

Safer Internet Day 2017

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Base: All respondents	

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S1. Age of parent

Base: All respondents

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	k	*l	
	A	B	C	D	E	F	G	H	I	J	K	*L	
Unweighted Total	1001	321	337	343	512	489	237	179	295	126	79	67	18
Weighted Total	1001	324	333	343	513	488	234	165	314	128	79	48	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	3	1	2	-	3	-	2	1	-	-	-	-	-
	*	*	1%	-	1%	-	1%	*	-	-	-	-	-
25-34	199	73	63	63	91	107	47	39	49	26	22	9	7
	20%	22%	19%	18%	18%	22%	20%	24%	16%	20%	28%	18%	22%
								H			H		
35-44	484	159	163	162	252	231	128	76	146	64	36	22	11
	48%	49%	49%	47%	49%	47%	55%	46%	46%	50%	45%	46%	33%
							gh						
45-54	269	81	91	97	143	126	46	39	100	37	20	16	11
	27%	25%	27%	28%	28%	26%	20%	24%	32%	29%	25%	33%	33%
									Fg	f		F	
55-64	44	9	15	19	22	22	10	10	16	2	1	1	4
	4%	3%	5%	6%	4%	4%	4%	6%	5%	2%	1%	3%	11%
				a				ij	i				
65 plus	3	1	-	2	1	2	1	-	2	-	-	-	-
	*	*	-	1%	*	*	*	-	1%	-	-	-	-

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

S1. Age of parent

Base: All respondents

	SOCIAL MEDIA USED							POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA		
	Total	Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	*k
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	*K
Unweighted Total	1001	515	518	492	615	186	118	41	551	450	803	8
Weighted Total	1001	513	519	487	617	185	119	41	547	454	800	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	3	3	1	1	-	1	-	-	2	1	2	-
	*	1%	*	*	-	1%	-	-	*	*	*	-
		d				d						
25-34	199	96	113	112	125	60	40	18	133	66	154	5
	20%	19%	22%	23%	20%	33%	34%	44%	24%	14%	19%	64%
				a		ABCD	ABCD	ABCD	I			
35-44	484	250	260	234	306	85	52	16	271	213	397	2
	48%	49%	50%	48%	50%	46%	44%	39%	49%	47%	50%	23%
45-54	269	143	127	117	164	31	22	5	128	141	212	1
	27%	28%	24%	24%	27%	17%	18%	12%	23%	31%	26%	13%
		EFG	Eg	Eg	EfG					H		
55-64	44	20	17	19	21	8	5	2	13	31	35	-
	4%	4%	3%	4%	3%	4%	4%	5%	2%	7%	4%	-
										H		
65 plus	3	1	1	3	1	-	-	-	1	2	2	-
	*	*	*	1%	*	-	-	-	*	*	*	-

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

S2. Where do you live?

Base: All respondents

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	k	*l	
	A	B	C	D	E	F	G	H	I	J	K	*L	
Significance Level: 90%													
Significance Level: 95%													
Unweighted Total	1001	321	337	343	512	489	237	179	295	126	79	67	18
Weighted Total	1001	324	333	343	513	488	234	165	314	128	79	48	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
North East	39 4%	15 5%	13 4%	11 3%	23 4%	16 3%	39 17%	-	-	-	-	-	-
							GHJK						
North West	112 11%	35 11%	40 12%	37 11%	58 11%	54 11%	112 48%	-	-	-	-	-	-
							GHJK						
Yorkshire and the Humber	83 8%	24 7%	30 9%	29 9%	42 8%	41 8%	83 35%	-	-	-	-	-	-
							GHJK						
East Midlands	72 7%	24 7%	19 6%	30 9%	44 9%	28 6%	-	72 44%	-	-	-	-	-
					e			FHIJK					
West Midlands	93 9%	25 8%	33 10%	35 10%	46 9%	47 10%	-	93 56%	-	-	-	-	-
								FHIJK					
East of England	94 9%	34 11%	28 9%	31 9%	50 10%	44 9%	-	-	94 30%	-	-	-	-
									FGIJK				
London (greater and central)	128 13%	43 13%	48 14%	37 11%	71 14%	58 12%	-	-	-	128 100%	-	-	-
										FGHJK			
South East (excluding London)	140 14%	42 13%	48 14%	50 15%	69 13%	71 15%	-	-	140 45%	-	-	-	-
									FGIJK				
South West	80 8%	30 9%	20 6%	31 9%	37 7%	43 9%	-	-	80 25%	-	-	-	-
									FGIJK				
Wales	48 5%	17 5%	15 4%	17 5%	23 5%	25 5%	-	-	-	-	-	48 100%	-
												FGHIJ	
Scotland	79 8%	25 8%	25 8%	28 8%	46 9%	33 7%	-	-	-	-	79 100%	-	-
											FGHIK		

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

S2. Where do you live?

Base: All respondents

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	k	*l	
	A	B	C	D	E	F	G	H	I	J	K	*L	
Significance Level: 90%													
Significance Level: 95%													
Unweighted Total	1001	321	337	343	512	489	237	179	295	126	79	67	18
Weighted Total	1001	324	333	343	513	488	234	165	314	128	79	48	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Northern Ireland	32	11	14	7	5	27	-	-	-	-	-	-	32
	3%	3%	4%	2%	1%	5%	-	-	-	-	-	-	100%
					D								
NETS													
Net: North	234	74	83	77	122	112	234	-	-	-	-	-	-
	23%	23%	25%	23%	24%	23%	100%	-	-	-	-	-	-
							GHIJK						
Net: Midlands	259	83	80	96	140	120	-	165	94	-	-	-	-
	26%	26%	24%	28%	27%	24%	-	100%	30%	-	-	-	-
								FHIJK	FIJK				
Net: South (excluding London)	220	71	68	81	106	115	-	-	220	-	-	-	-
	22%	22%	20%	24%	21%	23%	-	-	70%	-	-	-	-
									FGIJK				

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

S2. Where do you live?

Base: All respondents

	SOCIAL MEDIA USED								POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA	
	Total	Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
		a A	b B	c C	d D	e E	f F	g G	h H	i I	j J	*k *K
Unweighted Total	1001	515	518	492	615	186	118	41	551	450	803	8
Weighted Total	1001	513	519	487	617	185	119	41	547	454	800	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
North East	39 4%	23 4%	23 4%	21 4%	15 2%	9 5%	2 2%	2 4%	22 4%	17 4%	29 4%	1 10%
		d	d	d								
North West	112 11%	57 11%	65 13%	58 12%	70 11%	24 13%	9 8%	6 15%	65 12%	47 10%	88 11%	-
Yorkshire and the Humber	83 8%	37 7%	54 10%	52 11%	48 8%	16 9%	11 9%	3 8%	50 9%	33 7%	63 8%	2 27%
			a	ad								
East Midlands	72 7%	31 6%	38 7%	32 7%	43 7%	9 5%	5 4%	2 4%	38 7%	34 7%	59 7%	-
												-
West Midlands	93 9%	47 9%	40 8%	44 9%	55 9%	22 12%	7 6%	5 13%	56 10%	37 8%	76 9%	1 12%
						b						
East of England	94 9%	52 10%	47 9%	40 8%	57 9%	17 9%	14 12%	3 6%	47 9%	47 10%	71 9%	-
												-
London (greater and central)	128 13%	61 12%	61 12%	68 14%	102 16%	21 11%	22 19%	9 22%	75 14%	53 12%	97 12%	3 39%
					A		a	a				
South East (excluding London)	140 14%	74 14%	61 12%	62 13%	88 14%	20 11%	20 17%	4 9%	65 12%	75 17%	116 14%	1 12%
										H		
South West	80 8%	52 10%	41 8%	29 6%	48 8%	13 7%	12 10%	3 9%	42 8%	38 8%	72 9%	-
		C										-
Wales	48 5%	29 6%	25 5%	26 5%	31 5%	9 5%	5 4%	1 4%	31 6%	17 4%	44 6%	-
												-
Scotland	79 8%	38 7%	44 8%	46 9%	41 7%	23 12%	10 8%	3 7%	42 8%	37 8%	59 7%	-
				d		AD						-
Northern Ireland	32 3%	12 2%	21 4%	7 1%	20 3%	2 1%	2 1%	-	14 3%	18 4%	27 3%	-
			CE		c							-

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

S2. Where do you live?

Base: All respondents

	SOCIAL MEDIA USED							POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA		
	Total	Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
		a A	b B	c C	d D	e E	f F	g G	h H	i I	j J	*k *K
Unweighted Total	1001	515	518	492	615	186	118	41	551	450	803	8
Weighted Total	1001	513	519	487	617	185	119	41	547	454	800	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS												
Net: North	234	116	141	131	133	49	22	11	136	98	180	3
	23%	23%	27%	27%	22%	27%	19%	26%	25%	22%	22%	37%
			aDf	Df								
Net: Midlands	259	130	124	117	155	48	26	9	141	118	205	1
	26%	25%	24%	24%	25%	26%	22%	23%	26%	26%	26%	12%
Net: South (excluding London)	220	126	103	92	136	33	32	7	107	113	187	1
	22%	25%	20%	19%	22%	18%	27%	17%	20%	25%	23%	12%
		bCe				ce				H		

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

S3. Are you?

Base: All respondents

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	*L
Unweighted Total	1001	321	337	343	512	489	237	179	295	126	79	67	18
Weighted Total	1001	324	333	343	513	488	234	165	314	128	79	48	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boy	513	178	168	166	513	-	122	90	156	71	46	23	5
	51%	55%	51%	48%	100%	-	52%	54%	49%	55%	58%	48%	17%
		c			E								
Girl	488	146	165	177	-	488	112	76	159	58	33	25	27
	49%	45%	49%	52%	-	100%	48%	46%	51%	45%	42%	52%	83%
			a		D								

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

S3. Are you?

Base: All respondents

	SOCIAL MEDIA USED							POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA		
	Total	Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
		a	b	c	d	e	f	g	h	i	j	*k
		A	B	C	D	E	F	G	H	I	J	*K
Unweighted Total	1001	515	518	492	615	186	118	41	551	450	803	8
Weighted Total	1001	513	519	487	617	185	119	41	547	454	800	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boy	513	246	224	267	302	99	38	18	260	252	388	4
	51%	48%	43%	55%	49%	53%	32%	43%	48%	56%	48%	51%
		F	F	ABDF	bF	BF				H		
Girl	488	266	295	220	315	86	81	23	287	201	412	4
	49%	52%	57%	45%	51%	47%	68%	57%	52%	44%	52%	49%
		C	CdE		C		ABCDE		I			

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

S4. How old are you?

