

# Internet Watch Foundation

## METHODOLOGY NOTE

ComRes interviewed 2047 GB adults online between 3<sup>rd</sup> and 4<sup>th</sup> September 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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## Internet Safety Survey

### ONLINE Fieldwork: 3rd-4th September 2014

Absolutes/col percents

Table 1

**Q.1 If you were surfing the internet and stumbled across, what you considered to be, inappropriate or sexualised images of someone who you thought was a child or young person, which one of the following actions do you think you are most likely to take? Please select one of the following**

**Base: All respondents**

	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	2025	1021	1004	245	337	311	366	307	459	581	613	340	491	260	923
Weighted base	2025	992	1033	241	341	341	361	301	441	541	561	441	482	255	879
Report it to the police	776 38%	336 34%	440 43%	66 28%	121 36%	127 37%	147 41%	127 42%	187 42%	193 36%	206 37%	167 38%	210 44%	109 43%	302 34%
I would probably consider reporting it but I don't know how to	700 35%	346 35%	354 34%	107 45%	127 37%	127 37%	120 33%	83 28%	136 31%	195 36%	218 39%	150 34%	136 28%	84 33%	326 37%
Report it to my internet service provider	203 10%	100 10%	103 10%	22 9%	18 5%	29 8%	35 10%	39 13%	61 14%	67 12%	52 9%	37 8%	47 10%	30 12%	75 9%
Ignore it	176 9%	126 13%	50 5%	20 8%	40 12%	22 6%	29 8%	28 9%	38 9%	46 8%	40 7%	49 11%	41 9%	11 4%	85 10%
Report it to a watchdog	81 4%	41 4%	40 4%	3 1%	17 5%	21 6%	15 4%	14 5%	11 3%	25 5%	20 3%	19 4%	17 3%	15 6%	36 4%
Report it to a charity	25 1%	12 1%	14 1%	2 1%	2 1%	5 2%	6 2%	6 2%	4 1%	8 1%	5 1%	6 1%	7 1%	4 2%	16 2%
Other	10 1%	6 1%	5 *	4 2%	1 *	1 *	4 1%	- -	- -	2 *	3 *	1 *	5 1%	1 *	5 1%
None of the above	53 3%	26 3%	27 3%	16 7%	14 4%	10 3%	5 1%	4 1%	4 1%	5 1%	18 3%	12 3%	18 4%	2 1%	34 4%

## Internet Safety Survey

### ONLINE Fieldwork: 3rd-4th September 2014

Absolutes/col percents

Table 1

**Q.1 If you were surfing the internet and stumbled across, what you considered to be, inappropriate or sexualised images of someone who you thought was a child or young person, which one of the following actions do you think you are most likely to take? Please select one of the following**

**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2025	192	110	1723	71	227	175	198	147	193	259	271	182
Weighted base	2025	182	101	1742	81	223	182	182	142	203	263	284	182
Report it to the police	776 38%	89 49%	35 35%	651 37%	33 41%	94 42%	67 37%	62 34%	46 32%	76 37%	92 35%	107 38%	74 41%
I would probably consider reporting it but I don't know how to	700 35%	52 29%	37 37%	610 35%	29 36%	82 37%	57 32%	69 38%	49 35%	68 34%	84 32%	109 38%	63 34%
Report it to my internet service provider	203 10%	19 10%	13 13%	172 10%	5 6%	18 8%	17 9%	23 13%	19 13%	17 8%	28 11%	24 8%	21 11%
Ignore it	176 9%	11 6%	9 9%	156 9%	3 4%	15 7%	25 14%	11 6%	12 9%	22 11%	31 12%	23 8%	13 7%
Report it to a watchdog	81 4%	7 4%	2 2%	72 4%	2 3%	5 2%	5 3%	4 2%	9 6%	12 6%	18 7%	13 5%	3 2%
Report it to a charity	25 1%	- -	3 3%	22 1%	1 1%	3 1%	2 1%	5 3%	3 2%	3 2%	4 1%	1 *	1 *
Other	10 1%	- -	1 1%	10 1%	- -	3 1%	- -	1 *	2 1%	1 *	1 1%	1 *	1 1%
None of the above	53 3%	4 2%	1 1%	48 3%	7 9%	3 1%	9 5%	7 4%	3 2%	5 2%	4 1%	6 2%	6 3%

## Internet Safety Survey

### ONLINE Fieldwork: 3rd-4th September 2014

Absolutes/col percents

Table 2  
**Q.2 Have you ever heard of the 'Internet Watch Foundation' (IWF)?**  
**Base: All respondents**

	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
Unweighted base	2025	1021	1004	245	337	311	366	307	459	581	613	340	491	260	923
Weighted base	2025	992	1033	241	341	341	361	301	441	541	561	441	482	255	879
NET: Yes	322 16%	194 20%	128 12%	32 13%	71 21%	62 18%	63 18%	45 15%	49 11%	103 19%	82 15%	65 15%	72 15%	56 22%	155 18%
Yes, I have heard of them and know what they do	116 6%	72 7%	44 4%	18 7%	38 11%	23 7%	17 5%	9 3%	11 2%	37 7%	33 6%	20 5%	26 5%	26 10%	60 7%
Yes, I have heard of them but don't know what they do	206 10%	122 12%	85 8%	15 6%	32 10%	39 11%	46 13%	35 12%	39 9%	66 12%	49 9%	45 10%	47 10%	30 12%	95 11%
No, I have not heard of them	1669 82%	782 79%	887 86%	200 83%	260 76%	274 80%	292 81%	254 85%	389 88%	434 80%	468 83%	371 84%	396 82%	196 77%	707 80%
Don't know	34 2%	17 2%	17 2%	9 4%	10 3%	5 2%	5 1%	2 1%	3 1%	4 1%	11 2%	5 1%	13 3%	3 1%	17 2%

