

## NSPCC, Children & Social Media Research – 27<sup>th</sup> and 28<sup>th</sup> March 2019

*Methodology: Savanta ComRes interviewed 2,070 GB adults online from the 27<sup>th</sup> to 28<sup>th</sup> March 2019. Data were weighted to be demographically representative of GB adults. Savanta ComRes is a member of the British Polling Council and abides by its rules. Full tables at [www.comresglobal.com](http://www.comresglobal.com)*

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**Children and Social Media Survey**  
**ONLINE Fieldwork: 27th-28th March 2019**

Absolutes/col percents

Table 1  
**Q1. To what extent, if at all, do you agree or disagree with each of the following statements?**  
**Base: All respondents**  
**Summary table**

		Social networks should be legally required to investigate the potential impact of new features or services, or changes to existing ones, on child safety	Social networks should face corporate prosecution for significant breaches of child safety	Named company directors should be accountable for failures of children's safety on their site	Named company directors should face criminal prosecution for significant breaches of children's safety	Platforms that breach children's safety should be required to post a prominent notice on their home page to notify users of this breach
Unweighted base		2070	2070	2070	2070	2070
Weighted base		2070	2070	2070	2070	2070
NET: Agree		1813 88%	1804 87%	1766 85%	1653 80%	1599 77%
Strongly agree	(4)	1167 56%	1117 54%	1117 54%	909 44%	898 43%
Tend to agree	(3)	647 31%	687 33%	649 31%	744 36%	701 34%
Tend to disagree	(2)	54 3%	65 3%	67 3%	101 5%	134 6%
Strongly disagree	(1)	18 1%	21 1%	28 1%	32 2%	27 1%
NET: Disagree		71 3%	86 4%	95 5%	133 6%	162 8%
Don't know		185 9%	179 9%	209 10%	284 14%	310 15%
Mean		3.57	3.53	3.53	3.42	3.40
Standard deviation		0.60	0.62	0.64	0.68	0.70
Standard error		0.01	0.01	0.01	0.02	0.02

**Children and Social Media Survey**  
**ONLINE Fieldwork: 27th-28th March 2019**

Absolutes/col percents

Table 2

**Q1. To what extent, if at all, do you agree or disagree with each of the following statements?****Base: All respondents****Social networks should be legally required to tell a regulator when they breach a child's safety**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2070	1078	992	215	367	348	317	302	521	582	665	823	576	613	351	530	310	827
Weighted base	2070	1010	1060	230	358	331	366	306	479	588	697	785	565	582	420	503	320	874
NET: Agree	1813 88%	876 87%	937 88%	172 75%	305 85%C	283 86%C	329 90%Cd	277 90%Cde	448 94%CDef	477 81%	612 88%I	724 92%LJ	495 88%	525 90%nO	362 86%	431 86%	283 88%	750 86%
Strongly agree	(4) 1167 56%	566 56%	600 57%	95 41%	175 49%	181 55%C	204 56%Cd	177 58%CD	334 70%CDEFG	270 46%	386 55%I	511 65%IJ	320 57%	322 55%	220 52%	305 61%N	182 57%q	441 51%
Tend to agree	(3) 647 31%	310 31%	337 32%	77 34%H	130 36%H	102 31%H	125 34%H	100 33%H	114 24%	207 35%K	226 32%K	213 27%	176 31%O	203 35%O	142 34%O	126 25%	101 31%	309 35%
Tend to disagree	(2) 54 3%	39 4%B	15 1%	10 4%GH	13 4%gH	11 3%H	11 3%h	4 1%	6 1%	22 4%K	22 3%K	9 1%	19 3%	13 2%	12 3%	10 2%	9 3%	30 3%
Strongly disagree	(1) 18 1%	14 1%B	4 *	2 1%	7 2%ef	1 *	1 *	3 1%	3 1%	9 2%J	2 *	6 1%	13 2%MNO	1 *	1 *	3 1%	3 1%	13 1%
NET: Disagree	71 3%	53 5%B	19 2%	12 5%H	20 5%gH	12 4%	12 3%	7 2%	9 2%	31 5%K	24 3%	16 2%	32 6%MnO	13 2%	13 3%	13 3%	12 4%	42 5%
Don't know	185 9%	81 8%	104 10%	46 20%DEFGH	34 9%H	36 11%H	26 7%	23 7%	22 5%	79 13%JK	61 9%K	45 6%	37 7%	43 7%	46 11%Lm	59 12%LM	25 8%	81 9%
Mean	3.57	3.54	3.60A	3.45	3.46	3.57cD	3.56cd	3.59CD	3.70CDEFG	3.45	3.56I	3.66IJ	3.52	3.57	3.55	3.65LMN	3.57q	3.49
Standard deviation	0.60	0.65	0.54	0.64	0.68	0.59	0.57	0.58	0.53	0.66	0.58	0.55	0.69	0.55	0.57	0.56	0.60	0.65
Standard error	0.01	0.02	0.02	0.05	0.04	0.03	0.03	0.03	0.02	0.03	0.02	0.02	0.03	0.02	0.03	0.03	0.04	0.02

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

**Children and Social Media Survey**  
**ONLINE Fieldwork: 27th-28th March 2019**

Absolutes/col percents

Table 3

**Q1. To what extent, if at all, do you agree or disagree with each of the following statements?****Base: All respondents****Social networks should be legally required to tell a regulator when they breach a child's safety**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2070	186	99	1785	85	236	167	156	163	207	250	315	206
Weighted base	2070	180	104*	1786	87*	238	174	184	151	199	279	290	184
NET: Agree	1813 88%	166 92%deGm	89 86%	1559 87%	74 85%	210 88%	145 83%	161 87%	134 88%	178 90%	245 88%	254 88%	159 86%
Strongly agree	(4) 1167 56%	108 60%b	50 48%	1009 56%	44 51%	143 60%b	92 53%	103 56%	87 57%	129 65%BEGKL	148 53%	154 53%	109 59%
Tend to agree	(3) 647 31%	58 32%	39 37%Jm	550 31%	29 34%	67 28%	52 30%	58 32%	47 31%	49 25%	96 34%J	101 35%Jm	50 27%
Tend to disagree	(2) 54 3%	2 1%	6 6%dahi	46 3%	3 3%	6 2%	7 4%	3 1%	2 1%	6 3%	8 3%	8 3%	4 2%
Strongly disagree	(1) 18 1%	1 1%	2 2%	15 1%	-	2 1%	-	2 1%	-	1 *	3 1%	5 2%	2 1%
NET: Disagree	71 3%	3 2%	8 8%DAhI	60 3%	3 3%	8 3%	7 4%	5 3%	2 1%	6 3%	11 4%	13 5%i	6 3%
Don't know	185 9%	11 6%	7 7%	168 9%	10 12%	20 9%	22 13%Ajl	18 10%	16 10%	15 7%	23 8%	23 8%	20 11%
Mean	3.57	3.61Bl	3.42	3.58B	3.54	3.61Bl	3.57	3.58b	3.63Bl	3.66BKL	3.53	3.51	3.61Bl
Standard deviation	0.60	0.55	0.70	0.60	0.57	0.59	0.58	0.60	0.51	0.56	0.62	0.65	0.60
Standard error	0.01	0.04	0.07	0.01	0.07	0.04	0.05	0.05	0.04	0.04	0.04	0.04	0.04

