

Safer Internet Day – Public Opinion on social networks and messaging apps

METHODOLOGY NOTE

ComRes interviewed 1,445 GB adults online between the 14th and 15th November 2015. 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.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock:
katharine.peacock@comres.co.uk

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

Social Network and Messaging Apps Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 1

Q.1 How often, if at all, do these things happen on your social networks and messaging apps?

Summary Table

Base: All respondents

	Happen on social networks and messaging apps					People post things that attack a certain group (e.g. racist, sexist or homophobic comments)
	People post kind, positive or supportive content	People are kind to me	People post unkind, negative or upsetting content	People are unkind or rude to me	People share gossip or rumours about others	
Unweighted base	1445	1445	1445	1445	1445	1445
Weighted base	1470	1470	1470	1470	1470	1470
NET: Ever	1392 95%	1397 95%	906 62%	460 31%	1058 72%	869 59%
Most of the time	332 23%	422 29%	56 4%	20 1%	162 11%	72 5%
Often	632 43%	554 38%	196 13%	68 5%	332 23%	196 13%
Occasionally	429 29%	421 29%	654 45%	373 25%	564 38%	601 41%
Never	78 5%	73 5%	564 38%	1010 69%	412 28%	601 41%

Social Network and Messaging Apps Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 2

Q.1 How often, if at all, do these things happen on your social networks and messaging apps?**People post kind, positive or supportive content****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	1445	640	805	213	276	263	278	191	224	400	461	238	346	238	654
Weighted base	1470	669	801	225	313	279	259	180	215	373	417	324	356	242	645
NET: Ever	1392	628	764	218	295	266	248	169	198	358	404	294	336	234	606
	95%	94%	95%	97%	94%	95%	96%	94%	92%	96%	97%	91%	94%	96%	94%
Most of the time	332	111	221	43	57	70	65	41	56	81	89	83	79	54	136
	23%	17%	28%	19%	18%	25%	25%	23%	26%	22%	21%	26%	22%	22%	21%
Often	632	270	361	109	158	109	103	69	83	161	201	127	142	106	300
	43%	40%	45%	49%	51%	39%	40%	39%	39%	43%	48%	39%	40%	44%	47%
Occasionally	429	247	182	66	79	87	80	59	59	117	113	84	115	73	170
	29%	37%	23%	29%	25%	31%	31%	33%	27%	31%	27%	26%	32%	30%	26%
Never	78	41	37	7	18	14	11	11	17	15	13	30	20	9	39
	5%	6%	5%	3%	6%	5%	4%	6%	8%	4%	3%	9%	6%	4%	6%

Social Network and Messaging Apps Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 3

Q.1 How often, if at all, do these things happen on your social networks and messaging apps?**People post kind, positive or supportive content****Base: All respondents**

	Region													Children aged 18 or under			
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	None	Yes, any	Any aged 0-10	Any aged 11-18
Unweighted base	1445	154	69	1222	61	158	133	132	102	134	171	202	129	1017	422	295	201
Weighted base	1470	125	73	1272	63	166	137	140	110	142	187	201	127	1013	451	322	208
NET: Ever	1392	118	70	1204	57	161	128	134	109	130	176	190	120	964	424	301	200
	95%	95%	95%	95%	91%	97%	93%	96%	99%	91%	94%	95%	95%	95%	94%	93%	96%
Most of the time	332	31	13	288	17	31	33	27	22	40	37	45	36	225	106	67	57
	23%	25%	17%	23%	26%	19%	24%	20%	20%	28%	20%	23%	28%	22%	24%	21%	27%
Often	632	60	36	536	16	83	48	64	43	59	85	86	51	431	198	144	91
	43%	48%	48%	42%	25%	50%	35%	46%	39%	42%	46%	43%	40%	43%	44%	45%	44%
Occasionally	429	28	22	380	24	47	47	42	43	30	54	59	33	308	120	89	52
	29%	22%	29%	30%	39%	28%	34%	30%	39%	21%	29%	29%	26%	30%	27%	28%	25%
Never	78	6	4	68	6	5	9	6	1	13	11	11	6	49	27	21	8
	5%	5%	5%	5%	9%	3%	7%	4%	1%	9%	6%	5%	5%	5%	6%	7%	4%

Social Network and Messaging Apps Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 4