## Internet Safety Survey

### ONLINE Fieldwork: 3rd-4th September 2014

Absolutes/col percents

Table 2

**Q.2 Have you ever heard of the 'Internet Watch Foundation' (IWF)?****Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2025	192	110	1723	71	227	175	198	147	193	259	271	182
Weighted base	2025	182	101	1742	81	223	182	182	142	203	263	284	182
NET: Yes	322 16%	30 16%	14 14%	278 16%	17 20%	45 20%	25 14%	33 18%	28 19%	34 17%	43 16%	39 14%	16 9%
Yes, I have heard of them and know what they do	116 6%	6 3%	5 5%	105 6%	7 9%	13 6%	6 3%	13 7%	12 9%	10 5%	22 8%	17 6%	4 2%
Yes, I have heard of them but don't know what they do	206 10%	24 13%	9 9%	174 10%	10 12%	31 14%	19 10%	20 11%	15 11%	25 12%	20 8%	22 8%	12 7%
No, I have not heard of them	1669 82%	149 81%	86 85%	1434 82%	63 77%	177 79%	153 84%	147 81%	111 78%	166 82%	215 82%	241 85%	161 89%
Don't know	34 2%	4 2%	1 1%	29 2%	2 2%	1 1%	4 2%	2 1%	3 2%	3 1%	5 2%	4 1%	5 3%

## Internet Safety Survey

### ONLINE Fieldwork: 3rd-4th September 2014

Absolutes/col percents

Table 3

**Q.3 Which, if any, of the following do you think describes what the Internet Watch Foundation does?**

**Base: All respondents who have heard of the IWF**

	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
Unweighted base	337	206	131	41	71	58	68	45	54	114	101	51	71	67	169
Weighted base	322	194	128	32	71	62	63	45	49	103	82	65	72	56	155
Investigates reports of online criminal content	204 63%	118 61%	86 67%	17 53%	43 61%	42 68%	47 74%	24 53%	31 63%	64 62%	46 56%	47 72%	47 65%	40 72%	93 60%
Blocks access to criminal content on the internet	115 36%	69 36%	45 35%	8 25%	32 45%	26 42%	21 33%	11 24%	17 35%	34 33%	25 31%	23 36%	32 45%	19 34%	55 35%
Removes criminal content from the internet	114 35%	56 29%	57 45%	15 47%	30 43%	23 37%	19 31%	8 17%	18 37%	35 34%	24 29%	24 36%	31 43%	25 46%	51 33%
Prevents young people from seeing adult content online	103 32%	58 30%	45 35%	9 28%	25 35%	20 32%	20 32%	12 26%	17 35%	35 34%	19 23%	20 31%	28 39%	18 32%	53 34%
Monitors people on the internet who visit adult websites	99 31%	52 27%	46 36%	15 46%	16 23%	19 30%	24 38%	11 24%	14 29%	34 34%	23 28%	18 28%	23 32%	22 40%	50 32%
Other	7 2%	6 3%	2 1%	- -	3 4%	1 2%	1 2%	1 3%	1 2%	1 1%	1 2%	1 2%	3 5%	- -	2 1%
Don't know	30 9%	19 10%	11 9%	3 8%	5 7%	3 6%	4 7%	9 20%	6 11%	7 7%	8 10%	9 14%	6 8%	2 3%	16 10%

## Internet Safety Survey

### ONLINE Fieldwork: 3rd-4th September 2014

Absolutes/col percents

Table 3

**Q.3 Which, if any, of the following do you think describes what the Internet Watch Foundation does?**

**Base: All respondents who have heard of the IWF**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	337	34	15	288	17	44	28	33	29	33	50	38	16
Weighted base	322	30	14	278	17	45	25	33	28	34	43	39	16
Investigates reports of online criminal content	204 63%	20 66%	13 91%	171 61%	10 59%	30 67%	17 70%	20 60%	17 60%	25 74%	22 51%	24 63%	6 37%
Blocks access to criminal content on the internet	115 36%	10 33%	7 47%	98 35%	5 33%	17 39%	8 34%	14 43%	13 46%	12 35%	11 26%	13 35%	4 23%
Removes criminal content from the internet	114 35%	9 30%	10 68%	95 34%	5 29%	15 33%	10 39%	13 40%	13 48%	13 39%	10 23%	15 39%	1 9%
Prevents young people from seeing adult content online	103 32%	10 35%	6 40%	87 31%	9 57%	16 35%	6 23%	12 35%	9 34%	9 27%	14 34%	9 23%	3 16%
Monitors people on the internet who visit adult websites	99 31%	11 38%	5 35%	83 30%	6 38%	15 34%	7 28%	10 31%	10 36%	10 30%	13 30%	10 25%	1 9%
Other	7 2%	2 5%	-	6 2%	-	-	1 3%	-	3 11%	1 2%	1 3%	-	-
Don't know	30 9%	2 7%	-	28 10%	1 4%	4 10%	1 5%	2 7%	4 13%	1 3%	5 13%	3 8%	6 40%