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Children and Social Media Survey**  
**ONLINE Fieldwork: 27th-28th March 2019**

Absolutes/col percents

Table 4

**Q1. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Social networks should be legally required to investigate the potential impact of new features or services, or changes to existing ones, on child safety**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2070	1078	992	215	367	348	317	302	521	582	665	823	576	613	351	530	310	827
Weighted base	2070	1010	1060	230	358	331	366	306	479	588	697	785	565	582	420	503	320	874
NET: Agree	1804 87%	865 86%	939 89%a	175 76%	290 81%	287 87%Cd	330 90%CD	274 89%CD	449 94%CDEfG	464 79%	617 88%I	723 92%IJ	501 89%o	512 88%	366 87%	425 84%	279 87%	750 86%
Strongly agree	(4) 117 54%	524 52%	593 56%a	91 40%	170 47%c	169 51%C	201 55%Cd	177 58%CD	310 65%CDEfG	260 44%	370 53%I	487 62%IJ	313 55%	302 52%	223 53%	279 55%	169 53%	437 50%
Tend to agree	(3) 687 33%	341 34%	346 33%	84 37%h	120 34%	118 36%h	129 35%h	97 32%	139 29%	204 35%k	247 35%K	236 30%	188 33%	210 36%O	143 34%	146 29%	110 34%	312 36%
Tend to disagree	(2) 65 3%	51 5%B	15 1%	13 6%EfgH	21 6%EfgH	6 2%	9 3%	8 3%	8 2%	34 6%JK	16 2%	16 2%	24 4%	14 2%	11 3%	16 3%	10 3%	34 4%
Strongly disagree	(1) 21 1%	16 2%B	5 *	6 3%Fg	5 1%	3 1%	1 *	1 *	5 1%	11 2%Jk	4 1%	6 1%	8 1%	4 1%	5 1%	4 1%	1 *	8 1%
NET: Disagree	86 4%	67 7%B	19 2%	19 8%EFGH	26 7%EFGH	9 3%	10 3%	10 3%	12 3%	45 8%JK	19 3%	22 3%	32 6%lm	19 3%	16 4%	20 4%	12 4%	42 5%
Don't know	179 9%	78 8%	101 10%	36 16%FGH	42 12%fgH	35 11%H	26 7%H	23 7%H	17 4%	78 13%JK	61 9%K	40 5%	32 6%	51 9%l	39 9%l	58 11%L	29 9%	82 9%
Mean	3.53	3.47	3.59A	3.34	3.44	3.53Cd	3.56CD	3.59CD	3.63CDEf	3.40	3.55I	3.62IJ	3.51	3.53	3.53	3.57	3.54	3.49
Standard deviation	0.62	0.68	0.55	0.74	0.69	0.59	0.57	0.58	0.57	0.71	0.58	0.57	0.65	0.59	0.62	0.61	0.59	0.63
Standard error	0.01	0.02	0.02	0.05	0.04	0.03	0.03	0.03	0.03	0.03	0.02	0.02	0.03	0.03	0.03	0.03	0.04	0.02

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

**Children and Social Media Survey**  
**ONLINE Fieldwork: 27th-28th March 2019**

Absolutes/col percents

Table 5

**Q1. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Social networks should be legally required to investigate the potential impact of new features or services, or changes to existing ones, on child safety**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2070	186	99	1785	85	236	167	156	163	207	250	315	206
Weighted base	2070	180	104*	1786	87*	238	174	184	151	199	279	290	184
NET: Agree	1804 87%	158 88%	91 88%	1555 87%	75 86%	206 87%	142 82%	166 90%G	135 89%g	182 92%Glm	244 87%	248 86%	157 85%
Strongly agree	(4) 1117 54%	104 58%	52 50%	962 54%	47 54%	132 55%	87 50%	94 51%	81 53%	121 61%bghkL	147 53%	144 50%	109 59%L
Tend to agree	(3) 687 33%	55 30%	39 37%m	593 33%	27 31%	75 31%	55 32%	72 39%M	54 36%m	61 31%	97 35%m	105 36%M	48 26%
Tend to disagree	(2) 65 3%	6 3%	3 3%	57 3%	- -	8 4%	9 5%EhM	2 1%	4 3%	4 2%	11 4%e	15 5%EhjM	2 1%
Strongly disagree	(1) 21 1%	3 1%	4 4%DiKLM	15 1%	- -	3 1%	3 2%	2 1%	1 *	2 1%	1 *	2 1%	1 1%
NET: Disagree	86 4%	8 5%e	7 6%Em	71 4%	- -	12 5%e	12 7%EhM	5 3%	5 3%	6 3%	11 4%e	17 6%EM	3 2%
Don't know	179 9%	13 7%	6 6%	160 9%	12 14%bJ	20 8%	20 11%J	13 7%	12 8%	10 5%	24 8%	24 8%	24 13%abhJ
Mean	3.53	3.56	3.43	3.54	3.63bgl	3.54	3.47	3.51	3.54	3.60bgL	3.53	3.47	3.65BfGHikL
Standard deviation	0.62	0.64	0.74	0.61	0.48	0.65	0.69	0.60	0.58	0.60	0.59	0.64	0.55
Standard error	0.01	0.05	0.08	0.02	0.06	0.04	0.06	0.05	0.05	0.04	0.04	0.04	0.04

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Children and Social Media Survey**  
**ONLINE Fieldwork: 27th-28th March 2019**