Base: All respondents

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	k	*l	
	A	B	C	D	E	F	G	H	I	J	K	*L	
Unweighted Total	1001	321	337	343	512	489	237	179	295	126	79	67	18
Weighted Total	1001	324	333	343	513	488	234	165	314	128	79	48	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 years old	324	324	-	-	178	146	74	49	106	43	25	17	11
	32%	100%	-	-	35%	30%	32%	29%	34%	34%	32%	34%	33%
		BC											
11 years old	333	-	333	-	168	165	83	52	96	48	25	15	14
	33%	-	100%	-	33%	34%	35%	31%	31%	37%	32%	31%	44%
			AC										
12 years old	343	-	-	343	166	177	77	65	112	37	28	17	7
	34%	-	-	100%	32%	36%	33%	39%	36%	29%	36%	34%	22%
			AB					i					

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

S4. How old are you?

Base: All respondents

	SOCIAL MEDIA USED							POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA		
	Total	Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
	a	b	c	d	e	f	g	h	i	j	*k	
	A	B	C	D	E	F	G	H	I	J	*K	
Unweighted Total	1001	515	518	492	615	186	118	41	551	450	803	8
Weighted Total	1001	513	519	487	617	185	119	41	547	454	800	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 years old	324	125	141	152	177	43	30	9	141	183	266	5
	32%	24%	27%	31%	29%	23%	25%	22%	26%	40%	33%	63%
			AE							H		
11 years old	333	188	187	151	210	71	44	19	202	131	266	1
	33%	37%	36%	31%	34%	38%	37%	47%	37%	29%	33%	12%
		c	c			c		Cd	I			
12 years old	343	199	192	184	231	71	46	12	204	139	268	2
	34%	39%	37%	38%	37%	39%	38%	31%	37%	31%	34%	25%
								I				

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

S5. Which of the below best describes the children living in your household that you have parental responsibility for?

Base: All respondents

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	*L
Unweighted Total	1001	321	337	343	512	489	237	179	295	126	79	67	18
Weighted Total	1001	324	333	343	513	488	234	165	314	128	79	48	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boy aged 10	178	178	-	-	178	-	40	27	56	27	16	9	4
	18%	55%	-	-	35%	-	17%	16%	18%	21%	20%	20%	11%
		BC			E								
Boy aged 11	168	-	168	-	168	-	47	25	51	22	14	8	2
	17%	-	51%	-	33%	-	20%	15%	16%	17%	17%	16%	6%
			AC		E								
Boy aged 12	166	-	-	166	166	-	36	38	49	21	16	6	-
	17%	-	-	48%	32%	-	15%	23%	16%	16%	21%	12%	-
				AB	E			FHk					
Girl aged 10	146	146	-	-	-	146	34	22	50	16	10	7	7
	15%	45%	-	-	-	30%	15%	13%	16%	13%	13%	15%	22%
		BC			D								
Girl aged 11	165	-	165	-	-	165	36	27	45	25	11	7	12
	16%	-	49%	-	-	34%	16%	16%	14%	20%	15%	15%	39%
			AC		D								
Girl aged 12	177	-	-	177	-	177	41	27	63	16	12	11	7
	18%	-	-	52%	-	36%	18%	16%	20%	13%	15%	22%	22%
				AB	D				i			i	

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

S5. Which of the below best describes the children living in your household that you have parental responsibility for?

Base: All respondents

	Total	SOCIAL MEDIA USED						POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA		
		Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	*k
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	*K
Unweighted Total	1001	515	518	492	615	186	118	41	551	450	803	8
Weighted Total	1001	513	519	487	617	185	119	41	547	454	800	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boy aged 10	178	69	71	98	92	32	11	7	73	105	136	3
	18%	13%	14%	20%	15%	17%	9%	16%	13%	23%	17%	39%
				ABDF	f	F				H		
Boy aged 11	168	93	76	79	101	33	10	6	103	65	130	-
	17%	18%	15%	16%	16%	18%	8%	15%	19%	14%	16%	-
		F	f	F	F	F			i			
Boy aged 12	166	84	78	91	109	33	17	5	84	82	122	1
	17%	16%	15%	19%	18%	18%	14%	12%	15%	18%	15%	12%
Girl aged 10	146	56	70	55	85	10	19	3	68	78	129	2
	15%	11%	13%	11%	14%	6%	16%	6%	12%	17%	16%	23%
		E	E	E	E		E			H		
Girl aged 11	165	95	111	72	109	37	34	13	99	66	136	1
	16%	19%	21%	15%	18%	20%	28%	32%	18%	15%	17%	12%
			C			c	ACD	ACD				
Girl aged 12	177	115	114	93	122	38	29	8	121	57	147	1
	18%	22%	22%	19%	20%	21%	24%	18%	22%	12%	18%	13%
									I			

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

S6. Have you ever used any of these websites or apps?

Base: All respondents

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	*L
Unweighted Total	1001	321	337	343	512	489	237	179	295	126	79	67	18
Weighted Total	1001	324	333	343	513	488	234	165	314	128	79	48	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
WhatsApp	617 62%	177 54%	210 63% A	231 67% A	302 59%	315 64% d	133 57%	98 59%	193 61%	102 79% FGHJK	41 52%	31 64%	20 61%
Snapchat	519 52%	141 43%	187 56% A	192 56% A	224 44%	295 60% D	141 60% GHI	77 47%	149 48%	61 47%	44 55%	25 52%	21 67%
Instagram	513 51%	125 39%	188 56% A	199 58% A	246 48%	266 55% D	116 50%	78 47%	178 57% Gi	61 48%	38 48%	29 61% fgi	12 39%
Facebook	487 49%	152 47%	151 45%	184 54% aB	267 52% E	220 45%	131 56% GH	76 46%	132 42%	68 53% H	46 58% gH	26 54% h	7 22%
Twitter	185 18%	43 13%	71 21% A	71 21% A	99 19%	86 18%	49 21%	31 18%	50 16%	21 17%	23 29% gHI	9 19%	2 6%
Pinterest	119 12%	30 9%	44 13%	46 13% a	38 7%	81 17% D	22 9%	12 7%	46 15% fG	22 17% FG	10 13%	5 10%	2 6%
Tumblr	41 4%	9 3%	19 6% a	12 4%	18 3%	23 5%	11 5%	7 4%	10 3%	9 7% h	3 4%	1 3%	- -

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

S6. Have you ever used any of these websites or apps?

Base: All respondents

	SOCIAL MEDIA USED								POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA	
	Total	Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
		a A	b B	c C	d D	e E	f F	g G	h H	i I	j J	*k *K
Unweighted Total	1001	515	518	492	615	186	118	41	551	450	803	8
Weighted Total	1001	513	519	487	617	185	119	41	547	454	800	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
WhatsApp	617	324	342	296	617	135	81	33	368	249	509	4
	62%	63%	66%	61%	100%	73%	68%	81%	67%	55%	64%	52%
			c		ABCEFG	AbC		ABC	I			
Snapchat	519	341	519	247	342	121	78	31	366	153	437	2
	52%	66%	100%	51%	55%	66%	66%	77%	67%	34%	55%	27%
		CD	ACDEFG			CD	CD	CD	I			
Instagram	513	513	341	241	324	124	84	34	368	145	426	2
	51%	100%	66%	50%	52%	67%	70%	82%	67%	32%	53%	23%
		BCDEFG	CD			CD	CD	BCDe	I			
Facebook	487	241	247	487	296	147	66	30	288	200	395	3
	49%	47%	48%	100%	48%	79%	56%	74%	53%	44%	49%	36%
				ABDEFG		ABDF	a	ABDF	I			
Twitter	185	124	121	147	135	185	45	31	123	61	153	-
	18%	24%	23%	30%	22%	100%	38%	75%	23%	14%	19%	-
				ABD		ABCD	ABD	ABCD	I			
Pinterest	119	84	78	66	81	45	119	24	81	38	93	1
	12%	16%	15%	14%	13%	24%	100%	58%	15%	8%	12%	12%
						ABCD	ABCDEG	ABCDE	I			
Tumblr	41	34	31	30	33	31	24	41	33	8	34	-
	4%	7%	6%	6%	5%	17%	20%	100%	6%	2%	4%	-
						ABCD	ABCD	ABCDEF	I			

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

Q1. Which of these words best describe how you feel when you use social media?

Base: All respondents

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	*L
Unweighted Total	1001	321	337	343	512	489	237	179	295	126	79	67	18
Weighted Total	1001	324	333	343	513	488	234	165	314	128	79	48	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Happy	567 57%	185 57%	189 57%	193 56%	261 51%	305 62% D	135 57% j	93 57%	175 56%	78 61% J	36 46%	32 66% J	18 56%
Sociable	505 50%	142 44%	180 54% A	182 53% A	242 47%	263 54% D	119 51%	80 49%	168 53%	62 48%	34 43%	29 60% J	12 39%
Excited	273 27%	99 31% C	94 28%	80 23%	134 26%	139 29%	65 28%	50 30% j	81 26%	44 34% hJ	16 20%	13 27%	5 17%
Anxious	22 2%	8 3%	7 2%	7 2%	11 2%	11 2%	5 2%	4 2%	3 1%	9 7% FGHJK	1 1%	- -	- -
Lonely	16 2%	5 2%	3 1%	8 2%	12 2% e	4 1%	4 2%	3 2%	2 1%	5 4% H	1 1%	1 2%	- -
Sad	9 1%	2 1%	3 1%	4 1%	4 1%	5 1%	2 1%	1 1%	4 1%	2 2%	- -	- -	- -
Other	12 1%	4 1%	3 1%	5 2%	4 1%	8 2%	1 *	2 1%	5 2%	2 2%	2 3%	- -	- -
It doesn't affect me	125 13%	35 11%	50 15% a	40 12%	81 16% E	44 9%	35 15% K	17 10%	38 12% k	15 12% k	13 16% K	2 5%	5 17%
Don't know	30 3%	10 3%	5 1%	16 5% B	21 4% E	9 2%	9 4%	6 4%	9 3%	2 2%	3 4%	1 1%	- -
NETS													
Net: Happy/ Sociable/ Excited	832 83%	272 84%	275 83%	284 83%	404 79%	427 88% D	187 80%	140 85%	266 85%	107 83%	61 77%	45 94% FGHIJ	27 83%

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

Q1. Which of these words best describe how you feel when you use social media?

