Ofcom

SURVEY NAME: VSP TRACKER WAVE 4

METHODOLOGY: OFCOM ONLINE RESEARCH PANEL QUANTITATIVE SURVEY

SURVEY LENGTH: 10 MINUTES

TARGET SAMPLE: 1,000 NAT REP RESPONDENTS AGED 13+ AND BOOST ACROSS VSPS

Ofcom

Thank you for taking part in this research about how you go online and the types of video sharing websites and apps you visit. YouGov is conducting this research jointly with one of our clients who is a regulator for communications services. This survey contains some questions asking about times you may have seen something that made you feel uncomfortable on the internet.

The information we collect within this survey, as well as other personal information you have already given us through your YouGov membership will help our client to understand people's experiences online. Please be aware that some information collected from you may be 'sensitive' in nature, for example information about your sexual orientation, ethnicity, or religion. There is no obligation to answer these questions, you will have the option to 'skip' if you'd prefer not to respond.

Unless we specifically ask for your permission to do otherwise, YouGov will share only anonymised data with our client. This means that they will not be able to identify you from the information they receive. All personal data you have given us will strictly be used for research and analysis purposes only.

You have the right to withdraw your consent to process the information you have provided at any time during or after the research. You may exit the survey at any time and your data will not be included in the results shared with our client. If you would like to withdraw your consent after completing the survey, please contact YouGov at ORPwithdrawal@yougov.com

If you are happy to continue on the basis described above, please give your consent by selecting the start button below to proceed to the survey.

First we would like to know a bit about you.

INSERT following pdls - only ask those who have never answered it or haven't answered it in the past six month

Birthyear – In what year were you born? [OPEN]

Gender – Profile_Gender –
Are you…?
- Male
- Female

[ASK ALL]
[Multiple]
D12. Do you have any children aged 17 or under? If so, how old are they?
1. No children aged 17 or under **[EXCLUSIVE]**
2. Yes, aged 0-2
3. Yes, aged 3-4
4. Yes, aged 5-10
5. Yes, aged 11-12
6. Yes, aged 13-15
7. Yes, aged 16-17

Ethnicity – ethnicity_new pdl
What ethnic group best describes you? Please select one option only.

White
English / Welsh / Scottish / Northern Irish / British
Irish
Gypsy or Irish Traveller
Any other White background

Mixed/Multiple ethnic groups
White and Black Caribbean
White and Black African
White and Asian
Any other Mixed / Multiple ethnic background

Asian/Asian British
Indian
Pakistani
Bangladeshi
Chinese
Any other Asian background

Black/African/Caribbean/Black British
African
Caribbean
Any other Black / African / Caribbean background

Other ethnic group
Arab
Any other ethnic group
Prefer not to say

Religion – profile_religion pdl
Do you regard yourself as belonging to any particular religion, and if so, to which of these do you belong?

No, I do not regard myself as belonging to any particular religion.
Yes - Church of England/Anglican/Episcopal
Yes - Roman Catholic
Yes - Presbyterian/Church of Scotland
Yes - Methodist
Yes - Baptist
Yes – Orthodox Christian
Yes - Pentecostal (e.g. Assemblies of God, Elim Pentecostal Church, New Testament Church of God, Redeemed Christian Church of God)
Yes - Evangelical – independent/non-denominational (e.g. FIEC, Pioneer, Vineyard, Newfrontiers)

Yes - United Reformed Church
Yes - Free Presbyterian
Yes - Brethren
Yes - Judaism
Yes - Hinduism
Yes - Islam
Yes - Sikhism
Yes - Buddhism
Yes - Other
Prefer not to say

Highest education – profile_education_level pdl
What is the highest educational or work-related qualification you have?