## Internet Safety Survey

### ONLINE Fieldwork: 3rd-4th September 2014

Absolutes/col percents

Table 4

**Q.4 Some people criminally misuse technology, or online services / platforms (e.g. websites) of companies to distribute images of child sexual abuse content (e.g. child pornography) without the company knowing. In light of this, to what extent do you agree or disagree with the following statements?**

#### Summary Table

**Base: All respondents**

	Statements					
	Companies should do what they can to ensure that their technology or online services / platforms are protected from being misused by promoting ...	Companies providing technology or online services / platforms have a moral duty to work in partnership with the relevant authorities / organisations ...	I would be more likely to buy products and services from an internet or technology company that works with the relevant authorities / organisations to ...	I would consider boycotting the online services / platforms or technology of a company if I found out that they were not working with the relevant ...	My opinion of a company would not change if I found out that it refuses to work with the relevant authorities / organisations to identify and remove ...	Companies should be proud to say that they work in partnership with the relevant authorities / organisations as best practice, irrespective of ...
Unweighted base	2025	2025	2025	2025	2025	2025
Weighted base	2025	2025	2025	2025	2025	2025
NET: Agree	1869 92%	1821 90%	1580 78%	1452 72%	379 19%	1694 84%
Strongly agree (4)	1513 75%	1335 66%	884 44%	813 40%	135 7%	1193 59%
Tend to agree (3)	356 18%	486 24%	695 34%	640 32%	244 12%	501 25%
Tend to disagree (2)	23 1%	43 2%	142 7%	205 10%	473 23%	87 4%
Strongly disagree (1)	10 1%	16 1%	22 1%	87 4%	935 46%	43 2%
NET: Disagree	33 2%	58 3%	164 8%	293 14%	1408 70%	130 6%
Don't know	123 6%	146 7%	281 14%	280 14%	238 12%	201 10%
Mean	3.77	3.67	3.40	3.25	1.76	3.56
Standard deviation	0.48	0.56	0.69	0.85	0.95	0.70
Standard error	0.01	0.01	0.02	0.02	0.02	0.02



## Internet Safety Survey

### ONLINE Fieldwork: 3rd-4th September 2014

Absolutes/col percents

Table 5

**Q.4 Some people criminally misuse technology, or online services / platforms (e.g. websites) of companies to distribute images of child sexual abuse content (e.g. child pornography) without the company knowing. In light of this, to what extent do you agree or disagree with the following statements? Companies should do what they can to ensure that their technology or online services / platforms are protected from being misused by promoting criminal child sexual abuse content to its users**

**Base: All respondents**

	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
Unweighted base	2025	1021	1004	245	337	311	366	307	459	581	613	340	491	260	923
Weighted base	2025	992	1033	241	341	341	361	301	441	541	561	441	482	255	879
NET: Agree	1869	916	953	208	299	312	343	283	425	510	511	413	436	234	803
	92%	92%	92%	86%	88%	92%	95%	94%	96%	94%	91%	94%	90%	92%	91%
Strongly agree	(4) 1513	700	813	158	215	247	279	238	375	407	414	325	366	199	626
	75%	71%	79%	66%	63%	73%	77%	79%	85%	75%	74%	74%	76%	78%	71%
Tend to agree	(3) 356	216	140	49	84	65	64	45	49	102	96	87	70	36	177
	18%	22%	14%	21%	25%	19%	18%	15%	11%	19%	17%	20%	15%	14%	20%
Tend to disagree	(2) 23	12	11	4	6	3	2	4	3	4	7	3	8	3	8
	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
Strongly disagree	(1) 10	3	7	3	2	1	4	1	-	5	1	1	3	3	5
	1%	*	1%	1%	1%	*	1%	*	-	1%	*	*	1%	1%	1%
NET: Disagree	33	15	18	7	8	4	6	5	3	9	8	4	11	5	13
	2%	2%	2%	3%	2%	1%	2%	2%	1%	2%	1%	1%	2%	2%	1%
Don't know	123	61	62	26	33	25	12	13	14	22	43	24	34	15	63
	6%	6%	6%	11%	10%	7%	3%	4%	3%	4%	8%	5%	7%	6%	7%
Mean	3.77	3.73	3.81	3.69	3.67	3.77	3.77	3.81	3.87	3.76	3.78	3.77	3.78	3.79	3.75
Standard deviation	0.48	0.49	0.47	0.59	0.55	0.46	0.50	0.45	0.36	0.51	0.45	0.46	0.50	0.51	0.49
Standard error	0.01	0.02	0.02	0.04	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.02	0.03	0.02