Base: All respondents

	SOCIAL MEDIA USED								POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA	
	Total	Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
		a A	b B	c C	d D	e E	f F	g G	h H	i I	j J	*k *K
Unweighted Total	1001	515	518	492	615	186	118	41	551	450	803	8
Weighted Total	1001	513	519	487	617	185	119	41	547	454	800	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Happy	567 57%	312 61%	329 63%	287 59%	377 61%	111 60%	71 60%	23 58%	351 64%	216 48%	546 68%	- -
Sociable	505 50%	292 57%	296 57%	266 55%	333 54%	116 63%	64 54%	28 68%	309 57%	195 43%	484 60%	- -
Excited	273 27%	145 28%	154 30%	155 32%	177 29%	76 41%	40 33%	17 41%	191 35%	83 18%	253 32%	- -
Anxious	22 2%	13 3%	11 2%	13 3%	16 3%	8 4%	6 5%	3 7%	16 3%	6 1%	- -	5 62%
Lonely	16 2%	7 1%	6 1%	13 3%	9 1%	5 3%	1 1%	2 5%	13 2%	3 1%	- -	3 38%
Sad	9 1%	8 1%	5 1%	8 2%	5 1%	4 2%	1 1%	1 3%	7 1%	2 *	- -	1 13%
Other	12 1%	6 1%	7 1%	2 *	8 1%	- -	2 2%	- -	5 1%	7 2%	6 1%	- -
It doesn't affect me	125 13%	49 10%	45 9%	46 10%	64 10%	14 8%	16 13%	2 5%	37 7%	89 20%	- -	- -
Don't know	30 3%	14 3%	16 3%	18 4%	16 3%	6 3%	4 3%	1 2%	10 2%	20 4%	- -	- -
NETS												
Net: Happy/ Sociable/ Excited	832 83%	447 87%	454 87%	419 86%	530 86%	165 89%	99 83%	38 92%	495 90%	337 74%	800 100%	- -

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

Q2. If you didn't have social media, how would you feel?

Base: All respondents

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	*I
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	*L
Unweighted Total	1001	321	337	343	512	489	237	179	295	126	79	67	18
Weighted Total	1001	324	333	343	513	488	234	165	314	128	79	48	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Excluded	232	58	79	95	108	124	46	41	79	33	16	11	5
	23%	18%	24%	28%	21%	25%	20%	25%	25%	25%	20%	24%	17%
		a	A										
Sad	169	56	53	59	61	108	42	27	47	26	10	10	5
	17%	17%	16%	17%	12%	22%	18%	17%	15%	20%	13%	21%	17%
					D								
Lonely	122	34	49	40	54	69	34	23	36	15	4	6	4
	12%	10%	15%	12%	10%	14%	15%	14%	11%	12%	5%	13%	11%
					d		J	J	j			j	
Comfortable	79	29	22	28	40	39	20	14	25	10	6	3	-
	8%	9%	7%	8%	8%	8%	9%	9%	8%	8%	8%	6%	-
Happy	64	23	20	21	35	29	15	11	15	14	5	3	2
	6%	7%	6%	6%	7%	6%	6%	6%	5%	11%	6%	6%	6%
										H			
Calm	48	23	13	12	30	19	10	6	13	11	5	3	-
	5%	7%	4%	4%	6%	4%	4%	4%	4%	9%	6%	6%	-
		bc								gh			
Anxious	40	6	18	15	18	21	10	8	8	9	-	4	2
	4%	2%	5%	4%	4%	4%	4%	5%	2%	7%	-	7%	6%
			A	a			j	j		HJ		HJ	
Other	13	4	6	4	3	10	1	1	5	4	1	1	-
	1%	1%	2%	1%	1%	2%	*	1%	2%	3%	1%	3%	-
					D					Fg		f	
It wouldn't affect me	386	139	130	117	226	160	96	61	127	36	30	18	18
	39%	43%	39%	34%	44%	33%	41%	37%	41%	28%	38%	37%	56%
		C			E		I		I				
Don't know	72	23	19	30	37	35	18	12	20	8	11	1	2
	7%	7%	6%	9%	7%	7%	8%	7%	6%	6%	14%	3%	6%
											fgHiK		
NETS													
Net: Excluded/ Sad/ Lonely	385	109	135	141	172	213	87	71	119	56	24	19	9
	39%	34%	40%	41%	34%	44%	37%	43%	38%	44%	30%	40%	28%
			a	A	D		j	j	j				

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

Q2. If you didn't have social media, how would you feel?

Base: All respondents

	SOCIAL MEDIA USED								POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA	
	Total	Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	*k
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	*K
Unweighted Total	1001	515	518	492	615	186	118	41	551	450	803	8
Weighted Total	1001	513	519	487	617	185	119	41	547	454	800	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Excluded	232	141	150	117	161	58	29	10	167	64	199	3
	23%	27%	29%	24%	26%	31%	24%	23%	31%	14%	25%	36%
			c			C			I			
Sad	169	100	118	100	121	35	25	8	123	46	151	-
	17%	20%	23%	21%	20%	19%	21%	19%	22%	10%	19%	-
									I			
Lonely	122	78	75	85	90	32	17	9	86	36	105	3
	12%	15%	14%	18%	15%	17%	14%	21%	16%	8%	13%	35%
									I			
Comfortable	79	38	38	50	54	30	15	6	51	29	70	1
	8%	7%	7%	10%	9%	16%	13%	14%	9%	6%	9%	13%
						ABCD	ab		i			
Happy	64	33	30	46	45	29	8	4	43	22	53	1
	6%	7%	6%	9%	7%	16%	6%	11%	8%	5%	7%	13%
				aB		ABCDF			i			
Calm	48	23	28	33	31	18	6	6	34	15	41	-
	5%	5%	5%	7%	5%	10%	5%	15%	6%	3%	5%	-
						ABD		ABcDF	I			
Anxious	40	24	22	26	25	13	8	6	31	8	31	2
	4%	5%	4%	5%	4%	7%	7%	14%	6%	2%	4%	25%
						d		ABCD	I			
Other	13	9	5	3	12	1	2	1	8	5	10	-
	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%	1%	-
		c			c							
It wouldn't affect me	386	168	166	156	210	42	41	10	132	253	268	-
	39%	33%	32%	32%	34%	23%	34%	26%	24%	56%	33%	-
		E	E	E	E		E		H			
Don't know	72	41	37	34	35	8	5	2	40	32	55	-
	7%	8%	7%	7%	6%	4%	4%	5%	7%	7%	7%	-
NETS												
Net: Excluded/ Sad/ Lonely	385	224	241	214	268	86	53	17	274	112	337	5
	39%	44%	46%	44%	43%	47%	45%	41%	50%	25%	42%	62%
									I			

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

Q3. When you look at the social media pages of your friends, how do you feel?

Base: All respondents

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	*L
Unweighted Total	1001	321	337	343	512	489	237	179	295	126	79	67	18
Weighted Total	1001	324	333	343	513	488	234	165	314	128	79	48	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Happy	534 53%	169 52%	194 58%	171 50%	255 50%	280 57%	123 52%	94 57%	159 51%	72 56%	41 52%	24 51%	21 67%
Excited	221 22%	75 23%	84 25%	61 18%	104 20%	116 24%	48 20%	40 24%	73 23%	39 30%	11 14%	6 13%	4 11%
		c	C					jk	jk	FJK			
Competitive	107 11%	33 10%	45 13%	29 8%	55 11%	52 11%	26 11%	12 7%	39 13%	14 11%	5 6%	7 15%	4 11%
			C						g			gj	
Proud	90 9%	36 11%	22 7%	32 9%	43 8%	47 10%	20 9%	15 9%	24 8%	17 14%	9 11%	4 9%	-
		b								h			
Jealous	64 6%	18 6%	29 9%	17 5%	32 6%	33 7%	19 8%	13 8%	18 6%	7 6%	4 5%	4 7%	-
			C										
Anxious	16 2%	7 2%	7 2%	2 *	4 1%	12 2%	3 1%	5 3%	1 *	4 3%	1 1%	1 3%	-
		C	c			D		H		H		H	
Lonely	14 1%	5 1%	4 1%	6 2%	9 2%	6 1%	2 1%	3 2%	3 1%	3 2%	1 1%	1 2%	2 6%
Sad	10 1%	1 *	6 2%	3 1%	4 1%	6 1%	5 2%	- -	2 1%	2 2%	1 1%	- -	-
			a				G			g			
Other	19 2%	7 2%	5 1%	7 2%	10 2%	9 2%	2 1%	3 2%	6 2%	2 2%	4 5%	2 4%	-
											F	F	
It doesn't affect me	213 21%	65 20%	62 19%	86 25%	128 25%	85 17%	52 22%	29 18%	76 24%	19 15%	19 24%	11 22%	7 22%
				B	E				I				
Don't know	66 7%	25 8%	16 5%	25 7%	31 6%	34 7%	24 10%	8 5%	16 5%	8 6%	5 6%	3 6%	2 6%
							gH						

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

Q3. When you look at the social media pages of your friends, how do you feel?

Base: All respondents

	SOCIAL MEDIA USED								POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA	
	Total	Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
		a A	b B	c C	d D	e E	f F	g G	h H	i I	j J	*k *K
Unweighted Total	1001	515	518	492	615	186	118	41	551	450	803	8
Weighted Total	1001	513	519	487	617	185	119	41	547	454	800	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Happy	534 53%	303 59% F	306 59% F	269 55%	341 55% f	105 57% f	56 47%	26 63% f	335 61% I	199 44%	484 60%	1 13%
Excited	221 22%	110 22%	129 25%	133 27% Ad	140 23%	62 34% ABDf	28 23%	10 25%	150 27% I	71 16%	204 25%	- -
Competitive	107 11%	68 13%	66 13%	68 14%	76 12%	36 20% ABcD	16 14%	8 20%	81 15% I	26 6%	89 11%	3 36%
Proud	90 9%	50 10%	57 11%	57 12%	60 10%	32 17% ABcD	18 15% d	6 14%	60 11% I	30 7%	79 10%	- -
Jealous	64 6%	40 8%	38 7%	37 8%	43 7%	17 9%	6 5%	4 11%	46 8% I	18 4%	48 6%	2 23%
Anxious	16 2%	7 1%	7 1%	11 2%	11 2%	7 4% Ab	4 3%	2 5% ab	10 2%	5 1%	6 1%	2 26%
Lonely	14 1%	7 1%	6 1%	7 2%	6 1%	1 1%	2 1%	- -	10 2%	5 1%	7 1%	2 25%
Sad	10 1%	5 1%	7 1%	7 1%	4 1%	4 2% d	3 3% D	1 2%	7 1%	3 1%	5 1%	- -
Other	19 2%	10 2%	9 2%	4 1%	10 2%	1 1%	3 2%	- -	7 1%	12 3% h	11 1%	- -
It doesn't affect me	213 21%	90 18% e	93 18% E	90 18% E	128 21% Eg	22 12%	24 20% E	4 10%	73 13% H	140 31% H	124 15%	- -
Don't know	66 7%	27 5%	31 6%	24 5%	39 6%	8 4%	8 7%	1 2%	21 4%	44 10% H	42 5%	- -

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

Q4. Do you ever check your social media if you wake up in the middle of the night?

