelling/ on holiday 2
 - To keep in touch with my friends 3
 - To keep in touch with my family 4
 - Prices have come down 5
 - Interesting content available through the phone 6
 - Don't want to feel left out 7
 - Not my decision 8
 - Other (WRITE IN) 9
-

QC46 ASK IF WOULD NOT LIKE A MOBILE PHONE AT QC44 (CODE 2) – OTHERS SKIP TO QC48

Can you tell me why that is?

DO NOT READ OUT PROBE FULLY MULTICODE OK

- No need 1
 - Happy to use landline instead..... 2
 - Happy to use payphone/ phone box 3
 - Phone handsets are too expensive 4
 - Monthly rental is too expensive 5
 - Call charges are too expensive 6
 - Too expensive generally..... 7
 - Security/ privacy concerns..... 8
 - Health concerns..... 9
 - Not in contact with anyone else who has a mobile phone 10
 - Other (WRITE IN) 11
-
-

QC47 ASK THOSE WITH A MOBILE PHONE (QC37 CODE 1) – OTHERS SKIP TO QC48

Do your parents do anything or have any rules about how you use your mobile phone?

IF YES - What do they do, what are the rules?

DO NOT READ OUT PROBE FULLY MULTICODE OK

- I have to pay for the top-ups/ bills..... 1
 - Limit the top-ups put on the phone 2
 - Only calls & texts/ no internet/ WAP browsing..... 3
 - Limited time to make phone calls 4
 - Regularly check on what I'm doing with the phone..... 5
 - Use hands free headset instead of phone handset 6
 - Filters/ controls from mobile operator/ manufacturer 7
 - Other (WRITE IN) 8
-
-

- No, do not (SINGLE CODE) 9
- Don't know 10

ASK ALL

QC48 SHOWCARD I Which, if any, of these ways would you prefer to learn about using the internet, mobile phones, digital TV and so on?

READ OUT THEN PROBE FOR ANY OTHER WAYS PREFER TO LEARN

MULTICODE OK

- From friends..... 1
 - From school..... 2
 - From your parents 3
 - From your brothers or sisters..... 4
 - From suppliers or shops selling the technology..... 5
 - From the manual/ instructions 6
 - On your own/ through trial & error/ self-taught..... 7
 - Other (WRITE IN) 8
-
-

- Not interested/ don't want to learn (SINGLE CODE) 9
- Don't know 10

ASK ALL

QC49 I'd like to read out a number of things people might do using the types of technologies we've been talking about. For each one, could you please tell me if you've done it, or you'd be interested in doing it, or you're not interested in doing it?
 READ OUT EACH IN TURN

| | | Done this | Interested in doing this | Not interested | Don't know |
|---|---------------------------------------------|-----------|--------------------------|----------------|------------|
| A | Set up your own website | 1 | 2 | 3 | 4 |
| B | Write a web-log or blog | 1 | 2 | 3 | 4 |
| C | Make a short film using a mobile phone | 1 | 2 | 3 | 4 |
| D | Make a short film using a digital camcorder | 1 | 2 | 3 | 4 |
| E | Compose ringtones for a mobile phone | 1 | 2 | 3 | 4 |
| F | Make an on-line photo album | 1 | 2 | 3 | 4 |
| G | Make playlists of your music | 1 | 2 | 3 | 4 |

ASK ALL

QC50 **SHOWCARD J** Which of the following do you do most days?
 READ OUT MULTICODE OK

QC51 Which **one** of these would you miss doing the most?
 SINGLE CODE ONE RESPONSE GIVEN AT QC50

QC52 And which **one** of these could you most easily give up?
 SINGLE CODE ONE RESPONSE GIVEN AT QC50

| | QC50 | QC51 | QC52 |
|-----------------------------------------------------|------|------|------|
| Watch television | 1 | 1 | 1 |
| Listen to the radio | 2 | 2 | 2 |
| Use a mobile phone..... | 3 | 3 | 3 |
| Use the internet | 4 | 4 | 4 |
| Read newspapers/ magazines | 5 | 5 | 5 |
| Watch videos/ DVDs..... | 6 | 6 | 6 |
| Listen to a portable music device/ MP3 player | 7 | 7 | 7 |
| Play computer or video games | 8 | 8 | 8 |
| None of these (SINGLE CODE) | 9 | 9 | 9 |
| Don't know | NA | 10 | 10 |

CONTACT WITH OTHERS

QC53 **ASK ALL**

SHOWCARD K I'm going to read out some different situations and for each one I'd like you to tell me which **one** of the ways on this sheet you would **most** like to use?