## Internet Safety Survey

### ONLINE Fieldwork: 3rd-4th September 2014

Absolutes/col percents

Table 5

**Q.4 Some people criminally misuse technology, or online services / platforms (e.g. websites) of companies to distribute images of child sexual abuse content (e.g. child pornography) without the company knowing. In light of this, to what extent do you agree or disagree with the following statements? Companies should do what they can to ensure that their technology or online services / platforms are protected from being misused by promoting criminal child sexual abuse content to its users**  
**Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2025	192	110	1723	71	227	175	198	147	193	259	271	182
Weighted base	2025	182	101	1742	81	223	182	182	142	203	263	284	182
NET: Agree	1869 92%	168 92%	95 94%	1605 92%	69 85%	210 94%	170 93%	166 91%	137 96%	186 92%	237 90%	266 94%	164 90%
Strongly agree	(4) 1513 75%	137 75%	76 75%	1300 75%	55 68%	171 77%	140 77%	136 75%	108 76%	150 74%	184 70%	223 79%	133 73%
Tend to agree	(3) 356 18%	32 17%	19 19%	305 18%	14 17%	39 18%	30 17%	30 16%	28 20%	36 18%	53 20%	43 15%	31 17%
Tend to disagree	(2) 23 1%	- -	1 1%	21 1%	- -	- -	4 2%	2 1%	2 2%	1 *	3 1%	6 2%	3 2%
Strongly disagree	(1) 10 1%	2 1%	* *	8 *	2 3%	1 *	- -	- -	* *	1 1%	2 1%	1 *	1 1%
NET: Disagree	33 2%	2 1%	2 2%	30 2%	2 3%	1 *	4 2%	2 1%	3 2%	2 1%	5 2%	6 2%	5 3%
Don't know	123 6%	12 7%	4 4%	107 6%	10 12%	12 5%	8 4%	15 8%	2 2%	14 7%	21 8%	11 4%	13 7%
Mean	3.77	3.78	3.76	3.77	3.71	3.81	3.77	3.80	3.75	3.78	3.73	3.79	3.76
Standard deviation	0.48	0.49	0.49	0.48	0.64	0.41	0.48	0.43	0.49	0.48	0.51	0.47	0.52
Standard error	0.01	0.04	0.05	0.01	0.08	0.03	0.04	0.03	0.04	0.04	0.03	0.03	0.04

## Internet Safety Survey

### ONLINE Fieldwork: 3rd-4th September 2014

Absolutes/col percents

Table 6

**Q.4 Some people criminally misuse technology, or online services / platforms (e.g. websites) of companies to distribute images of child sexual abuse content (e.g. child pornography) without the company knowing. In light of this, to what extent do you agree or disagree with the following statements? Companies providing technology or online services / platforms have a moral duty to work in partnership with the relevant authorities / organisations who can identify and remove criminal child sexual abuse content from their website**  
**Base: All respondents**

	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
Unweighted base	2025	1021	1004	245	337	311	366	307	459	581	613	340	491	260	923
Weighted base	2025	992	1033	241	341	341	361	301	441	541	561	441	482	255	879
NET: Agree	1821	890	930	196	291	305	339	278	412	490	501	395	434	236	765
	90%	90%	90%	81%	85%	89%	94%	93%	93%	91%	89%	90%	90%	92%	87%
Strongly agree	(4) 1335	597	738	134	188	222	241	211	339	347	372	277	339	179	529
	66%	60%	71%	56%	55%	65%	67%	70%	77%	64%	66%	63%	70%	70%	60%
Tend to agree	(3) 486	293	192	61	103	83	98	68	73	143	129	118	96	57	236
	24%	30%	19%	25%	30%	24%	27%	22%	16%	26%	23%	27%	20%	22%	27%
Tend to disagree	(2) 43	29	14	8	10	7	3	6	8	17	10	8	8	3	28
	2%	3%	1%	3%	3%	2%	1%	2%	2%	3%	2%	2%	2%	1%	3%
Strongly disagree	(1) 16	10	6	2	3	5	3	1	2	4	2	4	6	1	8
	1%	1%	1%	1%	1%	1%	1%	*	*	1%	*	1%	1%	*	1%
NET: Disagree	58	39	20	10	13	12	6	8	10	21	12	12	14	4	37
	3%	4%	2%	4%	4%	3%	2%	3%	2%	4%	2%	3%	3%	2%	4%
Don't know	146	63	83	35	37	24	16	15	20	31	49	33	33	16	77
	7%	6%	8%	15%	11%	7%	4%	5%	4%	6%	9%	8%	7%	6%	9%
Mean	3.67	3.59	3.75	3.59	3.57	3.65	3.67	3.71	3.78	3.63	3.70	3.64	3.71	3.73	3.60
Standard deviation	0.56	0.61	0.50	0.62	0.61	0.60	0.54	0.53	0.49	0.59	0.52	0.57	0.57	0.50	0.61
Standard error	0.01	0.02	0.02	0.04	0.03	0.04	0.03	0.03	0.02	0.02	0.02	0.03	0.03	0.03	0.02