Base: All respondents

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	*L
Unweighted Total	1001	321	337	343	512	489	237	179	295	126	79	67	18
Weighted Total	1001	324	333	343	513	488	234	165	314	128	79	48	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	190	44	65	80	89	101	48	28	51	37	15	9	2
	19%	14%	20%	23%	17%	21%	21%	17%	16%	29%	19%	18%	6%
			A	A						fGH			
No	811	280	268	263	424	388	186	137	263	92	64	39	30
	81%	86%	80%	77%	83%	79%	79%	83%	84%	71%	81%	82%	94%
		BC					i	l	l				

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

Q4. Do you ever check your social media if you wake up in the middle of the night?

Base: All respondents

	SOCIAL MEDIA USED							POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA		
	Total	Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	*k
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	*K
Unweighted Total	1001	515	518	492	615	186	118	41	551	450	803	8
Weighted Total	1001	513	519	487	617	185	119	41	547	454	800	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	190	122	125	139	143	64	42	21	163	27	157	3
	19%	24%	24%	29%	23%	35%	35%	52%	30%	6%	20%	36%
				aD		ABD	ABD	ABCDEF	I			
No	811	391	394	348	474	121	77	20	385	427	644	5
	81%	76%	76%	71%	77%	65%	65%	48%	70%	94%	80%	64%
		cEFG	EFG	G	CEFG	G	g		H			

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

Q5. Now we are going to ask you some questions about selfies. Selfies are when you take a picture of yourself on a smartphone or camera.

How do you feel when you look at selfies that your friends post?

Base: All respondents

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	*L
Unweighted Total	1001	321	337	343	512	489	237	179	295	126	79	67	18
Weighted Total	1001	324	333	343	513	488	234	165	314	128	79	48	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Happy	490 49%	158 49%	167 50%	164 48%	230 45%	260 53%	112 48%	89 54%	154 49%	55 43%	36 46%	24 51%	20 61%
Excited	159 16%	53 16%	59 18%	47 14%	77 15%	82 17%	32 14%	28 17%	49 16%	30 24%	11 14%	5 10%	4 11%
Competitive	88 9%	28 8%	33 10%	28 8%	41 8%	48 10%	23 10%	16 10%	24 8%	14 11%	4 5%	7 15%	- -
Proud	87 9%	35 11%	22 7%	30 9%	40 8%	46 10%	15 7%	17 10%	26 8%	17 13%	5 6%	4 8%	2 6%
Jealous	49 5%	16 5%	18 5%	15 4%	19 4%	30 6%	14 6%	8 5%	8 3%	8 6%	5 6%	4 7%	2 6%
Anxious	23 2%	7 2%	6 2%	9 3%	11 2%	12 2%	9 4%	4 3%	4 1%	5 4%	- -	1 1%	- -
Sad	7 1%	2 *	3 1%	2 1%	3 1%	3 1%	- -	1 1%	4 1%	1 1%	- -	1 2%	- -
Lonely	6 1%	1 *	2 1%	3 1%	2 *	4 1%	- -	3 2%	1 *	2 2%	- -	- -	- -
Other	29 3%	11 3%	9 3%	9 3%	16 3%	13 3%	2 1%	7 4%	15 5%	1 1%	3 4%	1 3%	- -
It doesn't affect me	284 28%	84 26%	92 28%	107 31%	170 33%	113 23%	73 31%	41 25%	90 29%	30 23%	26 33%	15 31%	9 28%
Don't know	49 5%	16 5%	15 5%	17 5%	23 5%	26 5%	14 6%	6 4%	16 5%	7 6%	5 6%	1 1%	- -

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

**Q5. Now we are going to ask you some questions about selfies. Selfies are when you take a picture of yourself on a smartphone or camera.
How do you feel when you look at selfies that your friends post?**

Base: All respondents

	SOCIAL MEDIA USED								POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA	
	Total	Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
		a	b	c	d	e	f	g	h	i	j	*k
	A	B	C	D	E	F	G	H	I	J	*K	
Unweighted Total	1001	515	518	492	615	186	118	41	551	450	803	8
Weighted Total	1001	513	519	487	617	185	119	41	547	454	800	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Happy	490	275	285	236	317	104	57	19	326	163	431	1
	49%	54%	55%	48%	51%	56%	48%	46%	60%	36%	54%	12%
		c	C			c			I			
Excited	159	91	98	100	121	49	23	14	124	35	147	-
	16%	18%	19%	21%	20%	26%	19%	35%	23%	8%	18%	-
						ABcD		ABCDF	I			
Competitive	88	56	55	62	63	29	16	8	73	15	74	2
	9%	11%	11%	13%	10%	16%	14%	19%	13%	3%	9%	23%
						abD		bd	I			
Proud	87	52	56	52	61	26	16	8	70	17	73	1
	9%	10%	11%	11%	10%	14%	14%	20%	13%	4%	9%	13%
						d		AbcD	I			
Jealous	49	27	29	36	29	11	10	3	44	5	41	3
	5%	5%	6%	7%	5%	6%	9%	7%	8%	1%	5%	36%
				d		d			I			
Anxious	23	11	13	13	17	4	5	2	15	7	14	1
	2%	2%	2%	3%	3%	2%	4%	5%	3%	2%	2%	12%
Sad	7	6	4	3	5	2	3	1	6	1	7	-
	1%	1%	1%	1%	1%	1%	3%	2%	1%	*	1%	-
							c		i			
Lonely	6	-	4	2	1	1	-	-	5	1	5	-
	1%	-	1%	*	*	1%	-	-	1%	*	1%	-
			A			a						
Other	29	17	13	9	14	4	5	2	10	19	20	-
	3%	3%	3%	2%	2%	2%	4%	5%	2%	4%	2%	-
										H		
It doesn't affect me	284	120	117	119	160	33	30	7	89	195	193	2
	28%	23%	23%	25%	26%	18%	26%	16%	16%	43%	24%	27%
				e	E					H		
Don't know	49	27	23	26	25	6	6	1	18	31	33	-
	5%	5%	5%	5%	4%	3%	5%	2%	3%	7%	4%	-
										H		

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

Q6. Do you ever post selfies of yourself on social media?

Base: All respondents

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	*L
Unweighted Total	1001	321	337	343	512	489	237	179	295	126	79	67	18
Weighted Total	1001	324	333	343	513	488	234	165	314	128	79	48	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	547	141	202	204	260	287	136	95	154	75	42	31	14
	55%	43%	61%	59%	51%	59%	58%	57%	49%	59%	53%	64%	44%
		A	A	A	D	D	H	h	H	h	H	H	H
No	454	183	131	139	252	201	98	71	160	53	37	17	18
	45%	57%	39%	41%	49%	41%	42%	43%	51%	41%	47%	36%	56%
		BC			E				FgiK				

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

Q6. Do you ever post selfies of yourself on social media?

Base: All respondents

	SOCIAL MEDIA USED							POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA		
	Total	Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	*k
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	*K
Unweighted Total	1001	515	518	492	615	186	118	41	551	450	803	8
Weighted Total	1001	513	519	487	617	185	119	41	547	454	800	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	547	368	366	288	368	123	81	33	547	-	471	5
	55%	72%	70%	59%	60%	67%	68%	81%	100%	-	59%	62%
		CD	CD			cd	c	CDe	I			
No	454	145	153	200	249	61	38	8	-	454	330	3
	45%	28%	30%	41%	40%	33%	32%	19%	-	100%	41%	38%
				ABefG	ABeG	g				H		

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

Q7. Generally, how important or otherwise is it to look good in selfies that you take?

Base: All who post selfies of themselves on social media

	Total	AGE			GENDER		REGION							
		10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland	
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	*l	
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	*L	
Unweighted Total	551	142	203	206	262	289	138	102	144	74	42	43	8	
Weighted Total	547	141	202	204	260	287	136	95	154	75	42	31	14	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4)	138	27	57	54	55	82	40	27	29	24	8	8	2
		25%	19%	28%	26%	21%	29%	29%	19%	32%	19%	26%	12%	
			A	A	D	H	h	H	H	H	H	H	H	
Quite important	(3)	290	78	114	98	140	149	65	53	86	42	20	15	9
		53%	55%	56%	48%	54%	52%	48%	56%	56%	55%	48%	49%	63%
Not very important	(2)	95	32	24	40	50	46	20	13	34	9	11	4	4
		17%	22%	12%	20%	19%	16%	15%	13%	22%	12%	26%	14%	25%
			B	B	B	B	B	B	B	gi	gi	gi	gi	gi
Not at all important	(1)	11	4	4	4	9	2	5	1	3	-	1	1	-
		2%	3%	2%	2%	3%	1%	4%	1%	2%	-	2%	5%	-
			E	E	E	E	E	i	i	i	i	i	i	i
Don't know		13	1	4	8	6	7	6	1	2	-	2	2	-
		2%	1%	2%	4%	2%	3%	4%	1%	1%	-	5%	7%	-
				a				hi	hi	hi	hi	hi	hi	hi
NETS														
Net: Important		428	104	171	152	196	232	105	80	115	66	28	23	11
		78%	74%	85%	75%	75%	81%	77%	85%	75%	88%	67%	74%	75%
				AC					hJ		fHJk			
Net: Not important		107	35	27	44	59	48	25	14	37	9	12	6	4
		19%	25%	14%	21%	23%	17%	19%	14%	24%	12%	29%	19%	25%
			B	B	B	e	e			gl		Gl		
Mean score		3.0	2.9	3.1	3.0	3.0	3.1	3.1	3.1	2.9	3.2	2.9	3.0	2.9
				A							HJ			
Standard deviation		.72	.72	.68	.75	.74	.69	.78	.67	.70	.64	.76	.80	.62
Standard error		.03	.06	.05	.05	.05	.04	.07	.07	.06	.07	.12	.13	.22

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

Q7. Generally, how important or otherwise is it to look good in selfies that you take?

Base: All who post selfies of themselves on social media

	Total	SOCIAL MEDIA USED						POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA			
		Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative	
		a A	b B	c C	d D	e E	f F	g G	h H	*i *I	j J	*k *K	
Unweighted Total	551	371	367	291	368	124	79	33	551	-	474	5	
Weighted Total	547	368	366	288	368	123	81	33	547	-	471	5	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	
Very important	(4)	138	97	98	78	93	31	24	9	138	-	124	1
		25%	26%	27%	27%	25%	25%	30%	27%	25%	-	26%	16%
Quite important	(3)	290	191	192	153	200	67	44	18	290	-	248	4
		53%	52%	52%	53%	54%	54%	55%	55%	53%	-	53%	84%
Not very important	(2)	95	64	64	42	60	17	9	5	95	-	81	-
		17%	17%	17%	15%	16%	14%	11%	16%	17%	-	17%	-
Not at all important	(1)	11	8	9	6	7	5	2	1	11	-	8	-
		2%	2%	2%	2%	2%	4%	2%	3%	2%	-	2%	-
Don't know		13	8	4	9	8	4	1	-	13	-	9	-
		2%	2%	1%	3%	2%	3%	1%	-	2%	-	2%	-
				b									
NETS													
Net: Important		428	288	289	230	293	98	69	27	428	-	373	5
		78%	78%	79%	80%	80%	79%	86%	81%	78%	-	79%	100%
Net: Not important		107	72	72	48	67	22	11	6	107	-	89	-
		19%	20%	20%	17%	18%	18%	13%	19%	19%	-	19%	-
Mean score		3.0	3.0	3.0	3.1	3.1	3.0	3.1	3.0	3.0	-	3.1	3.2
Standard deviation		.72	.73	.73	.72	.71	.76	.71	.75	.72	-	.72	.41
Standard error		.03	.04	.04	.04	.04	.07	.08	.13	.03	-	.03	.18

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

Q8. If you took a selfie to post on social media, how important or otherwise would it be to look good in your selfies?