READ OUT EACH IN TURN

| | QC53A | QC53B | QC53C | QC53D | QC53E |
|----------------------------|---------------------------------------------------|----------------------------------|--------------------------------------------------------|------------------------------------|--------------------------------------------------------------|
| | Getting in touch with a friend to arrange to meet | Catching up with a friend's news | Ending a close friendship or relationship with someone | Having an argument or disagreement | Catching up with friends or family living abroad or far away |
| Text message | 1 | 1 | 1 | 1 | 1 |
| Mobile phone call | 2 | 2 | 2 | 2 | 2 |
| Home/ landline phone call | 3 | 3 | 3 | 3 | 3 |
| Letter | 4 | 4 | 4 | 4 | 4 |
| e-mail | 5 | 5 | 5 | 5 | 5 |
| MSN/ AOL Instant Messaging | 6 | 6 | 6 | 6 | 6 |
| Meet in person | 7 | 7 | 7 | 7 | 7 |
| Don't know | 8 | 8 | 8 | 8 | 8 |

QC54 **ASK ALL**

Please think about your close friends...

About how many of them use mobile phones?

READ OUT IF NECESSARY

QC55 And about how many of them send e-mails using a computer?

READ OUT IF NECESSARY

| | | Most or all of them | Some of them | A few of them | None of them | Don't know |
|------|-------------------------|---------------------|--------------|---------------|--------------|------------|
| QC54 | Mobile phones | 1 | 2 | 3 | 4 | 5 |
| QC55 | e-mail using a computer | 1 | 2 | 3 | 4 | 5 |

EDUCATION/ TRAINING

QC56 ASK ALL

Do any of your lessons at school teach you about TV? For example, how TV programmes are made and how they are paid for.

IF YES – Which lessons are those?

PROMPT IF NECESSARY MULTICODE OK

QC57 Do any of your lessons at school teach you about the Internet? For example, how the Internet works, how to make websites, or how to avoid websites you don't want to see.

IF YES – Which lessons are those?

PROMPT IF NECESSARY MULTICODE OK

| | QC56 TV | QC57 Internet |
|--------------------------------|------------|------------------|
| ICT/ computer studies | 1..... | 1 |
| English | 2..... | 2 |
| Citizenship | 3..... | 3 |
| Media Studies..... | 4..... | 4 |
| Sociology | 5..... | 5 |
| Other (WRITE IN) | 6..... | 6 |
| <hr/> | | |
| No, do not (SINGLE CODE) | 7..... | 7 |
| Don't know | 8..... | 8 |

QC58 ASK ALL

Would you be interested in learning more at school about how TV programmes are made and how they are paid for?

QC59 Would you be interested in learning more at school about how the Internet works, and how it's paid for?

| | QC58 TV | QC59 Internet |
|----------------------------------|------------|------------------|
| Yes, would be interested | 1..... | 1 |
| No, would not be interested..... | 2..... | 2 |
| Don't know..... | 3..... | 3 |

THANK AND CLOSE INTERVIEW WITH CHILD – COMPLETE CLASSIFICATION WITH PARENT

CLASSIFICATION – COMPLETE WITH PARENT

QP24 SHOWCARD L

Which of these groups best describes your child?

