

Online Experiences and Attitudes

Ofcom

Project Online Experiences Tracker (WAVE 7 – FIELDWORK 3rd – 20th Jan 2025)

Fieldwork 6000 NAT REP + 1000 BOOST SAMPLE

Methodology Online

Survey length 20 minutes

Sample composition 13–84-year old’s representative of UK internet users based on age, gender, region, SEG.

Thank you for taking part in this research about how you go online and the types of websites and apps you visit. YouGov is conducting this research jointly with one of our clients who is a regulator for communications services that we use and rely on each day. This survey may contain 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 only share anonymous 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.

SECTION 1: PROFILING

[ASK ADULTS 18+ AND PARENTS/GUARDIANS]

[Single]

D1. Are you a ...?

1. Man
2. Woman
3. Non-binary
4. Prefer to use another term
5. Prefer not to say

[ASK ADULTS 18+ AND PARENTS/GUARDIANS]

[Single]

D1a. Is your current gender the same as that assigned at birth?

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

[ASK ADULTS 18+ AND PARENTS/GUARDIANS]

[Open numerical] if more than 84 – screen out; if less than 18 – screen out

D2. Please enter your age in the box below

Min 18, Max 84

[ASK ADULTS 18+ AND PARENTS/GUARDIANS]

[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

[ASK ALL ADULTS 18+ AND PARENTS/GUARDIANS] – this is a pdl, only ask those who have never answered it or haven't answered it in the past six month] - [profile_GOR]

[Single]

D3. Which area of the UK do you live in?

1. Scotland
2. North East
3. North West
4. Yorkshire and the Humber
5. West Midlands
6. East Midlands
7. Wales
8. East of England
9. London
10. South East
11. South West
12. Northern Ireland

[ASK ALL ADULTS 18+ AND PARENTS/GUARDIANS]

[Single]

D3a. Which of the following best describes where you live?

1. Urban – Population over 10,000
2. Town and Fringe
3. Village
4. Hamlet & Isolated Dwelling

[ASK ALL ADULTS 18+ AND PARENTS/GUARDIANS]

[Single]

D4. The Chief Income Earner is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source.

If two or more related people in the household have equal income, please think of this question with the oldest person in mind.

Which of the following best describes the employment status of the Chief Income Earner in your household?

1. Full-Time employment (more than 29 hours a week)
2. Part-Time employment (less than 29 hours per week)
3. Retired / Widow / Widower
4. Student
5. Not working / Sick / Disabled

[ASK ALL ADULTS 18+ AND PARENTS/GUARDIANS]

[Open numerical]

D5. How many people under the age of 18 live in your household?

[WRITE IN]

[ASK ALL ADULTS 18+ AND PARENTS/GUARDIANS]

[Open numerical]

D6. How many people, including yourself, aged 18 and over live in your household?

[WRITE IN]

[ASK ALL ADULTS 18+ AND PARENTS/GUARDIANS]

[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, 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 [fixed]
11. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do [Exclusive] [fixed]
12. Prefer not to say [Exclusive] [fixed]
13. Don't know [Exclusive][fixed]

[ASK ALL ADULTS 18+ AND PARENTS/GUARDIANS]- it's a PDL so ask those who have never answered the question and those that haven't answered it in past 6 months]

[Single]

[ethnicity_new] What ethnic group best describes you? Please select one option only. (We ask the question in this way so that it is consistent with Census definitions.)

- <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 ALL ADULTS 18+ AND PARENTS/GUARDIANS – it's a PDL so ask those who have never answered the question and those that haven't answered it in past 6 months]

[Single]

[Profile_religion] Do you regard yourself as belonging to any particular religion, and if so, to which of these do you belong?

- <1> No, I do not regard myself as belonging 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 ALL ADULTS 18+ AND PARENTS/GUARDIANS]

[Single]

D10. Which of the following do you consider yourself to be?

1. Heterosexual or straight
2. Gay or lesbian
3. Bisexual
4. Prefer to use another term
5. Prefer not to say

[ASK ALL ADULTS 18+ AND PARENTS/GUARDIANS]

[SINGLECODE]

D11b. What is the combined annual income of your household, prior to tax being deducted per year?

Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

1. Up to £10,399
2. From £10,400 to £15,599
3. From £15,600 to £25,999
4. From £26,000 to £36,399
5. From £36,400 to £51,999
6. From £52,000 to £77,999
7. £78,000 or above
8. Don't know [ASK D11a]
9. Prefer not to say

[ASK ALL ADULTS 18+ AND PARENTS/GUARDIANS]

[SINGLECODE]

D11a. What is the combined weekly income of your household, prior to tax being deducted per week?

Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

1. Up to £199 [If select option 1 in D11b, autocode for option 1 in D11a]
2. From £200 to £299 [If select option 2 in D11b, autocode for option 2 in D11a]
3. From £300 to £499 [If select option 3 in D11b, autocode for option 3 in D11a]
4. From £500 to £699 [If select option 4 in D11b, autocode for option 4 in D11a]
5. From £700 to £999 [If select option 5 in D11b, autocode for option 5 in D11a]
6. From £1,000 to £1,499 [If select option 6 in D11b, autocode for option 6 in D11a]
7. £1,500 or above [If select option 7 in D11b, autocode for option 7 in D11a]
8. Don't know [If select option 8 in D11b, please show all responses for D11a]
9. Prefer not to say [If selection option 9 in D11b, please skip D11a]

[ASK ALL ADULTS AND PARENTS/GUARDIANS]

[Single]

D13. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Please choose the highest option on the list that applies to you.

Please select one option

I have no formal qualifications (and I am not still studying)	1
Entry level qualification such as ESOL, ELC or Skills for Life	2
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	3
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	4
Level 1-2 vocational qualification or intermediate apprenticeship	5
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	6
Level 3 vocational qualification or advanced apprenticeship	7
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	8
Level 4-5 vocational qualification or higher apprenticeship	9
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	10
Level 6 vocational qualification or degree apprenticeship	11
University higher degree (e.g. Masters, PhD or equivalent)	12
Still studying/ still at school	13
Prefer not to say	14
Don't know	15

[ASK ADULTS 18+ AND PARENTS/GUARDIANS]

For the following questions, by VPN we mean A Virtual Private Network (VPN). This creates an encrypted connection between your device and a remote server, which can protect your network traffic from observation (although the VPN provider will still be able to see some details) and replaces your existing IP address with the one of the remote server.