## Internet Safety Survey

### ONLINE Fieldwork: 3rd-4th September 2014

Absolutes/col percents

Table 6

**Q.4 Some people criminally misuse technology, or online services / platforms (e.g. websites) of companies to distribute images of child sexual abuse content (e.g. child pornography) without the company knowing. In light of this, to what extent do you agree or disagree with the following statements? Companies providing technology or online services / platforms have a moral duty to work in partnership with the relevant authorities / organisations who can identify and remove criminal child sexual abuse content from their website**  
**Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2025	192	110	1723	71	227	175	198	147	193	259	271	182
Weighted base	2025	182	101	1742	81	223	182	182	142	203	263	284	182
NET: Agree	1821 90%	162 89%	93 92%	1565 90%	73 90%	206 92%	163 90%	160 88%	131 93%	185 91%	227 86%	262 92%	159 87%
Strongly agree	(4) 1335 66%	131 72%	74 73%	1130 65%	46 57%	155 69%	115 63%	117 64%	98 69%	123 61%	169 64%	194 68%	114 62%
Tend to agree	(3) 486 24%	31 17%	19 19%	436 25%	27 33%	51 23%	48 26%	43 24%	34 24%	62 31%	58 22%	68 24%	45 25%
Tend to disagree	(2) 43 2%	2 1%	1 1%	39 2%	- -	5 2%	3 2%	2 1%	5 4%	4 2%	9 4%	7 2%	4 2%
Strongly disagree	(1) 16 1%	3 1%	* *	13 1%	- -	1 *	4 2%	2 1%	- -	- -	3 1%	1 *	2 1%
NET: Disagree	58 3%	5 3%	2 2%	52 3%	- -	6 2%	8 4%	3 2%	5 4%	4 2%	13 5%	7 3%	6 3%
Don't know	146 7%	16 9%	6 6%	124 7%	8 10%	11 5%	11 6%	19 10%	5 4%	13 7%	23 9%	15 5%	18 10%
Mean	3.67	3.74	3.76	3.66	3.63	3.70	3.61	3.68	3.68	3.62	3.64	3.69	3.64
Standard deviation	0.56	0.56	0.49	0.57	0.49	0.53	0.65	0.55	0.54	0.53	0.63	0.53	0.59
Standard error	0.01	0.04	0.05	0.01	0.06	0.04	0.05	0.04	0.05	0.04	0.04	0.03	0.05

## Internet Safety Survey

### ONLINE Fieldwork: 3rd-4th September 2014

Absolutes/col percents

Table 7

**Q.4 Some people criminally misuse technology, or online services / platforms (e.g. websites) of companies to distribute images of child sexual abuse content (e.g. child pornography) without the company knowing. In light of this, to what extent do you agree or disagree with the following statements? I would be more likely to buy products and services from an internet or technology company that works with the relevant authorities / organisations to identify and remove criminal child sexual abuse content from its services/platforms, than ones which do not**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2025	1021	1004	245	337	311	366	307	459	581	613	340	491	260	923
Weighted base	2025	992	1033	241	341	341	361	301	441	541	561	441	482	255	879
NET: Agree	1580	749	830	173	241	258	294	240	373	421	426	348	385	209	673
	78%	76%	80%	72%	71%	76%	82%	80%	85%	78%	76%	79%	80%	82%	77%
Strongly agree	(4) 884	366	518	83	110	149	166	140	236	225	238	186	236	128	338
	44%	37%	50%	34%	32%	44%	46%	46%	54%	42%	42%	42%	49%	50%	38%
Tend to agree	(3) 695	383	312	90	131	109	128	101	137	197	187	162	149	80	335
	34%	39%	30%	37%	38%	32%	35%	33%	31%	36%	33%	37%	31%	32%	38%
Tend to disagree	(2) 142	90	52	21	25	24	24	23	25	47	40	23	33	19	59
	7%	9%	5%	9%	7%	7%	7%	8%	6%	9%	7%	5%	7%	7%	7%
Strongly disagree	(1) 22	17	5	4	5	3	3	4	3	7	6	4	5	2	13
	1%	2%	*	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
NET: Disagree	164	107	57	24	30	27	28	27	28	53	46	27	38	21	72
	8%	11%	6%	10%	9%	8%	8%	9%	6%	10%	8%	6%	8%	8%	8%
Don't know	281	136	146	43	70	55	39	34	40	67	89	66	59	26	133
	14%	14%	14%	18%	21%	16%	11%	11%	9%	12%	16%	15%	12%	10%	15%
Mean	3.40	3.28	3.51	3.28	3.28	3.42	3.42	3.41	3.51	3.35	3.39	3.41	3.46	3.46	3.34
Standard deviation	0.69	0.73	0.63	0.73	0.70	0.70	0.68	0.71	0.65	0.71	0.70	0.66	0.69	0.69	0.70
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.03

## Internet Safety Survey

### ONLINE Fieldwork: 3rd-4th September 2014

Absolutes/col percents

Table 7

**Q.4 Some people criminally misuse technology, or online services / platforms (e.g. websites) of companies to distribute images of child sexual abuse content (e.g. child pornography) without the company knowing. In light of this, to what extent do you agree or disagree with the following statements? I would be more likely to buy products and services from an internet or technology company that works with the relevant authorities / organisations to identify and remove criminal child sexual abuse content from its services/platforms, than ones which do not**

**Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2025	192	110	1723	71	227	175	198	147	193	259	271	182
Weighted base	2025	182	101	1742	81	223	182	182	142	203	263	284	182
NET: Agree	1580 78%	150 82%	85 84%	1345 77%	60 74%	179 80%	144 79%	139 76%	111 78%	151 74%	202 77%	223 79%	136 75%
Strongly agree	(4) 884 44%	93 51%	41 40%	750 43%	37 46%	101 46%	79 43%	75 41%	64 45%	74 37%	113 43%	121 43%	85 47%
Tend to agree	(3) 695 34%	57 31%	44 44%	595 34%	22 28%	77 35%	65 36%	64 35%	47 33%	77 38%	89 34%	102 36%	51 28%
Tend to disagree	(2) 142 7%	7 4%	5 5%	130 7%	5 6%	16 7%	14 8%	13 7%	14 10%	19 9%	14 5%	20 7%	15 8%
Strongly disagree	(1) 22 1%	2 1%	- -	20 1%	3 3%	1 *	2 1%	2 1%	* *	1 1%	4 2%	4 1%	4 2%
NET: Disagree	164 8%	9 5%	5 5%	151 9%	7 9%	17 7%	16 9%	15 8%	15 10%	20 10%	19 7%	24 8%	19 10%
Don't know	281 14%	24 13%	12 12%	246 14%	14 17%	27 12%	23 13%	29 16%	16 11%	32 16%	42 16%	36 13%	27 15%
Mean	3.40	3.52	3.40	3.39	3.41	3.43	3.39	3.38	3.39	3.31	3.41	3.38	3.40
Standard deviation	0.69	0.64	0.59	0.70	0.79	0.66	0.69	0.68	0.70	0.70	0.70	0.70	0.77
Standard error	0.02	0.05	0.06	0.02	0.10	0.05	0.06	0.05	0.06	0.05	0.05	0.05	0.06

## Internet Safety Survey

### ONLINE Fieldwork: 3rd-4th September 2014

Absolutes/col percents

Table 8

**Q.4 Some people criminally misuse technology, or online services / platforms (e.g. websites) of companies to distribute images of child sexual abuse content (e.g. child pornography) without the company knowing. In light of this, to what extent do you agree or disagree with the following statements? I would consider boycotting the online services / platforms or technology of a company if I found out that they were not working with the relevant authorities / organisations to ensure that any criminal child sexual abuse content is identified and removed as quickly and as accurately as possible**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2025	1021	1004	245	337	311	366	307	459	581	613	340	491	260	923
Weighted base	2025	992	1033	241	341	341	361	301	441	541	561	441	482	255	879
NET: Agree	1452	701	752	135	208	251	280	229	349	402	378	314	358	195	601
	72%	71%	73%	56%	61%	74%	78%	76%	79%	74%	67%	71%	74%	76%	68%
Strongly agree	(4) 813	337	476	61	99	137	152	131	233	222	205	173	212	117	299
	40%	34%	46%	26%	29%	40%	42%	44%	53%	41%	36%	39%	44%	46%	34%
Tend to agree	(3) 640	364	276	73	109	114	129	98	116	180	173	140	146	79	302
	32%	37%	27%	31%	32%	33%	36%	33%	26%	33%	31%	32%	30%	31%	34%
Tend to disagree	(2) 205	123	82	37	50	25	29	28	36	64	59	48	34	25	97
	10%	12%	8%	16%	15%	7%	8%	9%	8%	12%	10%	11%	7%	10%	11%
Strongly disagree	(1) 87	44	43	7	12	17	17	12	23	25	24	17	22	7	38
	4%	4%	4%	3%	3%	5%	5%	4%	5%	5%	4%	4%	5%	3%	4%
NET: Disagree	293	167	125	45	62	42	46	40	59	89	82	65	56	33	135
	14%	17%	12%	19%	18%	12%	13%	13%	13%	16%	15%	15%	12%	13%	15%
Don't know	280	124	156	61	71	48	35	32	33	50	101	62	67	27	143
	14%	13%	15%	25%	21%	14%	10%	11%	7%	9%	18%	14%	14%	11%	16%
Mean	3.25	3.14	3.35	3.05	3.09	3.27	3.27	3.30	3.37	3.22	3.21	3.24	3.32	3.34	3.17
Standard deviation	0.85	0.84	0.84	0.85	0.85	0.84	0.83	0.83	0.87	0.86	0.86	0.84	0.84	0.80	0.85
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.05	0.03

## Internet Safety Survey

### ONLINE Fieldwork: 3rd-4th September 2014

Absolutes/col percents

Table 8

**Q.4 Some people criminally misuse technology, or online services / platforms (e.g. websites) of companies to distribute images of child sexual abuse content (e.g. child pornography) without the company knowing. In light of this, to what extent do you agree or disagree with the following statements? I would consider boycotting the online services / platforms or technology of a company if I found out that they were not working with the relevant authorities / organisations to ensure that any criminal child sexual abuse content is identified and removed as quickly and as accurately as possible**  
**Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2025	192	110	1723	71	227	175	198	147	193	259	271	182
Weighted base	2025	182	101	1742	81	223	182	182	142	203	263	284	182
NET: Agree	1452 72%	142 78%	68 67%	1243 71%	63 77%	173 78%	123 67%	120 66%	105 74%	141 69%	191 73%	205 72%	122 67%
Strongly agree	(4) 813 40%	90 50%	40 39%	682 39%	28 35%	98 44%	74 40%	56 31%	56 40%	67 33%	109 41%	118 42%	76 42%
Tend to agree	(3) 640 32%	51 28%	28 28%	561 32%	34 42%	75 34%	49 27%	64 35%	49 35%	74 37%	82 31%	87 31%	46 25%
Tend to disagree	(2) 205 10%	12 7%	12 12%	181 10%	4 5%	23 10%	21 12%	23 13%	16 12%	22 11%	26 10%	32 11%	14 8%
Strongly disagree	(1) 87 4%	10 6%	6 6%	71 4%	3 4%	5 2%	13 7%	10 6%	3 2%	8 4%	8 3%	11 4%	11 6%
NET: Disagree	293 14%	22 12%	18 18%	253 15%	7 9%	28 13%	34 19%	33 18%	19 14%	29 15%	34 13%	42 15%	25 14%
Don't know	280 14%	19 10%	15 15%	246 14%	11 13%	21 10%	26 14%	29 16%	17 12%	32 16%	39 15%	37 13%	34 19%
Mean	3.25	3.36	3.19	3.24	3.25	3.32	3.17	3.09	3.27	3.17	3.30	3.26	3.27
Standard deviation	0.85	0.87	0.92	0.84	0.77	0.78	0.95	0.88	0.78	0.82	0.81	0.84	0.92
Standard error	0.02	0.07	0.09	0.02	0.10	0.05	0.08	0.07	0.07	0.06	0.05	0.05	0.08