Base: All who post selfies of themselves on social media

	Total	AGE			GENDER		REGION						Northern Ireland	
		10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales		
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	*l	
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	*L	
Unweighted Total	551	142	203	206	262	289	138	102	144	74	42	43	8	
Weighted Total	547	141	202	204	260	287	136	95	154	75	42	31	14	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4)	153	30	66	57	66	86	44	30	33	24	6	9	5
		28%	21%	33%	28%	25%	30%	32%	32%	22%	32%	14%	30%	37%
			A	A				HJ	hJ		hJ		j	
Quite important	(3)	300	82	111	107	145	155	68	54	88	45	26	14	5
		55%	58%	55%	52%	56%	54%	50%	57%	57%	59%	62%	47%	38%
Not very important	(2)	75	26	18	30	38	36	13	10	31	6	7	4	4
		14%	19%	9%	15%	15%	13%	9%	10%	20%	8%	17%	14%	25%
			B		b					FGI				
Not at all important	(1)	9	3	3	3	7	2	5	1	1	-	1	1	-
		2%	2%	2%	1%	3%	1%	4%	1%	1%	-	2%	5%	-
								h					hi	
Don't know		12	-	4	7	4	7	7	-	1	-	2	1	-
		2%	-	2%	4%	2%	3%	5%	-	1%	-	5%	5%	-
				a	A			GHI				Ghi	Ghi	
NETS														
Net: Important	452	112	177	164	211	241	112	84	121	69	32	24	11	
	83%	79%	87%	80%	81%	84%	82%	89%	79%	92%	76%	77%	75%	
			Ac					Hjk		fHJK				
Net: Not important	84	29	21	33	45	39	18	11	32	6	8	6	4	
	15%	21%	11%	16%	17%	13%	13%	11%	21%	8%	19%	19%	25%	
		B		b					fgl		i	i		
Mean score	3.1	3.0	3.2	3.1	3.1	3.2	3.2	3.2	3.0	3.2	2.9	3.1	3.1	
			A			d		hj	HJ	HJ				
Standard deviation	.69	.69	.67	.70	.71	.67	.75	.65	.67	.59	.66	.82	.81	
Standard error	.03	.06	.05	.05	.04	.04	.07	.06	.06	.07	.10	.13	.29	

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

Q8. If you took a selfie to post on social media, how important or otherwise would it be to look good in your selfies?

Base: All who post selfies of themselves on social media

	Total	SOCIAL MEDIA USED						POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA			
		Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative	
		a A	b B	c C	d D	e E	f F	g G	h H	*i *I	j J	*k *K	
Unweighted Total	551	371	367	291	368	124	79	33	551	-	474	5	
Weighted Total	547	368	366	288	368	123	81	33	547	-	471	5	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	
Very important	(4)	153	105	105	88	103	35	27	10	153	-	135	1
		28%	29%	29%	31%	28%	28%	34%	30%	28%	-	29%	16%
Quite important	(3)	300	192	200	154	208	70	43	20	300	-	256	4
		55%	52%	55%	54%	56%	56%	54%	60%	55%	-	54%	84%
Not very important	(2)	75	57	48	35	43	14	6	3	75	-	63	-
		14%	15%	13%	12%	12%	12%	8%	10%	14%	-	13%	-
Not at all important	(1)	9	6	7	5	7	2	2	-	9	-	7	-
		2%	2%	2%	2%	2%	1%	2%	-	2%	-	1%	-
Don't know		12	9	6	5	7	3	2	-	12	-	9	-
		2%	2%	2%	2%	2%	2%	2%	-	2%	-	2%	-
NETS													
Net: Important		452	297	305	242	311	105	71	30	452	-	392	5
		83%	81%	83%	84%	85%	85%	88%	90%	83%	-	83%	100%
Net: Not important		84	63	55	40	50	16	8	3	84	-	70	-
		15%	17%	15%	14%	13%	13%	10%	10%	15%	-	15%	-
Mean score		3.1	3.1	3.1	3.2	3.1	3.1	3.2	3.2	3.1	-	3.1	3.2
Standard deviation		.69	.71	.70	.69	.68	.67	.69	.61	.69	-	.69	.41
Standard error		.03	.04	.04	.04	.04	.06	.08	.11	.03	-	.03	.18

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

Q9. When you take selfies to upload to social media, how many selfies do you usually take before you find one that you want to post on your social media profile?

Base: All who post selfies of themselves on social media

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	*L
Unweighted Total	551	142	203	206	262	289	138	102	144	74	42	43	8
Weighted Total	547	141	202	204	260	287	136	95	154	75	42	31	14
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1	83 15%	29 21% B	22 11%	31 15%	45 17%	38 13%	27 20% l	14 15% i	24 16% l	4 5%	7 17% l	5 16% i	2 13%
2	110 20%	30 21%	42 21%	39 19%	57 22%	53 18%	20 15%	19 21%	39 25% F	12 16%	11 26% f	4 14%	4 25%
3	115 21%	29 20%	41 20%	45 22%	54 21%	61 21%	27 20%	23 25%	28 18%	16 22%	10 24%	9 28%	2 13%
4	48 9%	9 6%	20 10%	19 9%	28 11% e	20 7%	16 12% k	7 7%	15 10%	6 8%	4 9%	1 2%	- -
5	99 18%	24 17%	44 22%	32 16%	40 16%	59 21%	22 16%	17 18%	20 13%	20 27% fH	6 14%	9 28% fH	5 37%
6-10	68 12%	16 11%	24 12%	29 14%	23 9%	45 16% D	20 15%	8 9%	20 13%	13 17% g	3 7%	2 7%	2 12%
11 or more	24 4%	5 3%	10 5%	10 5%	12 5%	12 4%	5 3%	5 6%	8 5%	3 4%	1 2%	1 5%	- -
Mean score	4.4	3.9	4.6	4.5	4.2	4.5	4.4	4.3	4.4	5.0 J	3.5	4.1	4.1
Standard deviation	4.63	3.82	4.99	4.75	4.81	4.46	5.03	4.27	5.32	4.15	3.34	3.25	2.76
Standard error	.20	.32	.35	.33	.30	.26	.43	.42	.44	.48	.51	.50	.98

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

Q9. When you take selfies to upload to social media, how many selfies do you usually take before you find one that you want to post on your social media profile?

Base: All who post selfies of themselves on social media

	Total	SOCIAL MEDIA USED						POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA		
		Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
Significance Level: 90%		a	b	c	d	e	f	g	h	*i	j	*k
Significance Level: 95%		A	B	C	D	E	F	G	H	*I	J	*K
Unweighted Total	551	371	367	291	368	124	79	33	551	-	474	5
Weighted Total	547	368	366	288	368	123	81	33	547	-	471	5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
1	83	63	58	34	49	13	11	3	83	-	70	-
	15%	17%	16%	12%	13%	10%	14%	10%	15%	-	15%	-
		ce										
2	110	75	65	53	71	21	7	4	110	-	93	1
	20%	20%	18%	19%	19%	17%	9%	14%	20%	-	20%	20%
		F	f	F	F							
3	115	75	86	52	85	24	17	3	115	-	103	1
	21%	20%	24%	18%	23%	19%	22%	8%	21%	-	22%	21%
		g	cG		G		g					
4	48	33	31	28	31	10	5	3	48	-	43	1
	9%	9%	8%	10%	8%	8%	7%	9%	9%	-	9%	22%
5	99	65	66	64	71	27	17	5	99	-	90	1
	18%	18%	18%	22%	19%	22%	21%	16%	18%	-	19%	16%
6-10	68	39	45	40	43	19	18	10	68	-	57	1
	12%	11%	12%	14%	12%	15%	23%	31%	12%	-	12%	21%
							ABcD	ABCDE				
11 or more	24	17	15	16	17	10	4	4	24	-	15	-
	4%	5%	4%	5%	5%	8%	5%	13%	4%	-	3%	-
						b		ABcD				
Mean score	4.4	4.3	4.3	5.0	4.5	5.8	4.9	7.6	4.4	-	4.2	4.0
				a		ABD		ABCDF				
Standard deviation	4.63	4.60	4.74	5.65	5.01	7.43	3.29	8.88	4.63	-	4.40	1.59
Standard error	.20	.24	.25	.33	.26	.67	.37	1.55	.20	-	.20	.71

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

Q10. When you take selfies to upload to social media, how often do you edit the photos before you post them on social media (for instance, by adding filters or cropping the photo).

Base: All who post selfies of themselves on social media

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	*L
Unweighted Total	551	142	203	206	262	289	138	102	144	74	42	43	8
Weighted Total	547	141	202	204	260	287	136	95	154	75	42	31	14
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Always	36 7%	4 3%	23 11% AC	9 5%	16 6%	20 7%	13 9% K	7 7% k	8 5%	8 11% K	1 2%	-	-
Often	99 18%	23 17%	34 17%	41 20%	32 12%	67 23% D	32 24% H	18 19% h	17 11%	19 26% H	6 14%	4 14%	2 12%
Sometimes	276 50%	76 54% B	84 42%	116 57% B	136 52%	140 49%	58 42%	50 53%	90 58% Fi	35 46%	23 55%	14 44%	7 50%
Never	136 25%	38 27% c	61 30% C	38 18%	76 29% E	60 21%	34 25%	20 21%	39 26%	13 18%	12 28%	13 42% FGHI	5 37%
NETS													
Net: Always/ Often	135 25%	27 19%	57 28% a	51 25%	48 18%	87 30% D	45 33% HJK	25 26% h	25 16%	27 36% HJK	7 17%	4 14%	2 12%
Net: At least sometimes	411 75%	103 73%	141 70%	167 82% aB	184 71%	227 79% D	103 75% K	75 79% K	115 74% K	62 82% K	30 72%	18 58%	9 63%

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

Q10. When you take selfies to upload to social media, how often do you edit the photos before you post them on social media (for instance, by adding filters or cropping the photo).

