17-065615-01

PUBLIC

IIOC 2 Campaign Evaluation Wave 5

11th - 30th April 2018

UK adults aged 18 - 50

B12. If you accidently saw an indecent image of a child on the Internet , how likely or unlikely would you be to do each of the following? - Report it

All who answered

	Total	Age within gender					Parent		Employment status		View legal adult pornography			Legal age to feature in pornography		
		Males 18-24	Males 25-30	Males 31-50	Females 18-24	Females 25-30	Parent	Non-parent	Working	Not working	At least weekly	Ever	Never	Aged under 16	Aged under 18	Aged 18 or older
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Base	1939	638	349	348	302	298	508	1411	1311	621	552	867	916	73	152	1655
Very likely	827 43% H	262 41%	144 41%	142 41%	143 47%	135 45%	274 54% AH	545 39%	575 44%	251 40%	246 45% I	361 42%	399 44%	39 53% o*	65 43%	705 43%
Fairly likely	436 22% C	141 22%	59 17%	76 22%	67 22%	91 31% ABCde	109 21%	324 23%	289 22%	146 24%	123 22%	200 23%	211 23%	24 33% ap*	42 28%	372 22%
Not very likely	318 16% Gm	117 18% f	71 20% adef	49 14%	42 14%	39 13%	60 12%	256 18% AG	201 15%	117 19% a	95 17%	157 18% m	134 15%	6 8% *	22 14% n	280 17%
Not at all likely	108 6% FM	45 7% eF	25 7% eF	26 7% eF	10 3% f	2 1%	20 4%	84 6%	76 6%	31 5%	34 6% m	63 7% AM	33 4%	2 3% *	10 7% n	94 6%
Prefer not to say	10 1% gl	5 1%	2 1%	1 *	2 1%	- -	- -	10 1%	3 *	7 1% ai	4 1%	5 1%	4 *	- - *	1 1%	9 1%
Don't know	240 12% GKLN	68 11%	48 14%	54 16% b	38 13%	31 10%	45 9%	192 14% AG	167 13%	69 11%	50 9%	81 9%	135 15% AKL	2 3% *	12 8% n	195 12% n

	Total	Males 18-24	Males 25-30	Males 31-50	Females 18-24	Females 25-30	Parent	Non-parent	Working	Not working	At least weekly	Ever	Never	Aged under 16	Aged under 18	Aged 18 or older
NET: Likely	1263 65% CH	403 63%	203 58%	218 63%	210 70% C	226 76% ABCD	383 75% AH	869 62%	864 66%	397 64%	369 67%	561 65%	610 67%	63 86% AOP*	107 70%	1077 65%
NET: Unlikely	426 22% eFGMn	162 25% aEF	96 28% AEF	75 22% f	52 17%	41 14%	80 16%	340 24% AG	277 21%	148 24%	129 23% m	220 25% AM	167 18%	8 11% *	32 21% N	374 23% n
NET: Likely (likely-unlikely)	837 43%	241 38%	107 31%	143 41%	158 52%	185 62%	303 60%	529 37%	587 45%	249 40%	240 43%	341 39%	443 48%	55 75%	75 49%	703 42%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (1%): A/B/C/D/E/F,A/G/H,A/I/J,A/K/L/M,A/N/O/P (5%): a/b/c/d/e/f,a/g/h,a/i/j,a/k/l/m,a/n/o/p Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (1%): A/B/C/D/E/F,A/G/H,A/I/J,A/K/L/M,A/N/O/P (5%): a/b/c/d/e/f,a/g/h,a/i/j,a/k/l/m,a/n/o/p Minimum Base: 30(**) Small Base: 100(*)

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IIOC 2 Campaign Evaluation Wave 5

11th - 30th April 2018

UK adults aged 18 - 50

B12. If you accidently saw an indecent image of a child on the Internet , how likely or unlikely would you be to do each of the following? - Report it