No formal qualifications
Youth training certificate/skillseekers
Recognised trade apprenticeship completed
Clerical and commercial
City & Guilds certificate
City & Guilds certificate - advanced
ONC
CSE grades 2-5
CSE grade 1, GCE O level, GCSE, School Certificate
Scottish Ordinary/ Lower Certificate
GCE A level or Higher Certificate
Scottish Higher Certificate
Nursing qualification (e.g. SEN, SRN, SCM, RGN)
Teaching qualification (not degree)
University diploma
University or CNAA first degree (e.g. BA, B.Sc, B.Ed)
University or CNAA higher degree (e.g. M.Sc, Ph.D)
Other technical, professional or higher qualification
Don't know
Prefer not to say

Working status – profile_work_stat –
Which of these applies to you?

Working full time (30 or more hours per week)
Working part time (8-29 hours a week)
Working part time (Less than 8 hours a week)
Full time student
Retired
Unemployed
Not working
Other

Household income – profile_gross_household-
Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?

under £5,000 per year
£5,000 to £9,999 per year
£10,000 to £14,999 per year
£15,000 to £19,999 per year
£20,000 to £24,999 per year
£25,000 to £29,999 per year
£30,000 to £34,999 per year
£35,000 to £39,999 per year
£40,000 to £44,999 per year
£45,000 to £49,999 per year
£50,000 to £59,999 per year
£60,000 to £69,999 per year
£70,000 to £99,999 per year
£100,000 to £149,999 per year
£150,000 and over
Don't know
Prefer not to answer

profile_itv –

Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)

ITV London
ITV Central
ITV Anglia (East Anglia)
ITV Wales / West
ITV West Country (South West)
ITV Meridian (South)
ITV Granada (Lancashire)
ITV Tyne Tees (North East)
ITV Yorkshire
STV Central (Central Scotland)
STV North (North Scotland)
ITV Border
ITV Ulster
None
Don't know

Social Grade - Profile Socialgrade_cie
Urban/rural- ONS_urban

CR1. Childcare responsibility

[SINGLE]
Are you responsible for any of the children aged under 18 in your household, as a parent or guardian?

1. Yes
2. No
3. Prefer not to say

[ASK ALL ADULTS 18+]
[Open numerical]
D5. How many people under the age of 18 live in your household?
[WRITE IN]

[ASK ALL ADULTS]
[Multiple]
D7. Which of these – if any – impact or limit your daily activities or the work you can do? Please select all that apply.

1. Hearing? Poor hearing, partial hearing, or are deaf
2. Eyesight? Poor vision, colour blindness, partial sight, or are blind
3. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty
4. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.
5. Breathing? Breathlessness or chest pains
6. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration
7. Difficulty with speech? e,g. due to stroke, stutter or stammer
8. Social behaviour? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.
9. Your mental health? Anxiety, depression, or trauma-related conditions, for example
10. Other illnesses/ conditions which impact or limit your daily activities or the work you can do (please state – optional)
11. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do **[Exclusive]**
12. Prefer not to say **[Exclusive]**
13. Don't know **[Exclusive]**

SECTION 2: PROFILING & SCREENING OF CHILDREN

[ASK IF PARENT OF 13-17 YEAR OLD, ASK IF D12=6 OR 7]
[Single]
C1. Today we are looking for teenagers aged 13-17 years to take part in this survey. The survey is asking about internet usage and takes about 20 minutes to complete. The survey contains some questions asking about times they may have seen something that made them feel uncomfortable on the internet, for example, offensive language or content unsuitable for their age group. The purpose of this research is to find out more about people's experiences of using online services.

Participation is voluntary and your child does not need to take part.

If there is more than one child in your household aged 13-17 years, please select <u>one</u> child to take part in this survey.

Are you happy for a child aged 13-17 years in your household to take part in this survey?

1. Yes
2. No

[IF C1= 2]
Thank you for your participation. [SCREEN OUT]

[ASK IF D12=6 OR 7 and C1 = 1]
[New text page]
That's great! We have some short questions for you to answer about your child. Please answer about a child who is available to take part. If they are not available currently please close the survey and re-open once they are available.