Base: All who post selfies of themselves on social media

	SOCIAL MEDIA USED								POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA	
	Total	Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
	a	b	c	d	e	f	g	h	*i	j	*k	
	A	B	C	D	E	F	G	H	*I	J	*K	
Unweighted Total	551	371	367	291	368	124	79	33	551	-	474	5
Weighted Total	547	368	366	288	368	123	81	33	547	-	471	5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
Always	36 7%	25 7%	26 7%	22 8%	24 7%	10 8%	9 11%	3 10%	36 7%	-	28 6%	-
Often	99 18%	62 17%	71 20%	63 22%	72 20%	28 23%	22 28% A	9 27%	99 18%	-	87 18%	3 59%
Sometimes	276 50%	194 53%	185 51%	142 49%	183 50%	66 53%	35 44%	15 45%	276 50%	-	245 52%	2 41%
Never	136 25%	86 23% e	83 23% e	61 21%	88 24% e	19 16%	14 17%	6 19%	136 25%	-	110 23%	-
NETS												
Net: Always/ Often	135 25%	88 24%	97 27%	85 29%	97 26%	39 31%	31 38% ABD	12 37%	135 25%	-	115 24%	3 59%
Net: At least sometimes	411 75%	282 77%	282 77%	227 79%	280 76%	104 84% abd	66 83%	27 81%	411 75%	-	360 77%	5 100%

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

Q11. Do your parents ever post photos of you on their social media?

Base: All respondents

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	*L
Unweighted Total	1001	321	337	343	512	489	237	179	295	126	79	67	18
Weighted Total	1001	324	333	343	513	488	234	165	314	128	79	48	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	663	230	209	223	336	327	160	109	202	83	55	35	18
	66%	71%	63%	65%	66%	67%	69%	66%	64%	65%	70%	73%	56%
		B											
No	338	94	124	120	177	161	74	57	112	45	24	13	14
	34%	29%	37%	35%	34%	33%	31%	34%	36%	35%	30%	27%	44%
			A										

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

Q11. Do your parents ever post photos of you on their social media?

Base: All respondents

	Total	SOCIAL MEDIA USED						POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA		
		Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
		a	b	c	d	e	f	g	h	i	j	*k
		A	B	C	D	E	F	G	H	I	J	*K
Unweighted Total	1001	515	518	492	615	186	118	41	551	450	803	8
Weighted Total	1001	513	519	487	617	185	119	41	547	454	800	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	663	356	385	342	414	119	84	28	432	230	539	4
	66%	69%	74%	70%	67%	64%	71%	69%	79%	51%	67%	52%
			aDE						I			
No	338	157	134	145	203	66	35	13	115	223	261	4
	34%	31%	26%	30%	33%	36%	29%	31%	21%	49%	33%	48%
		b			B	B			H			

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

Q12. How do you feel about your parents posting photos of you on their social media?

Base: All whose parents do post photos of them on social media

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	*I
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	*L
Unweighted Total	664	227	212	225	338	326	162	117	189	82	55	49	10
Weighted Total	663	230	209	223	336	327	160	109	202	83	55	35	18
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Happy	238 36%	83 36%	76 36%	79 35%	114 34%	124 38%	49 30%	46 42% Fj	70 34%	40 48% FHJk	15 27%	11 31%	9 50%
Embarrassed	174 26%	53 23%	64 30% a	57 26%	97 29%	77 24%	38 24%	30 28% I	61 30% I	13 16%	17 31% I	9 25%	5 30%
Proud	130 20%	52 23% c	41 20%	36 16%	63 19%	67 20%	34 21%	22 20%	33 17%	18 22%	11 20%	9 26%	2 10%
Anxious	20 3%	9 4%	4 2%	7 3%	14 4% e	6 2%	4 3%	4 4%	8 4%	3 4%	1 2%	- -	- -
Worried	11 2%	2 1%	5 2%	5 2%	5 1%	7 2%	5 3%	1 1%	2 1%	2 2%	- -	1 2%	- -
Sad	3 *	1 *	1 1%	1 *	2 1%	1 *	1 1%	2 2% h	- -	- -	- -	- -	- -
Other	11 2%	5 2%	1 1%	5 2%	4 1%	7 2%	2 1%	2 2%	5 2%	- -	2 4% i	- -	- -
It doesn't affect me	196 30%	64 28%	62 30%	70 31%	102 30%	95 29%	51 32%	27 25%	62 31%	19 23%	18 32%	13 37%	5 30%
I don't know	18 3%	5 2%	6 3%	8 3%	6 2%	12 4%	8 5% hj	3 3%	4 2%	3 4%	- -	1 2%	- -
NETS													
Net: Happy/ Proud	294 44%	104 45%	94 45%	96 43%	140 42%	153 47%	67 42%	52 48%	82 40%	48 57% FHJ	21 38%	15 43%	9 50%
Net: Embarrassed/ Anxious/ Worried	191 29%	62 27%	66 31%	63 28%	107 32% e	84 26%	39 25%	34 31% i	69 34% FI	16 19%	18 33% i	9 25%	5 30%

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

Q12. How do you feel about your parents posting photos of you on their social media?

Base: All whose parents do post photos of them on social media

	Total	SOCIAL MEDIA USED							POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA	
		Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
		a	b	c	d	e	f	*g	h	i	j	*k
		A	B	C	D	E	F	*G	H	I	J	*K
Unweighted Total	664	357	382	348	412	119	82	28	437	227	540	4
Weighted Total	663	356	385	342	414	119	84	28	432	230	539	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Happy	238 36%	129 36%	146 38%	135 39%	158 38%	53 45%	35 42%	14 51%	167 39%	72 31%	196 36%	4 100%
						a			i			
Embarrassed	174 26%	101 28%	112 29%	96 28%	105 26%	31 26%	20 24%	3 12%	127 29%	47 20%	151 28%	- -
									l			
Proud	130 20%	75 21%	82 21%	72 21%	86 21%	28 23%	16 19%	8 28%	97 22%	33 14%	112 21%	1 25%
									l			
Anxious	20 3%	10 3%	13 3%	14 4%	14 3%	12 10%	3 4%	2 8%	18 4%	2 1%	15 3%	- -
							ABCD		l			
Worried	11 2%	6 2%	9 2%	8 2%	3 1%	6 5%	3 4%	1 3%	9 2%	3 1%	8 2%	- -
			d	D		AD	D					
Sad	3 *	2 1%	2 *	2 1%	- -	1 1%	1 1%	- -	3 1%	- -	1 *	- -
						d	D					
Other	11 2%	8 2%	5 1%	4 1%	4 1%	1 1%	2 3%	1 4%	5 1%	6 3%	8 1%	- -
It doesn't affect me	196 30%	97 27%	99 26%	85 25%	118 29%	28 24%	20 24%	6 22%	107 25%	89 39%	148 27%	- -
										H		
I don't know	18 3%	9 2%	13 3%	9 3%	10 2%	1 1%	4 5%	1 4%	11 2%	8 3%	12 2%	- -
							e					
NETS												
Net: Happy/ Proud	294 44%	160 45%	178 46%	164 48%	192 46%	61 52%	43 51%	18 65%	205 47%	88 38%	245 46%	4 100%
									l			
Net: Embarrassed/ Anxious/ Worried	191 29%	110 31%	124 32%	108 31%	117 28%	42 35%	25 30%	7 24%	141 33%	50 22%	164 30%	- -
									l			

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

Q13. How would you feel if your parents did post photos of you on their social media?

Base: All whose parents do not post photos of them on social media

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
Significance Level: 90%		a	b	c	d	e	f	g	h	i	*j	*k	*l
Significance Level: 95%		A	B	C	D	E	F	G	H	I	*J	*K	*L
Unweighted Total	337	94	125	118	174	163	75	62	106	44	24	18	8
Weighted Total	338	94	124	120	177	161	74	57	112	45	24	13	14
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Embarrassed	121 36%	27 29%	40 33%	53 44% Ab	57 32%	63 39%	23 32%	17 31%	42 37%	19 43%	5 21%	3 22%	11 75%
Happy	31 9%	6 7%	11 9%	13 11%	15 8%	16 10%	8 11%	6 11%	8 7%	4 9%	2 8%	1 6%	2 13%
Worried	23 7%	4 5%	12 10%	7 5%	10 5%	13 8%	11 14% Ghi	2 3%	7 6%	2 5%	1 4%	- -	- -
Proud	21 6%	3 3%	12 9% a	6 5%	7 4%	14 9% d	3 4%	5 8%	7 6%	2 5%	2 8%	1 6%	2 12%
Anxious	14 4%	4 4%	5 4%	5 4%	7 4%	7 4%	5 7%	1 2%	4 3%	2 5%	- -	- -	2 13%
Sad	8 2%	2 3%	2 2%	3 3%	6 3%	2 1%	1 1%	1 1%	5 4%	- -	1 4%	- -	- -
Other	11 3%	1 1%	7 6% a	3 2%	5 3%	6 4%	2 3%	2 4%	2 2%	1 2%	2 8%	- -	2 12%
It wouldn't affect me	89 26%	33 35% C	34 28%	22 19%	53 30%	36 22%	22 29%	15 27%	30 27%	13 29%	4 16%	6 45%	- -
I don't know	60 18%	18 19%	20 16%	22 19%	33 18%	28 17%	13 17%	10 17%	19 17%	5 11%	8 33%	4 28%	2 13%

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

Q13. How would you feel if your parents did post photos of you on their social media?

Base: All whose parents do not post photos of them on social media

	Total	SOCIAL MEDIA USED							POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA	
		Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
		a	b	c	d	e	f	*g	h	i	j	*k
		A	B	C	D	E	F	*G	H	I	J	*K
Unweighted Total	337	158	136	144	203	67	36	13	114	223	263	4
Weighted Total	338	157	134	145	203	66	35	13	115	223	261	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Embarrassed	121 36%	58 37%	56 42%	63 43% f	75 37%	25 37%	9 27%	5 36%	38 33%	83 37%	94 36%	2 48%
Happy	31 9%	15 9%	17 13%	16 11%	19 10%	7 10%	4 13%	2 16%	17 15% l	14 6%	27 10%	- -
Worried	23 7%	17 11%	13 10%	11 8%	14 7%	8 12%	3 8%	4 34%	9 8%	14 6%	18 7%	1 28%
Proud	21 6%	9 6%	11 8%	13 9%	10 5%	7 11% d	5 15% aD	1 8%	8 7%	13 6%	19 7%	- -
Anxious	14 4%	3 2%	3 2%	5 3%	6 3%	2 3%	1 3%	- -	4 3%	10 4%	10 4%	1 24%
Sad	8 2%	4 3%	4 3%	4 3%	4 2%	1 2%	- -	- -	1 1%	7 3%	4 2%	- -
Other	11 3%	9 6% c	4 3%	2 2%	6 3%	1 1%	- -	1 7%	5 5%	6 3%	8 3%	- -
It wouldn't affect me	89 26%	34 22%	24 18%	27 18%	57 28% BC	13 20%	7 19%	- -	34 29%	56 25%	72 27%	- -
I don't know	60 18%	28 18%	21 16%	21 15%	37 18%	11 16%	10 30% abCd	1 6%	17 15%	43 19%	42 16%	- -

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

Q14. Have you ever been unhappy with a photo someone else has posted of you on social media?

