

UK Safer Internet Centre

METHODOLOGY NOTE

ComRes interviewed 2047 GB adults online between 3rd and 9th January 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Internet Safety Survey

ONLINE Fieldwork: 3rd-9th January 2014

Absolutes/col percents

Table 1

Q.1 Which of the following, if any, have you done on the internet?**Base: All respondents (Wave 1 only)**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2047	1021	1026	262	304	335	353	322	471	584	606	360	497	327	782
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	345	801
NET: Any	1575 77%	762 76%	813 78%	206 85%	298 86%	285 83%	280 77%	214 71%	292 65%	426 78%	446 79%	346 77%	358 74%	280 81%	649 81%
Joined a social network (e.g. Facebook, Twitter, LinkedIn)	1213 59%	539 54%	674 65%	120 49%	237 69%	231 67%	227 62%	170 56%	228 51%	335 61%	319 56%	282 63%	277 57%	187 54%	520 65%
Used privacy settings on a social network (e.g. Facebook)	875 43%	349 35%	526 50%	114 47%	204 59%	181 53%	154 42%	98 32%	123 28%	246 45%	230 41%	197 44%	201 41%	143 41%	383 48%
Checked if there is anything online that could affect my reputation (e.g. Googled my name, checked the photos I'm tagged in on Facebook)	451 22%	217 22%	234 22%	82 34%	116 34%	100 29%	72 20%	40 13%	41 9%	150 27%	126 22%	89 20%	85 18%	81 24%	237 30%
Helped someone to set up their privacy settings on a social network (e.g. Facebook)	419 20%	190 19%	228 22%	68 28%	126 37%	111 32%	60 16%	28 9%	25 6%	123 23%	111 20%	103 23%	82 17%	78 22%	198 25%
Decided to take a break from a social network (e.g. Facebook, Twitter)	345 17%	167 17%	178 17%	58 24%	87 25%	71 21%	57 16%	23 8%	49 11%	91 17%	91 16%	88 20%	74 15%	60 17%	150 19%
Created a website or blog	309 15%	153 15%	156 15%	54 22%	68 20%	51 15%	54 15%	43 14%	39 9%	124 23%	88 16%	47 11%	50 10%	37 11%	157 20%
Learned a new skill (e.g. a language)	290 14%	133 13%	157 15%	51 21%	68 20%	50 15%	48 13%	34 11%	38 9%	100 18%	81 14%	57 13%	52 11%	35 10%	150 19%
Regretted something I've said or written on the internet	273 13%	137 14%	136 13%	62 25%	78 23%	54 16%	49 13%	11 4%	17 4%	70 13%	73 13%	68 15%	62 13%	49 14%	140 17%
Used filters or parental control tools	262 13%	126 13%	137 13%	34 14%	44 13%	81 24%	65 18%	22 7%	15 3%	82 15%	64 11%	59 13%	57 12%	54 15%	124 15%

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	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	345	801
Reported something online (e.g. bullying or inappropriate content)	249 12%	122 12%	126 12%	48 20%	74 21%	52 15%	37 10%	14 4%	24 5%	65 12%	65 11%	53 12%	66 14%	43 12%	108 13%
None of these	472 23%	241 24%	231 22%	37 15%	47 14%	60 17%	84 23%	90 29%	154 35%	121 22%	122 21%	100 23%	129 26%	66 19%	152 19%

Internet Safety Survey

ONLINE Fieldwork: 3rd-9th January 2014

Absolutes/col percents

Table 2

Q.1 Which of the following, if any, have you done on the internet?**Base: All respondents (Wave 1 only)**