## Internet Safety Survey

### ONLINE Fieldwork: 3rd-4th September 2014

Absolutes/col percents

Table 9

**Q.4 Some people criminally misuse technology, or online services / platforms (e.g. websites) of companies to distribute images of child sexual abuse content (e.g. child pornography) without the company knowing. In light of this, to what extent do you agree or disagree with the following statements? My opinion of a company would not change if I found out that it refuses to work with the relevant authorities / organisations to identify and remove criminal child sexual abuse content**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2025	1021	1004	245	337	311	366	307	459	581	613	340	491	260	923
Weighted base	2025	992	1033	241	341	341	361	301	441	541	561	441	482	255	879
NET: Agree	379	222	157	55	76	68	81	43	56	117	91	79	92	53	195
	19%	22%	15%	23%	22%	20%	23%	14%	13%	22%	16%	18%	19%	21%	22%
Strongly agree	(4) 135	75	60	19	24	21	31	16	24	36	30	33	37	20	66
	7%	8%	6%	8%	7%	6%	9%	5%	5%	7%	5%	7%	8%	8%	7%
Tend to agree	(3) 244	147	96	36	52	47	50	27	32	81	61	47	55	34	130
	12%	15%	9%	15%	15%	14%	14%	9%	7%	15%	11%	11%	11%	13%	15%
Tend to disagree	(2) 473	258	215	65	91	68	91	73	85	133	134	97	109	48	235
	23%	26%	21%	27%	27%	20%	25%	24%	19%	25%	24%	22%	23%	19%	27%
Strongly disagree	(1) 935	404	531	83	115	147	160	158	272	247	261	201	226	130	342
	46%	41%	51%	34%	34%	43%	44%	53%	62%	46%	47%	46%	47%	51%	39%
NET: Disagree	1408	661	747	148	207	215	251	231	357	380	396	298	334	178	577
	70%	67%	72%	61%	61%	63%	70%	77%	81%	70%	70%	68%	69%	70%	66%
Don't know	238	109	130	38	58	58	29	26	29	44	75	63	55	24	107
	12%	11%	13%	16%	17%	17%	8%	9%	7%	8%	13%	14%	12%	10%	12%
Mean	1.76	1.88	1.65	1.95	1.94	1.80	1.86	1.64	1.53	1.81	1.71	1.76	1.77	1.75	1.89
Standard deviation	0.95	0.97	0.92	0.98	0.96	0.97	0.99	0.89	0.87	0.96	0.91	0.97	0.98	1.00	0.97
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.06	0.03

## Internet Safety Survey

### ONLINE Fieldwork: 3rd-4th September 2014

Absolutes/col percents

Table 9

**Q.4 Some people criminally misuse technology, or online services / platforms (e.g. websites) of companies to distribute images of child sexual abuse content (e.g. child pornography) without the company knowing. In light of this, to what extent do you agree or disagree with the following statements? My opinion of a company would not change if I found out that it refuses to work with the relevant authorities / organisations to identify and remove criminal child sexual abuse content**

**Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2025	192	110	1723	71	227	175	198	147	193	259	271	182
Weighted base	2025	182	101	1742	81	223	182	182	142	203	263	284	182
NET: Agree	379 19%	26 14%	14 14%	339 19%	26 32%	39 17%	34 18%	32 18%	32 22%	28 14%	67 26%	56 20%	25 14%
Strongly agree	(4) 135 7%	13 7%	3 3%	119 7%	11 14%	11 5%	11 6%	13 7%	8 6%	6 3%	21 8%	26 9%	12 7%
Tend to agree	(3) 244 12%	13 7%	11 11%	219 13%	14 17%	28 13%	23 13%	19 11%	24 17%	23 11%	47 18%	30 11%	12 7%
Tend to disagree	(2) 473 23%	37 20%	35 34%	401 23%	13 15%	42 19%	46 25%	47 26%	33 23%	52 26%	52 20%	68 24%	49 27%
Strongly disagree	(1) 935 46%	104 57%	41 41%	790 45%	32 39%	117 53%	86 47%	78 43%	64 45%	93 46%	109 41%	125 44%	87 48%
NET: Disagree	1408 70%	140 77%	76 75%	1191 68%	44 54%	159 71%	132 73%	125 69%	97 68%	145 72%	161 61%	193 68%	136 75%
Don't know	238 12%	16 9%	11 11%	211 12%	11 14%	25 11%	16 9%	25 14%	13 9%	29 14%	35 13%	34 12%	22 12%
Mean	1.76	1.62	1.73	1.78	2.08	1.66	1.75	1.79	1.81	1.66	1.91	1.83	1.69
Standard deviation	0.95	0.94	0.80	0.96	1.15	0.92	0.92	0.95	0.95	0.83	1.02	1.01	0.92
Standard error	0.02	0.07	0.08	0.02	0.15	0.06	0.07	0.07	0.08	0.06	0.07	0.06	0.07