Absolutes/col percents

Table 6

**Q1. To what extent, if at all, do you agree or disagree with each of the following statements?****Base: All respondents****Social networks should face corporate prosecution for significant breaches of child safety**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2070	1078	992	215	367	348	317	302	521	582	665	823	576	613	351	530	310	827
Weighted base	2070	1010	1060	230	358	331	366	306	479	588	697	785	565	582	420	503	320	874
NET: Agree	1766 85%	857 85%	909 86%	165 72%	279 78%	287 87%CD	322 88%CD	270 88%CD	443 93%CDEFg	444 76%	609 87%I	714 91%LJ	484 86%	506 87%	355 85%	421 84%	276 86%	724 83%
Strongly agree	(4) 117 54%	545 54%	573 54%	91 40%	156 44%	172 52%CD	202 55%CD	176 57%CD	320 67%CDEFG	247 42%	374 54%I	496 63%IJ	307 54%	317 55%	211 50%	282 56%	173 54%	427 49%
Tend to agree	(3) 649 31%	312 31%	337 32%	74 32%	123 34%H	115 35%H	120 33%H	94 31%	123 26%	196 33%K	235 34%K	218 28%	177 31%	189 32%o	145 34%O	139 28%	103 32%	297 34%
Tend to disagree	(2) 67 3%	45 4%B	22 2%	12 5%Gh	20 6%fGH	10 3%	9 3%	5 2%	10 2%	32 5%JK	19 3%	16 2%	25 4%	16 3%	12 3%	13 3%	12 4%	32 4%
Strongly disagree	(1) 28 1%	20 2%B	8 1%	8 4%EFH	8 2%h	3 1%	2 1%	5 2%	3 1%	16 3%JK	5 1%	7 1%	15 3%MO	3 1%	8 2%mo	3 1%	1 *	15 2%p
NET: Disagree	95 5%	64 6%B	31 3%	20 9%EFGH	28 8%EFGH	13 4%	12 3%	10 3%	13 3%	47 8%JK	25 4%	23 3%	39 7%MO	19 3%	20 5%	16 3%	13 4%	47 5%
Don't know	209 10%	89 9%	120 11%a	45 19%EFGH	52 14%eFGH	31 9%H	33 9%H	26 9%H	22 5%	97 16%JK	64 9%K	48 6%	42 7%	56 10%	45 11%	66 13%Lm	31 10%	103 12%
Mean	3.53	3.50	3.57A	3.34	3.39	3.52CD	3.56CD	3.58CD	3.67CDEFG	3.38	3.54I	3.63IJ	3.48	3.56I	3.49	3.60LN	3.55	3.47
Standard deviation	0.64	0.69	0.59	0.79	0.72	0.61	0.59	0.62	0.55	0.75	0.60	0.58	0.72	0.59	0.67	0.58	0.59	0.67
Standard error	0.01	0.02	0.02	0.06	0.04	0.03	0.03	0.04	0.02	0.03	0.02	0.02	0.03	0.02	0.04	0.03	0.04	0.02

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Children and Social Media Survey

### ONLINE Fieldwork: 27th-28th March 2019

Absolutes/col percents

Table 7

**Q1. To what extent, if at all, do you agree or disagree with each of the following statements?****Base: All respondents****Social networks should face corporate prosecution for significant breaches of child safety**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2070	186	99	1785	85	236	167	156	163	207	250	315	206
Weighted base	2070	180	104*	1786	87*	238	174	184	151	199	279	290	184
NET: Agree	1766 85%	158 88%G	87 84%	1521 85%	69 80%	202 85%G	132 76%	162 88%G	139 92%bEfGLM	180 90%EfGLM	241 86%G	245 84%G	151 82%
Strongly agree	(4) 1117 54%	97 54%	47 46%	973 54%	46 53%	135 57%b	85 49%	97 53%	86 57%	127 64%aBeGHKL	141 50%	148 51%	109 59%Bgk
Tend to agree	(3) 649 31%	61 34%M	40 38%fgJM	548 31%	23 27%	67 28%	48 27%	65 35%jM	53 35%jM	52 26%	101 36%fgJM	96 33%M	43 23%
Tend to disagree	(2) 67 3%	1 1%	5 5%A	60 3%a	2 2%	9 4%a	9 5%A	7 4%a	3 2%	5 2%	7 2%	16 5%Aikm	3 2%
Strongly disagree	(1) 28 1%	5 3%i	5 4%DefHIJK	19 1%	-	2 1%	6 3%fhIjk	1 *	-	2 1%	2 1%	4 1%	3 1%
NET: Disagree	95 5%	6 3%	10 10%DAehLJKM	79 4%	2 2%	11 5%	15 9%AeLJKM	8 4%	3 2%	6 3%	9 3%	20 7%aIjk	6 3%
Don't know	209 10%	17 9%	7 6%	186 10%	16 18%ABfHlJKL	25 11%	27 15%BhLJL	15 8%	10 6%	12 6%	29 10%	25 9%	27 15%bhLJL
Mean	3.53	3.53B	3.34	3.55B	3.62Bg	3.57Bg	3.44	3.52b	3.59Bgl	3.64BGhKL	3.52B	3.47	3.64BGkL
Standard deviation	0.64	0.66	0.79	0.63	0.54	0.62	0.78	0.60	0.53	0.58	0.60	0.68	0.61
Standard error	0.01	0.05	0.08	0.02	0.06	0.04	0.06	0.05	0.04	0.04	0.04	0.04	0.05

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

\* small base; \*\* very small base (under 30) ineligible for sig testing



**Children and Social Media Survey**  
**ONLINE Fieldwork: 27th-28th March 2019**

Absolutes/col percents

Table 8

**Q1. To what extent, if at all, do you agree or disagree with each of the following statements?****Base: All respondents****Named company directors should be accountable for failures of children's safety on their site**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2070	1078	992	215	367	348	317	302	521	582	665	823	576	613	351	530	310	827
Weighted base	2070	1010	1060	230	358	331	366	306	479	588	697	785	565	582	420	503	320	874
NET: Agree	1653 80%	813 80%	840 79%	146 63%	261 73%C	261 79%Cd	305 83%CD	262 85%CDE	417 87%CDE	407 69%	567 81%I	679 87%IJ	434 77%	480 83%L	334 79%	405 80%	254 79%	685 78%
Strongly agree	(4) 909 44%	455 45%	454 43%	62 27%	121 34%	140 42%CD	167 46%CD	154 50%CDe	266 56%CDEF	183 31%	307 44%I	420 53%IJ	230 41%	250 43%	184 44%	246 49%Lm	132 41%	354 41%
Tend to agree	(3) 744 36%	358 35%	386 36%	84 37%	140 39%H	121 37%	138 38%h	108 35%	151 32%	224 38%k	260 37%	260 33%	204 36%	230 40%O	150 36%	158 31%	122 38%	331 38%
Tend to disagree	(2) 101 5%	68 7%B	33 3%	17 7%GH	34 10%EFGH	16 5%h	14 4%	8 3%	12 2%	51 9%JK	30 4%k	20 3%	39 7%mO	24 4%	25 6%O	13 3%	22 7%	49 6%
Strongly disagree	(1) 32 2%	23 2%B	9 1%	8 4%FgH	9 3%FH	5 1%	3 1%	3 1%	3 1%	18 3%JK	7 1%	6 1%	18 3%Mno	2 *	5 1%	7 1%lm	3 1%	16 2%
NET: Disagree	133 6%	91 9%B	42 4%	25 11%eFGH	44 12%EFGH	20 6%h	17 5%	11 4%	15 3%	69 12%JK	37 5%k	27 3%	57 10%MO	26 5%	30 7%o	20 4%	25 8%	65 7%
Don't know	284 14%	106 11%	178 17%A	59 25%DEFGH	53 15%H	49 15%H	44 12%	33 11%	46 10%	112 19%JK	93 13%k	79 10%	74 13%	75 13%	56 13%	78 16%	41 13%	124 14%
Mean	3.42	3.38	3.46A	3.16	3.22	3.41CD	3.46CD	3.51CDe	3.57CDEF	3.20	3.43I	3.55IJ	3.32	3.44L	3.41	3.52LmN	3.38	3.36
Standard deviation	0.68	0.73	0.62	0.79	0.77	0.67	0.63	0.62	0.59	0.78	0.65	0.60	0.77	0.61	0.68	0.64	0.67	0.70
Standard error	0.02	0.02	0.02	0.06	0.04	0.04	0.04	0.04	0.03	0.04	0.03	0.02	0.03	0.03	0.04	0.03	0.04	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