	Region													Do you have any children aged 18 or under? If so, how old are they?					
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	No children aged 18 or under	NET: Yes	Yes - children aged under 5 years old	Yes - children aged 5 to 10 years old	Yes - children aged 11 to 15 years old	Yes - children aged 16 to 18 years old
Unweighted base	2047	1787	175	82	220	170	194	141	85	188	286	308	198	1498	542	175	216	228	146
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1452	589	186	237	252	165
NET: Any	1575	1349	151	72	159	135	151	112	75	148	207	221	144	1080	491	166	197	204	133
	77%	77%	82%	88%	71%	73%	82%	78%	73%	72%	78%	77%	78%	74%	83%	89%	83%	81%	81%
Joined a social network (e.g. Facebook, Twitter, LinkedIn)	1213	1037	111	57	129	110	115	92	64	125	117	174	118	821	387	142	151	154	115
	59%	59%	60%	70%	57%	60%	62%	64%	63%	61%	44%	61%	64%	57%	66%	76%	64%	61%	70%
Used privacy settings on a social network (e.g. Facebook)	875	739	90	39	85	80	97	69	45	82	92	120	76	575	297	112	112	117	83
	43%	42%	49%	47%	38%	44%	53%	48%	44%	40%	35%	42%	41%	40%	50%	60%	47%	47%	51%
Checked if there is anything online that could affect my reputation (e.g. Googled my name, checked the photos I'm tagged in on Facebook)	451	387	50	18	50	29	59	34	15	34	62	55	44	297	153	68	62	64	36
	22%	22%	27%	22%	22%	16%	32%	24%	14%	17%	23%	19%	24%	20%	26%	37%	26%	26%	22%
Helped someone to set up their privacy settings on a social network (e.g. Facebook)	419	350	40	18	36	39	52	28	29	36	63	46	32	227	191	77	77	71	52
	20%	20%	22%	21%	16%	21%	28%	20%	28%	18%	24%	16%	18%	16%	32%	41%	32%	28%	32%
Decided to take a break from a social network (e.g. Facebook, Twitter)	345	295	36	14	29	25	52	26	14	28	45	47	29	220	125	47	56	53	22
	17%	17%	20%	17%	13%	13%	28%	18%	14%	14%	17%	16%	16%	15%	21%	25%	24%	21%	13%
Created a website or blog	309	257	39	6	29	28	33	20	12	34	40	43	24	223	82	34	38	32	22
	15%	15%	21%	7%	13%	15%	18%	14%	12%	16%	15%	15%	13%	15%	14%	18%	16%	13%	13%
Learned a new skill (e.g. a language)	290	254	25	11	42	28	23	27	11	24	40	34	25	203	87	24	38	35	27
	14%	14%	13%	13%	19%	15%	12%	19%	11%	12%	15%	12%	14%	14%	15%	13%	16%	14%	16%

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	Region													Do you have any children aged 18 or under? If so, how old are they?					
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	No child- ren aged 18 or under	NET: Yes	Yes - child- ren aged under 5 years old	Yes - child- ren aged 5 to 10 years old	Yes - child- ren aged 11 to 15 years old	Yes - child- ren aged 16 to 18 years old
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1452	589	186	237	252	165
Regretted something I've said or written on the internet	273 13%	230 13%	29 16%	13 16%	27 12%	21 11%	28 15%	20 14%	14 13%	30 15%	38 14%	33 12%	18 10%	175 12%	95 16%	41 22%	36 15%	38 15%	21 13%
Used filters or parental control tools	262 13%	214 12%	36 19%	19 24%	26 11%	21 11%	32 17%	16 11%	13 13%	21 10%	22 8%	30 11%	28 15%	98 7%	163 28%	49 26%	77 32%	88 35%	37 23%
Reported something online (e.g. bullying or inappropriate content)	249 12%	203 12%	29 16%	20 24%	20 9%	18 10%	26 14%	17 12%	16 16%	21 10%	23 9%	36 12%	24 13%	154 11%	92 16%	34 18%	39 17%	47 19%	27 16%
None of these	472 23%	411 23%	33 18%	10 12%	66 29%	49 27%	33 18%	31 22%	27 27%	56 28%	59 22%	66 23%	40 22%	372 26%	98 17%	20 11%	40 17%	47 19%	32 19%

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Absolutes/col percents

Table 3

Q.2 Have you spoken to your child/children about any of the following things related to staying safe online?**Base: All parents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1123	498	625	69	281	398	298	68	9	293	278	282	270	209	586
Weighted base	1195	538	657	77	308	424	300	73	12	287	269	372	267	221	638
NET: Any	810 68%	371 69%	438 67%	31 40%	147 48%	313 74%	247 82%	61 83%	11 88%	206 72%	170 63%	258 69%	175 65%	161 73%	443 69%
Meeting strangers on the internet	569 48%	251 47%	319 49%	11 15%	89 29%	214 50%	197 66%	50 68%	9 74%	136 47%	115 43%	190 51%	128 48%	104 47%	307 48%
Protecting personal information	514 43%	221 41%	294 45%	9 12%	69 22%	201 47%	183 61%	50 68%	3 28%	117 41%	107 40%	178 48%	113 42%	92 41%	276 43%
What to do if something upsets them online	444 37%	182 34%	262 40%	8 11%	76 25%	174 41%	148 49%	33 45%	4 35%	110 38%	96 36%	143 39%	94 35%	89 40%	237 37%
Privacy settings on social networks (e.g. Facebook)	426 36%	187 35%	239 36%	12 16%	62 20%	166 39%	141 47%	40 55%	4 35%	112 39%	83 31%	136 37%	95 36%	78 35%	226 35%
Cyberbullying	421 35%	172 32%	248 38%	8 11%	59 19%	166 39%	145 48%	42 57%	1 11%	107 37%	79 29%	144 39%	91 34%	79 36%	209 33%
Online pornography	327 27%	148 27%	179 27%	10 13%	37 12%	135 32%	111 37%	31 42%	4 30%	74 26%	66 25%	118 32%	68 26%	61 28%	170 27%
Violent content	290 24%	129 24%	161 25%	10 13%	60 20%	107 25%	79 26%	30 41%	4 35%	68 24%	62 23%	98 26%	63 23%	49 22%	158 25%
Being a good friend online	276 23%	116 22%	160 24%	6 8%	53 17%	108 26%	90 30%	16 22%	2 18%	72 25%	61 23%	92 25%	50 19%	66 30%	141 22%
Sexting (sending sexually explicit photos)	251 21%	116 22%	135 21%	8 11%	27 9%	101 24%	87 29%	25 34%	3 28%	58 20%	46 17%	96 26%	52 20%	56 25%	122 19%
How to report something online (e.g. cyberbullying or inappropriate content)	222 19%	96 18%	126 19%	6 8%	34 11%	96 23%	63 21%	23 32%	1 8%	60 21%	47 18%	72 19%	44 16%	40 18%	116 18%
None of these	385 32%	167 31%	219 33%	46 60%	161 52%	112 26%	53 18%	12 17%	1 12%	81 28%	99 37%	114 31%	92 35%	60 27%	195 31%