Base: All respondents

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	k	*l	
	A	B	C	D	E	F	G	H	I	J	K	*L	
Unweighted Total	1001	321	337	343	512	489	237	179	295	126	79	67	18
Weighted Total	1001	324	333	343	513	488	234	165	314	128	79	48	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	267 27%	82 25%	98 29%	88 25%	129 25%	137 28%	65 28%	32 20%	93 30%	37 29%	20 25%	14 30%	5 17%
No	734 73%	243 75%	236 71%	256 75%	383 75%	351 72%	169 72%	133 80%	221 70%	92 71%	59 75%	34 70%	27 83%

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

Q14. Have you ever been unhappy with a photo someone else has posted of you on social media?

Base: All respondents

	SOCIAL MEDIA USED							POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA		
	Total	Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	*k
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	*K
Unweighted Total	1001	515	518	492	615	186	118	41	551	450	803	8
Weighted Total	1001	513	519	487	617	185	119	41	547	454	800	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	267	160	162	162	177	63	44	20	208	59	216	4
	27%	31%	31%	33%	29%	34%	37%	49%	38%	13%	27%	49%
							d	ABCD _e	I			
No	734	353	357	326	440	122	75	21	339	395	584	4
	73%	69%	69%	67%	71%	66%	63%	51%	62%	87%	73%	51%
		G	G	G	fG	g				H		

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

Q15. Below are some reasons that might describe why you felt unhappy with a photo someone else has posted of you on social media.

Why were you unhappy with a photo someone else posted of you on social media?

Base: All who have been unhappy with a photo someone else posted of them on social media

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
Significance Level: 90%		a	b	c	d	e	f	g	h	i	*j	*k	*l
Significance Level: 95%		A	B	C	D	E	F	G	H	I	*J	*K	*L
Unweighted Total	267	82	98	87	128	139	66	35	87	36	20	20	3
Weighted Total	267	82	98	88	129	137	65	32	93	37	20	14	5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I didn't like how I looked	162	46	69	47	75	87	42	22	50	19	12	11	5
	61%	57%	71%	53%	58%	63%	65%	67%	54%	52%	60%	80%	100%
			AC										
They did not ask me before uploading it	113	27	50	36	51	62	32	9	40	18	7	6	-
	42%	33%	51%	42%	39%	45%	50%	28%	43%	49%	35%	45%	-
			A				G		g				
People wrote nasty comments	34	11	12	12	17	17	5	7	8	11	2	1	-
	13%	13%	12%	14%	14%	12%	8%	22%	9%	31%	10%	5%	-
							fH		FH				
It didn't get many likes	27	9	11	6	17	9	7	5	10	1	1	1	2
	10%	11%	12%	7%	13%	7%	11%	14%	11%	3%	5%	5%	34%
					e			i					
Other	10	4	3	4	4	6	1	-	6	1	1	1	-
	4%	5%	3%	4%	3%	4%	2%	-	6%	3%	5%	10%	-
I don't know	10	4	2	4	5	5	2	1	4	2	1	-	-
	4%	5%	2%	5%	4%	4%	3%	3%	4%	6%	5%	-	-

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

Q15. Below are some reasons that might describe why you felt unhappy with a photo someone else has posted of you on social media.

Why were you unhappy with a photo someone else posted of you on social media?

Base: All who have been unhappy with a photo someone else posted of them on social media

	SOCIAL MEDIA USED								POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA	
	Total	Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
		a	b	c	d	e	f	*g	h	i	j	*k
	A	B	C	D	E	F	*G	H	I	J	*K	
Unweighted Total	267	159	161	162	175	64	43	20	207	60	217	4
Weighted Total	267	160	162	162	177	63	44	20	208	59	216	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I didn't like how I looked	162	97	106	107	114	41	29	12	131	31	137	1
	61%	61%	66%	66%	64%	65%	66%	59%	63%	53%	63%	20%
They did not ask me before uploading it	113	65	68	65	67	26	21	8	80	32	89	3
	42%	41%	42%	40%	38%	41%	49%	38%	39%	55%	41%	73%
People wrote nasty comments	34	19	14	26	25	12	5	3	28	6	25	1
	13%	12%	8%	16%	14%	19%	12%	16%	14%	10%	12%	27%
It didn't get many likes	27	17	18	19	19	8	3	2	24	2	21	-
	10%	10%	11%	12%	11%	13%	7%	10%	12%	4%	10%	-
Other	10	7	6	4	6	2	-	-	6	4	7	-
	4%	4%	3%	3%	4%	3%	-	-	3%	7%	3%	-
I don't know	10	6	7	3	7	1	3	2	7	3	9	-
	4%	4%	4%	2%	4%	2%	7%	11%	3%	5%	4%	-

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

Q16. Did having a photo you were not happy with posted on social media affect you in any of these ways?

Base: All who have been unhappy with a photo someone else posted of them on social media

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
Significance Level: 90%		a	b	c	d	e	f	g	h	i	*j	*k	*l
Significance Level: 95%		A	B	C	D	E	F	G	H	I	*J	*K	*L
Unweighted Total	267	82	98	87	128	139	66	35	87	36	20	20	3
Weighted Total	267	82	98	88	129	137	65	32	93	37	20	14	5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
It made me feel sad	74 28%	21 26%	28 29%	24 28%	29 23%	45 32%	21 33%	12 36%	17 18%	15 42%	3 15%	4 30%	2 33%
						d	H	H	H	H			
It made me feel anxious or nervous	53 20%	16 20%	23 23%	14 17%	34 26%	19 14%	18 28%	5 16%	15 16%	8 23%	2 10%	3 20%	2 34%
					E		h						
It affected my friendships	39 15%	11 14%	16 16%	12 13%	15 12%	24 17%	8 12%	4 13%	17 18%	8 22%	1 5%	1 5%	- -
It affected my sleep (sleeping more or less than usual)	17 6%	4 5%	10 10%	3 3%	7 5%	10 7%	7 10%	6 18%	3 3%	1 3%	- -	- -	- -
			c				h	HI					
It affected my school work	14 5%	3 4%	5 5%	6 6%	6 5%	8 6%	3 4%	2 6%	3 4%	3 8%	3 15%	- -	- -
It affected my eating (eating more or less than usual)	13 5%	3 3%	8 8%	2 3%	9 7%	4 3%	5 8%	2 6%	1 1%	3 8%	1 5%	1 5%	- -
					e		H			h			
It affected me in a different way	15 6%	3 4%	4 4%	8 9%	7 5%	9 6%	3 5%	2 6%	7 8%	2 6%	1 5%	- -	- -
It didn't affect me at all	107 40%	34 42%	38 39%	35 40%	54 42%	53 39%	26 41%	11 32%	45 48%	7 20%	9 45%	7 50%	2 33%
							I		I				
NETS													
Net: Sad/ Anxious/ Nervous	105 39%	35 42%	39 40%	31 36%	51 40%	54 39%	29 44%	16 49%	25 27%	19 53%	5 25%	7 50%	4 67%
							H	H	H	H			

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

Q16. Did having a photo you were not happy with posted on social media affect you in any of these ways?

Base: All who have been unhappy with a photo someone else posted of them on social media

	Total	SOCIAL MEDIA USED							POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA	
		Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
		a	b	c	d	e	f	*g	h	i	j	*k
		A	B	C	D	E	F	*G	H	I	J	*K
Unweighted Total	267	159	161	162	175	64	43	20	207	60	217	4
Weighted Total	267	160	162	162	177	63	44	20	208	59	216	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
It made me feel sad	74 28%	45 28%	45 28%	48 29%	45 25%	20 32%	15 34%	6 28%	61 29%	13 22%	59 27%	2 47%
It made me feel anxious or nervous	53 20%	33 21%	32 20%	35 22%	39 22%	16 25%	7 16%	4 20%	41 20%	12 20%	40 18%	1 20%
It affected my friendships	39 15%	27 17%	18 11%	31 19%	29 17%	17 26%	8 19%	7 35%	32 15%	7 11%	33 15%	1 27%
It affected my sleep (sleeping more or less than usual)	17 6%	8 5%	11 7%	13 8%	13 7%	8 13%	1 3%	1 5%	16 7%	1 2%	14 6%	- -
It affected my school work	14 5%	7 4%	9 6%	12 8%	10 6%	4 7%	2 5%	1 5%	13 6%	1 1%	10 5%	- -
It affected my eating (eating more or less than usual)	13 5%	5 3%	6 4%	11 7%	6 3%	4 6%	3 7%	- -	12 6%	1 1%	10 5%	- -
It affected me in a different way	15 6%	9 6%	7 5%	4 3%	12 7%	1 1%	2 5%	- -	9 4%	7 11%	10 5%	1 27%
It didn't affect me at all	107 40%	68 43%	71 44%	56 35%	66 37%	18 29%	17 38%	6 30%	83 40%	25 42%	88 41%	- -
NETS		e	cE									
Net: Sad/ Anxious/ Nervous	105 39%	63 39%	66 41%	68 42%	70 39%	31 50%	18 40%	9 43%	83 40%	22 37%	84 39%	2 47%

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

Q17. Have you ever been sent an image that upset or shocked you?

Base: All respondents

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	*L
Unweighted Total	1001	321	337	343	512	489	237	179	295	126	79	67	18
Weighted Total	1001	324	333	343	513	488	234	165	314	128	79	48	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	106	25	42	39	54	52	25	18	29	24	6	4	-
	11%	8%	13%	11%	11%	11%	11%	11%	9%	19%	8%	9%	-
			A	a						FGHJk			
No	895	299	291	304	458	437	209	147	286	104	73	44	32
	89%	92%	87%	89%	89%	89%	89%	89%	91%	81%	92%	91%	100%
		Bc					I	I	I		I	i	

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

Q17. Have you ever been sent an image that upset or shocked you?

Base: All respondents

	SOCIAL MEDIA USED							POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA		
	Total	Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	*k
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	*K
Unweighted Total	1001	515	518	492	615	186	118	41	551	450	803	8
Weighted Total	1001	513	519	487	617	185	119	41	547	454	800	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	106	71	64	78	76	37	26	12	83	23	83	2
	11%	14%	12%	16%	12%	20%	22%	28%	15%	5%	10%	23%
				bd		ABD	ABD	ABCD	I			
No	895	442	455	409	541	147	93	29	464	431	717	6
	89%	86%	88%	84%	88%	80%	78%	72%	85%	95%	90%	77%
		EFG	cEFG	G	cEFG					H		

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

Q18. Thinking about the last time someone sent you an image that upset or shocked you, who sent you that image?