D14a. Do you use a VPN (Virtual Private Network) to connect to the internet?

[Single]

1. Yes, for personal/recreational use ONLY
2. Yes, for work/business use ONLY
3. Yes, for BOTH personal/recreational use and work/business use
4. No
5. Don't know

ASK IF D14A = Code 1 or 3

D14b. Please state the main reason(s) why you use a VPN for recreational use. Select all that apply:

[Multiple]

RANDOMISE

1. For data privacy reasons
 2. To protect myself against threats to my computer
 3. To protect myself from fraudulent activities
 4. To access content restricted in my region
 5. To enable me to get around blocks or restrictions on my network
 6. Other (Please specify)[open text box][ANCHOR]
98. Prefer not to say [ANCHOR] [EXCLUSIVE]
99. None of the above [ANCHOR] [EXCLUSIVE]

SECTION 2: PROFILING & SCREENING OF CHILDREN

[ASK IF PARENT OF 13-17 YEAR OLD, ASK IF D12=6 OR 7]

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 one 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
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 their 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, etc.
9. Their mental health? Anxiety, depression, or trauma-related conditions, for example
10. Other illnesses/ conditions which impact or limit their daily activities or the work they can do [ANCHOR]
11. Nothing – no impairments or conditions impact or limit their daily activities or the work they 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 Traveler
- <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 [AGE OF CHILD FROM SAMPLE E.G. CHILD AGED 15 – DON'T PIPE ANY GENDER, JUST SAY EG. (CHILD AGED 15)] 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 websites and apps you visit. The survey also contains some questions asking about times you may have seen something that made you feel uncomfortable on the internet.

Your parent has said it's okay for you to take part. Can we just confirm you are a [AGE OF CHILD FROM SAMPLE E.G. CHILD AGED 15 –PLEASE JUST PIPE IN WRITTEN AGE FROM C3] and are happy to take part in this survey?

1. Yes

2. No

[IF C7 = 2, END SURVEY]

[ASK IF C7=1 CHILD 13-17 YEARS]

[Single]

C8 /QX.Gender. Are you...?

1. Male
2. Female
3. Non-binary
4. Prefer to use another term
5. Prefer not to say

ASK ALL

Next we would like to ask you four questions about your feelings on aspects of your life. There are no right or wrong answers. For each of these questions we'd like you to give an answer on a scale of 0 to 10, where 0 is "not at all" and 10 is "completely".

WB1.Overall, how satisfied are you with your life nowadays?

0 "Not at all"

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

10 "Completely"

Overall, to what extent do you feel that the things you do in your life are worthwhile?

0 "Not at all"

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

10 "Completely"

WB2.Overall, how happy did you feel yesterday?

0 "Not at all"

- 1
- 2
- 3
- 4
- 5

10

- 6
- 7
- 8
- 9
- 10 "Completely"

WB3. On a scale where 0 is "not at all anxious" and 10 is "completely anxious", overall, how anxious did you feel yesterday?

- 0 "Not at all"
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 "Completely"

SECTION 3: ATTITUDES

[ASK ALL ADULTS 18+ ONLY] Today we would like to ask you some questions about how you go online and the types of websites and apps you visit. The survey also contains some questions asking about times you may have seen something that made you feel uncomfortable on the internet.

[ASK ALL ADULT 18+ ONLY]
[Use the rule scale]

Q1. For each pair of statements, please drag the slider to indicate where your own view lies and click to confirm your choice before moving to the next pair of statements. Dragging the slider to the far left means that you agree completely with the first statement, and dragging to the far right means that you agree completely with the second statement. You can position the slider anywhere in between.

If you do not completely agree with the statement on the left, please move the slider back and forth back to its original position. If you do not move the slider, it will not register as a response.

Please remember there are no right or wrong answers, we are simply looking for your opinion.

1. It is the responsibility of the website or app to control what is posted on their site vs. It is the responsibility of the individual to ensure what they are posting is appropriate for other users
2. It is the responsibility of the search engine to control what is presented in search results vs. It is the responsibility of the individual to ensure they have the correct settings in place to only be presented with content appropriate for them
3. I feel confident in my ability to stay safe online vs. I do not feel confident in my ability to stay safe online
4. Using a bit of common sense when you're online usually prevents you from seeing harmful or offensive photos and videos vs. It is impossible to avoid seeing harmful or offensive photos and videos if you go online

5. The Internet has an important role in supporting free speech, even when some users might find the content offensive vs. It is important for sites to monitor and delete offensive views to protect other users
6. There are enough online safety measures in place vs there should be more online safety measures in place
7. For me personally, the benefits of going online outweigh the risks vs. For me personally, the risks of going online outweigh the benefits
8. The internet is good for society vs. the internet is damaging to society

SECTION 4: USAGE & ACTIVITIES

[ASK ALL – ADULTS 18+ and C7=1 CHILD 13-17 YEARS]

[Grid]

Q3. To what extent, if at all, do you agree or disagree with the following statements about being online?

[Column]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
6. Don't know

[Rows, RANDOMISED -]

Q3_1 I can share my opinions and have a voice online more easily or effectively than I can offline

Q3_3 I feel more free to be myself online

Q3_5 I feel I have a good balance between my online and offline life

Q3_6 Being online has an overall positive effect on my mental health

SECTION 5: EXPERIENCE OF HARMS

[ASK ALL – ADULTS 18+ and C7=1 CHILD 13-17 YEARS]

[Single]

Q6a. Thinking back over the last 4 weeks, did you come across anything on the internet that made you feel uncomfortable, upset or negative in any way?

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

[TEXT SHOW TO ALL]

[Single]

Q6aa. Some of the upcoming topics below are potentially distressing or upsetting, so please remember you do not need to answer and have the option to finish the survey here if you would prefer. If you decide to end the survey here you will be directed to information about organisations that provide help and support.

1. Yes – Happy to continue
2. No – prefer not to continue

[SCREEN OUT THOSE WHO DO NOT WISH TO CONTINUE Q6aa=2]

[SHOW ORGANISATION AND LINKS FOR THOSE WHO OPT OUT Q6aa=2, Take to END SCREEN – RESPONDENTS SHOULD SEE [SHOW ALL ON END SCREEN] – SEE PAGE 26]

[ASK ALL – ADULTS 18+ and C7=1 CHILD 13-17 YEARS]

[Grid – Show 8 per page]

[Randomised]

SCREEN OUT THOSE WHO DO NOT WISH TO CONTINUE Q6aa=2]

[SHOW ORGANISATION AND LINKS FOR THOSE WHO OPT OUT Q6aa=2, Take to END SCREEN – RESPONDENTS SHOULD SEE [SHOW ALL ON END SCREEN] – SEE PAGE 26]

Q7. Below is a list of things that someone may come across on the internet. Please tell me on a scale of 1 to 5, where 1 means 'mildly concerned' and 5 means 'very concerned', how concerned you are about the below existing online.