**Children and Social Media Survey**  
**ONLINE Fieldwork: 27th-28th March 2019**

Absolutes/col percents

Table 9

**Q1. To what extent, if at all, do you agree or disagree with each of the following statements?****Base: All respondents****Named company directors should be accountable for failures of children's safety on their site**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2070	186	99	1785	85	236	167	156	163	207	250	315	206
Weighted base	2070	180	104*	1786	87*	238	174	184	151	199	279	290	184
NET: Agree	1653 80%	141 79%	85 83% <sup>m</sup>	1426 80%	68 79%	189 79%	134 77%	142 77%	129 85% <sup>ghlM</sup>	171 86% <sup>aGHIM</sup>	230 82% <sup>M</sup>	228 79%	135 73%
Strongly agree	(4) 909 44%	78 43%	44 42%	788 44%	35 40%	117 49% <sup>gL</sup>	68 39%	84 45%	69 46% <sup>l</sup>	110 55% <sup>AbEGhKLM</sup>	121 43%	108 37%	77 42%
Tend to agree	(3) 744 36%	64 35%	41 40%	639 36%	34 39%	73 30%	66 38%	58 32%	60 40% <sup>f</sup>	61 31%	109 39% <sup>fg</sup>	120 41% <sup>FhJM</sup>	58 32%
Tend to disagree	(2) 101 5%	8 4%	2 2%	92 5%	1 1%	10 4%	9 5%	15 8% <sup>BEK</sup>	8 6%	10 5%	9 3%	20 7% <sup>bEk</sup>	9 5%
Strongly disagree	(1) 32 2%	4 2% <sup>J</sup>	7 7% <sup>DaeFGHIJKLM1</sup>	21 1%	1 1%	3 1%	2 1%	1 1%	1 1%	-	5 2% <sup>j</sup>	6 2% <sup>j</sup>	2 1%
NET: Disagree	133 6%	12 6%	9 8% <sup>e</sup>	113 6%	2 2%	13 6%	11 6%	16 9% <sup>e</sup>	10 6%	10 5%	14 5%	26 9% <sup>Ek</sup>	11 6%
Don't know	284 14%	27 15% <sup>ij</sup>	9 9%	248 14%	17 19% <sup>bLJ</sup>	36 15% <sup>ij</sup>	29 17% <sup>LJ</sup>	26 14%	12 8%	18 9%	36 13%	36 12%	39 21% <sup>BLJKL</sup>
Mean	3.42	3.41	3.30	3.42	3.46 <sup>l</sup>	3.49 <sup>BL</sup>	3.38	3.42	3.42 <sup>l</sup>	3.55 <sup>aBGikL</sup>	3.42 <sup>l</sup>	3.30	3.44 <sup>l</sup>
Standard deviation	0.68	0.71	0.84	0.67	0.58	0.67	0.66	0.69	0.65	0.60	0.66	0.72	0.67
Standard error	0.02	0.06	0.09	0.02	0.07	0.05	0.06	0.06	0.05	0.04	0.04	0.04	0.05

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Children and Social Media Survey**  
**ONLINE Fieldwork: 27th-28th March 2019**

Absolutes/col percents

Table 10

**Q1. To what extent, if at all, do you agree or disagree with each of the following statements?****Base: All respondents****Named company directors should face criminal prosecution for significant breaches of children's safety**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2070	1078	992	215	367	348	317	302	521	582	665	823	576	613	351	530	310	827
Weighted base	2070	1010	1060	230	358	331	366	306	479	588	697	785	565	582	420	503	320	874
NET: Agree	1599 77%	797 79%	802 76%	131 57%	261 73%C	245 74%C	296 81%CD	252 82%CDE	415 87%CDEF	392 67%	540 77%I	667 85%IJ	436 77%	458 79%	315 75%	390 77%	251 78%	653 75%
Strongly agree	(4) 898 43%	461 46%b	437 41%	66 29%	121 34%	133 40%C	161 44%CD	159 52%CDEF	259 54%CDEF	186 32%	293 42%I	418 53%IJ	223 40%	245 42%	182 43%	247 49%LM	136 42%	345 39%
Tend to agree	(3) 701 34%	336 33%	365 34%	65 28%	140 39%CGh	112 34%	135 37%c	93 30%	156 33%	205 35%	247 35%	249 32%	212 38%nO	213 37%O	133 32%	143 28%	115 36%	308 35%
Tend to disagree	(2) 134 6%	72 7%	63 6%	21 9%H	34 9%gH	24 7%H	23 6%h	17 5%	16 3%	55 9%K	46 7%k	33 4%	42 7%o	37 6%	32 8%	24 5%	21 7%	65 7%
Strongly disagree	(1) 27 1%	20 2%B	8 1%	7 3%EFGH	11 3%EFGH	2 1%	2 1%	2 1%	3 1%	18 3%JK	4 1%	5 1%	14 2%O	6 1%	4 1%	4 1%	2 1%	14 2%
NET: Disagree	162 8%	91 9%b	70 7%	28 12%eFGH	45 13%EFGH	25 8%H	25 7%	19 6%	19 4%	73 12%JK	50 7%k	38 5%	56 10%O	43 7%	35 8%	27 5%	23 7%	79 9%
Don't know	310 15%	122 12%	187 18%A	70 31%DEFGH	53 15%H	61 18%fGH	46 13%	36 12%	44 9%	123 21%JK	107 15%K	80 10%	74 13%	80 14%	70 17%	86 17%l	46 14%	142 16%
Mean	3.40	3.39	3.41	3.19	3.21	3.39CD	3.42CD	3.51CDE	3.54CDEF	3.20	3.40I	3.53IJ	3.31	3.39	3.41l	3.52LMN	3.40	3.34
Standard deviation	0.70	0.73	0.66	0.83	0.78	0.68	0.65	0.65	0.61	0.80	0.66	0.62	0.74	0.68	0.70	0.64	0.66	0.72
Standard error	0.02	0.02	0.02	0.07	0.04	0.04	0.04	0.04	0.03	0.04	0.03	0.02	0.03	0.03	0.04	0.03	0.04	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