[ASK IF D12=6 OR 7 AND C1 = 1]
[Single]
C2 Is your child a…?
1. Boy
2. Girl
3. Other (please specify)
4. Prefer not to say

[ASK IF D12=6 OR 7 AND C1 = 1]
[Open numerical]
C3. Please enter the child's age in the box below
Min 13, Max 17

[ASK IF D12=6 OR 7 AND C1 = 1]
[Multiple]
C4. Which of these – if any – impact or limit your child's daily activities? Please select all that apply.
1. Hearing? Poor hearing, partial hearing, or are deaf
2. Eyesight? Poor vision, colour blindness, partial sight, or are blind
3. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty
4. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.
5. Breathing? Breathlessness or chest pains
6. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration
7. Difficulty with speech? e.g. due to stroke, stutter or stammer
8. Social/ behaviour? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.
9. Your mental health? Anxiety, depression, or trauma-related conditions, for example
10. Other illnesses/ conditions which impact or limit your daily activities or the work you can do
11. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do **[ANCHOR, EXCLUSIVE]**
12. Prefer not to say **[ANCHOR, EXCLUSIVE]**
13. Don't know **[ANCHOR, EXCLUSIVE]**

[ASK IF D12=6 OR 7 AND C1 = 1]
[Single]
C5. Which one of these groups best describes your child's ethnic group or background?

<1> English / Welsh / Scottish / Northern Irish / British
<2> Irish
<3> Gypsy or Irish Traveller
<4> Any other White background
<5> White and Black Caribbean
<6> White and Black African
<7> White and Asian
<8> Any other Mixed / Multiple ethnic background
<9> Indian
<10> Pakistani
<11> Bangladeshi
<12> Chinese
<13> Any other Asian background
<14> African
<15> Caribbean
<16> Any other Black / African / Caribbean background
<17> Arab
<18 fixed> Any other ethnic group
<19 fixed> Prefer not to say

[ASK IF D12=6 OR 7 AND C1 = 1]
[Single]
C6. What is your child's religion, if any?

<1> No, my child does not belong to any particular religion.
<2> Yes - Church of England/Anglican/Episcopal
<3> Yes - Roman Catholic
<4> Yes - Presbyterian/Church of Scotland
<5> Yes - Methodist
<6> Yes - Baptist
<17> Yes – Orthodox Christian
<18> Yes - Pentecostal (e.g. Assemblies of God, Elim Pentecostal Church, New Testament Church of God, Redeemed Christian Church of God)
<19> Yes - Evangelical – independent/non-denominational (e.g. FIEC, Pioneer, Vineyard, Newfrontiers)
<7> Yes - United Reformed Church
<8> Yes - Free Presbyterian
<9> Yes - Brethren
<10> Yes - Judaism
<11> Yes - Hinduism
<12> Yes - Islam
<13> Yes - Sikhism
<14> Yes - Buddhism
<15> Yes - Other
<16> Prefer not to say

[ASK IF D12=6 OR 7 AND C1 = 1]
[Text]
Great. Please pass the survey over to your xxxxx and ask them to click the next button when ready. If they are not available currently please close the survey and re-open once they are available.

Note – we are after the child's opinions. However please do help them if they need assistance understanding the questions.

As a reminder, all answers will be anonymous and will not be attributed to them in any way. We will also store the data in accordance with our data privacy policy [https://account.yougov.com/gb-en/account/privacy-policy].

[ASK IF C1 = 1]
[Single]
C7. Today we would like to ask you some questions about how you go online and the types of video sharing websites and apps you visit.

Your parent has said it's okay for you to take part. Are you happy to take part in this survey?