SINGLE CODE

WHITE

| | |
|------------------------------------------------|---|
| A. British | 1 |
| B. English..... | 2 |
| C. Scottish | 3 |
| D. Welsh | 4 |
| E. Irish..... | 5 |
| F. Any other white background (WRITE IN) | 6 |

MIXED

| | |
|------------------------------------------------|----|
| G. White and Black Caribbean | 7 |
| H. White and Black African | 8 |
| I. White and Asian..... | 9 |
| J. Any other mixed background (WRITE IN) | 10 |

ASIAN AND BRITISH ASIAN

| | |
|------------------------------------------------|----|
| K. Indian..... | 11 |
| L. Pakistani | 12 |
| M. Bangladeshi | 13 |
| N. Any other Asian background (WRITE IN) | 14 |

BLACK AND BLACK BRITISH

| | |
|------------------------------------------------|----|
| O. Caribbean | 15 |
| P. African | 16 |
| Q. Any other black background (WRITE IN) | 17 |

MIDDLE EAST AND ARABIC ORIGIN

| | |
|--------------------------------------------------|----|
| R. Middle Eastern, including Arabic origin | 18 |
| S. Iranian | 19 |

CHINESE OR OTHER ETHNIC GROUP

| | |
|------------------------------------------|----|
| T. Chinese | 20 |
| U. Any other background (WRITE IN) | 21 |

| | |
|---------------|----|
| Refused | 22 |
|---------------|----|

QP25 IF PARENT HAS COMPLETED ADULT INTERVIEW – SKIP TO QP31

ASK ALL OTHER PARENTS

Can I just check...What is the occupation of the main wage earner in your household?

Position/ Rank/ Grade: _____ Industry/ type of company: _____

Qual/s/ degree/ apprenticeship: _____ Number of staff responsible for _____

CODE SOCIAL GRADE BELOW

| | |
|---------------|---|
| A | 1 |
| B | 2 |
| C1 | 3 |
| C2 | 4 |
| D | 5 |
| E | 6 |
| Refused | 7 |

QP26 How many people are there in your household in total (including yourself)?
WRITE IN BELOW – USE LEADING ZEROS

| | |
|--|--|
| | |
|--|--|

QP27 How many of your children live at home with you?
IF NECESSARY – That is, children for whom you are their parent or guardian.
WRITE IN BELOW – USE LEADING ZEROS

| | |
|--|--|
| | |
|--|--|

QP28 What ages are these children?
PROMPT IF NECESSARY – MULTICODE OK

- Under 1 year old 1
- 1-4 years old 2
- 5-7 years old 3
- 8-11 years old 4
- 12-15 years old 5
- 16-17 years old 6
- 18 years or older 7
- Refused 8

QP29 **SHOWCARD M** Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you?
MULTICODE OK

- A. Husband/ Wife/ Partner 1
- B. Mother/ Stepmother/ Partner of Father 2
- C. Father/ Stepfather/ Partner of Mother 3
- D. Brothers/ Sisters/ Stepbrothers/ Stepsisters 4
- E. Child/ children aged 16 and over 5
- F. Grandmother 6
- G. Grandfather 7
- H. Other relative 8
- I. Friend/ other person not related to you 9
- J. None – I am the only adult in the household 10
- Refused 11

QP30 **SHOWCARD N**
Please could you tell me from this card the group which best describes your total annual household income from all sources before tax and deductions?
SINGLE CODE

- A. Under £7,500 1
- B. £7,500 - £11,499 2
- C. £11,500 - £17,499 3
- D. £17,500 - £24,999 4
- E. £25,000 - £39,999 5
- F. £40,000 - £49,999 6
- G. £50,000 - £74,999 7
- H. £75,000 - £99,999 8
- I. £100,000+ 9
- Don't know 10
- Refused 11

QP31 **ASK ALL PARENTS**

Would you be happy for your child to be contacted again – either regarding this study or if we were to conduct any similar research in the future? IF NECESSARY – This would only be with your permission, as with this survey.

Yes.....1
No.....2

QP32 Can I make a note of your phone number in case we need to contact you again?

Yes - ENTER HERE _____1
No.....2

THANK AND CLOSE WITH PARENT

QP33 INTERVIEWER – ENTER LENGTH OF INTERVIEW IN MINUTES BELOW

| | |
|--|--|
| | |
|--|--|

QP34 WAS THE CHILD'S PARENT PRESENT DURING THE CHILD'S INTERVIEW?
SINGLE CODE

Yes, they answered for the child/ influenced the response as the interview was taking place.....1
Yes, they commented or helped the child but did not influence the response2
Yes, but they did not interfere with the interview3
No, they were not present4