All who answered

	Total	Umprompted recognition		Umprompted recognition amongst young males aged 18-24		Prompted recognition		Prompted recognition amongst young males aged 18-24		Type of recognition								Have seen material on LadBible		How many channels seen				How many time seen campaign	
		Yes	No	Males aged 18-24 who recall something on IIOC	Males aged 18-24 who don't recall anything on IIOC	Campaign recognisers	Non recognisers	Males aged 18-24 who are recognisers	Males aged 18-24 who are not recognisers	Seen 'Know the law' or 'No ifs, no buts' phrases	Seen 'Stop it now' phrase	Seen images	Seen / heard Interview	Seen / heard Superficial	Seen / heard Happened	Seen / heard Is she legal?	Any video	Yes	No	One channel	Two channels	Three channels	Four channels or more channels	Up to two times	Three times of more
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Base	1939	1091	848	416	222	574	1365	258	380	481	359	166	130	125	128	132	258	160	397	186	135	59	114	308	211
Very likely	827 43% CEGi	502 46% AC	325 38%	187 45% E	75 34%	280 49% AG	547 40%	124 48% I	138 36%	236 49% A	191 53%	95 57% Ajnq	76 58% AjnoQ	60 48%	63 49%	69 52% a	128 50% a	82 51% a	179 45%	89 48%	72 53% A	26 44% *	63 55% A	155 50% A	105 50% a
Fairly likely	436 22% c	268 25% ac	168 20%	97 23%	44 20%	128 22%	308 23%	53 21%	88 23%	107 22%	77 21%	39 23%	24 18%	28 22%	30 23%	25 19%	53 21%	33 21%	101 25%	38 20%	23 17%	18 31% u*	28 25%	76 25%	44 21%
Not very likely	318 16% kLm	168 15%	150 18%	67 16%	50 23% Ad	88 15%	230 17%	39 15%	78 21% a	72 15%	45 13%	12 7%	13 10% L	19 15%	16 12% l	18 14% l	38 15% Lm	29 18%	61 15%	33 18%	18 13%	9 15% *	14 12%	48 16%	30 14%
Not at all likely	108 6%	52 5%	56 7%	26 6%	19 9% a	26 5%	82 6%	16 6%	29 8%	20 4%	18 5%	8 5%	7 5%	9 7%	8 6%	6 5%	16 6%	6 4%	22 6%	6 3%	11 8%	3 5% *	3 3%	12 4%	15 7%
Prefer not to say	10 1% B	2 *	8 1% ab	1 *	4 2% ad	1 *	9 1%	-	5 1% a	1 *	1 *	-	-	-	-	-	-	-	-	-	-	1 2% *	-	-	-
Don't know	240 12% BdFjKlrSvwXy	99 9%	141 17% AB	38 9%	30 14%	51 9%	189 14% AF	26 10%	42 11%	45 9%	27 8%	12 7%	10 8%	9 7%	11 9%	14 11%	23 9%	10 6%	34 9%	20 11%	11 8%	2 3% *	6 5%	17 6%	17 8%
NET: Likely	1263 65% CEGi	770 71% AC	493 58%	284 68% E	119 54%	408 71% AG	855 63%	177 69% i	226 59%	343 71% A	268 75% A	134 81% AJNoPQ	100 77% Aq	88 70%	93 73%	94 71%	181 70%	115 72%	280 71%	127 68%	95 70%	44 75% a	91 80% At	231 75% A	149 71%
NET: Unlikely	426 22% bkL	220 20%	206 24% ab	93 22%	69 31% Ad	114 20%	312 23%	55 21%	107 28% A	92 19% L	63 18% l	20 12%	20 15%	28 22% Lm	24 19% l	24 18% l	54 21% Lm	35 22%	83 21%	39 21%	29 21%	12 20% *	17 15%	60 19%	45 21%
NET: Likely (likely-unlikely)	837 43%	550 50%	287 34%	191 46%	50 23%	294 51%	543 40%	122 47%	119 31%	251 52%	205 57%	114 69%	80 62%	60 48%	69 54%	70 53%	127 49%	80 50%	197 50%	88 47%	66 49%	32 54%	74 65%	171 56%	104 49%