Q.1 How often, if at all, do these things happen on your social networks and messaging apps?**People are kind to me****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	1445	640	805	213	276	263	278	191	224	400	461	238	346	238	654
Weighted base	1470	669	801	225	313	279	259	180	215	373	417	324	356	242	645
NET: Ever	1397	621	776	217	294	269	249	168	199	360	397	306	334	233	614
	95%	93%	97%	97%	94%	96%	96%	93%	93%	96%	95%	94%	94%	96%	95%
Most of the time	422	145	277	61	88	87	69	52	65	102	120	98	103	70	176
	29%	22%	35%	27%	28%	31%	27%	29%	30%	27%	29%	30%	29%	29%	27%
Often	554	231	323	92	120	105	97	52	89	145	147	135	128	90	255
	38%	35%	40%	41%	38%	38%	37%	29%	41%	39%	35%	42%	36%	37%	39%
Occasionally	421	246	176	65	87	77	83	65	45	113	131	73	104	73	184
	29%	37%	22%	29%	28%	28%	32%	36%	21%	30%	31%	23%	29%	30%	28%
Never	73	48	25	7	18	10	9	12	16	13	20	18	22	9	31
	5%	7%	3%	3%	6%	4%	4%	7%	7%	4%	5%	6%	6%	4%	5%

Social Network and Messaging Apps Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 5

Q.1 How often, if at all, do these things happen on your social networks and messaging apps?**People are kind to me****Base: All respondents**

	Region													Children aged 18 or under			
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	None	Yes, any	Any aged 0-10	Any aged 11-18
Unweighted base	1445	154	69	1222	61	158	133	132	102	134	171	202	129	1017	422	295	201
Weighted base	1470	125	73	1272	63	166	137	140	110	142	187	201	127	1013	451	322	208
NET: Ever	1397	119	70	1208	57	161	127	132	109	134	180	191	118	962	430	310	198
	95%	95%	96%	95%	91%	97%	92%	95%	99%	94%	96%	95%	93%	95%	95%	96%	95%
Most of the time	422	40	18	365	16	48	41	40	31	52	47	51	38	287	135	96	64
	29%	32%	24%	29%	26%	29%	30%	29%	28%	37%	25%	25%	30%	28%	30%	30%	31%
Often	554	42	33	479	19	69	39	63	35	52	77	84	41	367	185	136	88
	38%	34%	44%	38%	30%	42%	29%	45%	32%	37%	41%	42%	32%	36%	41%	42%	42%
Occasionally	421	37	20	365	22	43	47	29	43	30	55	56	39	308	110	77	45
	29%	29%	27%	29%	36%	26%	34%	21%	39%	21%	30%	28%	31%	30%	24%	24%	22%
Never	73	6	3	63	5	5	10	7	1	8	7	11	9	51	21	12	11
	5%	5%	4%	5%	9%	3%	8%	5%	1%	6%	4%	5%	7%	5%	5%	4%	5%

Social Network and Messaging Apps Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 6

Q.1 How often, if at all, do these things happen on your social networks and messaging apps?**People post unkind, negative or upsetting content****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	1445	640	805	213	276	263	278	191	224	400	461	238	346	238	654
Weighted base	1470	669	801	225	313	279	259	180	215	373	417	324	356	242	645
NET: Ever	906	407	499	185	233	179	143	83	83	236	255	188	227	168	398
	62%	61%	62%	82%	75%	64%	55%	46%	39%	63%	61%	58%	64%	69%	62%
Most of the time	56	27	29	22	14	13	4	-	3	14	12	16	14	16	24
	4%	4%	4%	10%	5%	5%	1%	-	1%	4%	3%	5%	4%	6%	4%
Often	196	84	112	40	69	33	28	13	13	44	54	41	57	31	96
	13%	13%	14%	18%	22%	12%	11%	7%	6%	12%	13%	13%	16%	13%	15%
Occasionally	654	295	359	123	150	132	111	71	67	178	189	131	156	121	277
	45%	44%	45%	55%	48%	47%	43%	39%	31%	48%	45%	40%	44%	50%	43%
Never	564	262	302	40	79	101	116	96	132	138	161	137	128	74	248
	38%	39%	38%	18%	25%	36%	45%	54%	61%	37%	39%	42%	36%	31%	38%

Social Network and Messaging Apps Survey

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Absolutes/col percents

Table 7

Q.1 How often, if at all, do these things happen on your social networks and messaging apps?**People post unkind, negative or upsetting content****Base: All respondents**

	Region													Children aged 18 or under			
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	None	Yes, any	Any aged 0-10	Any aged 11-18
Unweighted base	1445	154	69	1222	61	158	133	132	102	134	171	202	129	1017	422	295	201
Weighted base	1470	125	73	1272	63	166	137	140	110	142	187	201	127	1013	451	322	208
NET: Ever	906	77	43	785	39	102	93	93	77	75	116	118	73	606	295	217	127
	62%	62%	59%	62%	63%	61%	68%	67%	70%	53%	62%	59%	57%	60%	65%	67%	61%
Most of the time	56	-	2	53	3	7	7	5	5	4	10	8	3	34	21	19	9
	4%	-	3%	4%	4%	4%	5%	4%	5%	3%	5%	4%	3%	3%	5%	6%	4%
Often	196	19	14	163	9	27	22	19	17	9	22	20	18	115	81	54	40
	13%	15%	19%	13%	15%	16%	16%	14%	15%	6%	12%	10%	14%	11%	18%	17%	19%
Occasionally	654	59	27	569	27	68	64	69	54	62	83	90	51	457	192	144	78
	45%	47%	36%	45%	44%	41%	46%	49%	49%	44%	45%	45%	41%	45%	43%	45%	37%
Never	564	47	30	486	23	64	44	47	33	67	71	83	54	407	157	105	81
	38%	38%	41%	38%	37%	39%	32%	33%	30%	47%	38%	41%	43%	40%	35%	33%	39%