**Children and Social Media Survey**  
**ONLINE Fieldwork: 27th-28th March 2019**

Absolutes/col percents

Table 11

**Q1. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Named company directors should face criminal prosecution for significant breaches of children's safety**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2070	186	99	1785	85	236	167	156	163	207	250	315	206
Weighted base	2070	180	104*	1786	87*	238	174	184	151	199	279	290	184
NET: Agree	1599 77%	136 76%	78 75%	1384 77%	68 79%	182 77%	127 73%	148 80%	123 81%	166 84%afGKLM	210 75%	222 77%	137 74%
Strongly agree	(4) 898 43%	74 41%	42 41%	782 44%	36 41%	108 45%	69 40%	73 40%	69 46%	113 57%ABEFGHiKLM	115 41%	122 42%	77 42%
Tend to agree	(3) 701 34%	62 34%	36 35%	603 34%	32 37%	74 31%	58 33%	75 41%fJ	54 36%	54 27%	95 34%	101 35%j	60 33%
Tend to disagree	(2) 134 6%	12 7%	9 9%	113 6%	3 3%	15 6%	9 5%	14 8%	16 10%egikm	11 5%	16 6%	21 7%	9 5%
Strongly disagree	(1) 27 1%	3 2%	4 4%dHIj	21 1%	-	3 1%	4 3%hi	-	-	1 1%	6 2%hi	5 2%	1 1%
NET: Disagree	162 8%	15 8%	13 12%dEjm	134 7%	3 3%	18 7%	13 8%	14 8%	16 10%e	12 6%	22 8%	26 9%e	10 6%
Don't know	310 15%	29 16%l	13 12%	268 15%	16 18%lj	38 16%l	34 20%hIJ	21 12%	13 8%	21 10%	47 17%lj	41 14%i	37 20%hIJ
Mean	3.40	3.37	3.28	3.41b	3.47	3.44	3.37	3.36	3.38	3.56ABfGHIKL	3.37	3.37	3.44
Standard deviation	0.70	0.71	0.81	0.69	0.57	0.69	0.74	0.64	0.68	0.64	0.73	0.72	0.66
Standard error	0.02	0.06	0.09	0.02	0.07	0.05	0.06	0.05	0.06	0.05	0.05	0.04	0.05

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Children and Social Media Survey**  
**ONLINE Fieldwork: 27th-28th March 2019**

Absolutes/col percents

Table 12

**Q1. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Platforms that breach children's safety should be required to post a prominent notice on their home page to notify users of this breach**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2070	1078	992	215	367	348	317	302	521	582	665	823	576	613	351	530	310	827
Weighted base	2070	1010	1060	230	358	331	366	306	479	588	697	785	565	582	420	503	320	874
NET: Agree	1718 83%	838 83%	880 83%	159 69%	280 78%C	266 80%C	317 87%CDE	263 86%CDe	434 91%CDEG	439 75%	583 84%I	696 89%IJ	471 83%	480 83%	350 83%	416 83%	275 86%q	703 80%
Strongly agree	(4) 1032 50%	505 50%	527 50%	68 30%	146 41%C	153 46%C	187 51%CD	177 58%CDE	301 63%CDEF	214 36%	339 49%I	478 61%IJ	277 49%	280 48%	205 49%	270 54%lmn	160 50%	386 44%
Tend to agree	(3) 686 33%	333 33%	353 33%	90 39%GH	134 37%GH	113 34%h	130 36%gH	86 28%	132 28%	225 38%K	244 35%K	218 28%	195 34%o	201 35%o	144 34%	146 29%	115 36%	318 36%
Tend to disagree	(2) 90 4%	59 6%B	31 3%	17 7%FH	27 7%FGH	19 6%fH	9 3%	12 4%H	7 1%	43 7%JK	28 4%k	18 2%	26 5%	24 4%	23 5%	17 3%	11 4%	55 6%
Strongly disagree	(1) 18 1%	11 1%	7 1%	4 2%	4 1%	1 *	2 1%	2 1%	5 1%	8 1%	3 *	7 1%	9 2%	3 1%	2 1%	3 1%	1 *	7 1%
NET: Disagree	108 5%	70 7%B	37 4%	21 9%FGH	30 9%FGH	20 6%fH	11 3%	13 4%	12 3%	51 9%JK	31 4%	26 3%	35 6%	27 5%	25 6%	20 4%	13 4%	62 7%p
Don't know	245 12%	102 10%	143 13%A	51 22%DEFGH	47 13%H	46 14%H	38 10%	30 10%	33 7%	98 17%JK	83 12%K	64 8%	59 10%	74 13%	45 11%	67 13%	33 10%	108 12%
Mean	3.50	3.47	3.53a	3.24	3.36	3.46Cd	3.53CD	3.59CDE	3.64CDEF	3.32	3.50I	3.62IJ	3.46	3.49	3.47	3.57Lmn	3.51q	3.41
Standard deviation	0.64	0.67	0.60	0.71	0.69	0.64	0.59	0.61	0.58	0.70	0.61	0.59	0.68	0.62	0.64	0.61	0.60	0.67
Standard error	0.01	0.02	0.02	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.02	0.03	0.03	0.04	0.03	0.04	0.02

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Children and Social Media Survey

### ONLINE Fieldwork: 27th-28th March 2019

Absolutes/col percents

Table 13

**Q1. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Platforms that breach children's safety should be required to post a prominent notice on their home page to notify users of this breach**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2070	186	99	1785	85	236	167	156	163	207	250	315	206
Weighted base	2070	180	104*	1786	87*	238	174	184	151	199	279	290	184
NET: Agree	1718 83%	152 85%	81 78%	1485 83%	66 76%	207 87%bEhl	143 82%	146 79%	132 88%bEhl	172 87%bEh	236 85%e	233 81%	150 81%
Strongly agree	(4) 1032 50%	103 57%dBhKL	43 42%	886 50%	40 46%	123 52%	90 52%	79 43%	81 54%bhI	115 58%BeHKL	132 47%	130 45%	95 52%
Tend to agree	(3) 686 33%	50 28%	37 36%	599 34%	26 30%	84 35%	52 30%	67 37%a	51 34%	57 28%	104 37%Aj	103 36%a	54 30%
Tend to disagree	(2) 90 4%	7 4%	5 4%	78 4%	3 3%	7 3%	11 6%	12 6%	4 3%	10 5%	11 4%	16 6%	5 3%
Strongly disagree	(1) 18 1%	2 1%	3 3%DgIK	13 1%	-	2 1%	1 *	1 *	-	2 1%	1 *	4 1%	2 1%
NET: Disagree	108 5%	9 5%	8 8%i	90 5%	3 3%	9 4%	12 7%	13 7%	4 3%	12 6%	11 4%	20 7%i	7 4%
Don't know	245 12%	19 10%	15 14%j	211 12%	18 21%AFgIJKl	23 10%	20 11%	25 14%j	15 10%	15 8%	32 11%	36 12%j	28 15%J
Mean	3.50	3.56BhL	3.36	3.50b	3.54	3.52b	3.51	3.41	3.57BHL	3.56BhL	3.48	3.42	3.55bhI
Standard deviation	0.64	0.65	0.75	0.63	0.58	0.61	0.65	0.65	0.55	0.64	0.60	0.69	0.63
Standard error	0.01	0.05	0.08	0.02	0.07	0.04	0.05	0.06	0.05	0.05	0.04	0.04	0.05

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Children and Social Media Survey**  
**ONLINE Fieldwork: 27th-28th March 2019**

Absolutes/col percents

Table 14

**Q2. Under European data protection law, companies can be fined up to 4% of annual turnover or 20 million euros for significant data breaches. Do you think social networks should or should not be fined in a similar way for significant breaches of child safety?**