[Column] 1. Mildly concerned 2. 3. 4. 5. Very concerned 6. Not concerned at all [EXCLUSIVE] 7. Don't know [EXCLUSIVE]

1. Hateful, offensive or discriminatory content that targets a group or person based on specific characteristics like race, religion, disability, sexuality or gender identity; e.g. hate speech
2. Sexual/ pornographic content **[ONLY SHOWN TO UNDER 18]**
3. Content or language which objectifies, demeans or otherwise negatively portrays women
4. Content depicting the sexual abuse or sexual exploitation of children **[DO NOT SHOW TO UNDER 18]**
5. Content encouraging extremism, radicalisation or terrorism
6. Content depicting or encouraging violence or injury
7. Sale or advertisement of illegal drugs or psychoactive substances e.g. 'magic mushrooms'
8. Sale or advertisement of weapons
10. Content encouraging gambling, e.g. sports betting, or casino-style games **[ONLY SHOW TO UNDER 18]**
11. Misinformation i.e. false or misleading stories, claims or assertions e.g. 'fake news'
12. Content encouraging or assisting serious self-harm
13. Content encouraging or assisting suicide
14. Content promoting excessive or unhealthy dieting/exercise
15. Content relating to eating disorders
16. Promotion of female genital mutilation (FGM) **[DO NOT SHOW TO UNDER 18]**
17. Unwelcome friend or follow requests, or messages
18. Stalking, cyberstalking or harassing behaviour
19. People pretending to be another person, e.g. 'catfishing'
20. Persistent bullying online
21. Trolling, i.e. a person who says something to cause intentional upset or provoke a negative reaction
22. Pressure to send sexual or nude images or videos
23. People sending unwanted/unsolicited sexual or nude images or videos, e.g. 'cyber flashing'
24. Fake or deceptive images/videos, e.g. 'deep fakes'
25. Collection or use of my data without my knowledge or permission
26. Scams, fraud, or phishing
27. Private/intimate information made public, e.g. 'doxxing'

28. Sharing of, or threats to share, intimate images without consent e.g. 'revenge porn'
29. Intentional harassment during gaming, e.g. 'griefing'
30. Private conversations shared without consent
31. Content glamourising unhealthy or abusive lifestyles, e.g. binge drinking, drug taking
32. Unintentionally spending money on in-app purchases or gifts
33. Group shaming, boycotting, or excluding someone based on their views, opinions or actions, including online 'pile-ons'
34. Paid-for or sponsored content which was not clearly marked as such, e.g. 'astroturfing'
36. Content depicting animal cruelty
37. Generally offensive or 'bad' language, e.g. swearing, rudeness
38. Unwanted sexual messages
39. Content showing dangerous stunts or online challenges **[ONLY SHOW TO UNDER 18]**
40. Content which advertises alcohol or cigarettes **[ONLY SHOW TO UNDER 18]**
41. Content which advertises prostitution, or offers accommodation etc in exchange for sex **[DO NOT SHOW TO UNDER 18]**
43. Content facilitating human trafficking (including sexual and labour exploitation, or recruitment for county lines activity) and illegal immigration **[DO NOT SHOW TO UNDER 18]**
44. Content which promotes and/or encourages children to eat or ingest harmful substances e.g. bleach, detergent **ONLY SHOW TO UNDER 18]**
45. One off abusive behaviour or threats **[Always show after code 20]**
46. Content that shames or stigmatizes certain body types e.g. body size, shape or features
47. Receiving unrequested gifts or in-game gifts from someone you've had brief, or no communication with, online or offline
97. Other **[ANCHOR]**

[ASK if Q7_97=1 or Q7_97=2 or Q7_97=3 or Q7_97=4 or Q7_97=5]

[open-end – write text]

Q7a. What other thing that someone may come across on the internet are you concerned about?

[ASK ALL – ADULTS 18+ and C7=1 CHILD 13-17 YEARS]

Q8a. Some of the upcoming topics are potentially distressing, so please remember you do not need to answer and have the option to finish the survey here if you would prefer. If you decide to end the survey here you will be directed to information about organisations that provide help and support.

1. Yes – Happy to continue
2. No – prefer not to continue

[SCREEN OUT THOSE WHO DO NOT WISH TO CONTINUE]

[SHOW ORGANISATION AND LINKS FOR THOSE WHO OPT OUT, Take to END SCREEN – RESPONDENTS SHOULD SEE [SHOW ALL ON END SCREEN] – SEE PAGE 26]

[ASK IF if Q8a=1]

[Multiple]

[Randomise – allocate across 3 screens; code 22 and 23 to sit together]

Please add the following instruction show across all 3 pages:

all in bold please on a separate line

The list spreads across multiple screens so you can move to the next screen if you haven't seen or experienced any of the following things on this screen.

Q8 Which, if any, of the following have you seen or experienced online in the last 4 weeks? This includes any images, videos, audio or text, either comments, posts or messages you have seen and/or those shared directly to you. Please select all that apply.

1. Hateful, offensive or discriminatory content that targets a group or person based on specific characteristics like race, religion, disability, sexuality or gender identity; e.g. hate speech
2. Sexual/ pornographic content [ONLY SHOWN TO UNDER 18]
3. Content or language which objectifies, demeans or otherwise negatively portrays women
4. Content depicting the sexual abuse or sexual exploitation of children [DO NOT SHOW TO UNDER 18]
5. Content encouraging extremism, radicalisation or terrorism
6. Content depicting or encouraging violence or injury
7. Sale or advertisement of illegal drugs or psychoactive substances e.g. 'magic mushrooms'
8. Sale or advertisement of weapons