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Overlap formulae used

ColumnProportions (1%): A/B/C,A/D/E,A/F/G,A/H/I,A/J/K/L/M/N/O/P/Q,A/R/S,A/T/U/V/W,A/X/Y (5%): a/b/c,a/d/e,a/f/g,a/h/i,a/j/k/l/m/n/o/p/q,a/r/s,a/t/u/v/w,a/x/y   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (1%): A/B/C,A/D/E,A/F/G,A/H/I,A/J/K/L/M/N/O/P/Q,A/R/S,A/T/U/V/W,A/X/Y (5%): a/b/c,a/d/e,a/f/g,a/h/i,a/j/k/l/m/n/o/p/q,a/r/s,a/t/u/v/w,a/x/y   Minimum Base: 30(**) Small Base: 100(*)

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IIOC 2 Campaign Evaluation Wave 5

11th - 30th April 2018

UK adults aged 18 - 50

B13B. If you accidentally saw an indecent image of a child on the Internet, what, if anything, would stop you from reporting it?

All who answered

	Total	Age within gender					Parent		Employment status		View legal adult pornography			Legal age to feature in pornography		
		Males 18-24	Males 25-30	Males 31-50	Females 18-24	Females 25-30	Parent	Non-parent	Working	Not working	At least weekly	Ever	Never	Aged under 16	Aged under 18	Aged 18 or older
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Base	1950	641	350	350	305	300	511	1419	1318	625	551	872	920	73	154	1663
Not knowing where to report it or how to report it	1031 53% BGikNO	311 49%	173 49%	190 54%	182 60% ABC	174 58% Bc	206 40%	818 58% AG	672 51%	356 57% ai	269 49%	455 52% K	502 55% k	15 21% *	50 32% N	929 56% ANO
Not knowing what to report (e.g. details of the victim, details of the website etc)	663 34% G	215 34%	113 32%	104 30%	110 36%	120 40% acD	135 26%	523 37% AG	438 33%	222 36%	185 34%	297 34%	308 33%	24 33% *	45 29%	583 35% a
Not being sure whether I could get into trouble over it	602 31% EFgM	210 33% EF	124 35% aEF	126 36% aEF	69 23%	71 24%	136 27%	465 33% Ag	399 30%	203 32%	197 36% AM	300 34% AM	247 27%	17 23% *	48 31% n	533 32% A
Not feeling comfortable discussing it	408 21% EFiM	175 27% AdEF	77 22% Ef	71 20% ef	41 13%	43 14%	102 20%	304 21%	259 20%	147 24%	153 28% ALM	203 23% aM	158 17%	25 34% AP*	45 29% Ap	344 21%
Not thinking anything would be done about it, even if I did report it	320 16% M	116 18%	58 17%	48 14%	49 16%	49 16%	79 15%	240 17%	205 16%	114 18%	114 21% AM	173 20% AM	127 14%	18 25% *	35 23% ap	270 16%
Not being sure it's a crime	177 9%	67 10%	24 7%	29 8%	33 11%	23 8%	54 11%	123 9%	116 9%	60 10%	57 10%	84 10%	80 9%	13 18% AP*	24 16% AP	143 9%
Not thinking it is my responsibility to report it	174 9% dfHMP	69 11% def	46 13% ADEF	21 6%	20 7%	18 6%	64 13% AH	107 8%	116 9%	57 9%	82 15% AIM	113 13% AM	45 5%	27 37% AOP*	38 25% AP	127 8%
The thought it would take me too long to do	155 8% DFhMP	79 12% ADEF	34 10% DF	13 4%	18 6%	11 4%	51 10% h	102 7%	102 8%	53 8%	75 14% ALM	97 11% AM	51 6%	24 33% AoP*	39 25% AP	113 7%
Other (please specify):	22 1% g	8 1%	4 1%	4 1%	4 1%	2 1%	2 *	20 1%	15 1%	6 1%	8 1%	12 1%	8 1%	- - *	- -	22 1%
Nothing would stop me from reporting	356 18% bHKLNO	97 15%	67 19%	73 21% b	58 19%	61 20% b	129 25% AH	224 16%	252 19%	104 17%	80 15%	124 14%	207 22% AKL	1 1% *	7 5% n	320 19% ANO
Prefer not to say	12 1% gP	6 1%	2 1%	- -	3 1%	- -	- -	8 1%	6 *	2 *	2 *	5 1%	6 1%	1 1% *	2 1%	7 *
Don't know	92 5% klnP	30 5%	16 5%	16 5%	17 6%	12 4%	22 4%	68 5%	67 5%	25 4%	17 3%	30 3%	48 5%	- - *	4 3% n	58 3%
Average number of reported barriers	1.92 GIM	2.07 AdF	1.97	1.81	1.85	1.77	1.70	2.01 AG	1.87	2.04 ai	2.14 AM	2.07 AM	1.76	2.26 *	2.19 ap	1.92