1. Yes
2. No

[IF C7 = 2, END SURVEY]
Thank you for your answers so far, please pass the device back to your parent.
[SHOW END SCREENS]

[ASK ALL]

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

SINGLE CODE GRID, RANDOMISE ROWS

1. YouTube
2. Instagram
3. TikTok
4. Facebook
5. Snapchat
6. Twitch
7. BitChute [18+ ONLY]
8. OnlyFans [18+ ONLY]
9. Vimeo
10. Fruitlab

21. Recast
22. Brand New Tube [18+ ONLY]
23. Thomas Cook
24. Sponsor Hub
25. GatorJax
26. Lemon8
27. MintStars [18+ ONLY]
14. Xpanded.com [18+ ONLY]
17. Fanzworld [18+ ONLY]
18. PocketStars [18+ ONLY]
19. AdmireMe [18+ ONLY]

COLUMNS

1. Several times a day
2. At least once a day
3. At least once a week
4. At least once a month
5. At least once in the last 3 months
6. At least once in the last 12 months
7. Used to use, but haven't in the last 12 months
8. Never

ASK ALL WHO VISITED APPS/SITES IN LAST 3 MONTHS

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

[SINGLE CODE]

[INSERT ROWS SELECTED 1-10 AT Q1 CODED **1-5** AT Q1]

1. Yes

2. No

98. Don't Know

ASK ALL WHO VISITED APPS/SITES IN LAST 3 MONTHS

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

SINGLE CHOICE GRID

[INSERT ROWS SELECTED 1-10 AT Q1 CODED **1-5** AT Q1]

COLUMNS

1. Very likely
2. Somewhat likely
3. Somewhat unlikely
4. Very unlikely

ASK ALL WHO VISITED APPS/SITES IN LAST 3 MONTHS

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

SINGLE CHOICE GRID

SCALE FROM 0-10 – LABEL FOR 0: COMPLETELY UNPROTECTED, LABEL FOR 10: COMPLETELY PROTECTED

[PULL THROUGH VSPS 1-10 CODED **1-5** AT Q1]

ASK ALL

Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos **on the sites and apps we've been thinking about?**

SINGLE CHOICE GRID

SCALE FROM 0-10 – LABEL FOR 0: NO RESPONSIBILITY, LABEL FOR 10: FULL RESPONSIBILITY

1. The company who run the site or app itself

2. Adults (18+) who use the sites or apps

3. Parents of children (under 18) who use the sites or apps

4. Children (under 18) who use the sites or apps

5. A third party or external body such as a regulator

6. The police

ASK ALL

Q6. How much, if at all, are you aware of rules or safety measures put in place by the sites or apps we've been talking about to protect users from violent, abusive or inappropriate videos?

SINGLE CODE

1. Very aware

2. Quite aware

3. Not very aware

4. Not at all aware

ASK ALL

Q6b. Thinking about the sites/apps you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

SINGLE CODE

SHOW FOR ANY VSPs CODED **1-5** AT Q1

1. Very aware
2. Quite aware
3. Not very aware
4. Not at all aware

ASK ALL

Q6c. And based on your experience in the last 3 months, how well do you feel these sites protect users from violent, abusive or inappropriate videos using these rules or safety measures?

SINGLE CODE

SHOW FOR ANY VSPs CODED **1-5** AT Q1

1. Very well
2. Quite well
3. Not very well
4. Not at all well
5. Don't know

[IF Q6 = 1-2]

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Please provide as much detail as you can recall.

OPEN END

[IF Q6 = 3-4]

Q8. You said you are not very or not at all aware of rules or safety measures put in place by the sites or apps we've been talking about. Why do you think that is?

MULTI CHOICE, RANDOMISED

1. I've never had reason to look for them (e.g. never experienced anything bad on the site/ app)
2. They're not easy to access/ I wouldn't know where to look to find them
3. They're too long to bother reading
4. They're not relevant to me because I don't upload content
5. They're too complicated to understand

6. I just don't think I need them – I'm responsible enough to decide what content is ok for me to view and who I talk to online

7. They're not relevant to me because I don't use the sites/ apps that often

8. Other (please specify) [ANCHOR]

9. Don't know [ANCHOR, EXCLUSIVE]

[ASK ALL]

Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button.

For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?