10. Content encouraging gambling, e.g. sports betting, or casino-style games [ONLY SHOW TO UNDER 18]
11. Misinformation i.e. false or misleading stories, claims or assertions e.g. 'fake news'
12. **Content encouraging or assisting serious self-harm**
13. **Content encouraging or assisting suicide**
14. Content promoting excessive or unhealthy dieting/exercise
15. Content relating to eating disorders
16. Promotion of female genital mutilation (FGM) [DO NOT SHOW TO UNDER 18]
17. Unwelcome friend or follow requests, or messages
18. Stalking, cyberstalking or harassing behaviour
19. People pretending to be another person, e.g. 'catfishing'
20. Persistent bullying online
21. Trolling, i.e. a person who says something to cause intentional upset or provoke a negative reaction
22. Pressure to send sexual or nude images or videos
23. People sending unwanted/unsolicited sexual or nude images or videos, e.g. 'cyber flashing'
24. Fake or deceptive images/videos, e.g. 'deep fakes'
25. Collection or use of my data without my knowledge or permission
26. Scams, fraud, or phishing
27. Private/intimate information made public, e.g. 'doxxing'
28. Sharing of, or threats to share, intimate images without consent e.g. 'revenge porn'
29. Intentional harassment during gaming, e.g. 'griefing'
30. Private conversations shared without consent
31. Content glamourising unhealthy or abusive lifestyles, e.g. binge drinking, drug taking
32. Unintentionally spending money on in-app purchases or gifts
33. Group shaming, boycotting, or excluding someone based on their views, opinions or actions, including online 'pile-ons'
34. Paid-for or sponsored content which was not clearly marked as such, e.g. 'astroturfing'
36. Content depicting animal cruelty
37. Generally offensive or 'bad' language, e.g. swearing, rudeness

38. Unwanted sexual messages
 39. Content showing dangerous stunts or online challenges [ONLY SHOW TO UNDER 18]
 40. Content which advertises alcohol or cigarettes [ONLY SHOW TO UNDER 18]
 41. Content which advertises prostitution, or offers accommodation etc in exchange for sex [DO NOT SHOW TO UNDER 18]
 43. Content facilitating human trafficking (including sexual and labour exploitation, or recruitment for county lines activity) and illegal immigration [DO NOT SHOW TO UNDER 18]
 44. Content which promotes and/or encourages children to eat or ingest harmful substances e.g. bleach, detergent ONLY SHOW TO UNDER 18]
 45. One-off abusive behaviour or threats [Always show after code 20]
 46. Content that shames or stigmatizes certain body types e.g. body size, shape or features
 47. Receiving unrequested gifts or in-game gifts from someone you've had brief, or no communication with, online or offline
-
97. Other (Please specify)[ANCHOR]
 98. Prefer not to say [ANCHOR]
 99. None of the above [ANCHOR]

[IF Q8= CODES 1-47. IF ONLY 1 OF CODES 1-47, AUTOCODE Q9 AS THAT ANSWER]

[Single]

Q9. You mentioned you experienced or saw the following things online during the last 4 weeks. Which did you see or experience most recently?

- [INSERT CODES SELECTED AT Q8]
1. I don't remember

[ASK ALL ADULTS 18+ and C7=1 CHILD 13-17 YEARS]

[TEXT]

Thank you for your time so far.

Q9a We would now like to ask some follow up questions thinking about your most recent experiences of [INSERT CODE SELECTED AT Q9]. Just a reminder that all responses are anonymised and you can select not to answer certain questions. However, if you would prefer not to continue with the survey, you have the option to opt out and finish the survey here.

1. Yes – Happy to continue
2. No – prefer not to continue

[SCREEN OUT THOSE WHO DO NOT WISH TO CONTINUE Q9a=2]

[SHOW ORGANISATION AND LINKS FOR THOSE WHO OPT OUT]

[ASK IF Q9 IS NOT CODE 97 and Q9a=1]

[Single]

Q12. How many times in the last 4 weeks did you see or experience [INSERT HARM SELECTED AT Q9].

1. Once
2. 2-3 times
3. 4-5 times

4. 6-10 times
5. More than 10 times
6. Don't know / can't remember

[ASK IF Q9 IS CODES 1, 20, 21,45 and Q9a=1]

[Multiple]

Q13. Which group or characteristic, if any, was the bullying, abusive behaviour, threats or hate speech you experienced directed towards? This could include bullying, abusive behaviour, threats or hate speech directed towards you personally.

1. A specific age group
2. Disabled people (physical or mental)
3. Trans people
4. Pregnant people/ those on maternity leave
5. People of a particular marital status (e.g. married, single, civil partnership)
6. Ethnicity
7. A religious group
9. Sexual orientation
10. Another group (please specify) [ANCHOR]
11. Can't remember [ANCHOR, EXCLUSIVE]
12. Prefer not to say [ANCHOR, EXCLUSIVE]
13. Men and boys
14. Women and girls
15. Non-binary people
16. Asylum seekers
17. A political group
18. Gypsy or Irish Travellers
19. Nationality
20. Regionality

[ASK IF Q9 IS NOT CODE 97]

[SINGLE code]

scale

Q14b. We would like you to think again about the last time you saw or experienced [INSERT HARM SELECTED AT Q9]. On a scale of 1 to 3, where '1' means 'It didn't bother me at all/It didn't offend me' and '3' means 'It really bothered me/I found it extremely offensive', when you last saw or experienced [INSERT HARM SELECTED AT Q9], would you say the content or experience was...

- <1> 1. It didn't bother me at all/ It didn't offend me at all
<2> 2. It slightly bothered me/ It slightly offended me
<3> 3. It really bothered me/I found it extremely offensive

[ASK IF Q9 IS NOT CODE 97]

[Multiple]

[Randomise]

Q14c you mentioned you saw (INSERT HARM AT Q9) which of the following best describes your experience

1. It was directed at me
2. It was directed at someone close to me
3. It happened to someone I don't know personally
4. Don't know

[ASK IF Q9 IS NOT CODE 97]

[Multiple]

[Randomise]

Q15. When you saw [INSERT HARM SELECTED AT Q9] on that occasion, which of the following actions did you take, if any?

1. Clicked the report/flag button, or marked as junk
2. Reposted/forwarded the content to highlight that it was wrong/misleading/harmful
3. Contacted others in the community to make them aware of the issue
4. Complained to the website/app, social media site or email sender
5. Informed the police
6. Informed Ofcom
7. Informed a support service
8. Contacted the account/user responsible for the issue
9. Closed my account/left the service
10. Unfollowed/unfriended/blocked/muted the person who posted it/ deleted the email
11. Told a friend or family member
12. I use the platform less
13. I have stopped using the platform altogether
14. I have stopped commenting, liking or posting
15. I stopped what I was doing/closed down the app or website
16. I scrolled past it [EXCLUSIVE]
17. Started to report it but failed to finish the process
18. Something else (informed your internet service provider, informed another regulator, contacted the press, informed the Information Commissioner's Office (ICO) [ANCHOR (BEFORE 'OTHER')]
19. Changed my settings to change the type of content I see
20. Changed my settings to change who can see my profile
21. I flagged/reported content I am not interested in seeing
22. Other (please specify) [ANCHOR]
23. I didn't take any action [ANCHOR, EXCLUSIVE]

[ASK IF Q15 IS CODE 23]

[Multiple]

[Randomised]

Q16. You mentioned you did not take any action. Why was this?