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ColumnMeans (1%): A/B/C/D/E/F,A/G/H,A/I/J,A/K/L/M,A/N/O/P (5%): a/b/c/d/e/f,a/g/h,a/i/j,a/k/l/m,a/n/o/p   Minimum Base: 30(**) Small Base: 100(*)

17-065615-01

PUBLIC

IIOC 2 Campaign Evaluation Wave 5

11th - 30th April 2018

UK adults aged 18 - 50

B13B. If you accidentally saw an indecent image of a child on the Internet, what, if anything, would stop you from reporting it?

All who answered

	Total	Unprompted recognition Yes	Unprompted recognition No	Males aged 18-24 who recall something on IIOC	Males aged 18-24 who don't recall anything on IIOC	Campaign recognisers	Non recognisers	Males aged 18-24 who are recognisers	Males aged 18-24 who are not recognisers	Seen 'Know the law' or 'No ifs, no buts' phrases	Seen 'Stop it now' phrase	Seen images	Seen / heard Interview	Seen / heard Superficial	Seen / heard Happened	Seen / heard Is she legal?	Any video	Have seen material on LadBible Yes	Have seen material on LadBible No	One channel	Two channels	Three channels	Four channels or more channels	Up to two times	Three times of more
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Base	1950	1098	852	418	223	576	1374	258	383	481	362	166	130	126	128	133	260	160	398	188	135	59	113	311	210
Not knowing where to report it or how to report it	1031 53% dfhikLMnOPRuY	583 53%	448 53%	202 48%	109 49%	280 49%	751 55% af	118 46%	193 50%	226 47% p	171 47% p	68 41%	54 42%	55 44%	51 40%	51 38%	123 47% oP	58 36%	221 56% R	93 49%	59 44%	26 44% *	59 52%	167 54% y	92 44%
Not knowing what to report (e.g. details of the victim, details of the website etc)	663 34%	392 36%	271 32%	145 35%	70 31%	193 34%	470 34%	78 30%	137 36%	160 33%	119 33%	49 30%	36 28%	40 32%	38 30%	39 29%	78 30%	48 30%	144 36%	57 30%	40 30%	25 42% *	41 36%	102 33%	66 31%
Not being sure whether I could get into trouble over it	602 31% fjKIptu	327 30%	275 32%	139 33%	71 32%	159 28%	443 32% af	80 31%	130 34%	130 27%	89 25%	39 23%	32 25%	31 25%	37 29%	31 23%	71 27%	40 25%	121 30%	46 24%	30 22%	16 27% *	37 33%	85 27%	60 29%
Not feeling comfortable discussing it	408 21% CG	264 24% AC	144 17%	134 32% AE	41 18%	144 25% AG	264 19%	80 31% A	95 25% a	119 25% a	81 22%	42 25%	29 22%	29 23%	30 23%	46 35% AjKlMNOQ	71 27% A	38 24%	103 26% A	48 26%	29 21%	17 29% *	30 27%	76 24%	60 29% A