Social Network and Messaging Apps Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 8

Q.1 How often, if at all, do these things happen on your social networks and messaging apps?**People are unkind or rude to me****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	1445	640	805	213	276	263	278	191	224	400	461	238	346	238	654
Weighted base	1470	669	801	225	313	279	259	180	215	373	417	324	356	242	645
NET: Ever	460	233	228	100	133	97	71	31	29	119	126	101	114	78	234
	31%	35%	28%	44%	42%	35%	27%	17%	13%	32%	30%	31%	32%	32%	36%
Most of the time	20	11	9	5	7	3	4	1	-	8	1	5	6	8	7
	1%	2%	1%	2%	2%	1%	2%	*	-	2%	*	1%	2%	3%	1%
Often	68	44	24	20	23	15	7	2	*	13	15	21	19	15	39
	5%	7%	3%	9%	7%	5%	3%	1%	*	4%	3%	6%	5%	6%	6%
Occasionally	373	178	195	75	103	79	60	28	28	98	110	76	88	55	187
	25%	27%	24%	33%	33%	28%	23%	16%	13%	26%	27%	24%	25%	23%	29%
Never	1010	436	573	125	180	182	188	149	186	254	291	223	242	164	411
	69%	65%	72%	56%	58%	65%	73%	83%	87%	68%	70%	69%	68%	68%	64%

Social Network and Messaging Apps Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 9

Q.1 How often, if at all, do these things happen on your social networks and messaging apps?**People are unkind or rude to me****Base: All respondents**

	Region													Children aged 18 or under			
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	None	Yes, any	Any aged 0-10	Any aged 11-18
Unweighted base	1445	154	69	1222	61	158	133	132	102	134	171	202	129	1017	422	295	201
Weighted base	1470	125	73	1272	63	166	137	140	110	142	187	201	127	1013	451	322	208
NET: Ever	460	30	13	418	24	56	54	43	36	33	73	63	35	288	169	124	79
	31%	24%	18%	33%	38%	34%	40%	31%	33%	23%	39%	31%	28%	28%	37%	38%	38%
Most of the time	20	3	1	16	1	3	1	2	3	1	5	1	1	6	14	10	9
	1%	2%	1%	1%	2%	2%	1%	2%	2%	1%	2%	1%	1%	1%	3%	3%	4%
Often	68	5	5	58	4	7	5	8	8	3	12	10	2	39	27	20	12
	5%	4%	7%	5%	7%	4%	3%	6%	7%	2%	6%	5%	1%	4%	6%	6%	6%
Occasionally	373	22	7	344	18	47	49	33	26	29	57	52	33	243	128	93	58
	25%	18%	9%	27%	29%	28%	36%	24%	24%	20%	30%	26%	26%	24%	28%	29%	28%
Never	1010	95	61	854	39	110	83	96	73	110	114	138	92	725	283	198	129
	69%	76%	82%	67%	62%	66%	60%	69%	67%	77%	61%	69%	72%	72%	63%	62%	62%

Social Network and Messaging Apps Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 10

Q.1 How often, if at all, do these things happen on your social networks and messaging apps?**People share gossip or rumours about others****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	1445	640	805	213	276	263	278	191	224	400	461	238	346	238	654
Weighted base	1470	669	801	225	313	279	259	180	215	373	417	324	356	242	645
NET: Ever	1058	489	569	184	245	224	182	98	124	251	299	242	266	187	481
	72%	73%	71%	82%	78%	80%	71%	55%	58%	67%	72%	75%	75%	77%	74%
Most of the time	162	69	93	45	50	31	23	6	7	38	41	43	40	30	80
	11%	10%	12%	20%	16%	11%	9%	3%	3%	10%	10%	13%	11%	12%	12%
Often	332	144	188	71	77	82	58	14	30	77	90	87	78	69	162
	23%	21%	24%	32%	25%	29%	22%	8%	14%	21%	22%	27%	22%	29%	25%
Occasionally	564	276	288	68	118	111	102	79	87	136	168	112	149	88	238
	38%	41%	36%	30%	38%	40%	39%	44%	41%	36%	40%	34%	42%	36%	37%
Never	412	180	232	40	68	56	76	82	91	122	118	82	89	55	165
	28%	27%	29%	18%	22%	20%	29%	45%	42%	33%	28%	25%	25%	23%	26%