1. I didn't consider it to be offensive, disturbing or harmful
2. I didn't like it, but I didn't consider it bad enough to do something about
3. I didn't see the need to do anything
4. I didn't know what to do / who to inform
5. I didn't want to get into trouble for viewing it
6. I wanted to leave the site immediately after viewing/experiencing it
7. I thought somebody else would report it
8. I asked somebody else to report it
9. I didn't think it would help / make a difference / be acted on

10. I wasn't directly impacted
11. I couldn't be bothered
12. I thought the site would remove the content themselves/resolve the problem
13. I was scared there might be some retaliation /it might come back on me
14. I didn't have time
15. I think people are allowed to say/do what they want online, even if I do not agree with it
16. Other (specify) [ANCHOR]

[ASK IF Q15 IS CODE 1, 5-7, 18]

[Multiple]

Q17. You mentioned you reported/complained about the [INSERT HARM SELECTED AT Q9]. What happened as a result?

1. Nothing yet [EXCLUSIVE]
2. The content was removed
3. I got a written response
4. I was asked to provide further information
5. Something else (please specify) [ANCHOR]
6. Don't know [ANCHOR]

[ASK IF Q17 IS 1-5]

[Single]

Q18. Overall, how satisfied were you with the reporting/complaints process?

[SINGLE CODE]

1. Very satisfied
2. Somewhat satisfied
3. Neither satisfied nor dissatisfied
4. Somewhat dissatisfied
5. Very dissatisfied

[ASK IF Q9 IS NOT CODE 97]

[Single]

[Randomise]

Q21. What type of site or service were you using when you most recently experienced [INSERT HARM SELECTED AT Q9]?

1. A **website or app where you view videos** posted by other users e.g. YouTube, TikTok
2. **Social media** website or app e.g. Facebook, X (formely Twitter), Instagram [ANCHOR NEXT TO CODE 1]
3. **Livestreaming** website or app – this could be part of a social media website or app e.g. Twitch, Facebook Live [ANCHOR NEXT TO CODE 2]
4. A **search engine** e.g. Google, Yahoo
5. **Instant messenger** website or app e.g. Facebook Messenger, WhatsApp
6. **News website** or app e.g. BBC News, The Guardian, Daily Mail Online
7. **Online gaming website or app**, but not including in-game chat e.g. Fortnite, EA Sports FC 24, Roblox
8. A **Q&A website** or app e.g. Quora
9. **Email**
10. **Blog website** or app e.g. WordPress, Bloglovin'
12. **Online dating** websites or apps e.g. Tinder, Bumble [ONLY SHOW TO 18+]
13. **Video on demand** website or app e.g. Netflix, NOW

14. 'Adult' site containing sexual content [ONLY SHOW TO 18+] AND [UNDER 18 IF CODE=2 AT Q9]
15. An in-game chat / chat room
19. The 'Dark Web' [ONLY SHOW TO 18+]
20. Generative AI e.g. ChatGPT, Snapchat MyAI
21. File sharing service e.g Apple AirDrop, Google Drive, Apple iCloud
22. User to user marketplaces e.g. Facebook Marketplace, eBay, Vinted
23. Retail shopping e.g. Amazon, Tesco, Temu
16. Other [ANCHOR]
17. Can't remember [ANCHOR]
18. Prefer not to say [ANCHOR]

[ASK ALL THAT ANSWERED Q21 IF Q 21 IS NOT CODE 17, 18, 19 OR 20,21]

[Multiple]

[Randomise]

Q21a. You said you experienced [INSERT HARM SELECTED AT Q9], how did you come across this?

1. Using the search function [DO NOT SHOW IF Q21 CODES 5, 12, 15]
2. Scrolling through your feed / the 'For You Page' [DO NOT SHOW IF Q21 CODES 4, 5, 9, 15]
3. Reading articles / reviews [DO NOT SHOW IF Q21 CODE 1, 3, 9, 12, 13, 14, 15]
4. In the comments or replies to a post, article or video [DO NOT SHOW IF Q21 CODES , 9, 12, 13, 15]
5. Reading a profile [DO NOT SHOW IF Q21 CODES 4, 9, 13]
6. Using the private or direct message function with one other user. [DO NOT SHOW 4, 6, 9, 13]
7. In a group chat / using the private or direct message function with more than one other user [DO NOT SHOW IF Q21 CODES 1, 4, 6, 7, 8, 9, 10, 12, 13, 22,23]
8. Watching content selected for you by autoplay [DO NOT SHOW IF Q21 CODES 4, 5, 7, 9, 12, 15, 22, 23]
9. Watching content (you chose to watch) [DO NOT SHOW IF Q21 IS CODE 12, 22,23]
10. Watching live streaming content [DO NOT SHOW IF Q21 CODES 4, 5, 9, 12, 15, 22, 23]
14. Reading emails [ONLY SHOW IF Q21 CODE 9]
15. In an advertisement [DO NOT SHOW IF Q21 CODE IS 5, 9, 15]
12. Other (specify) [ANCHOR]
13. Don't Know / Can't remember [ANCHOR]
98. Prefer not to say (ANCHOR, SHOW LAST)

[ASK IF Q21 = CODE 1]

[Single]

[Randomise]

Q22. Which video viewing website or app were you using when you experienced [INSERT HARM SELECTED AT Q9]?

1. Admire.Me [ONLY SHOW TO 18+]
2. Bitchute [ONLY SHOW TO 18+]
3. Brand New Tube
4. Daily motion
5. DLive
6. Dubsmash
7. Facebook

9. FruitLab
10. GoNoodle
11. Imgur
12. Instagram
13. OnlyFans [ONLY SHOW TO 18+]
14. PopJam
15. RevealMe [ONLY SHOW TO 18+]
16. Snapchat
17. TikTok
18. Triller
19. Twitch
20. Ustream
21. Vimeo
22. YouNow
23. YouTube
24. YouTube Kids [ALWAYS SHOW AFTER CODE 23]
25. Yubo
29. Lemon8
30. Trovo
31. Kwai
26. Other [ANCHOR]
27. Can't remember [ANCHOR]
28. Prefer not to say [ANCHOR]

[ASK IF Q21= CODE 4]

[Single]

[Randomise]

Q23. Which search engine were you using when you experienced [INSERT HARM SELECTED AT Q9]?