**Base: All respondents**

	Gender		Age									Social Grade			Employment Sector			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2070	1078	992	215	367	348	317	302	521	582	665	823	576	613	351	530	310	827
Weighted base	2070	1010	1060	230	358	331	366	306	479	588	697	785	565	582	420	503	320	874
Yes they should be fined in a similar way	1695 82%	841 83%	853 80%	167 73%	280 78%	264 80% <sup>c</sup>	291 79%	259 84% <sup>Cd</sup>	433 91% <sup>CDEFG</sup>	447 76%	555 80%	692 88% <sup>LJ</sup>	467 83% <sup>o</sup>	494 85% <sup>O</sup>	342 81%	392 78%	266 83%	697 80%
No they should not be fined in a similar way	101 5%	61 6% <sup>B</sup>	40 4%	20 9% <sup>FGH</sup>	28 8% <sup>FGH</sup>	18 6% <sup>gH</sup>	14 4%	7 2%	12 3%	48 8% <sup>JK</sup>	33 5% <sup>K</sup>	20 3%	39 7% <sup>MO</sup>	21 4%	20 5%	20 4%	15 5%	50 6%
Don't know	275 13%	108 11%	167 16% <sup>A</sup>	43 19% <sup>H</sup>	50 14% <sup>H</sup>	48 15% <sup>H</sup>	61 17% <sup>H</sup>	40 13% <sup>H</sup>	33 7%	92 16% <sup>K</sup>	109 16% <sup>K</sup>	73 9%	59 10%	66 11%	58 14%	91 18% <sup>LM</sup>	39 12%	126 14%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

**Children and Social Media Survey**  
**ONLINE Fieldwork: 27th-28th March 2019**

Absolutes/col percents

Table 15

**Q2. Under European data protection law, companies can be fined up to 4% of annual turnover or 20 million euros for significant data breaches. Do you think social networks should or should not be fined in a similar way for significant breaches of child safety?**

**Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2070	186	99	1785	85	236	167	156	163	207	250	315	206
Weighted base	2070	180	104*	1786	87*	238	174	184	151	199	279	290	184
Yes they should be fined in a similar way	1695 82%	151 84%	83 80%	1461 82%	75 86%	200 84%l	143 82%	153 83%	125 83%	172 86%KL	217 78%	225 78%	151 82%
No they should not be fined in a similar way	101 5%	9 5%	8 8%iJm	84 5%	2 3%	16 7%iJm	8 5%	12 7%Jm	4 3%	3 2%	16 6%J	17 6%J	5 3%
Don't know	275 13%	20 11%	13 12%	242 14%	10 11%	22 9%	23 13%	19 10%	22 14%	24 12%	46 17%F	48 17%Fh	28 15%f

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**Children and Social Media Survey**  
**ONLINE Fieldwork: 27th-28th March 2019**

Absolutes/col percents

Table 16

**Q3. Facebook and their CEO Mark Zuckerberg recently announced their plans to develop end-to-end encryption for its messaging service to make the site more private. This also means that Facebook may no longer be able to access or investigate any messages, including harmful and illegal content, sent on their platform. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Summary table**

		Facebook takes the safety of children using its sites seriously	Facebook is a safe site for children to use	Facebook is failing in its duty of care to children
Unweighted base		2070	2070	2070
Weighted base		2070	2070	2070
NET: Agree		444 21%	226 11%	1291 62%
Strongly agree	(4)	73 4%	32 2%	512 25%
Tend to agree	(3)	371 18%	195 9%	778 38%
Tend to disagree	(2)	692 33%	863 42%	227 11%
Strongly disagree	(1)	420 20%	698 34%	89 4%
NET: Disagree		1111 54%	1561 75%	315 15%
Don't know		515 25%	283 14%	464 22%
Mean		2.06	1.75	3.07
Standard deviation		0.83	0.71	0.82
Standard error		0.02	0.02	0.02

**Children and Social Media Survey**  
**ONLINE Fieldwork: 27th-28th March 2019**

Absolutes/col percents

Table 17  
**Q3. Facebook and their CEO Mark Zuckerberg recently announced their plans to develop end-to-end encryption for its messaging service to make the site more private. This also means that Facebook may no longer be able to access or investigate any messages, including harmful and illegal content, sent on their platform. To what extent, if at all, do you agree or disagree with each of the following statements?**  
**Base: All respondents**  
**Facebook takes the safety of children using its sites seriously**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2070	1078	992	215	367	348	317	302	521	582	665	823	576	613	351	530	310	827
Weighted base	2070	1010	1060	230	358	331	366	306	479	588	697	785	565	582	420	503	320	874
NET: Agree	444 21%	225 22%	219 21%	74 32% <sup>EFGH</sup>	100 28% <sup>FGH</sup>	77 23% <sup>GH</sup>	70 19%	47 15%	76 16%	174 30% <sup>JK</sup>	147 21% <sup>K</sup>	123 16%	130 23%	118 20%	95 23%	101 20%	83 26%	204 23%
Strongly agree	(4) 73 4%	44 4% <sup>b</sup>	29 3%	8 4%	23 6% <sup>EGH</sup>	10 3%	13 3%	8 3%	11 2%	31 5% <sup>jk</sup>	22 3%	19 2%	21 4%	18 3%	16 4%	18 4%	15 5%	35 4%
Tend to agree	(3) 371 18%	181 18%	190 18%	66 29% <sup>dEFGH</sup>	77 21% <sup>fGH</sup>	67 20% <sup>GH</sup>	57 16%	39 13%	64 13%	143 24% <sup>JK</sup>	125 18% <sup>K</sup>	104 13%	109 19%	100 17%	79 19%	83 17%	69 21%	169 19%
Tend to disagree	(2) 692 33%	327 32%	365 34%	66 29%	117 33%	99 30%	117 32%	115 37% <sup>ce</sup>	179 37% <sup>CE</sup>	182 31%	216 31%	293 37% <sup>lJ</sup>	183 32%	223 38% <sup>LN</sup>	121 29%	165 33%	95 30%	280 32%
Strongly disagree	(1) 420 20%	235 23% <sup>B</sup>	185 17%	39 17%	67 19%	72 22%	82 22%	59 19%	100 21%	106 18%	154 22% <sup>i</sup>	159 20%	133 24% <sup>MO</sup>	95 16%	100 24% <sup>Mo</sup>	92 18%	59 18%	187 21%
NET: Disagree	1111 54%	562 56%	549 52%	105 46%	183 51%	171 52%	198 54% <sup>c</sup>	174 57% <sup>C</sup>	279 58% <sup>Cde</sup>	288 49%	370 53%	453 58% <sup>Ij</sup>	316 56%	318 55%	221 52%	257 51%	154 48%	467 53%
Don't know	515 25%	223 22%	291 27% <sup>A</sup>	50 22%	75 21%	82 25%	98 27%	85 28% <sup>d</sup>	124 26%	125 21%	180 26% <sup>i</sup>	209 27% <sup>I</sup>	120 21%	146 25%	105 25%	145 29% <sup>L</sup>	83 26%	203 23%
Mean	2.06	2.04	2.08	2.24 <sup>EFGH</sup>	2.20 <sup>eFGH</sup>	2.06	2.00	1.98	1.96	2.22 <sup>JK</sup>	2.03	1.97	2.04	2.10	2.03	2.08	2.16	2.08
Standard deviation	0.83	0.87	0.80	0.85	0.89	0.85	0.84	0.77	0.77	0.87	0.84	0.77	0.85	0.78	0.88	0.83	0.87	0.86
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.06	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.06	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Children and Social Media Survey