Social Network and Messaging Apps Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 11

Q.1 How often, if at all, do these things happen on your social networks and messaging apps?**People share gossip or rumours about others****Base: All respondents**

	Region													Children aged 18 or under			
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	None	Yes, any	Any aged 0-10	Any aged 11-18
Unweighted base	1445	154	69	1222	61	158	133	132	102	134	171	202	129	1017	422	295	201
Weighted base	1470	125	73	1272	63	166	137	140	110	142	187	201	127	1013	451	322	208
NET: Ever	1058	77	52	929	51	115	105	111	87	88	133	147	92	704	350	252	164
	72%	61%	71%	73%	82%	69%	77%	80%	79%	62%	71%	73%	73%	70%	78%	78%	79%
Most of the time	162	7	13	142	4	19	14	20	13	15	23	20	14	89	73	60	34
	11%	6%	17%	11%	6%	12%	10%	14%	12%	10%	13%	10%	11%	9%	16%	19%	16%
Often	332	21	18	294	13	32	39	38	28	22	47	49	25	214	115	85	51
	23%	16%	24%	23%	21%	19%	28%	28%	25%	15%	25%	24%	20%	21%	25%	26%	25%
Occasionally	564	49	22	493	34	63	52	53	46	52	62	79	53	401	162	107	78
	38%	39%	30%	39%	54%	38%	38%	38%	42%	36%	33%	39%	42%	40%	36%	33%	38%
Never	412	48	21	343	11	51	32	28	23	54	54	54	34	309	101	71	45
	28%	39%	29%	27%	18%	31%	23%	20%	21%	38%	29%	27%	27%	30%	22%	22%	21%

Social Network and Messaging Apps Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 12

Q.1 How often, if at all, do these things happen on your social networks and messaging apps?**People post things that attack a certain group (e.g. racist, sexist or homophobic comments)****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	1445	640	805	213	276	263	278	191	224	400	461	238	346	238	654
Weighted base	1470	669	801	225	313	279	259	180	215	373	417	324	356	242	645
NET: Ever	869	402	466	152	222	175	140	83	97	214	244	199	212	160	400
	59%	60%	58%	68%	71%	63%	54%	46%	45%	57%	58%	61%	60%	66%	62%
Most of the time	72	36	35	18	25	16	9	1	4	13	17	22	20	13	38
	5%	5%	4%	8%	8%	6%	3%	*	2%	3%	4%	7%	6%	5%	6%
Often	196	94	103	45	49	40	26	19	16	58	58	42	39	28	98
	13%	14%	13%	20%	16%	14%	10%	11%	7%	16%	14%	13%	11%	12%	15%
Occasionally	601	272	328	89	148	119	105	63	77	144	169	135	153	118	264
	41%	41%	41%	39%	47%	43%	41%	35%	36%	38%	41%	42%	43%	49%	41%
Never	601	266	335	72	91	104	119	97	118	159	173	125	144	82	245
	41%	40%	42%	32%	29%	37%	46%	54%	55%	43%	42%	39%	40%	34%	38%

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Absolutes/col percents

Table 13

Q.1 How often, if at all, do these things happen on your social networks and messaging apps?**People post things that attack a certain group (e.g. racist, sexist or homophobic comments)****Base: All respondents**

	Region													Children aged 18 or under			
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	None	Yes, any	Any aged 0-10	Any aged 11-18
Unweighted base	1445	154	69	1222	61	158	133	132	102	134	171	202	129	1017	422	295	201
Weighted base	1470	125	73	1272	63	166	137	140	110	142	187	201	127	1013	451	322	208
NET: Ever	869 59%	74 59%	39 53%	756 59%	41 65%	87 52%	86 63%	85 61%	73 66%	75 52%	111 59%	111 55%	88 70%	567 56%	299 66%	217 67%	132 63%
Most of the time	72 5%	5 4%	1 2%	66 5%	4 7%	3 2%	6 5%	8 5%	6 6%	8 5%	13 7%	8 4%	9 7%	37 4%	35 8%	26 8%	17 8%
Often	196 13%	13 11%	19 26%	164 13%	14 22%	19 12%	16 12%	21 15%	15 14%	15 10%	23 13%	26 13%	15 12%	136 13%	60 13%	47 15%	23 11%
Occasionally	601 41%	56 45%	19 26%	526 41%	23 36%	65 39%	64 47%	57 41%	51 46%	52 37%	75 40%	77 38%	63 50%	394 39%	204 45%	144 45%	92 44%
Never	601 41%	51 41%	34 47%	516 41%	22 35%	79 48%	51 37%	54 39%	37 34%	68 48%	76 41%	90 45%	39 30%	446 44%	152 34%	105 33%	76 37%