1. AOL
2. Ask.com
3. Bing/MSN
4. Google
5. Yahoo
6. Webexplore.co
7. DuckDuckGo
8. Ecosia
9. Yandex
10. Info.co.uk
11. Mojeek
16. Google Gemini
18. Ekoru
19. Ocean Hero
20. Search HQ
21. TinEye
22. Baidu
12. Other [ANCHOR]
13. Can't remember [ANCHOR]
14. Prefer not to say [ANCHOR]

[ASK IF Q21= CODE 2]

[Single]

[Randomise]

Q24. Which social media website or app were you using when you experienced [INSERT HARM SELECTED AT Q9]?

2. Facebook
3. Facetime
4. Google Chat
5. Google Meet
6. Instagram
7. LinkedIn
8. Pinterest
9. Reddit
10. Snapchat
11. Skype
12. TikTok
13. Tumblr
14. Twitch
15. X (formerly Twitter)
16. Viber

17. WhatsApp
18. PopJam
19. Whisper [ONLY SHOW TO 18+]
20. YuBo
21. Grom [ONLY SHOW 13-17]
22. Momio [ONLY SHOW 13-17]
23. GoBubble [ONLY SHOW 13-17]
24. YouTube
25. Vimeo
26. Daily motion
27. Instagib.tv
28. Dubsmash
29. Imgur
30. GoNoodle
31. Triller
32. Discord
33. Playstation app
34. Xbox app
35. BeReal
36. Other [ANCHOR]
37. Can't remember [ANCHOR]
38. Prefer not to say [ANCHOR]
39. Lemon8
40. Google classroom
41. Google messages
42. Phone by Google
43. Signal
44. Facebook Messenger
45. Microsoft Teams

46. DeviantArt
47. Threads
48. Mastodon
49. XPro (formerly Tweetdeck)
50. Bluesky
51. Tusky
52. Twidere
53. Fedilab
54. Toot
55. Toot![\[ALWAYS SHOW AFTER CODE 54\]](#)

[\[ASK IF Q21 = CODE 3\]](#)

[\[Single\]](#)

[\[Randomise\]](#)

Q25. Which livestreaming website or app were you using when you experienced [\[INSERT HARM SELECTED AT Q9\]](#)?

2. Facebook Live
3. Instagram Live
4. TikTok
6. Twitch
7. YouNow
8. YouTube Live
9. Yubo
10. Bigo [\[ONLY ASK 18+\]](#)
11. LinkedIn Live
12. OnlyFans [\[ONLY ASK 18+\]](#)
13. Snapchat
14. Ustream
15. Tango [\[ONLY ASK 18+\]](#)
16. LiveMe [\[ONLY ASK 18+\]](#)
17. Cheetah [\[ONLY ASK 18+\]](#)
18. CoCo [\[ONLY ASK 18+\]](#)
22. X (formerly Twitter)
23. Monkey [\[ONLY ASK 18+\]](#)
24. Clapper
25. Trovo
19. Other [ANCHOR]
20. Can't remember [ANCHOR]
21. Prefer not to say [ANCHOR]

[\[ASK IF Q21 = CODE 5\]](#)

[\[Single\]](#)

[\[Randomise\]](#)

Q26. Which instant messenger website or app were you using when you experienced [\[INSERT HARM SELECTED AT Q9\]](#)?

2. Discord
3. Facebook messenger

4. Google Chat
5. Google Meet
6. Instagram direct
7. iMessage
8. LINE
9. Snapchat
10. TeamSpeak
11. Telegram
12. Viber
13. WhatsApp
14. TikTok
15. Kik
16. Skype
18. WeChat
19. Bigo [ONLY ASK 18+]
20. Yubo
21. Playstation app
22. Xbox app
23. Microsoft Teams
24. Zoom
26. LuckyCrush
27. LMK
28. Swipr
33. Google classroom
34. Google messages
35. Phone by Google
36. Signal
38. Element
39. Threema
40. Tinder dating app [ONLY SHOW TO 18+]
41. Bumble dating app [ONLY SHOW TO 18+]
42. Hinge dating app [ONLY SHOW TO 18+]
43. Grindr dating app [ONLY SHOW TO 18+]
44. Clapper
30. Other [ANCHOR]
31. Can't remember [ANCHOR]
32. Prefer not to say [ANCHOR]

[ASK IF Q21 = CODE 7]

[Single]

[Randomise]

Q27. Which online gaming platform were you using when you experienced [INSERT HARM SELECTED AT Q9]?

11. Roblox
15. Minecraft
18. Fortnite
19. EA Sports FC 24
20. Call of Duty HQ (Modern Warfare III, Modern Warfare II, Warzone)
21. Grand Theft Auto V/Online
22. Rocket League

23. Tom Clancy's Rainbow Six Siege
24. F1
25. FIFA
26. The Legend of Zelda
27. Super Mario (Wonder, Mario Kart)
28. Candy Crush Saga
29. Royal Match
30. Pokémon GO
31. Among Us
12. Other [ANCHOR]
13. Can't remember [ANCHOR]
14. Prefer not to say [ANCHOR]

[ASK IF Q21 = CODE 8]

[Single]

[Randomise]

Q28. Which Q&A website or app were you using when you experienced [INSERT HARM SELECTED AT Q9]?

1. Ask.fm
3. Reddit
4. Quora
6. CuriousCat
7. NGL
8. Beacon
12. Tellonym
13. Sendit (Instagram)
14. Superfy
9. Other [ANCHOR]
10. Can't remember [ANCHOR]
11. Prefer not to say [ANCHOR]

[ASK IF Q21 = CODE 21 AT Q21]

[Single]

[Randomise]

Q29. Which file sharing service were you using when you experienced [insert harm selected at Q9]?

1. DropBox
2. Google Drive
3. One Drive
4. WeTransfer
5. Box
6. Apple AirDrop
7. Apple iCloud

11. Mega
12. Amazon Photos
8. Other [ANCHOR]
9. Can't remember [ANCHOR]
10. Prefer not to say [ANCHOR]

[ASK IF Q21 = CODE 20 AT Q21]

[Single]

[Randomise]

Q30. Which generative AI tool were you using when you experienced [insert harm selected at Q9]?

