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 (2nd oldest)	QP1C Child 3 (3rd oldest)	QP1D Child 4 (4th oldest)	QP1E Child 5 (5th oldest)	QP1F Child 6 (6th 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 8-11	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
_____						
_____						
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 3
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
_____						
_____						
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	QP20
Don't know	6	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 CHILD 1	QP20B CHILD 2	QP20C CHILD 3	QP20D CHILD 4	QP20E CHILD 5	QP20F 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 CHILD 1	Q P21B CHILD 2	Q P21C CHILD 3	Q P21D CHILD 4	Q P21E CHILD 5	Q P21F 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 – number watched 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

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

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 own 3

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 (C0DE 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 9

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) 12
Don't know 13

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

IF CHILD DOES NOT USE THE INTERNET AT HOME (QC18 CODE 4) AND DOES NOT USE THE INTERNET ELSEWHERE (QC20 CODE 7) – SKIP TO QC37

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

_____ _____

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

MOBILE PHONE

QC37 ASK ALL

Do you have your own mobile phone?

Yes.....1 QC38
No 2 QC48

QC38 ASK THOSE WITH A MOBILE PHONE (QC37 CODE 1) – OTHERS SKIP TO QC48

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

PROMPT IF NECESSARY SINGLE CODE

Yes, I am – whole amount 1
Parent pays – whole amount 2
I pay some, parent pays the rest 3
Other (WRITE IN) _____4

_____

Don't know.....5

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 year 1
In the last 2 years 2
In the last 3-4 years 3
In the last 5-9 years 4
10 years ago or more.....5
Can't remember.....6

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

_____

_____

QC47 ASK THOSE WITH A MOBILE PHONE
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

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

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

QC60 ASK ALL

Do you have any lessons at school which teach you about the internet?
IF YES - Which of these types of things have you learned about?
READ OUT CODES 2-6 MULTICODE OK
THEN SAY – What other things do these lessons teach you about the internet?

No, do not (SINGLE CODE) 1
How to take care on the internet not to see things you don't want to see 2
How to make your own website 3
How to use the internet – maybe how to click to go from one site to another ... 4
How important the internet is in the world 5
Whether you can trust what you see or read on the internet 6
Other _____ 7

_____

QC61 ASK ALL

Do you have any lessons at school which teach you about television or films?
IF YES - Which of these types of things have you learned about?
READ OUT CODES 2-4 MULTICODE OK
THEN SAY – What other things do these lessons teach you about television or films?

No, do not (SINGLE CODE) 1
How to make a television programme or film yourself 2
How TV programmes or films get made 3
Whether you can trust what you see on television 4
Other _____ 5

_____

_____

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 response 2
Yes, but they did not interfere with the interview.....3
No, they were not present 4