### ONLINE Fieldwork: 27th-28th March 2019

Absolutes/col percents

Table 18

**Q3. Facebook and their CEO Mark Zuckerberg recently announced their plans to develop end-to-end encryption for its messaging service to make the site more private. This also means that Facebook may no longer be able to access or investigate any messages, including harmful and illegal content, sent on their platform. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Facebook takes the safety of children using its sites seriously**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2070	186	99	1785	85	236	167	156	163	207	250	315	206
Weighted base	2070	180	104*	1786	87*	238	174	184	151	199	279	290	184
NET: Agree	444 21%	39 22%	18 18%	387 22%	20 24%	49 21%	38 22%	46 25%M	27 18%	44 22%	66 24%M	67 23%M	29 16%
Strongly agree	(4) 73 4%	5 3%	2 2%	66 4%	4 5%	8 3%	9 5%	4 2%	3 2%	5 3%	13 5%	10 3%	10 5%
Tend to agree	(3) 371 18%	34 19%M	17 16%	321 18%	16 19% <i>m</i>	41 17% <i>m</i>	29 17% <i>m</i>	42 23%M	24 16%	38 19%M	53 19%M	57 20%M	19 10%
Tend to disagree	(2) 692 33%	62 34%	34 33%	595 33%	27 31%	89 37%	66 38%	59 32%	53 35%	61 31%	85 30%	97 34%	59 32%
Strongly disagree	(1) 420 20%	32 18%	19 19%	368 21%	16 19%	56 24% <i>L</i>	36 21%	31 17%	32 21%	49 25% <i>hL</i>	61 22%	47 16%	39 21%
NET: Disagree	1111 54%	94 52%	54 52%	964 54%	44 50%	145 61% <i>aHkL</i>	102 58% <i>l</i>	90 49%	85 56%	110 55%	146 52%	144 50%	98 53%
Don't know	515 25%	47 26% <i>f</i>	32 30% <i>Fg</i>	436 24%	23 26%	44 18%	34 20%	48 26% <i>f</i>	39 26% <i>f</i>	45 23%	67 24%	78 27% <i>F</i>	57 31% <i>FGj</i>
Mean	2.06	2.09	2.01	2.06	2.13	2.01	2.08	2.14	1.98	2.00	2.08	2.14	1.99
Standard deviation	0.83	0.80	0.78	0.84	0.87	0.82	0.85	0.80	0.79	0.85	0.88	0.82	0.88
Standard error	0.02	0.07	0.09	0.02	0.11	0.06	0.07	0.07	0.07	0.07	0.06	0.05	0.07

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Children and Social Media Survey

### ONLINE Fieldwork: 27th-28th March 2019

Absolutes/col percents

Table 19  
**Q3. Facebook and their CEO Mark Zuckerberg recently announced their plans to develop end-to-end encryption for its messaging service to make the site more private. This also means that Facebook may no longer be able to access or investigate any messages, including harmful and illegal content, sent on their platform. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Facebook is a safe site for children to use**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2070	1078	992	215	367	348	317	302	521	582	665	823	576	613	351	530	310	827
Weighted base	2070	1010	1060	230	358	331	366	306	479	588	697	785	565	582	420	503	320	874
NET: Agree	226 11%	132 13%B	94 9%	34 15%GH	53 15%GH	47 14%GH	38 10%H	25 8%	29 6%	87 15%K	85 12%K	54 7%	65 11%	60 10%	43 10%	58 12%	34 11%	121 14%
Strongly agree	(4) 32 2%	21 2%b	10 1%	5 2%	7 2%	5 2%	5 1%	5 1%	5 1%	12 2%	10 1%	10 1%	10 2%	12 2%	3 1%	6 1%	6 2%	17 2%
Tend to agree	(3) 195 9%	111 11%B	84 8%	29 13%GH	46 13%GH	41 13%GH	34 9%H	20 7%	24 5%	75 13%K	75 11%K	44 6%	54 10%	48 8%	40 10%	52 10%	28 9%	104 12%
Tend to disagree	(2) 863 42%	412 41%	451 43%	97 42%	147 41%	128 39%	165 45%	125 41%	201 42%	244 42%	292 42%	326 42%	237 42%	258 44%	170 40%	199 39%	132 41%	367 42%
Strongly disagree	(1) 698 34%	338 33%	360 34%	59 26%	128 36%C	122 37%C	114 31%	105 34%c	170 35%C	187 32%	236 34%	274 35%	195 34%	184 32%	143 34%	177 35%	105 33%	287 33%
NET: Disagree	1561 75%	750 74%	811 77%	156 68%	275 77%C	250 76%c	279 76%c	230 75%	371 78%C	432 73%	529 76%	601 77%	431 76%	442 76%	313 74%	376 75%	237 74%	653 75%
Don't know	283 14%	128 13%	155 15%	40 17%DE	29 8%	34 10%	50 14%D	52 17%DE	78 16%DE	69 12%	83 12%	131 17%LJ	69 12%	80 14%	64 15%	69 14%	50 16%q	100 11%
Mean	1.75	1.79B	1.72	1.89eGH	1.79H	1.76h	1.77H	1.70	1.66	1.83K	1.77K	1.68	1.76	1.78	1.73	1.74	1.76	1.81
Standard deviation	0.71	0.75	0.68	0.74	0.76	0.76	0.69	0.69	0.65	0.76	0.72	0.67	0.73	0.71	0.69	0.72	0.72	0.75
Standard error	0.02	0.02	0.02	0.06	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.03	0.04	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Children and Social Media Survey