1. ChatGPT_
2. ChatGPT plugin e.g. on Expedia, Kayak [ALWAYS SHOW AFTER CODE 1]
3. Snapchat My_AI
4. Google Gemini (formerly Bard)
5. Microsoft CoPilot (formerly Bing Chat)
6. DALL-E
7. Midjourney
8. Character.AI
9. Scribe
10. AlphaCode
11. Quillbot
12. Synthesia
13. Claude from Anthropic
14. Perplexity
15. Stability AI's tools
16. Grok on X (formerly Twitter)
17. Other [ANCHOR]
18. Can't remember [ANCHOR]
19. Prefer not to say [ANCHOR]

[HARMS FOLLOW-UPS - ASK IF Q8 = CODE 11 ~~OR CODE 26~~ OR CODE 38] SHOW IF CODE 26 FOR ADULTS 18+ ONLY

Thank you. We are now going to ask you more about what you saw or experienced...

[ASK IF Q8 = CODE 11]

[Single]

[Randomise]

MISINFORMATION

Q32a1.

Which of the options below best describes the misinformation you saw?

1. Health
2. Political or electoral
3. Climate
4. Financial e.g. cost of living
5. Conflict e.g. war
6. Discrimination on grounds of gender, age, sexuality, ethnicity or other 'protected characteristics'
7. Other (specify) [ANCHOR]
8. Can't remember [ANCHOR]
9. Prefer not to say [ANCHOR]

[ASK IF Q8 = CODE 11]

[Single]

[Randomise]

Q32a.

You said you have seen or experienced misinformation i.e. false or misleading stories, claims or assertions in the last four weeks. Where did you see this / who did you see post/share this content?

1. **Someone I know in a mostly offline context** (e.g. a friend, family member, at work including colleagues even though you may be working from home, school or part of offline social life)
2. **Someone I know, but only in an online context** (e.g. people I interact with regularly online, through social media, gaming platforms, live streams, chatrooms etc)
4. **An official body**, including a local authority
5. A **public figure** or **celebrity or influencer**
6. A **news organisation** or **journalist**
7. A **media outlet / organisation**
8. Other [please specify]
9. An official body outside the UK
10. **Someone I don't know** online e.g. a stranger on social media
11. Can't remember
12. Prefer not to say

[ASK IF Q8 = CODE 26, ONLY SHOW TO 18+]

[Single]

[Randomise]

Q32b1.

SCAMS/FRAUD

You said you had seen or experienced scams, fraud or phishing in the last four weeks. As a result, did you lose any money or assets?

1. Yes
2. No
3. Don't know [EXCLUSIVE]
4. Prefer not to say [EXCLUSIVE]

[ASK IF Q32B1 = CODE 1]

Q32b2a. You previously mentioned that you lost money or assets through a fraud or scam. The next question in the survey will look into the type of online fraud or scam you lost money or assets to. We recognise that this topic is potentially distressing, so please remember you do not need to answer and have the option to finish the survey here if you would prefer. If you decide to end the survey here you will be directed to information about organisations that provide help and support.

Yes – Happy to continue

No – prefer not to continue

[SCREEN OUT THOSE WHO DO NOT WISH TO CONTINUE code 2]

[SHOW ORGANISATION AND LINKS FOR THOSE WHO OPT OUT]

[ASK IF Q32B1 = CODE 1 and Q32b2a=1]

[Multiple]

[Randomise]

Q32b2. Which type of online fraud or scam did you lose money or assets to? If you think it covers multiple options from the list below, please select more than one type.

1. **Impersonation fraud** - Fraudsters pretend to be from a legitimate organisation (e.g. a financial institution, the NHS, lottery institution, solicitors, government officials) and request a payment or information from you.
2. **Counterfeit goods scam** - Counterfeit goods (e.g. fake designer brand clothes, accessories, perfumes, pirated copies of DVDs and computer games), often found at auctions and web marketplaces, where you can't check if the products are genuine until the item has been delivered.
3. **Investment, pension or 'get rich quick' scam** - Fraudsters often present themselves as a trustworthy institution or advisor to pressurise you to invest money, or by luring with returns that are too good/ quick to be true. They may present legitimate sounding investment opportunities such as energy firms, the foreign exchange market, or cryptocurrencies.
4. **Computer software service fraud or ransomware scam** - Fraudsters use computer techniques to disable your computer's normal functioning, sometimes unknowingly to you, to steal your money or personal information.
5. **Fake employment scam** - Job advertisements that claim you can make a lot of money with little time and effort. You may be required to buy a starter kit, tools or goods that are worthless.
6. **Romance or dating scam** - Fraudsters pretend to be someone else or lie to gain your affection and trust, and eventually ask for your money or financial information to purchase goods and services.
7. **Health or medical scam** - Health products or medication that are described as alternative forms of medical cures, or you believe are exactly the same as another legitimate brand of medication at a lower price. You may have seen advertisements promising miracle results, or you are allowed to make a purchase without a valid prescription.
8. **Identity fraud** - Fraudsters pretend to be you by accessing information about your identity (e.g. name, date of birth, current or previous addresses) and use it to obtain goods or services without your permission.
9. **Psychic or clairvoyant scam** - Fraudsters approach you to say they have seen something special in your future and ask for money in order to provide you with a full report about it. They may ask forcefully or may threaten to invoke bad luck if you refuse.
10. **Holiday scam** - Holidays advertised online (e.g. using social media) that are fake or misrepresented.
11. **Money mule recruitment or money laundering** - Fraudsters recruit people as money mules to transfer illegally obtained money between different bank accounts, sometimes internationally.
12. **Purchase scam** - Advertising/selling products (e.g. devices, appliances, concert tickets, pets) which you do not receive after the order/bank transfer has been made.
13. **Don't know / unsure [FIXED, EXCLUSIVE]**

[ASK IF Q9 = 17,18,19,20,21,22,23, 27,28,29,30,38, 45,47]

[Single]

Q32c.

You said you have seen or experienced [insert harm selected at Q9]. Thinking about the most recent experience you had, can you please tell us who this content/message was from? Please remember that you do not have to answer this question.