Not thinking anything would be done about it, even if I did report it	320 16% c	200 18% ac	120 14%	81 19%	35 16%	102 18%	218 16%	44 17%	72 19%	84 17%	59 16%	28 17%	17 13%	25 20% m	22 17%	27 20% m	47 18% m	29 18%	75 19%	27 14%	18 13%	11 11% *	32 28% ATU	55 18%	41 20%
Not being sure it's a crime	177 9%	104 9%	73 9%	43 10%	24 11%	56 10%	121 9%	32 12%	35 9%	48 10%	36 10%	22 13%	13 10%	17 13%	17 13%	20 15% aj	31 12%	23 14% a	38 10%	14 7%	16 12%	7 12% *	16 14%	30 10%	26 12%
Not thinking it is my responsibility to report it	174 9% c	113 10% ac	61 7%	47 11%	22 10%	58 10%	116 8%	25 10%	44 11%	51 11% a	36 10%	22 13% a	20 15% Akq	20 16% Ajkq	18 14% a	20 15% a	29 11%	23 14% a	38 10%	15 8%	18 13%	8 14% *	12 11%	32 10%	27 13% a
The thought it would take me too long to do	155 8% CG	110 10% AC	45 5%	58 14% A	21 9%	60 10% aG	95 7%	31 12% a	48 13% A	52 11% A	36 10%	23 14% A	13 10%	21 17% Ajkmq	22 17% Ajkmq	20 15% A	31 12% a	25 16% As	37 9%	15 8%	11 8%	10 17% at*	20 18% Atu	31 10%	28 13% A
Other (please specify):	22 1% c	17 2% c	5 1%	7 2%	1 *	8 1%	14 1%	4 2%	4 1%	8 2% lq	5 1%	- -	1 1%	1 1%	- -	1 1%	1 *	1 1%	7 2%	2 1%	3 2%	- - *	2 2%	6 2%	2 1%
Nothing would stop me from reporting	356 18% bdn	182 17%	174 20% ab	59 14%	38 17%	105 18%	251 18%	39 15%	58 15%	96 20% Npq	84 23% ANoPQ	33 20% Np	27 21% Npq	13 10%	19 15%	18 14%	39 15% n	27 17%	68 17%	28 15%	30 22%	10 17% *	24 21%	57 18%	38 18%
Prefer not to say	12 1% B	2 *	10 1% aB	1 *	5 2% Ad	3 1%	9 1%	2 1%	4 1%	2 *	2 1%	- -	1 1%	- -	2 2% Inp	- -	2 1%	- -	2 1%	- -	3 2% at	- - *	- -	- -	2 1%
Don't know	92 5% BDFJKQSTuXY	22 2%	70 8% AB	9 2%	21 9% AD	12 2%	80 6% AF	7 3%	23 6%	8 2%	6 2%	4 2%	2 2%	2 2%	2 2%	2 2%	4 2%	6 4%	5 1%	1 1%	1 1%	1 2% *	2 2%	4 1%	2 1%
Average number of reported barriers	1.92 t	1.96	1.87	2.10 A	2.00	1.89	1.94	1.98	2.13 A	1.86	1.79	1.81	1.69	1.93 m	1.90	1.95 m	1.90 m	1.85	2.01	1.70	1.71	2.07 *	2.24 aTU	1.90	1.95

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Overlap formulae used

ColumnProportions (1%): A/B/C,A/D/E,A/F/G,A/H/I,A/J/K/L/M/N/O/P/Q,A/R/S,A/T/U/V/W,A/X/Y (5%): a/b/c,a/d/e,a/f/g,a/h/i,a/j/k/l/m/n/o/p/q,a/r/s,a/t/u/v/w,a/x/y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (1%): A/B/C,A/D/E,A/F/G,A/H/I,A/J/K/L/M/N/O/P/Q,A/R/S,A/T/U/V/W,A/X/Y (5%): a/b/c,a/d/e,a/f/g,a/h/i,a/j/k/l/m/n/o/p/q,a/r/s,a/t/u/v/w,a/x/y Minimum Base: 30(**) Small Base: 100(*)