MULTI CHOICE, RANDOMISE

1. [PULL THROUGH VSPS CODED **1-5** AT Q1]

2. None of these

ASK ALL WHO VISITED APPS/SITES IN LAST 3 MONTHS

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

MULTI CHOICE GRID, RANDOMISE ROWS

[PULL THROUGH VSPS CODED **1-5** AT Q1]

COLUMNS, RANDOMISED

2. Clear labelling of what is advertising

3. Having clear rules for users on how to post advertising content

4. Flagging and reporting mechanisms/ buttons

5. Age checking systems

6. A notice that flags content that might be inappropriate or harmful before you view it

7. Parental controls

8. A complaints system

9. Tools and information to help you navigate the site/app safely such as a 'safety centre'

10. Prompts to remind you that tools to help you safely navigate the site/app are available

11. A way to directly report harmful content to a regulator or the police

12. A tool to hide content you have seen but do not wish to see again

13. Clear terms and conditions or community guidelines about what users can post

14. Minimum age requirement

99. None of these **[ANCHOR, EXCLUSIVE]**

[IF Q10 = CODE 4 FLAGGING AND REPORTING MECHANISMS/ BUTTONS FOR ANY ROW]
Q11. You mentioned that you are aware some sites and apps have buttons or reporting mechanisms that allow users to flag or report content that is concerning to them.

Have you ever used these buttons and/or mechanisms to flag content?

1. Yes

2. No, I tried but I couldn't find the reporting button/ mechanism

3. No, I tried but the reporting button/ mechanism was hard to use

4. No, I've never tried to/ felt the need to

5. Can't remember

[IF Q11=CODE 1]

Q11e. Based on your experience of using reporting buttons/ mechanisms, would you be likely to use these tools again if you came across content which was concerning to you?

[SINGLE CODE]

     1. Highly likely

     2. Quite likely

     3. Quite unlikely

     4. Highly unlikely

     5. Don't know

[IF Q11e=CODE 1 OR 2]

Q11c. You said you would be likely to use these tools again, why is that?

[MULTI CODE]

1. The tools were easy to use

2. The tools were easy to find

3. I got clear information about what would happen or what happened

4. Action was taken after I reported

5. Other

6. Don't know

[IF Q11e=CODE 3 OR 4]

Q11d. You said you would be unlikely to use these tools again, why is that?

[MULTI CODE]

1. The tools were too difficult to use
2. The tools were difficult to find
3. There were too many options
4. The option I wanted to select wasn't covered
5. I didn't get a response after I reported

6. Action wasn't taken after I reported
7. Other
8. Don't know

ASK ALL WHO CODED 1-10 CODED **1-5** AT Q1

Q12c. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps: [INSERT CODES 1-10 CODED 1-5 **AT Q1]**

0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

LABEL FOR 0: Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos, LABEL FOR 10: It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos

ASK ALL WHO 1-10 CODED **1-5** AT Q1

Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as [INSERT 1-10 CODES 1-10 CODED 1-5 **AT Q1]?**

SINGLE CHOICE GRID

SCALE FROM 0-10 – LABEL FOR 0: NO RULES OR SAFETY MEASURES NEEDED, LABEL FOR 10: RULES OR SAFETY MEASURES DEFINITELY NEEDED

1. Videos that may be inappropriate or upsetting to children

2. Videos that contain sexual or pornographic content

3. Videos which encourage unhealthy diets or eating disorders

4. Videos which encourage people to harm themselves

5. Videos containing misleading information e.g. fake news or conspiracy theories

6. Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)

7. Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)

ASK ALL WHO VISITED APPS/SITES IN LAST 3 MONTHS - CODES 1-10 CODED **1-5** AT Q1

Q14. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on sites and apps such as [INSERT CODES 1-10 CODED **1-5** AT Q1]**. We would like you to specifically think about the rules and safety measures that should be applied to protect users from** violent, abusive or inappropriate videos**.
0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

SCALE FROM 0-10 – LABEL FOR 0: I would prefer to have the option to select the protective measures I'd like to apply to my site/ app settings, LABEL FOR 10: I would prefer to have the protective measures pre-determined by the site/ app

ASK ALL

Q15. Imagine a user posted a video to a site or app that the site or app feels is breaking their rules on appropriate content. As a result, the post is either removed, hidden or made harder to find. To what extent do you agree or disagree the site/ app should have taken any action at all?