1. **Someone I know** who I think/know is **18 or over**, who I know in a **mostly offline context** (e.g. school or as part of offline social life)
2. **Someone I know** who I think/know is **18 or over**, who I know only in an **online context** (e.g. people I interact with regularly online, through social media, gaming platforms, live streams, chatrooms etc)
3. **Someone I know** who I think/know is **under 18**, who I know in a **mostly offline context** (e.g. school or as part of offline social life)
4. **Someone I know** who I think/know is **under 18** who I know only in an **online context** (e.g. people I interact with regularly online, through social media, gaming platforms, live streams, chatrooms etc)
5. **A stranger** who I think/know is **18 or over**
6. **A stranger** who I think/know is **under the age of 18**
7. **A company or individual** trying to sell a product or service
8. Prefer not to say [EXCLUSIVE] [ANCHOR]
9. Don't know [EXCLUSIVE] [ANCHOR ABOVE CODE 8]

[ASK ALL ADULTS 18+ and C7=1 CHILD 13-17 YEARS]

[Single]

Q34. If you have posted online in the last 6-months, have you had content taken down (removed)?

1. Yes – and I understand it was taken down (removed) because it breached the service's policies
6. Yes – but I don't understand why it was taken down (removed)
7. Yes – but I don't think it breached the service's policies
3. No
4. Prefer not to say
5. I haven't posted content online

SECTION 6: ONLINE SAFETY

[Note to the scripter moved after Q34]

[ASK ALL ADULTS 18+ and C7=1 CHILD 13-17 YEARS]

[multiple]

[Randomise]

Q33. As far as you are aware, which of the following body or bodies is the regulator for online safety in the UK?

1. The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)
2. Ofcom (Office of Communications)
3. The Competition and Markets Authority (CMA)
4. The Equality & Human Rights Commission

5. The Information Commissioner's Office (ICO)
6. The Police
7. The Internet Service Provider (ISP) e.g. Virgin Broadband, TalkTalk, Sky
8. The platforms themselves e.g. Facebook, Instagram, TikTok, YouTube
9. Other (please specify) [ANCHOR]
10. None of the above [ANCHOR]
11. I don't know [ANCHOR]

[ASK ALL ADULTS 18+ and C7=1 CHILD 13-17 YEARS]
[Single]

Q. 45. Which of the following best describes your knowledge of the Online Safety Act?

1. I have heard of the Online Safety Act and know a lot about it
2. I have heard of the Online Safety Act and know a fair amount about it
3. I have heard of the Online Safety Act but don't know much about it
4. I have never heard of the Online Safety Act
5. Don't know

[ASK ALL ADULTS 18+ and C7=1 CHILD 13-17 YEARS]
[GRID]

Q. 46: *The UK Online Safety Act 2023 makes companies that operate a wide range of online services legally responsible for keeping people in the UK, especially children, safe online when using services such as social media, chat and instant messaging services, gaming, search services etc.*

How confident are you, if at all, that the Online Safety Act will keep each of the following safe online?

ROWS [RANDOMIZE ROWS]

Q46_new_1. Children (under 18s)

Q46_new_2. Adults

COLUMNS

1. Very confident
2. Fairly confident
3. Not very confident
4. Not at all confident
5. Don't know

[ASK IF C7=1 CHILD 13-17 YEARS]
[Single]

Q40. Thank you for taking part in this survey. Please confirm how you completed this survey.

1. Given 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

[SHOW ALL ON END SCREEN]

If this survey has raised any topics of concern and you would like to seek further support, below are some organisations that can offer help and advice:

If you are aged 18 or under:

Barnardos, <https://www.barnardos.org.uk/>

Childline, <https://www.childline.org.uk/>

Thinkuknow, <https://www.thinkuknow.co.uk/>

If you are concerned about your child's internet safety:

NSPCC, <https://www.nspcc.org.uk/keeping-children-safe/online-safety/>

UK Safer Internet Centre, <https://saferinternet.org.uk/>

Parent Zone, <https://parentzone.org.uk/>

Childnet, <https://www.childnet.com/parents-and-carers>

SWGfl, <https://swgfl.org.uk/>

Internet Matters, <https://www.internetmatters.org/>

Keeping yourself safe online:

UK Council for Internet Safety, <https://www.gov.uk/government/organisations/uk-council-for-internet-safety>

Support and advice:

Samaritans, <https://www.samaritans.org/>

Citizens Advice, <https://www.citizensadvice.org.uk/>

Mind, <https://www.mind.org.uk/information-support/helplines/>

Kooth, <https://www.kooth.com/>

7 Cups, <https://www.7cups.com/>

[ASK ALL ADULTS 18+]

Q35.

[SINGLE]

Thank you for your time and answers so far.

You have been identified as a possible candidate for future follow-up research tasks that the YouGov team will be running over the next year. If selected, this will involve you having the opportunity to participate in activities such as online focus groups, online communities or online interviews, with all incentivised.

To be eligible we will need your permission to use your previous responses from this survey so that we can identify you as the right person for the different future tasks. This information and any future tasks you are invited to participate in will only be managed by the YouGov team.

Would you be willing to be contacted for these future research tasks?

<1> Yes, I am willing to be contacted

<2> No, I am not willing to be contacted

[If 1 at Q35]

[TEXT]

Great thank you – we will be in touch with further information and details if you are selected.

[If 2 at Q35]

[Take to END SCREEN – RESPONDENTS SHOULD SEE [SHOW ALL ON END SCREEN] – SEE PAGE 26]

[ASK IF CHILD 13-17 YEARS = C7=1]

Q36.

[Single]

Thank you for your time and answers so far. Please pass the survey back to your Parent or guardian to answer one final question. Please click next when ready.

Your child has been identified as a possible candidate for future follow-up research tasks that the YouGov team will be running over the next year. If selected, this will involve your child having the opportunity to participate in activities such as online focus groups, online communities or online interviews, with all incentivized.

To be eligible we will need your permission to use your child's previous responses from this survey so that we can identify them as the right person for the different future tasks. This information and any future tasks they are invited to participate in will only be managed by the YouGov team.

Would you be willing to allow your child to participate in these future research tasks and be contacted about them?

<1> Yes, I am willing to be contacted

<2> No, I am not willing to be contacted

[If Q36=1]

[TEXT]

Great thank you – we will be in touch with further information and details if you are selected.

[If 2 at Q36]

[Take to END SCREEN – RESPONDENTS SHOULD SEE [SHOW ALL ON END SCREEN] – SEE PAGE 26]

Thank you for taking part in this research. Our client is Ofcom who is the UK's communications regulator who is 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.

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>

END