Base: All who have been sent an image that upset or shocked them

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
Significance Level: 90%		*a	b	c	d	e	*f	*g	*h	*i	*j	*k	*l
Significance Level: 95%		*A	B	C	D	E	*F	*G	*H	*I	*J	*K	*L
Unweighted Total	108	25	42	41	55	53	26	19	27	24	6	6	-
Weighted Total	106	25	42	39	54	52	25	18	29	24	6	4	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
A friend	43	7	20	15	20	22	12	6	12	10	1	2	-
	40%	28%	48%	39%	37%	43%	46%	32%	42%	41%	16%	50%	-
A friend of a friend	33	10	10	13	20	13	8	6	6	8	4	1	-
	31%	42%	23%	32%	37%	24%	32%	36%	20%	34%	67%	17%	-
Someone you don't know	17	2	9	6	6	10	3	4	6	3	-	1	-
	16%	7%	22%	15%	12%	20%	11%	22%	19%	12%	-	33%	-
A family member	6	3	2	1	3	3	-	1	2	3	-	-	-
	5%	12%	4%	2%	6%	5%	-	5%	6%	13%	-	-	-
An adult that you know (but not family)	4	1	1	2	2	2	2	-	1	-	1	-	-
	4%	4%	2%	5%	4%	4%	8%	-	3%	-	17%	-	-
Don't know	4	2	-	3	3	2	1	1	3	-	-	-	-
	4%	7%	-	7%	5%	3%	3%	5%	10%	-	-	-	-

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

Q18. Thinking about the last time someone sent you an image that upset or shocked you, who sent you that image?

Base: All who have been sent an image that upset or shocked them

	Total	SOCIAL MEDIA USED						POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA		
		Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
		a	b	c	d	e	*f	*g	h	*i	j	*k
		A	B	C	D	E	*F	*G	H	*I	J	*K
Unweighted Total	108	73	66	80	76	38	26	12	84	24	84	2
Weighted Total	106	71	64	78	76	37	26	12	83	23	83	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A friend	43	30	22	28	29	12	9	5	35	8	31	1
	40%	42%	34%	36%	38%	31%	36%	42%	42%	33%	38%	43%
A friend of a friend	33	21	24	27	23	13	7	5	25	8	26	-
	31%	30%	38%	35%	30%	35%	27%	43%	30%	35%	31%	-
Someone you don't know	17	12	10	13	13	8	9	2	14	3	14	-
	16%	17%	15%	16%	17%	22%	34%	15%	17%	12%	17%	-
A family member	6	4	3	5	6	2	-	-	4	2	4	1
	5%	5%	4%	6%	8%	5%	-	-	5%	8%	4%	57%
An adult that you know (but not family)	4	2	2	3	3	1	-	-	3	1	4	-
	4%	3%	3%	4%	4%	3%	-	-	4%	4%	5%	-
Don't know	4	3	3	3	3	2	1	-	3	2	4	-
	4%	4%	5%	3%	3%	5%	3%	-	3%	8%	5%	-

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

Q19. Thinking about the last time someone sent you an image that upset or shocked you, what did you do?

Base: All who have been sent an image that upset or shocked them

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
Significance Level: 90%		*a	b	c	d	e	*f	*g	*h	*i	*j	*k	*l
Significance Level: 95%		*A	B	C	D	E	*F	*G	*H	*I	*J	*K	*L
Unweighted Total	108	25	42	41	55	53	26	19	27	24	6	6	-
Weighted Total	106	25	42	39	54	52	25	18	29	24	6	4	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Deleted it	44	8	17	19	24	20	11	8	10	10	3	1	-
	41%	31%	40%	49%	44%	38%	43%	46%	36%	42%	49%	33%	-
Spoke to someone about it	31	8	13	10	11	20	6	6	9	8	1	1	-
	29%	34%	30%	26%	20%	39%	22%	36%	33%	33%	17%	17%	-
						D							
Nothing	19	4	8	8	14	6	7	3	5	2	1	2	-
	18%	16%	18%	20%	25%	11%	27%	16%	16%	8%	17%	50%	-
					e								
Reported the person who sent you the image to the social media site	15	4	6	5	6	9	4	2	2	5	1	1	-
	14%	17%	15%	12%	11%	17%	15%	11%	9%	21%	17%	17%	-
Shared it	10	5	3	3	4	6	1	2	4	3	-	-	-
	9%	18%	7%	6%	7%	12%	3%	10%	15%	13%	-	-	-
Other	3	-	1	2	-	3	1	-	1	1	-	-	-
	3%	-	2%	6%	-	6%	4%	-	5%	4%	-	-	-
					d								

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

Q19. Thinking about the last time someone sent you an image that upset or shocked you, what did you do?

Base: All who have been sent an image that upset or shocked them

	Total	SOCIAL MEDIA USED						POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA		
		Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
		a	b	c	d	e	*f	*g	h	*i	j	*k
		A	B	C	D	E	*F	*G	H	*I	J	*K
Unweighted Total	108	73	66	80	76	38	26	12	84	24	84	2
Weighted Total	106	71	64	78	76	37	26	12	83	23	83	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Deleted it	44	28	26	38	33	16	11	4	29	15	33	2
	41%	39%	41%	48%	43%	42%	43%	32%	35%	66%	40%	100%
Spoke to someone about it	31	22	22	18	24	11	8	4	25	6	25	-
	29%	31%	35%	23%	31%	29%	31%	33%	30%	28%	31%	-
Nothing	19	12	10	14	13	8	4	2	16	3	14	-
	18%	17%	16%	17%	17%	21%	14%	17%	19%	14%	17%	-
Reported the person who sent you the image to the social media site	15	11	10	13	12	6	6	3	13	2	12	-
	14%	16%	15%	17%	16%	16%	24%	24%	16%	8%	14%	-
Shared it	10	5	4	9	5	3	3	1	9	1	7	-
	9%	7%	6%	11%	7%	8%	12%	8%	11%	4%	9%	-
Other	3	2	2	1	3	-	1	-	1	2	2	-
	3%	3%	4%	2%	4%	-	5%	-	2%	9%	3%	-

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

Q20. Who did you speak to about the photo?

Base: All who spoke to someone about an image they were sent that upset or shocked them

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
Significance Level: 90%		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l
Significance Level: 95%		*A	*B	*C	*D	*E	*F	*G	*H	*I	*J	*K	*L
Unweighted Total	32	9	12	11	11	21	6	7	9	8	1	1	-
Weighted Total	31	8	13	10	11	20	6	6	9	8	1	1	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
My mum or dad	25	7	9	9	8	17	6	3	7	7	1	1	-
	81%	78%	75%	91%	73%	85%	100%	54%	78%	88%	100%	100%	-
A friend	9	3	4	2	4	5	1	2	4	2	-	-	-
	27%	33%	32%	16%	36%	23%	14%	29%	41%	25%	-	-	-
My brother or sister	6	2	4	-	2	4	-	1	2	3	-	-	-
	20%	22%	35%	-	18%	21%	-	13%	26%	38%	-	-	-
A teacher at my school	3	2	-	1	2	1	-	2	-	1	-	-	-
	9%	25%	-	8%	20%	4%	-	29%	-	13%	-	-	-
Another family member (e.g. grandparent / cousin)	2	-	1	1	-	2	1	-	-	1	-	-	-
	6%	-	8%	8%	-	9%	14%	-	-	12%	-	-	-
Someone else	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

Q20. Who did you speak to about the photo?

Base: All who spoke to someone about an image they were sent that upset or shocked them

	Total	SOCIAL MEDIA USED						POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA		
		Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
Significance Level: 90%		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k
Significance Level: 95%		*A	*B	*C	*D	*E	*F	*G	*H	*I	*J	*K
Unweighted Total	32	22	23	19	24	11	8	4	25	7	26	-
Weighted Total	31	22	22	18	24	11	8	4	25	6	25	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
My mum or dad	25	17	19	14	19	7	5	2	19	6	20	-
	81%	78%	83%	78%	79%	63%	60%	44%	76%	100%	81%	-
A friend	9	7	5	6	7	5	2	2	8	1	7	-
	27%	31%	21%	36%	29%	46%	27%	56%	31%	15%	26%	-
My brother or sister	6	6	5	5	6	4	3	1	4	2	4	-
	20%	28%	23%	28%	26%	35%	39%	26%	17%	30%	17%	-
A teacher at my school	3	1	-	3	1	2	1	-	3	-	1	-
	9%	5%	-	16%	4%	19%	13%	-	12%	-	4%	-
Another family member (e.g. grandparent / cousin)	2	1	2	2	1	1	1	1	2	-	1	-
	6%	4%	8%	10%	4%	9%	12%	26%	7%	-	3%	-
Someone else	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: A,B,C,D,E,F,G - H,I - J,K

Safer Internet Day 2017

Q21. Do you agree or disagree with this statement

"When I look at photos of celebrities on social media, it makes me worry about how I look"

Base: All respondents

	AGE			GENDER		REGION							
	Total	10	11	12	Male	Female	North	Midlands	South (excluding London)	London	Scotland	Wales	Northern Ireland
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	*L
Unweighted Total	1001	321	337	343	512	489	237	179	295	126	79	67	18
Weighted Total	1001	324	333	343	513	488	234	165	314	128	79	48	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	203	56	76	70	84	119	50	36	65	29	9	9	5
	20%	17%	23%	20%	16%	24%	21%	22%	21%	22%	11%	18%	17%
			a			D	j	j	j	j			
Disagree	798	268	257	273	428	370	184	129	249	100	70	39	27
	80%	83%	77%	80%	84%	76%	79%	78%	79%	78%	89%	82%	83%
		b			E					fg	hi		

Columns Tested: A,B,C - D,E - F,G,H,I,J,K,L

Safer Internet Day 2017

Q21. Do you agree or disagree with this statement

"When I look at photos of celebrities on social media, it makes me worry about how I look"

Base: All respondents

	Total	SOCIAL MEDIA USED						POST SELFIES ON SOCIAL MEDIA		FEELINGS WHEN USING SOCIAL MEDIA		
		Instagram	Snapchat	Facebook	Whatsapp	Twitter	Pinterest	Tumblr	Yes	No	Positive	Negative
		a	b	c	d	e	f	g	h	i	j	*k
		A	B	C	D	E	F	G	H	I	J	*K
Unweighted Total	1001	515	518	492	615	186	118	41	551	450	803	8
Weighted Total	1001	513	519	487	617	185	119	41	547	454	800	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	203	120	113	135	138	56	36	12	135	68	165	3
	20%	23%	22%	28%	22%	30%	31%	30%	25%	15%	21%	36%
				BD		aBD	aBd		I			
Disagree	798	393	406	352	479	129	82	28	412	386	635	5
	80%	77%	78%	72%	78%	70%	69%	70%	75%	85%	79%	64%
		ef	CEF		CEf					H		

Columns Tested: A,B,C,D,E,F,G - H,I - J,K