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Table 4

Q.2 Have you spoken to your child/children about any of the following things related to staying safe online?**Base: All parents**

	Region													Do you have any children aged 18 or under? If so, how old are they?					
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	No children aged 18 or under	NET: Yes	Yes - children aged 5 to 10 years old	Yes - children aged 11 to 15 years old	Yes - children aged 16 to 18 years old	
Unweighted base	1123	976	98	45	133	110	112	77	49	104	138	156	101	-	1123	368	444	453	286
Weighted base	1195	1024	107	46	141	128	117	80	63	120	147	151	95	-	1195	399	474	489	316
NET: Any	810 68%	700 68%	74 69%	32 71%	96 68%	83 65%	90 78%	62 78%	36 57%	78 65%	107 73%	90 60%	61 64%	-	810 68%	160 40%	336 71%	436 89%	264 84%
Meeting strangers on the internet	569 48%	493 48%	43 40%	27 58%	69 49%	57 45%	56 48%	48 60%	33 52%	55 46%	73 50%	62 41%	45 47%	-	569 48%	99 25%	221 47%	327 67%	199 63%
Protecting personal information	514 43%	442 43%	51 48%	19 42%	59 42%	58 46%	49 42%	40 49%	21 33%	47 39%	73 50%	61 41%	36 38%	-	514 43%	82 20%	185 39%	293 60%	195 62%
What to do if something upsets them online	444 37%	375 37%	39 37%	17 37%	46 32%	50 39%	42 36%	35 43%	30 47%	38 32%	61 41%	54 36%	31 33%	-	444 37%	81 20%	196 41%	260 53%	137 43%
Privacy settings on social networks (e.g. Facebook)	426 36%	376 37%	35 33%	23 51%	47 33%	41 32%	45 39%	33 41%	15 23%	40 33%	65 44%	50 33%	32 34%	-	426 36%	72 18%	152 32%	267 55%	168 53%
Cyberbullying	421 35%	364 36%	35 33%	20 44%	49 35%	47 37%	39 33%	39 48%	22 34%	48 40%	48 33%	47 31%	27 28%	-	421 35%	65 16%	164 35%	263 54%	152 48%
Online pornography	327 27%	288 28%	27 25%	14 31%	33 23%	37 29%	24 20%	35 43%	13 20%	35 29%	46 31%	43 29%	21 22%	-	327 27%	53 13%	109 23%	209 43%	132 42%
Violent content	290 24%	255 25%	23 21%	13 27%	24 17%	33 26%	27 24%	24 30%	13 20%	23 19%	51 35%	39 26%	21 22%	-	290 24%	70 18%	131 28%	167 34%	76 24%
Being a good friend online	276 23%	233 23%	26 24%	12 26%	29 21%	29 22%	28 24%	17 21%	17 27%	19 16%	42 29%	31 21%	26 27%	-	276 23%	49 12%	128 27%	164 34%	69 22%
Sexting (sending sexually explicit photos)	251 21%	218 21%	24 23%	9 20%	24 17%	38 30%	16 14%	23 29%	9 14%	22 19%	34 23%	34 22%	17 18%	-	251 21%	35 9%	85 18%	172 35%	103 33%
How to report something online (e.g. cyberbullying or inappropriate content)	222 19%	191 19%	22 21%	8 18%	18 13%	23 18%	25 21%	14 17%	9 15%	17 14%	32 22%	34 23%	19 20%	-	222 19%	42 10%	89 19%	149 30%	65 21%

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	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	No children aged 18 or under	NET: Yes	Yes - children aged under 5 years old	Yes - children aged 5 to 10 years old	Yes - children aged 11 to 15 years old	Yes - children aged 16 to 18 years old
Weighted base	1195	1024	107	46	141	128	117	80	63	120	147	151	95	-	1195	399	474	489	316
None of these	385	325	34	13	45	45	26	18	27	42	40	61	34	-	385	239	138	53	52
		32%	31%	29%	32%	35%	22%	22%	43%	35%	27%	40%	36%	-	32%	60%	29%	11%	16%