1. Strongly agree

2. Slightly agree

3. Neither agree nor disagree

4. Slightly disagree

5. Strongly disagree

ASK ALL

Q16. If a site or app finds or is notified of violent, abusive or inappropriate videos **that break its rules or safety measures, how long do you think the site or app should take to solve the issue?**

SINGLE CHOICE

1. Action should be taken immediately

2. Up to 24 hours

3. Up to 7 days

4. Up to 1 month

5. More than 1 month/ as long as is needed

6. Don't know

ASK ALL WHO VISITED APPS/SITES IN LAST 3 MONTHS

Q20. To what extent are you aware of what you're allowed to post and what you're not allowed to post on these sites/apps?

[SINGLE CODE GRID]

[INSERT ANY ROWS CODED **1-5** AT Q1]

1. Very aware of what I'm allowed to post

2. Quite aware of what I'm allowed to post

3. Not very aware of what I'm allowed to post

4. Not aware at all of what I'm allowed to post

5. Don't know

ASK ALL

Q21. What actions would you expect to happen if you posted something you're not allowed to?

Tick all that apply

[MULTI CODE]

1. It wouldn't end up being posted

2. It would be removed after I posted it

3. I would receive a warning about breaking the rules

4. I would receive information about why what I posted broke the rules

5. I would have my account locked for a period of time

6. I would have my account banned

7. I would lose access to functions (e.g. DM's/posts)

8. I would lose access to a group/space I posted it in

9. Nothing

10. Nothing immediately, but I might get sanctioned if I do it again

11. Don't know

ASK ALL

Q22. Do you know where to find information about what you are/are not allowed to post on these sites/apps?

[SINGLE CODE]

1. Yes

2. I think so, but I have never looked

3. No

4. Don't know

[ASK CHILDREN (13-17 YEARS)]

Q17. Thank you for taking part in this survey. We just wanted to check from the point this survey was handed to you, did you fill out the survey…

SINGLE CODE
1. Giving all your own views and experiences

2. Giving your own views and experiences, with help from an adult/parent

3. Having an adult/parent give their opinion of your views and experiences

Please pass the device back to you parent/guardian

[ASK CR1 CODE 1 and PARENTS ONLY = [ASK IF D12=6 OR 7 AND C1 = 1]

P1. We would like you to answer the next question specifically with your role as a parent or guardian in mind.

On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps: [INSERT CODES 1-10 CODED 1-5 AT Q1]

0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

1. SCALE FROM 0-10 – LABEL FOR 0: I think the existing rules and regulations are enough to protect children online, LABEL FOR 10: I think stricter rules and regulations are needed to protect children online
2. LABEL FOR 0: Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos, LABEL FOR 10: It is the responsibility of parents / carers to protect children from violent, inappropriate or abusive videos
3. LABEL FOR 0: Flagging and reporting mechanisms on websites or apps are easy for children to use / access, LABEL FOR 10: Flagging and reporting mechanisms on websites or apps should be made easier for children to use / access

[Take to END SCREEN – RESPONDENTS SHOULD SEE [SHOW ALL ON END SCREEN]

Thank you for taking part in this research. Our client is Ofcom the UK's communications regulator who are responsible for regulating TV, radio, telecoms, postal services and online video sharing platforms. The research findings will help Ofcom to gain a better understanding of different users' experiences online and with video sharing platforms.

Any personal information that Ofcom receives will not be retained for longer than is necessary to enable Ofcom to carry out the research and will be disposed of in ways that ensure their confidential nature is not compromised.

If you would like to withdraw your consent after completing the survey, please contact YouGov at ORPwithdrawal@yougov.com
Please note that once your data has been anonymised and shared with Ofcom, you will not be able to withdraw your data from the anonymous dataset.

You can find out more about our privacy policy here: https://account.yougov.com/gb-en/account/privacy-policy