## Internet Safety Survey

### ONLINE Fieldwork: 3rd-4th September 2014

Absolutes/col percents

Table 10

**Q.4 Some people criminally misuse technology, or online services / platforms (e.g. websites) of companies to distribute images of child sexual abuse content (e.g. child pornography) without the company knowing. In light of this, to what extent do you agree or disagree with the following statements? Companies should be proud to say that they work in partnership with the relevant authorities / organisations as best practice, irrespective of whether criminal child sexual abuse content has been loaded onto its services / platforms**

**Base: All respondents**

	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
Unweighted base	2025	1021	1004	245	337	311	366	307	459	581	613	340	491	260	923
Weighted base	2025	992	1033	241	341	341	361	301	441	541	561	441	482	255	879
NET: Agree	1694	815	879	193	255	281	319	255	391	453	469	371	401	210	726
	84%	82%	85%	80%	75%	83%	89%	85%	89%	84%	84%	84%	83%	82%	83%
Strongly agree	(4) 1193	521	672	122	160	198	221	182	310	305	329	249	310	149	484
	59%	52%	65%	51%	47%	58%	61%	61%	70%	56%	59%	56%	64%	58%	55%
Tend to agree	(3) 501	294	207	71	94	83	99	73	81	148	140	122	91	61	242
	25%	30%	20%	30%	28%	24%	27%	24%	18%	27%	25%	28%	19%	24%	28%
Tend to disagree	(2) 87	58	29	12	22	13	11	13	16	29	20	14	24	11	37
	4%	6%	3%	5%	7%	4%	3%	4%	4%	5%	4%	3%	5%	5%	4%
Strongly disagree	(1) 43	22	22	4	10	5	7	4	13	19	8	6	10	9	18
	2%	2%	2%	2%	3%	2%	2%	1%	3%	4%	1%	1%	2%	4%	2%
NET: Disagree	130	79	51	16	33	18	18	17	29	48	28	20	34	20	56
	6%	8%	5%	7%	10%	5%	5%	6%	6%	9%	5%	5%	7%	8%	6%
Don't know	201	98	103	32	53	41	23	29	22	40	64	50	46	25	97
	10%	10%	10%	13%	16%	12%	6%	9%	5%	7%	11%	11%	10%	10%	11%
Mean	3.56	3.47	3.64	3.49	3.41	3.58	3.58	3.59	3.64	3.48	3.59	3.57	3.61	3.52	3.52
Standard deviation	0.70	0.72	0.66	0.69	0.78	0.66	0.66	0.66	0.70	0.77	0.65	0.64	0.70	0.77	0.70
Standard error	0.02	0.02	0.02	0.05	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.02

## Internet Safety Survey

### ONLINE Fieldwork: 3rd-4th September 2014

Absolutes/col percents

Table 10

**Q.4 Some people criminally misuse technology, or online services / platforms (e.g. websites) of companies to distribute images of child sexual abuse content (e.g. child pornography) without the company knowing. In light of this, to what extent do you agree or disagree with the following statements? Companies should be proud to say that they work in partnership with the relevant authorities / organisations as best practice, irrespective of whether criminal child sexual abuse content has been loaded onto its services / platforms**

**Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2025	192	110	1723	71	227	175	198	147	193	259	271	182
Weighted base	2025	182	101	1742	81	223	182	182	142	203	263	284	182
NET: Agree	1694 84%	151 83%	82 81%	1461 84%	66 82%	186 84%	156 85%	155 85%	118 84%	162 80%	221 84%	245 87%	151 83%
Strongly agree	(4) 1193 59%	121 66%	58 57%	1014 58%	42 52%	129 58%	114 62%	103 57%	83 59%	100 49%	152 58%	179 63%	113 62%
Tend to agree	(3) 501 25%	30 16%	24 24%	447 26%	24 30%	57 26%	42 23%	52 29%	35 25%	62 31%	69 26%	66 23%	39 21%
Tend to disagree	(2) 87 4%	6 3%	8 7%	74 4%	6 7%	9 4%	7 4%	4 2%	7 5%	15 7%	10 4%	9 3%	7 4%
Strongly disagree	(1) 43 2%	7 4%	- -	37 2%	1 1%	5 2%	1 1%	4 2%	9 6%	4 2%	3 1%	4 1%	5 3%
NET: Disagree	130 6%	12 7%	8 7%	110 6%	6 8%	14 6%	8 5%	8 4%	16 11%	19 9%	13 5%	13 5%	12 7%
Don't know	201 10%	19 11%	12 11%	170 10%	8 10%	22 10%	18 10%	19 10%	7 5%	22 11%	29 11%	25 9%	19 10%
Mean	3.56	3.63	3.56	3.55	3.47	3.55	3.64	3.55	3.44	3.43	3.58	3.63	3.58
Standard deviation	0.70	0.74	0.65	0.69	0.69	0.70	0.60	0.68	0.87	0.74	0.65	0.62	0.73
Standard error	0.02	0.06	0.06	0.02	0.09	0.05	0.05	0.05	0.07	0.06	0.04	0.04	0.06