### ONLINE Fieldwork: 27th-28th March 2019

Absolutes/col percents

Table 20

**Q3. Facebook and their CEO Mark Zuckerberg recently announced their plans to develop end-to-end encryption for its messaging service to make the site more private. This also means that Facebook may no longer be able to access or investigate any messages, including harmful and illegal content, sent on their platform. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Facebook is a safe site for children to use**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2070	186	99	1785	85	236	167	156	163	207	250	315	206
Weighted base	2070	180	104*	1786	87*	238	174	184	151	199	279	290	184
NET: Agree	226 11%	15 8%	7 7%	204 11%	13 15% <sup>m</sup>	24 10%	30 17% <sup>ABfIlM</sup>	22 12%	13 8%	24 12%	33 12%	30 10%	15 8%
Strongly agree	(4) 32 2%	2 1%	1 1%	29 2%	3 3% <sup>g</sup>	3 1%	1 *	3 2%	2 1%	4 2%	7 2%	3 1%	4 2%
Tend to agree	(3) 195 9%	13 7%	7 6%	175 10%	10 12%	21 9%	29 17% <sup>ABFijKLM</sup>	19 10%	11 7%	20 10%	26 9%	27 9%	11 6%
Tend to disagree	(2) 863 42%	74 41%	44 43%	744 42%	33 38%	99 42%	68 39%	84 45%	65 43%	76 38%	116 42%	128 44%	76 41%
Strongly disagree	(1) 698 34%	67 37%	32 31%	599 34%	25 29%	86 36%	57 33%	56 30%	53 35%	76 38%	89 32%	93 32%	64 35%
NET: Disagree	1561 75%	142 79% <sup>E</sup>	76 73%	1343 75%	58 66%	185 78% <sup>e</sup>	125 72%	140 76%	119 79% <sup>e</sup>	151 76%	205 73%	221 76% <sup>e</sup>	140 76%
Don't know	283 14%	23 13%	20 19% <sup>gj</sup>	239 13%	16 18%	29 12%	19 11%	23 12%	20 13%	23 12%	41 15%	39 13%	30 16%
Mean	1.75	1.68	1.72	1.76	1.88 <sup>a</sup>	1.72	1.83 <sup>a</sup>	1.81	1.71	1.73	1.79	1.76	1.71
Standard deviation	0.71	0.68	0.65	0.72	0.81	0.70	0.74	0.71	0.68	0.75	0.74	0.69	0.71
Standard error	0.02	0.05	0.07	0.02	0.10	0.05	0.06	0.06	0.06	0.06	0.05	0.04	0.05

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Children and Social Media Survey**  
**ONLINE Fieldwork: 27th-28th March 2019**

Absolutes/col percents

Table 21

**Q3. Facebook and their CEO Mark Zuckerberg recently announced their plans to develop end-to-end encryption for its messaging service to make the site more private. This also means that Facebook may no longer be able to access or investigate any messages, including harmful and illegal content, sent on their platform. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Facebook is failing in its duty of care to children**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2070	1078	992	215	367	348	317	302	521	582	665	823	576	613	351	530	310	827
Weighted base	2070	1010	1060	230	358	331	366	306	479	588	697	785	565	582	420	503	320	874
NET: Agree	1291 62%	651 64%b	640 60%	125 54%	221 62%	193 58%	236 65%C	201 66%Ce	313 65%CE	347 59%	429 62%	515 66%I	363 64%	377 65%o	250 60%	300 60%	203 63%	532 61%
Strongly agree	(4) 512 25%	280 28%B	232 22%	35 15%	81 23%c	87 26%C	87 24%C	83 27%C	139 29%CD	116 20%	174 25%I	223 28%I	147 26%	127 22%	108 26%	130 26%	72 23%	199 23%
Tend to agree	(3) 778 38%	371 37%	407 38%	90 39%	141 39%e	106 32%	149 41%E	118 38%	174 36%	231 39%	256 37%	292 37%	216 38%	250 43%NO	142 34%	171 34%	131 41%	333 38%
Tend to disagree	(2) 227 11%	114 11%	113 11%	33 14%F	47 13%F	39 12%	29 8%	32 10%	47 10%	80 14%Jk	68 10%	79 10%	60 11%	60 10%	56 13%	50 10%	27 9%	117 13%P
Strongly disagree	(1) 89 4%	47 5%	41 4%	11 5%g	23 6%G	14 4%g	14 4%	5 2%	22 5%G	33 6%k	28 4%	27 3%	27 5%	19 3%	23 6%	19 4%	14 4%	39 5%
NET: Disagree	315 15%	161 16%	154 15%	44 19%FG	70 20%FGh	53 16%	43 12%	37 12%	69 14%	114 19%JK	96 14%	106 13%	87 15%	79 14%	80 19%Mo	69 14%	41 13%	157 18%p
Don't know	464 22%	198 20%	266 25%A	61 27%Dh	67 19%	85 26%Dh	87 24%	68 22%	96 20%	128 22%	172 25%	164 21%	115 20%	125 22%	90 21%	134 27%Lm	76 24%	186 21%
Mean	3.07	3.09	3.05	2.89	2.96	3.08C	3.11Cd	3.18CD	3.12CD	2.93	3.10I	3.14I	3.07	3.06	3.02	3.11	3.07	3.00
Standard deviation	0.82	0.84	0.80	0.81	0.87	0.86	0.78	0.74	0.84	0.84	0.82	0.80	0.83	0.76	0.89	0.83	0.80	0.83
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.03	0.05	0.04	0.05	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Children and Social Media Survey

### ONLINE Fieldwork: 27th-28th March 2019

Absolutes/col percents

Table 22

**Q3. Facebook and their CEO Mark Zuckerberg recently announced their plans to develop end-to-end encryption for its messaging service to make the site more private. This also means that Facebook may no longer be able to access or investigate any messages, including harmful and illegal content, sent on their platform. To what extent, if at all, do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Facebook is failing in its duty of care to children**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2070	186	99	1785	85	236	167	156	163	207	250	315	206
Weighted base	2070	180	104*	1786	87*	238	174	184	151	199	279	290	184
NET: Agree	1291 62%	119 66%b	56 54%	1116 62%	48 56%	160 67%BeGl	99 57%	110 60%	101 67%bg	126 63%	187 67%BegI	172 59%	113 61%
Strongly agree	(4) 512 25%	48 27%	19 18%	445 25%	21 25%	65 27%	41 24%	39 21%	36 24%	54 27%	79 28%bl	61 21%	48 26%
Tend to agree	(3) 778 38%	70 39%	37 36%	671 38%	27 31%	96 40%	58 33%	70 38%	66 43%eg	72 36%	107 38%	111 38%	65 35%
Tend to disagree	(2) 227 11%	21 11%	7 6%	200 11%	15 17%BFklm	19 8%	30 17%BFKLM	25 13%	16 11%	24 12%	27 9%	29 10%	15 8%
Strongly disagree	(1) 89 4%	4 2%	6 6%	78 4%	1 1%	11 4%	16 9%AEfHIKM	4 2%	5 3%	12 6%aehk	7 3%	17 6%aehk	5 3%
NET: Disagree	315 15%	25 14%	13 12%	278 16%	16 18%	30 13%	46 26%ABFHijklm	29 16%	21 14%	37 18%kM	34 12%	46 16%	20 11%
Don't know	464 22%	37 20%	35 34%DAFGIJK	392 22%	23 26%g	48 20%	29 17%	46 25%	28 19%	36 18%	59 21%	72 25%gj	51 28%fGiJ
Mean	3.07	3.14G	3.00	3.06	3.08	3.13G	2.86	3.05	3.07g	3.03	3.18GL	2.99	3.18GL
Standard deviation	0.82	0.76	0.86	0.83	0.79	0.81	0.96	0.76	0.77	0.89	0.76	0.86	0.77
Standard error	0.02	0.06	0.10	0.02	0.10	0.06	0.08	0.07	0.07	0.07	0.05	0.06	0.06

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

\* small base; \*\* very small base (under 30) ineligible for sig testing